



Google Ranking Factors You Should Know



Search intent

Google interprets the meaning behind users' search queries in an effort to show the most relevant result. Some search queries have informational intent, like "how to find a mentor." Other searches have transactional intent, like "buy SURGE conference tickets."



Keyword optimization

Your keywords should be placed strategically in certain parts of your website and pages. In the next section, we'll go over where exactly your keywords should be.









Content

Content that is in-depth, original, and of high quality is rewarded. Content freshness is also a ranking factor, with Google giving preference to updated content.



Backlinks

Backlinks are links from other websites that point to your website. Backlinks from high quality, relevant websites boost the authority of your website, which is favorable to Google. Prominent websites linking to your page signal that your information can be trusted.

	<h2>Mobile friendliness</h2> <p>A few years ago, Google announced “mobile-first indexing.” This means Google predominantly evaluates your mobile website instead of the desktop version when it’s determining your ranking position. With that in mind, your website’s mobile version should be fast and easy to navigate.</p>
	<h2>Site speed</h2> <p>For the best user experience and usability, site pages should load quickly. Three seconds or less is ideal, according to Search Engine Journal.</p>
	<h2>User experience</h2> <p>User experience is becoming an increasingly important ranking factor. Your website visitors should have a positive experience using your site, which includes: easy-to-use navigation, responsive design, helpful and readable content, and clear organization. User engagement metrics, like spending more time on your website and visiting multiple pages, send positive signals to Google.</p>
	<h2>Site security</h2> <p>This involves using an SSL certificate on your website (HTTPS instead of HTTP) to ensure your website is secure and protects your users.</p>
	<h2>Domain age</h2> <p>Established, mature domains tend to perform better than brand-new websites.</p>
	<h2>Internal linking</h2> <p>Internal links are links from one page of your website to another page of your website. These links help both Google and your website visitors find and understand your content and how it ties together. They also help pass authority from page to page, showing Google which pages are most important.</p>