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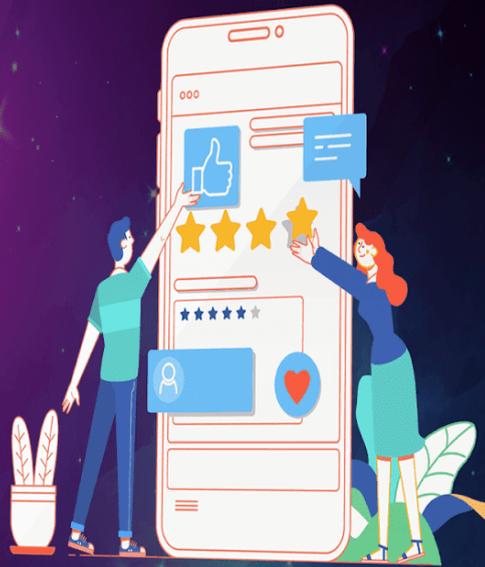
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8 Mobile Ranking Signals That are Relevant in 2019



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That are Relevant in 2019**



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Hey there!

Do you know how many voice search results come from Featured Snippets? **about 80%.** The vast majority of voice searches come from mobile... Go figure!

If it's not your site, it's your competitors. This guide is all about teaching you all about the most relevant mobile ranking signals that will earn you the visibility you deserve.

One thing I know for sure is that all of these ranking factors are all shaped to create a better, more awesome user experience.

With Google evaluating sites based on hundreds of ranking factors, knowing where to aim your SEO strategy in 2019 for the biggest bang might seem impossible.

Some good news - Ranking signals are going to continue to adapt to the user.

This means that new SEO trends already surviving have roots in the current algorithm — and with a little creativity and SEO savvy, it's entirely possible for you to rank well in 2019.

Ranking Factors explained

After two decades of growth and development, mobile devices now bring the largest chunks of traffic to online businesses, and their influence is only going to expand further and further. That's exactly the reason for Google's switch to

mobile-first: to open new possibilities in the art of website optimization. To seize them, we need to answer one question first:

How does one improve website rankings with mobile SEO?

There are a number of factors which make your mobile website rank higher (or lower) in Google, and they can be safely divided into three major groups: **technical, user experience and content.**

There's an additional group for a few other factors that can't be included in the previous three but still deserve mention. To help you get better acquainted with them, we broke down each mobile ranking factor to discuss it in detail.

Most Relevant Mobile Ranking Factors in 2019

While ranking signals are far from limited to just seven, the factors highlighted in this resource are ones I consider to be the most important for this year.

Here are the ranking factors that will really matter in 2019, and why:

1. High-Quality Content

Improving the quality of your content is pivotal to the success of your content marketing campaigns.

High-quality content is about creating pages that increase time on page, lower bounce rate and provide helpful content for the user.

The quality of your content is relative to your audience's profile. With a better understanding of your audience's needs, you can offer content with higher resonance.

But improving your content is a gradual process, and you need to continually measure and analyze your audience's responses to understand and improve on the elements that matter to them most.

Content Quantity Versus Content Quality



Your site's content should be **specific, high-quality and unique**. It should not be mass-produced or outsourced on a large number of other sites. Keep in mind that your content should be created primarily to give visitors a **good user experience**, not to rank well in search engines.

2. Accessibility

Accessibility is incredibly important for websites as one of its goals is to be **usable to the widest possible audience**. This includes not just the usual people you'd expect to be browsing the web, but also individuals with disabilities. The Internet is just as helpful for them, so having a website accessible to them is very important.

As you can imagine, the benefits in making your site accessible to the user are huge. This is an important thing to do simply from a humanistic perspective, as it ensures that you don't shut out disabled users.

But also improving accessibility on your site provides you with a lot of benefits as well.

Tips on how to make your website more accessible:

Typography is an important element in designing a website. Using a readable font type can help people with vision impairments to recognize or read words without any confusion.

Use **real text** rather than text within graphics and don't rely only on the appearance of the font (color, font variation, placement, shape etc.) to convey meaning. Select **basic, simple, easily-readable fonts** and **avoid small font sizes**.

Make sure your site is **keyboard-friendly** and **all content is easily accessible**.

Also in order to make a website accessible to a wide audience, the **design** must be done in a way that makes it readable and usable to anyone.



3. Security

Until recently, most website owners have not had to worry about special measures to secure their web pages unless they were conducting eCommerce transactions, or collecting sensitive information such as medical or banking data. But now all that is changing.

Web sites are unfortunately prone to security risks. And so are any networks to which web servers are connected.

Now Google officially recommends securing websites with **HTTPS**, this will not only be important for organizations that want their websites to **perform well in search**, but **more and more visitors** will come to expect it.

If your website isn't currently using HTTPS protocol, it needs to jump to the top of your priority list. This essentially tells your website visitors that they're interacting with the proper server and nothing else can alter or intercept the content they're viewing.

Without HTTPS a hacker can change information on the page to gather personal information from your site visitors. For example, they could steal login information and passwords from users.

HTTPS protocol will also improve your **search ranking**. Google is rewarding websites that use this security measure.



4. Page speed optimization

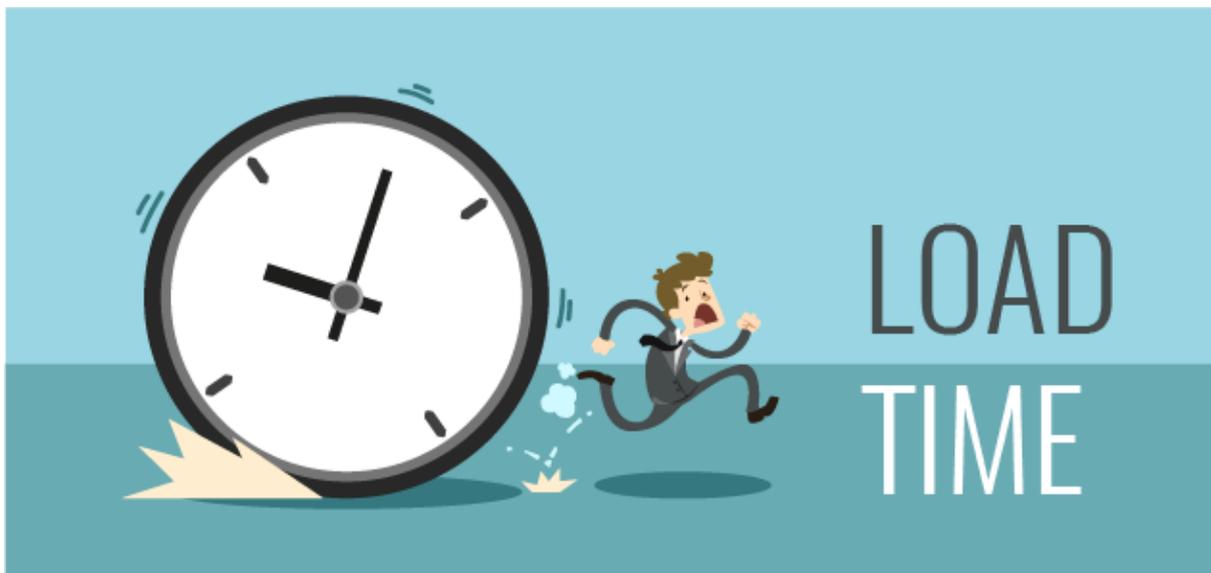
Google has indicated that site speed (page speed) is one of the signals used by its algorithm to rank pages. And research has shown that Google might be specifically measuring time to first byte as when it considers page speed. In addition, a slow page speed means that search engines can crawl fewer pages using their allocated crawl budget, and this could negatively affect your indexation.

Think about the last time you encountered a **slow-loading website**. You probably have closed out the browser tab entirely or felt less inclined to patronize the site once it finally loaded.

Google understands that consumers want fast access to information, products, and services. Consequently, it rewards websites that load quickly.

Page speed is also important to **user experience**. Pages with a longer load time tend to have higher bounce rates and lower average time on page.

Page speed forms the structure of a successful website. Bad page speed ruins the SEO ranking while good page speed boosts Google Page Rank, but most importantly keeps **users happy**.



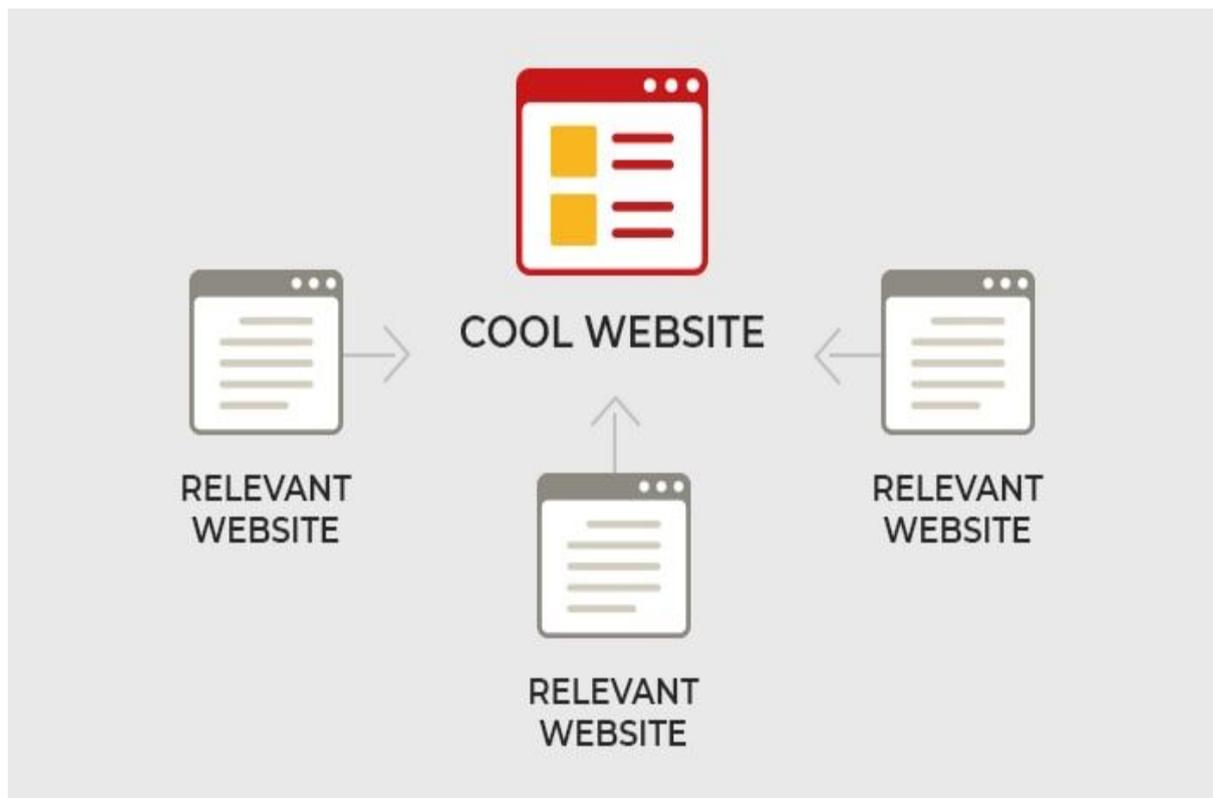
5. Authoritative Backlinks

Building strong and authoritative backlinks is the primary method of gaining higher search engine rankings.

Building an authoritative backlink profile takes a lot of good quality content, plenty of patience and more time than you think. At the same time, it's incredibly important.

Backlinks are a vital part of any **SEO strategy**. They act as big ranking signals and they have traffic benefits as well. This is especially true for high-volume keywords.

By building authoritative links, you stand to give you (or your client's site) a larger boost in traffic and domain/page authority than pretty much any other SEO tactic.



6. Mobile optimization

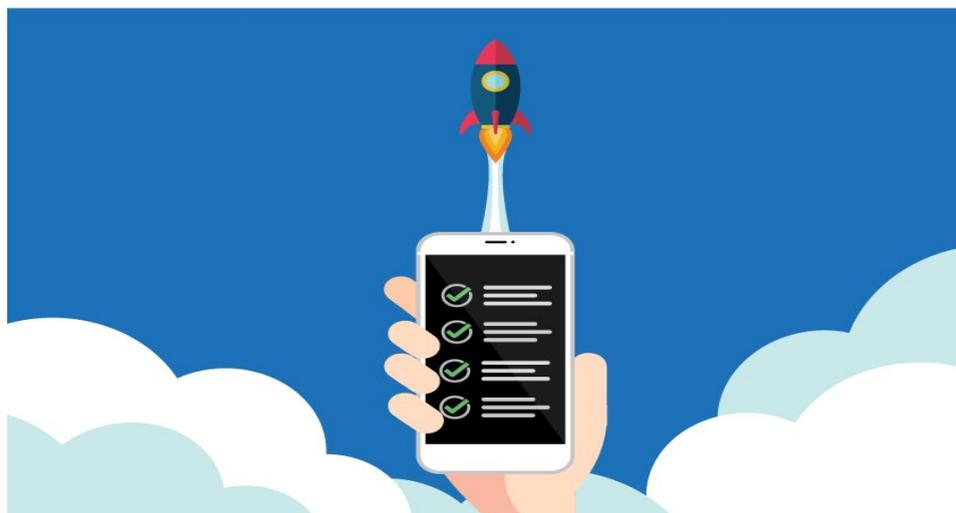
Mobile optimization is the process of adjusting your website content to ensure that visitors that access the site from mobile devices have an experience customized to their device.

Customers today spend increasing amounts of time exploring all types of content on mobile so you want to optimize the site for mobile to ensure that visitors won't simply leave due to inconvenience. **Creating a strong user experience** requires you to make sure all content is ready for this possibility.

A **major advantage** of having a mobile friendly website is that it **benefits search engine optimization**. Another advantage is that it helps to build credibility with customers, clients, or in an industry.

Mobile optimized websites allow more customers to be reached at a quicker rate, proving to be very beneficial. A crucial advantage is that it can increase customer satisfaction. Having a mobile-friendly site will only benefit your website's reputation, making it look modern and relevant.

One of the most important steps that website owners should take is to ensure that **navigation** through the website is **easy**, vertical navigation being preferred. The user should be able to navigate the site, quickly and easily, to find what they are looking for in as little of steps as possible.



7. Social signals

Social signals refer to a webpage's collective likes, shares, and overall social media visibility as perceived by search engines. These activities contribute to a page's organic search ranking and are seen as another form of citation, similar to backlinks.

Not only do you need to have a social media presence yourself, but you need to make it easy to share your content and amplify those social signals.

Increased social signals indicate good domain authority and demonstrate a URL's value. When large numbers of users share and like a page, it indicates that the page is genuine and contains substantive or entertaining content.



8. Local search optimization

Local SEO (Search Engine Optimization) is an incredibly effective way to market your local business online. It helps businesses promote their products and services to local customers at the exact time they're looking for them online.

This is achieved through a variety of methods, some of which differ greatly from what's practiced in standard SEO, and some of which are far easier to manage using a local SEO tool.

Local SEO is essential for every business with a brick-and-mortar location. Mobile devices can be taken anywhere with ease and thus are more often used for finding places (including places to shop). Putting these two facts together, mobile SEO will give your business an even stronger presence on the Web.



Stay Tuned

That's it for this guide!

Use this resource to make the most out of the MobiFirst tool & earn a passive income by providing website services to your local clients. Get to work:

