

Introduction to Search Engine Optimization

SEO, Search Engine Marketing (SEM) & Google Ranking Factors

SEO/SEM

19 Weeks to get optimized
35 Weeks to get noticed



VERONICA JEANS

Ecommerce
Coach

WIIFM

We only buy what is of VALUE to us

Google criteria - WIIFTU

Quality Content

Kristina Azarenko, SEO Consultant & Founder of MarketingSyrup Digital Inc., believes it's time for people to finally “stop thinking in terms of **‘SEO content’** and **create content for users** with the intent and keywords in mind.”

Quality Content

Brodie Clark, SEO Consultant at Brodie Clark Consulting, said marketers need to watch for what he calls “The Site-wide Content Quality Effect.”

“One aspect I regularly see for large sites while completing audits is many pages being categorized as **‘Discovered, currently not indexed’** in **Google Search Console**. Get familiar with this exclusion type within the Coverage report in GSC and pay attention to the patterns Google is trying to highlight,” Clark said.

“Google has said in the past that you should be making sure **published pages** (that are indexable) should be fantastic,” he said. “Stick to this as your SEO mantra, and you’ll have a **future-proof SEO strategy ready for 2022.**”

Quality Content

“**Search intent** will become ever more important in 2022,” he said. “Understanding search intent continues to become more important than ever, particularly with the introduction of Google’s Multitask Unified Model (MUM) update.

“I think we will see more search marketers rethink their approach to **content creation by focussing on understanding search intent more intelligently**,” Mohanadasan added, noting that keyword research will always remain an important bedrock to organic search strategy. Even so, we need to be able to look beyond keywords in their raw form and draw meaningful insight from them.

“Understanding the relationship between your **keywords and knowing how to target them to meet the search intent** is already the key difference between an effective and ineffective search strategy, but in 2022 it will become even more vital,” Mohanadasan said.

Quality Content

And Kelsey Jones, Senior Director of Content for Awesome Motive, suggests that marketers quit siloing content and SEO.

“I thought this wasn’t an issue in today’s workforce, but I’ve found that it’s rare to find a writer with SEO expertise and vice versa. This signals a big knowledge gap between content and SEO that goes both ways,” Jones said.

“Of course, it’s great to specialize, but being a writer without SEO experience or being an SEO pro who doesn’t understand the nuances of content writing can be really detrimental to your content’s performance,” she added.

Quality Content

“With recent enhancements to Google’s algorithm in the way of BERT and MUM, I think more and more SEO professionals are going to focus on the **quality of their content and site structure,**” McDonald said.

While content has always been a focus of SEO professionals, with these updates, it’s going to be easier to speak to the quality of content being something that deserves focus, McDonald added.

Quality Content

Jamie Indigo, Senior Technical SEO Lead at DeepCrawl, said,

“To succeed post-paradigm, you need to focus on creating **content that is factual and useful**. The big winners will be those sites known for their contributions to their **targeted subject matter**.”

Quality Content

Helen Pollitt, SEO Manager at iTech Media, also discusses the localization of SERPs and how it relates to content.

“Google will be focusing a lot more on the **localization of content** over the next year. In 2021 we already saw more websites with country-specific content outranking those that used to be top of the SERPs but are more globally focused,” Pollitt said.

“This will only get more obvious in 2022 even for purely online businesses with no brick and mortar offering.” **For sites that are not just targeting one country, it will be increasingly necessary to create local-focused content, she said.**

Quality Content

According to Loren Baker, Founder of Search Engine Journal, dependence on stock imagery is set to decline.

“Sites with unique images will see a large boost in Image, Product, and normal search,” Baker said.

“This is also a user behavior/intent reaction as younger users identify or resonate with unique lifestyle images and can instantly tell if something is real or staged.”

“**By rewarding sites that use original imagery, more will be created.** Google Lens then learns more,” he added, noting that this incentivizes the growth of original content from creators while learning more about areas, people, products, etc. Indigo reminds us that at Search On 2021, **Google announced a push to make SERPs more visually browsable and intuitive.**

(search engine results page)

Quality Content

Eli Schwartz, Growth Advisor at Eli Schwartz, believes AI is set to make search much richer.

“Google Images are not going to just be a secondary search engine,” Schwartz said.

“AI is going to allow Google to recognize when an image or video might be the best result for a user.”

Google has already revealed some of the capabilities they have in this area.

Quality Content

Jackie Chu, Global SEO Lead & Intelligence at Uber, said that

“in 2022 SEO professionals should stop trying to chase algorithms and instead **lean into long-term, sustainable SEO strategies.**”

“The noise is so endless that to focus on the work, you’ll have no choice but to only think of the **merits of your site and brand** – not the latest industry news or Google update,” Chu said.

“And that’s probably a good thing.”

Quality Content

According to Jenn Mathews, SEO Manager at GitHub, Microsoft, and Yandex are leading the way with IndexNow.

“This allows websites to easily notify search engines whenever their website content is created, updated, or deleted. With this API, search engines are notified of updates so they can quickly crawl and reflect website changes in their index and search results,” she explains.

“IndexNow is changing the relationship between SEO professionals and search engines forever,” Mathews said.