



# Biggest SEO Trends 2022

The assiduity is so unpredictable that if an SEO goes into hibernation and wakes up after a time, the person may start seeing a generation gap. So, much is passing around the world of SEO and you want to be on top of all these to make sure effects (rankings) are under your control.

Still, also the answer is so simple, If you're wondering why read someone's enterprises. Until Google reveals all the ranking factors, which they will not, SEO is partial enterprise half data-driven.

## **Indexing.**

What this means is if a particular section (passages) covered inside your composition will now show up on hunt results for applicable hunt queries indeed if it's buried inside the hugeness of the primary content. [Contact the best SEO company in Indore for more.](#)

## **MUM to intensify ranking.**

According to the advertisement made by Prabhakar Raghavan during the Google I/ O 2022, its new Natural Language Processing Model MUM is 1000 times more important than BERT and it's able of multitasking which enables it to dissect videotape, images, and textbooks within 75 languages to give druggies the answers to complex hunt queries. What this means is MUM will combine different aspects of the hunt query and try to understand the sentiments, environment, realities, and most importantly the intent of the stoner to give answers that are really close to what the stoner anticipated.

## **Clip video markup.**

For Clip Luxury to serve, you must manually tell Google what timestamp and marker to use when displaying the crucial moments. This information must be bedded in the Videotape Object element of the structured data by including these needed parcels.

## **Video SEO.**

Still, 2022 Google I/ O has a lot in the immolation If you're into Videotape SEO. The hunt machine mammoth blazoned the launch of two new structured data – Seek Markup and Clip Markup to help videotape content show up on the hunt results with the crucial moments. Presently, the Crucial Moments point is available for videos uploaded on YouTube. Moving forward, any platform that hosts videotape can profit from using any of the two new structured data cheapies.

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