



Top 10 Most Important Google Ranking Factors



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01

Content-Length

Because content is king, having more content than competitors is regarded to be better for search rankings.

02

Content Quality

Quality content attracts the right audience to your website, engages them, and motivates them to take action on your website.

03

Backlinks

Backlinks are one of the most important aspects of SEO since they show search engines like Google that your website has authority, especially if it is linked to other high-authority domains.

04

Keywords

Keywords are useful since they inform search engines about the content of your website.

05

Social Signals

Yes, social signals (such as shares, likes, and follows) can have an impact on Google's ranking algorithm.

06

Site Architecture

A good website architecture is important not just for providing a wonderful user experience, but it is also essential for attaining SEO success.

07

Mobile-friendliness

In search engine results, mobile friendliness is a top google ranking factor for websites.

08

Website Security

Along with site layout, Google now considers site security to be an important ranking consideration.

09

HTTPS

HTTPS (HyperText Transfer Protocol Secure) is a security protocol that encrypts and protects the data transfer between a user's browser and a website.

10

Page Speed

Users anticipate a painless surfing experience, which is why page speed is a key ranking factor.