

SEO for 2024

The Complete Guide for New Google Updates

SEO (Search Engine Optimization) for Google ranking world is changing. In 2024 it is critically essential for businesses aiming to increase their online visibility and attract organic traffic to understand and adhere to the latest Google updates & requirements.

Google, being the dominant search engine, emphasizes the importance of SEO practices to enhance website rankings in search results. Implementing effective SEO strategies helps businesses rank higher in Google's search results, leading to increased website traffic, brand exposure, and potential conversions. Let's focus on what is important to have for your SEO Strategy in 2024.



Originality

For most pages, the quality of the MC can be determined by the amount of effort, originality, and talent or skill that went into the creation of the content.

Create original content (or update your current content to be original)

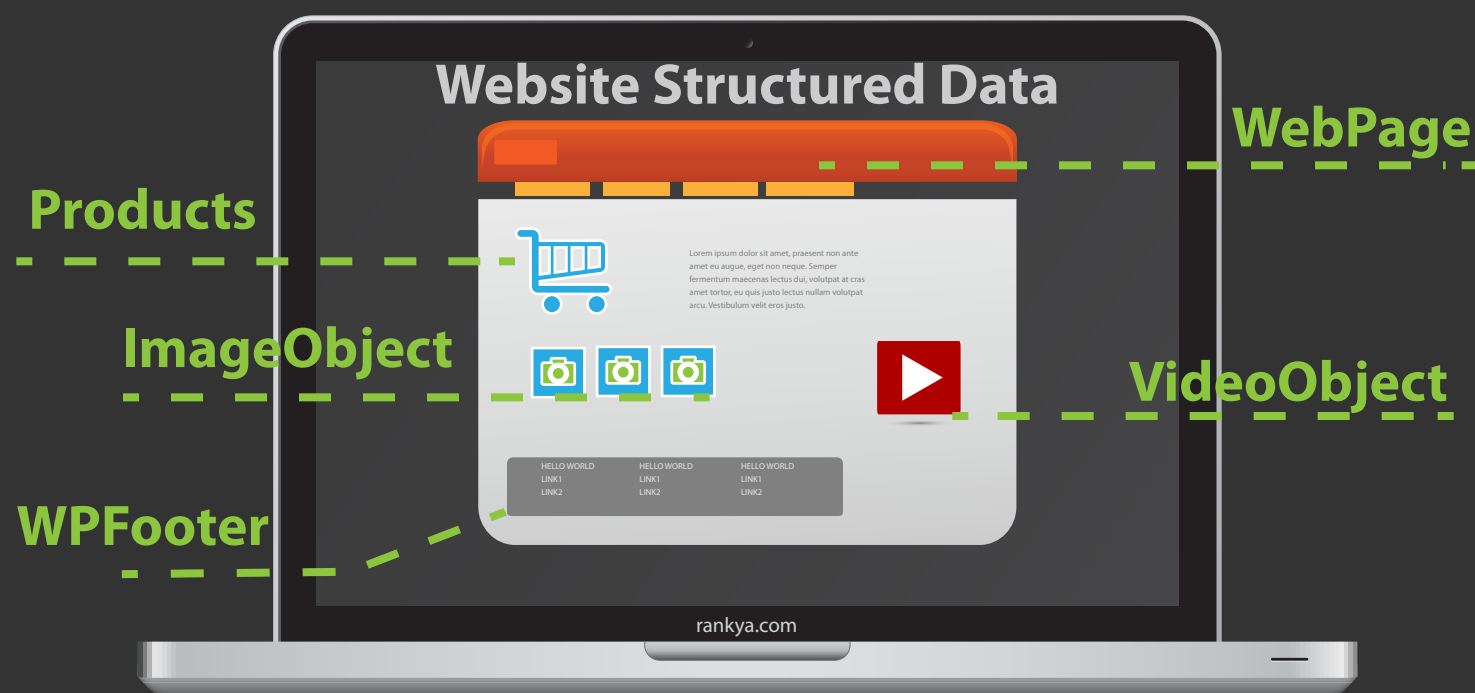
Usability (Desktop/Mobile)

Although it is okay to have different versions of a website (e.g. mobile / Desktop) your effort should be to end the search on your website (higher conversions) and ensure your website is easy to use, and works great on all devices.



Complimentary experiences

Future of Google search results are changing, for Google to provide better experiences to its searchers, websites that create complimentary content will be rewarded. This could be simple as creating funny images, product reviews, or how-to guides.



Structured Data



You may have noticed searching Google that first position results come from featured snippets, or even Knowledge Graph, or even Courses that slide in a gallery format in Google results.

Code structured data and ensure it meets Google Structured Data Guidelines.

More SEO Related Resources

How Google is tackling spammy, low-quality content on Search
<https://blog.google/products/search/google-search-update-march-2024/>

Search Engine Optimization (SEO) Starter Guide
<https://developers.google.com/search/docs/fundamentals/seo-starter-guide>

Search Quality Evaluator General Guidelines PDF
<https://static.googleusercontent.com/media/guidelines.raterhub.com/en//searchqualityevaluatorguidelines.pdf>

Free Step-by-Step SEO Training Course
<https://www.youtube.com/@RankYa>

Structured data markup that Google Search supports
<https://developers.google.com/search/docs/appearance/structured-data/search-gallery>

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