

SEO PDF for 2024

by RankYa

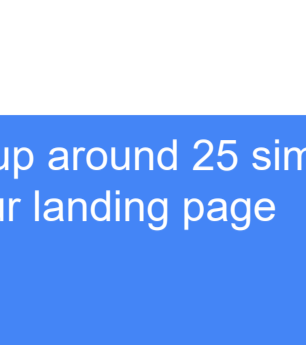
Creating content for people is now more important than ever before in 2024. Search Engine Optimization in 2024 will be mainly focused on improving user-experience particularly for mobile devices.

Content has always been critical for Google rankings. Due to Artificial Intelligence (AI) (e.g. Bard, Chat GPT) content creation seems easy in 2024 accordingly Google must protect its business model by changing its algorithms.

Ask this to yourself "can AI generate content about SEO like RankYa can?" original, useful, helpful blog posts, videos, PDFs, original images with expert information.

This means, regardless of the industry your website is about, you as a business owner must also follow Google's latest guidelines for improving Page Experience and Content Guidelines. So let's begin learning about SEO for 2024 >>>

WORD RESEARCH



1 Google Ads Keyword Planner Tool

For Google Ads Campaigns: group around 25 similar words per Ad Group & per your landing page keywords.

2 Google Search Box

People Also Asked feature, Related Words
Question oriented keywords:
For example: how-to? where is? why do I? what does? Near me.

Great for Local Business

Demographics

City, CBD, Suburb, County, St, Street, Road, Rd, Country, Local, Near, Near Me, Nearest, PostCode, PhoneCode, State, Area, Popular Landmarks

Great for Building Authority

Questions

How, How to, how does, how many, how much, do I, does it, what is, what does, why, why do, why does, why is, where is, who is, do I, does it

Great for Easy Results

Time

Emergency, Fast, Quick, Fast Delivery, Fastest, Week Instant, Late Long Term, Now, Overdue, Rapid, Day, Same-Day, Seasons, Short-Term, Time, Today, Month, Year 2024, 2025

Great for Sales/Conversions

Transaction

Buy, Sale, Shop, Shopping, Online Sale, Affordable, Cheap, Low-Cost, Special, Discount, Bargain, Auction, Clearance, Contract, Compare, Coupon, Discount Code, Deal, Delivery, Expensive, Find, Get, Hire, Lease, Locate, Purchase, Search, Store, Trade Used Free

The year 2024 will bring new changes including the importance of Structured Data which will become more important for Google Rich Snippets and SEO. That means, whether you are selling products, or operate a LocalBusiness. You should begin website optimization by including Structured Data beyond Product / or / LocalBusiness Schema Markup, but rather add Structured Data to the HTML document.



Recent Google algorithm changes before 2024 brought in mobile first index concept. Today in 2024 mobile optimization will be critical for SEO.

Best approach would be to have one version of the website that works great on all devices (Laptop, Desktop and smartphones). Mobile usability can be improved using various methods, for example: web forms can include autocomplete feature on form fields improving mobile user experience.

Websites that focus on creating content for people also means investing in better content. Naturally, to accomplish this in 2024, you can include different file types which will be critical for Search Engine Optimization in 2024.

How can Google work out reliable, helpful, people-first content? Analyze the entire website and also what it can index (images, PDFs, videos etc. etc.)

- PDF
- Doc
- Video
- Mp4
- Image

People-first content will be the most misunderstood part of Google requirements in 2024.

Mainly because it will change depending on the website industry.

As RankYa has always said "Create your website and landing pages for your visitors and not for search engines" only then you can optimize your landing pages like so:

```
URL https://www.example.com/reader-friendly-include-keywords-in-url/  
<title>What is on the WebPage? Include Keywords and CTA</title>  
<meta name="description" content="Describe web page content" />  
<h1>What is the Main Web Page Subject Matter Include Keywords</h1>  
<p>Include important keywords in above the fold area. Use synonyms and variations of keywords. Use HTML tags (u, bold, strong, em, i) </p>  
<h2>What is the Content Chunk Subject Matter Include Keywords </h2>
```

- image file dimation proportional
- image file name include keyword/s
- img alt attribute include keyword/s
- use minimal fields on web form
- HTML5 form validation
- autocomplete="on"
- Balanced white-space between web page elements
- Finish up on page SEO with clear precise Call To Action

Easier to read

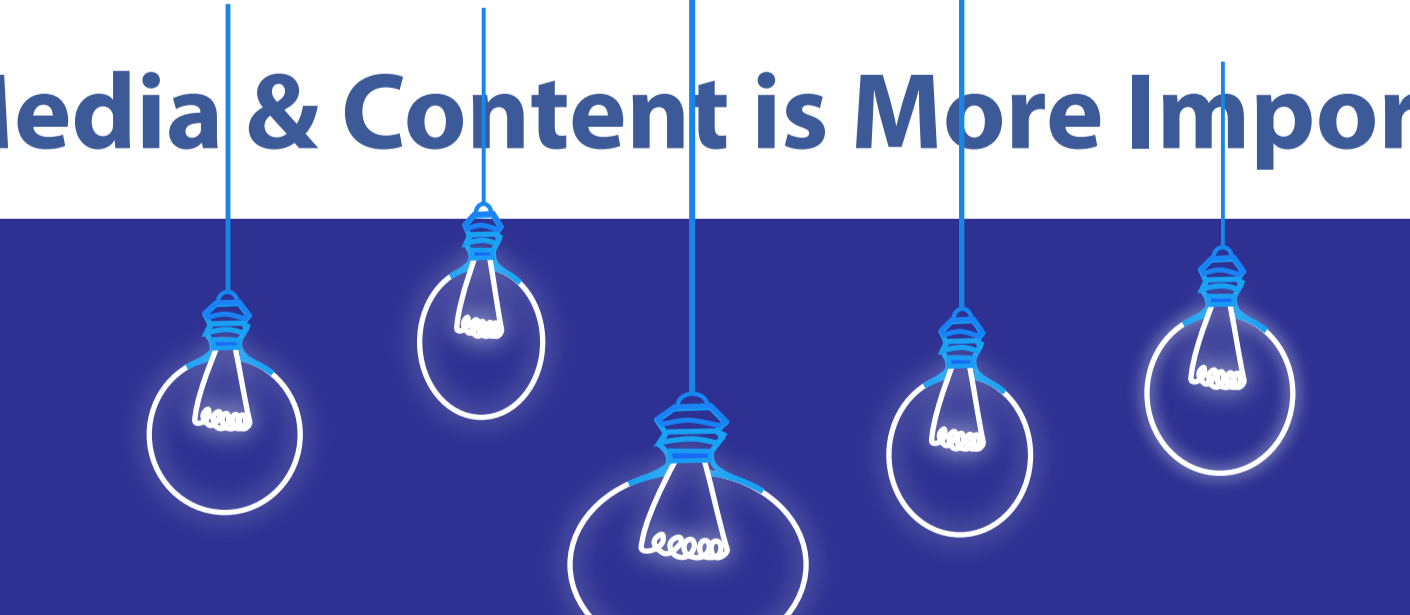
Website Usability Improvements

All this is Part of SEO in 2024

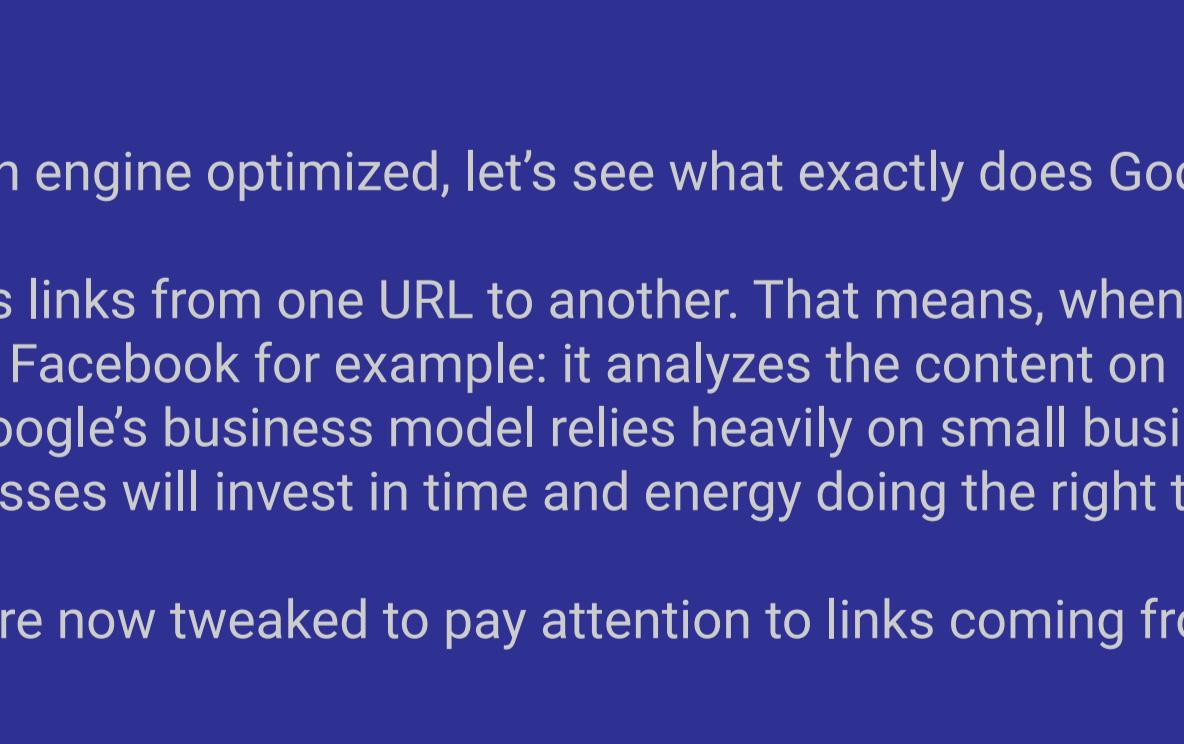
White Space

CTA

Clear Call to Actions



Social Media & Content is More Important in 2024



Now that your website is search engine optimized, let's see what exactly does Google in 2024 want from a website.

Understand that Google follows links from one URL to another. That means, when Google comes across links from other sites such as YouTube or Facebook for example: it analyzes the content on both ends of the URL, when you think of it, this makes sense since Google's business model relies heavily on small business advertising through Google Ads, because only legitimate businesses will invest in time and energy doing the right things for online marketing.

Therefore, Google algorithms are now tweaked to pay attention to links coming from social media sites.

Google rankings in 2024 is changing even more due to advancement in Artificial intelligence (AI) such as chat GPT openai.com and Google's own Bard bard.google.com

That means, Google must change its algorithms in 2024 further to make sure that AI isn't used for quick and easy rankings. Accordingly, new guidelines for Page Experience and Creating helpful, reliable, people-first content is important.

Expertise questions to ask when search engine optimizing and higher Google rankings.

Who (created the content) (continue publishing original & useful content and make sharing easy using Plugins).

How (the content was created) did you use AI (although okay to do so, understand that Google can work this out). Create original content including original images and other file types when appropriate.

Why (was the content created) was it created for people's best interest, or, just to get higher Google rankings.

E-E-A-T "Experience, Expertise, Authoritativeness, and Trustworthiness." is built over time.

This latest 2024 SEO PDF infographic is created by RankYa for website owners wanting easy to use useful insights for website optimization.

Keep in mind that search engine optimization is dynamic process, we believe this Online Marketing & SEO related document will help your website achieve "Greatest Possible Results in 2024 and Beyond"

Thank you for learning with RankYa & sharing this 2024 SEO PDF document

Additional Resources

<https://developers.google.com/search/docs/fundamentals/creating-helpful-content>

<https://developers.google.com/search/docs/fundamentals/seo-starter-guide>

<https://developers.google.com/search/docs/fundamentals/get-started-developers>

<https://www.youtube.com/@RankYa>

<https://www.rankya.com>