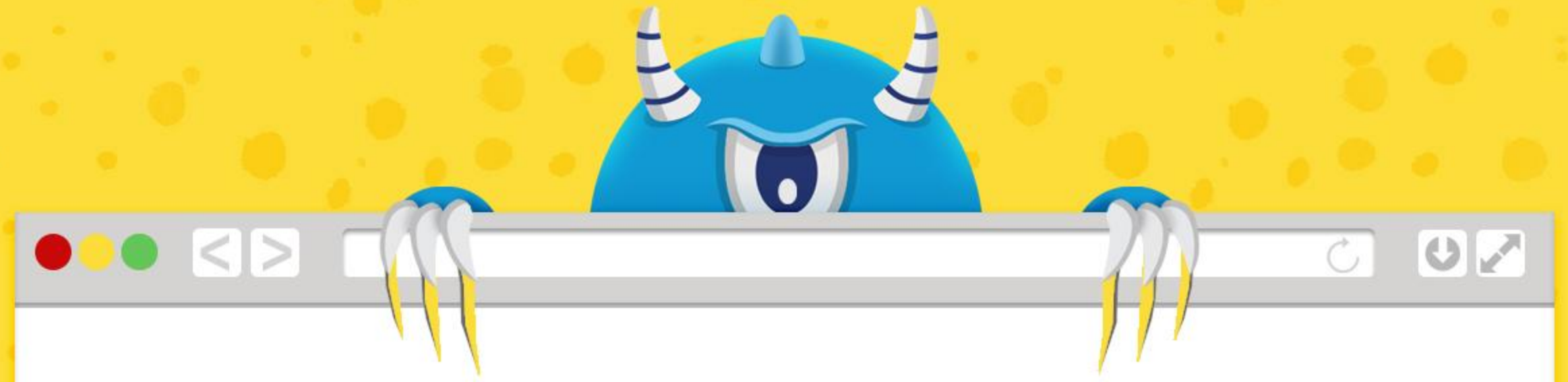

LATEST DIGITAL MARKETING TRENDS -
Search Engine Optimization Focus
#BEASTBYTES

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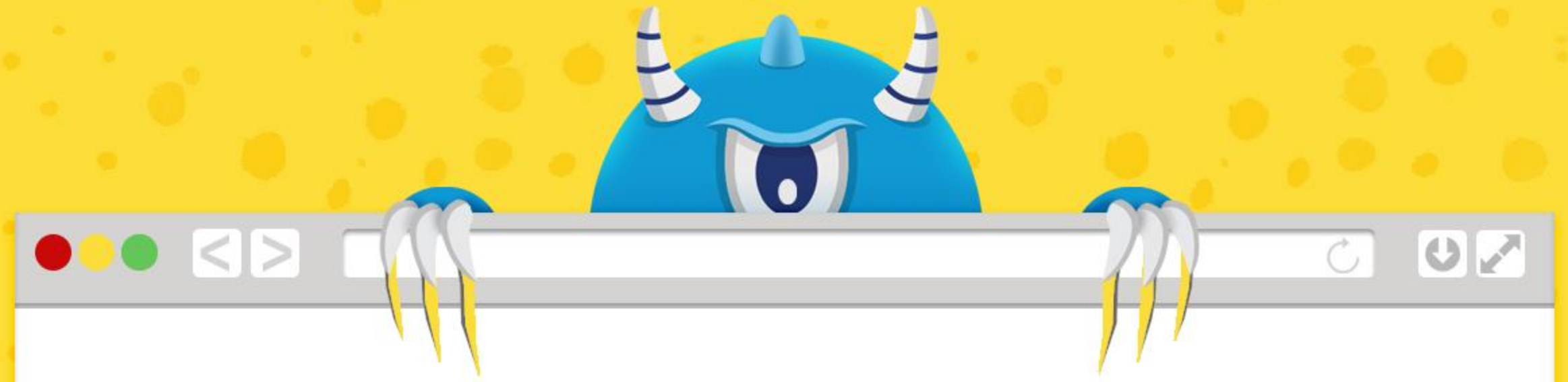

Takeaways

- Downloadable SEO Checklist
- SEO (User Friendly) Deck

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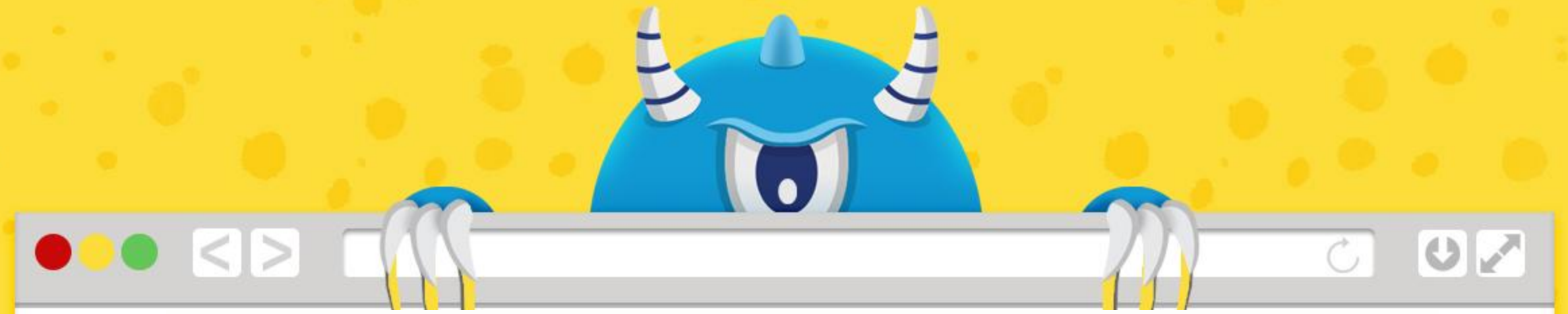
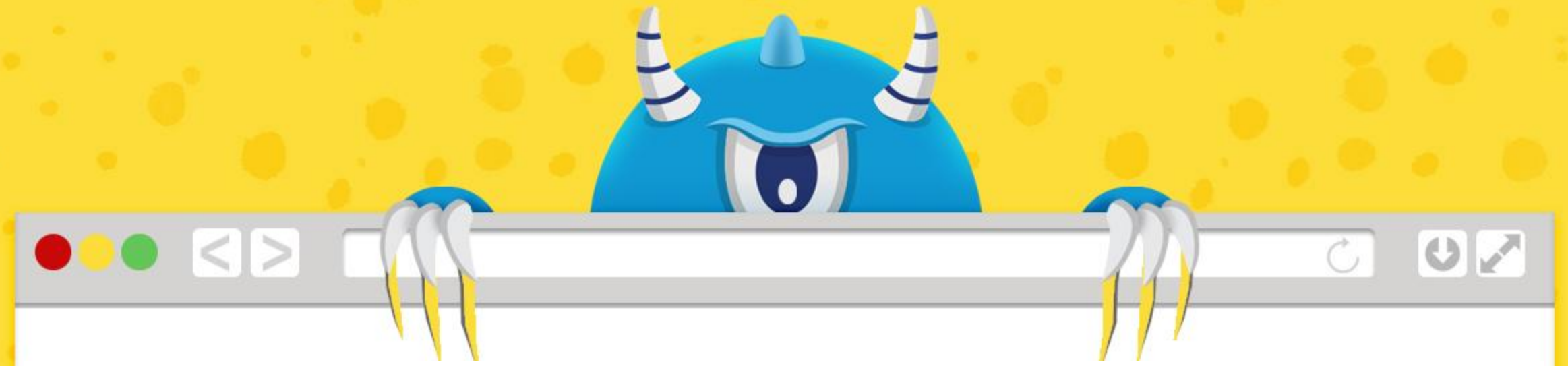


30-second summary:

- Brands should continue to diversify their approach to digital content as part of an increasingly important omni-channel marketing approach to today's digital consumer.
- Content and data should go hand-in-hand for further optimization and search engine optimization benefits.
- AI will continue to emerge as a disruptive technology that marketing leaders need to better understand and take advantage of
- Customer retention and education strategies are more important than ever.



The move from physical to digital in all areas of life has progressed rapidly in recent years. The coronavirus pandemic, often solely blamed for shuttering many physical businesses, only accelerated the digitization trend, not started it. As businesses and people move more of their lives online, internet visibility is not a privilege: It's a survival tool.

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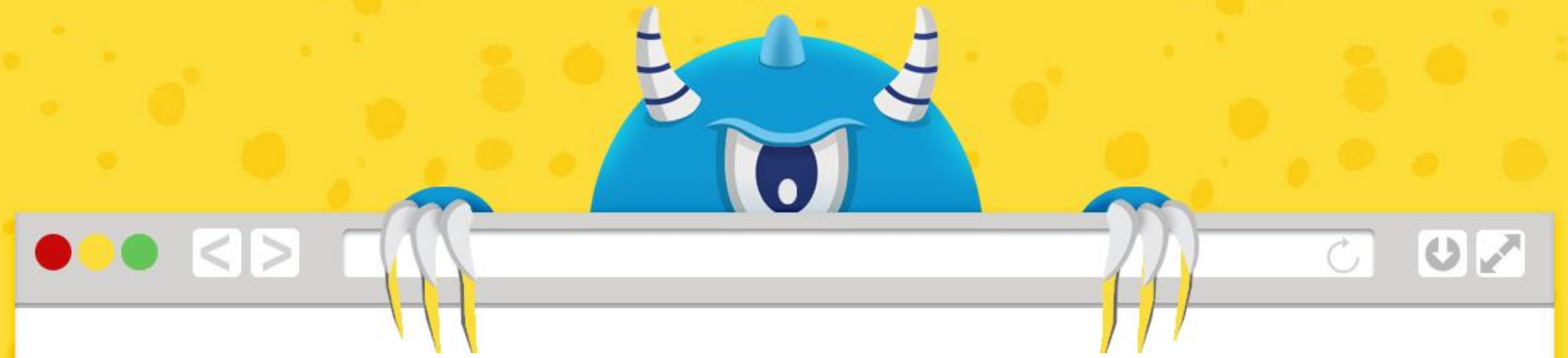

The Importance of SEO

Now that you understand what SEO means, the importance of SEO should be obvious. If your business's website can't rank well according to Google's algorithm, it won't be suggested in anyone's search feeds. If your website doesn't appear on the first page of Google, nearly seventy-five percent of users won't bother to look for you.

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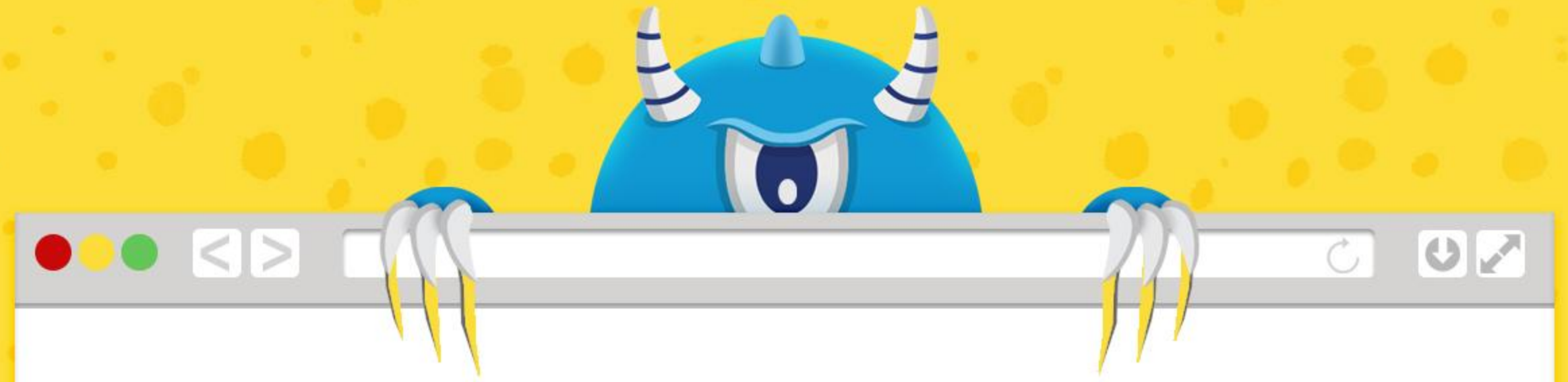

2021 SEO “Need To Know Trends”

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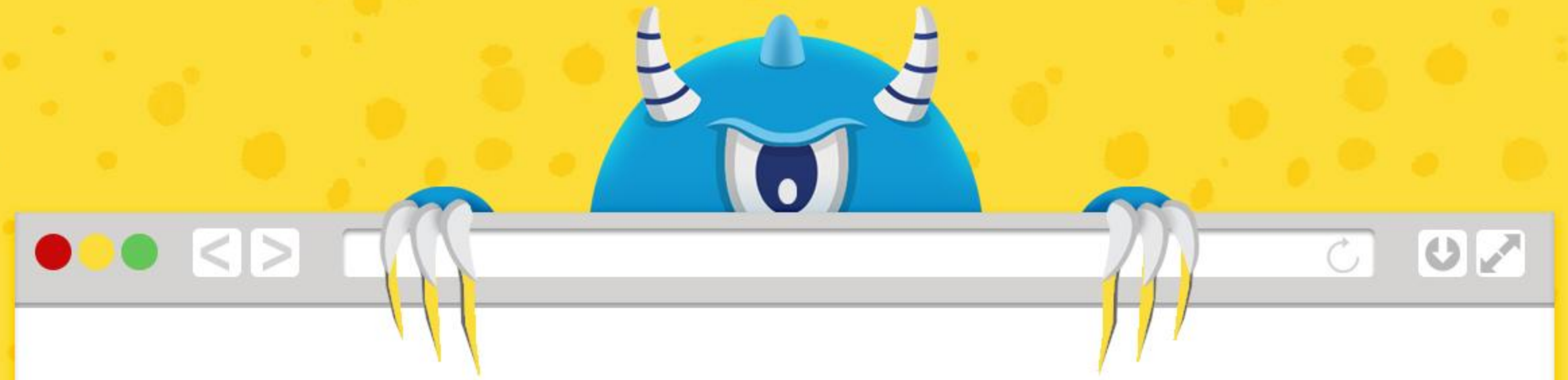

User Experience Makes or Breaks Your Site

In May of this year, Google intends to unveil page experience statistics as a ranking factor in your SEO. In the past, websites have ranked well because they were well-optimized, but the user experience on the page was lackluster at best. No longer.

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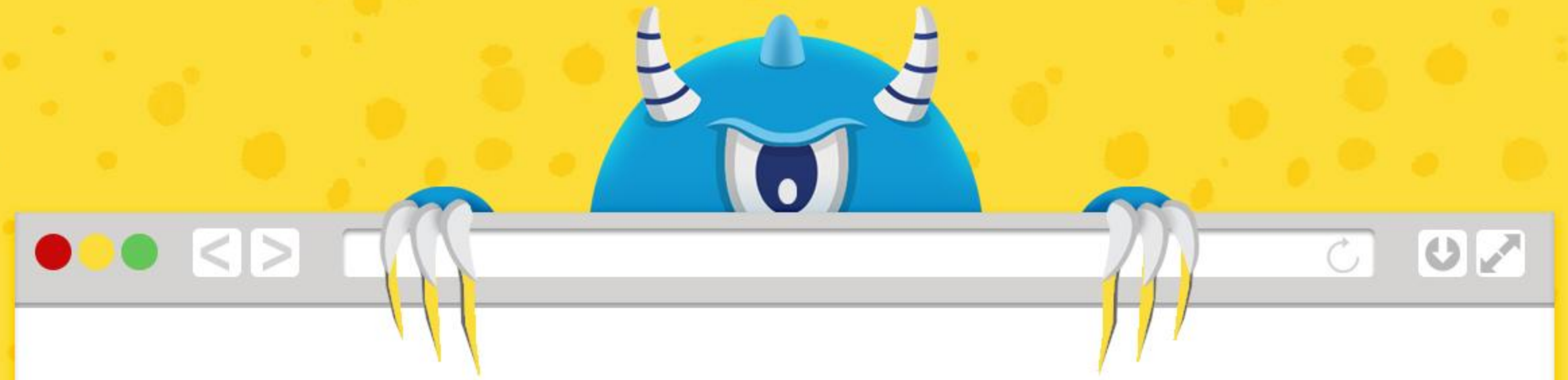

All SEO Will Be Mobile SEO

Google also intends to make a website's *mobile* version their principal ranking website over their desktop version in March. By doing this, they intend to address the often vast gap between how a site gets optimized for mobile versus for a traditional desktop. This isn't the time to get lazy and accept basic passing scores with your mobile website's SEO: it's time to actually *optimize* them.

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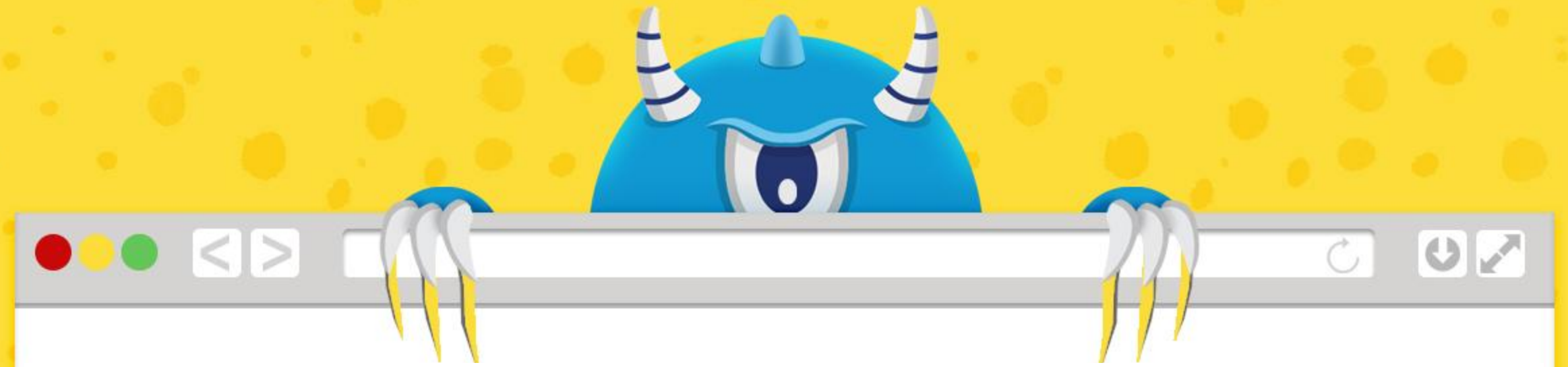

Voice Search Reveals User Intent, Challenges Old Models

Okay, Google? Hey, Siri? Alexa?

No matter what question follows these queries, you need to make sure your relevant business ranks for the answer. If getting the top result in a search engine was important for traditional SEO, getting that coveted top slot in a voice search is critical. If users can find your competitor in a voice search, why would they bother searching for you the old-fashioned way?

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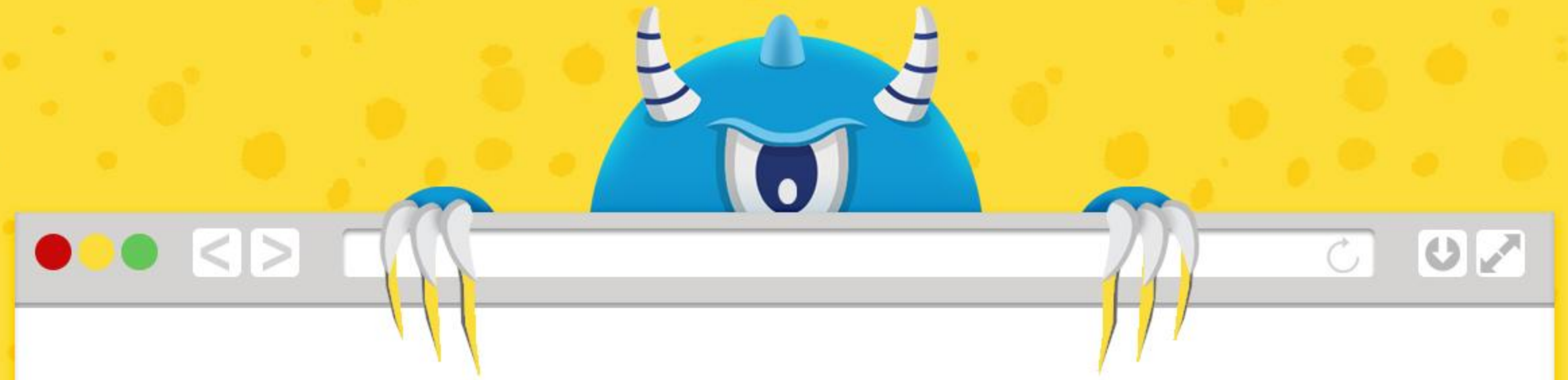

Long-Form Isn't the Enemy

Many businesses shy away from long-form content. This is understandable, given the often dire statistics we hear about user attention spans. However, many SEO experts predict that long-form content will rank better than short-form for this year. Be willing to experiment with longer content, and see how far it takes you.

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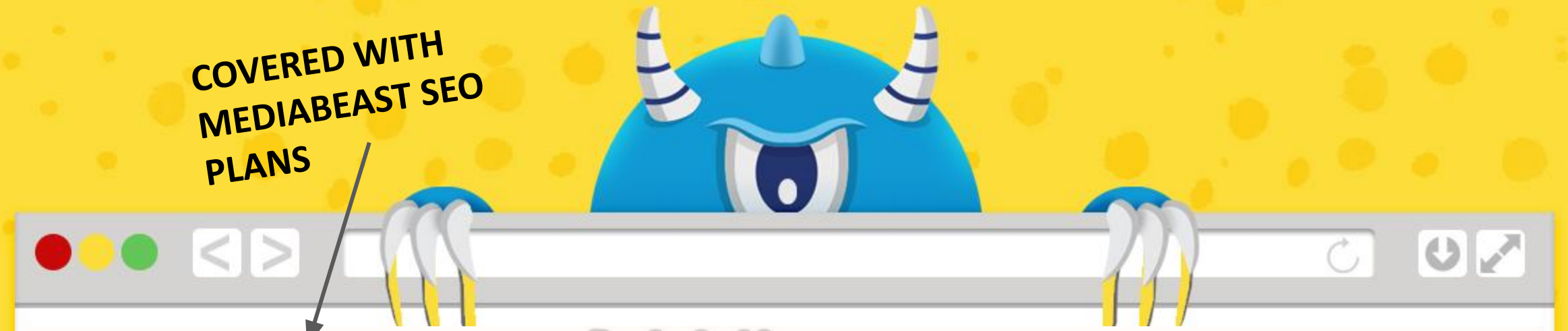
COVERED WITH MEDIABEAST SEO PLANS



Content marketing

(Included in your SEO Plans)

Content is the currency of digital marketing, and for businesses to engage digitally, they need to stay ahead of trends in how they create content for which platforms.

The recommendations from the experts range from a focus on omnichannel marketing to investing in Stories and video content, including effectively repurposing your existing video content for social media and making sure you literally create assets from your assets by investing in digital asset management software.

Our SEO Plans Have Your Clients Covered for 2021

Focus on your own unique data for content marketing

When trying to attract recipients through content marketing activities, many companies experience the “red ocean” effect. This means that it will be harder and harder to publish content that differs from the rest of the dozens of times rewritten “over and over” articles and e-books for download.

In 2021, popular content will be unique content, based on research or internal data that the company needs to collect and analyze. Data for unique reports and articles can also be obtained from open data, for example by creating a model for analyzing user comments on social media.

If you want to stand out from the competition, choose the unique content produced by your company or hire specialists who will help you master this process. Once you have such content, make it properly distributed in the appropriate channels where your recipients will find it.

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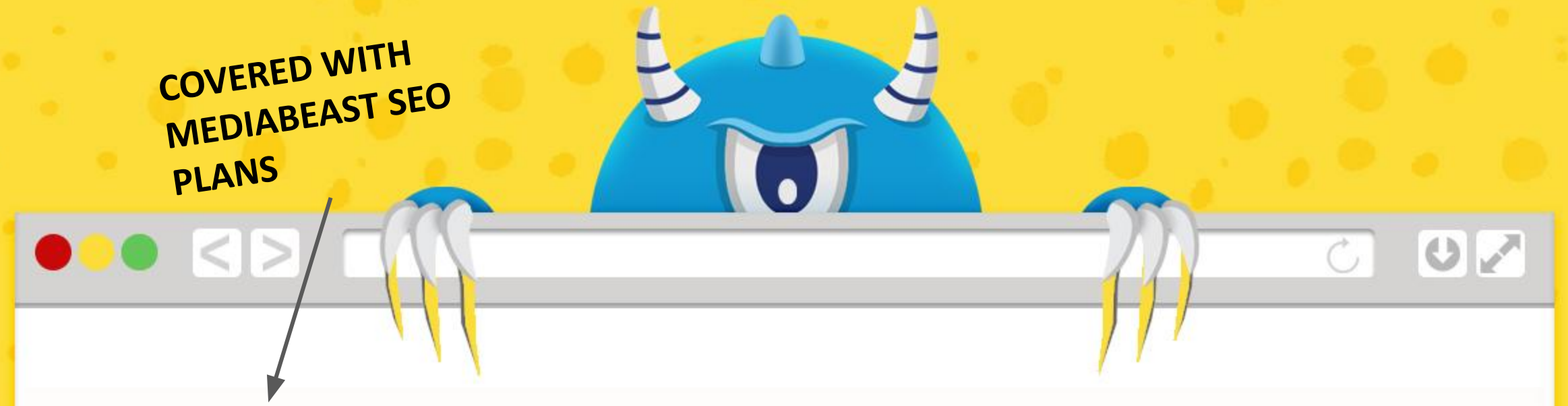

High quality content enriched with structure data will rule search engines

The year 2021 is primarily about following Google's guidelines for creating a website structure and creating content. In terms of structure, we have an announcement of a new ranking factor in the form of Core Web Vitals for the coming year.

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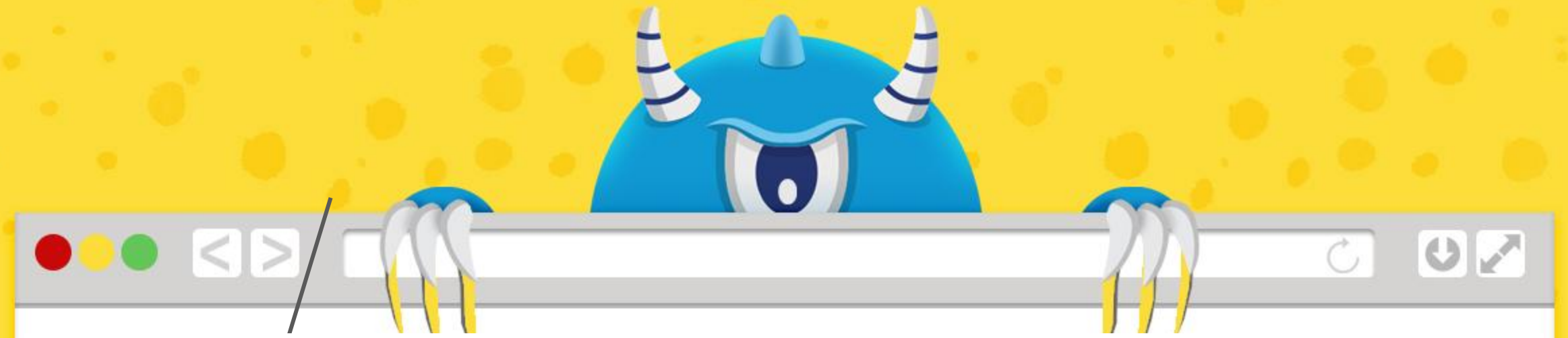


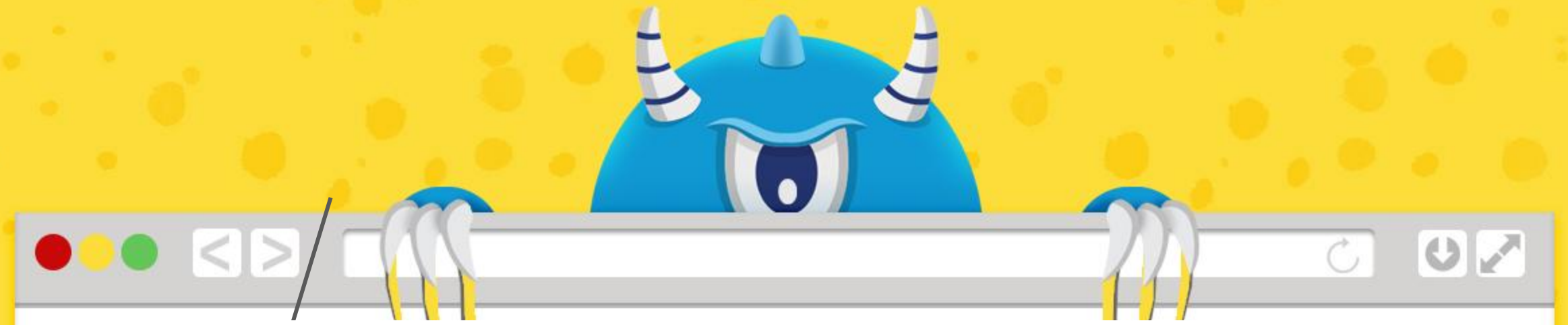
Why is SEO so powerful?

Searching is a human behavior. Hundreds of years ago, people crawled out of their caves in search of food. Now people search more than ever—and searches using voice devices have helped drive this growth. After they search, people usually take an action like visiting a location, trying something, or buying something. Having SEO as a skill and marketing strategy allows you to leverage this behavior to benefit your business.

Technical SEO, website security, and compliance will become more important in 2021

Technical SEO will continue to be important. Basics like page speed, AMP, site architecture, and schema markup will become essential to your ability to rank. As the internet evolves and gets increasingly hostile, search engines will reward websites that are secure, protect their customers' privacy, and are compliant to other standards like ADA.

- **HTTPs/2:** HTTPs/2 is the next generation of HTTPS security. Google will want websites to upgrade to HTTPs/2 like they wanted people to upgrade from HTTP.
- **ADA compliance:** Thee rules for website compliance are straight forward. However, the majority of websites are not ADA compliant and this affects SEO as well. There has been an increase in lawsuits against sites that are not compliant. Accessibe is my favorite ADA compliance tool.
- **Core vitals:** These are page speed related items that have real consequences on the user expertise of the site. Use this tool to do a check on your site.



Searching is a human behavior

Businesses must invest in SEO to compete with Google and other competitors. If they do this, they have the chance of growing awareness about their company and generating new revenue for their business from one of the most vital marketing channels.

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Winning The SEO Game in 2021

WINNING THE SEO GAME

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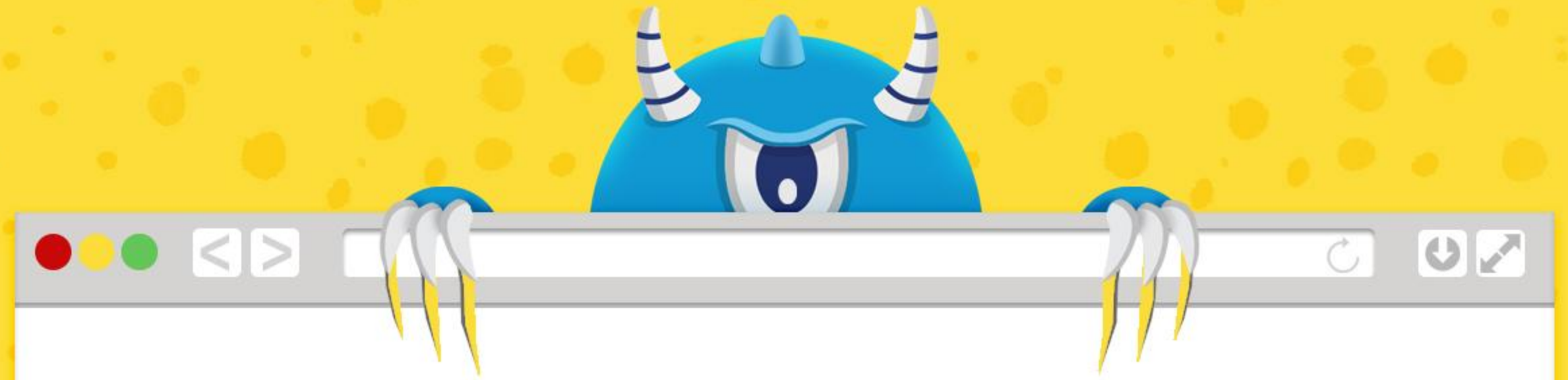

The following checklist is designed to help you optimize your website for maximum SEO results. Some optimizations are site-wide while others apply to individual pages.

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Winning The SEO Game in 2021

SEO Optimizations for Entire Website:

- ❑ Your site is secured with an SSL certificate.
- ❑ Your site looks good on mobile phones.
- ❑ Images are compressed.
- ❑ Browser caching is implemented.
- ❑ HTML is minified.
- ❑ Unnecessary plugins and scripts have been removed.

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Winning The SEO Game in 2021

SEO Optimizations for Individual Pages:

- ❑ Your primary keyword is included in:
  - ❑ Page title
  - ❑ The first 100 words
  - ❑ A subheading
  - ❑ Naturally throughout the body
- ❑ Your page title is compelling.
- ❑ Your page description is compelling and contains your primary keyword.
- ❑ Your page URL is short and contains your primary keyword.
- ❑ Your introduction is short and to the point.
- ❑ Your content is formatted so that it's easy to read.

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Winning The SEO Game in 2021

- ❑ Relevant videos are embedded in your content.
- ❑ You linked to relevant internal pages.
- ❑ Your content is up to date.
- ❑ Your content is accurate.
- ❑ Your content thoroughly covers the subject.
- ❑ You implemented structured data where appropriate.
- ❑ You optimized for voice search:
    - ❑ FAQ pages
    - ❑ Featured snippet
    - ❑ Natural and simple writing

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NEW DOCUMENT ASSET

QUICK OVERVIEW -

WINNING THE SEO GAME

PROVEN STRATEGIES FOR GETTING MORE SEARCH TRAFFIC TO YOUR SITE