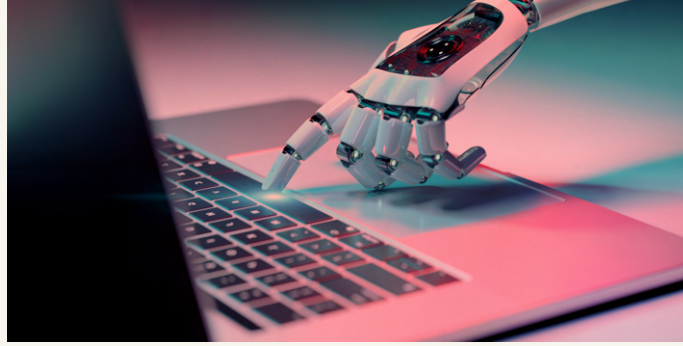# 2024

SEO Trends & Insights

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Introduction

With each passing year, a change in SEO strategies & trends is inevitable. Elements that used to hold a lot of authority might not be as important in a couple of months, depending on search engines and algorithm updates. Keep in mind the following SEO trends and insights for 2024 when optimizing your website and content.

01

Artificial Intelligence.

Last year there was a surge in conversations around AI and the effect it will have on SEO. AI will certainly not kill SEO but will transform it. That being said, AI-created content is becoming increasingly popular. While it's a quick way to generate a ton of content, search engines will still consider your content's quality and judge it accordingly.

Whether your content is AI-generated or human-created, following these SEO best practices is key for your site's rankings.

Google's Search Generative Experience (SGE) will enhance user interactions by delivering more conversational, clear, concise answers to search queries. To optimize for SGE and other AI bots, focus on creating content that directly and comprehensively answers user queries.

Ultimately Google will decide what resources and sites they will pull for queries, but ensuring your site is fully optimized can increase your chances of being selected.

02

E-A-T Gains a New E.

In 2024, Google will be placing a large emphasis on the newest **E** that has been added to **E-A-T**. Expertise, authoritativeness, and trustworthiness initially made up the common acronym that Google used to determine if your content was valuable to readers and how it would perform in SERPs.

The new **E** stands for **Experience**, also known as Topical Authority. Google wants to see that the site's author has had first-hand experience with the site's content or topic.

E-E-A-T is in place so that Google can rank the websites that will provide users with the most relevant and helpful content regarding their queries. Even in 2024, content is (still) king; however, including random content on a site without fitting the company's mold or the target audience will only hurt your rankings.
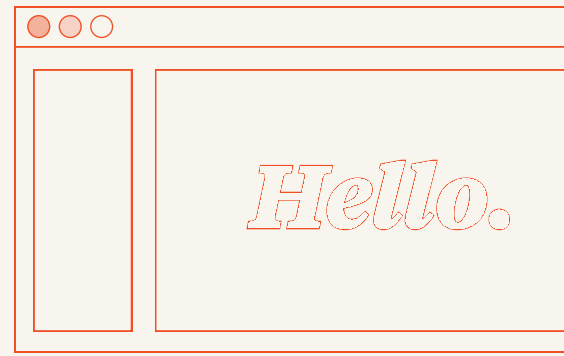
Expertise

Experience

Authoritativeness

Trustworthiness

03
Content is (Still) **King.**

Content will still remain one of the most significant factors of SEO. This means you should continue to avoid keyword stuffing, plagiarism, and irrelevancy. Content should be created for humans, not the bots crawling your site. That being said, AI-created content is becoming increasingly popular. While it's a quick way to generate a ton of content, search engines will still consider your content's quality and judge it accordingly.

Updating content is essential for solid SEO performance in 2024. Updating your site's content is extremely important because consistent, high-quality, and engaging content will help establish credibility, build trust, and strengthen your reputation. Ultimately leading to increased traffic, decreased bounce rates, higher conversion rates, and lead generation.

Creating a blog for the site and consistently posting is a terrific opportunity to add more content to your website while also establishing authority.

If your blog is properly optimized, it can help boost your website's positioning as a relevant answer to your customers' questions and interests.

Hello.

04

Keyword Research.

Keyword research is one of the top trends of 2024. Overall, keyword research plays a huge role in content creation by helping to inform the topics and information that should be covered in a piece of content. Fully optimizing your site for keywords, including meta titles and descriptions, will help increase your rankings and gain more traffic to your site.

Continuing into 2024 will be long-tail research, especially due to SGE. While short keywords are more competitive, long-tail keywords with more than three words can increase your rankings.

Once again, to ensure your content with the long-tail keyword ranks, you must create high-quality, engaging content that meets your user needs. Determining how users reach your site and competitors' sites will inform you how your site should be optimized, ultimately leading to higher rankings, traffic, and lead generation.

city   urban   atlanta   skyline   ...
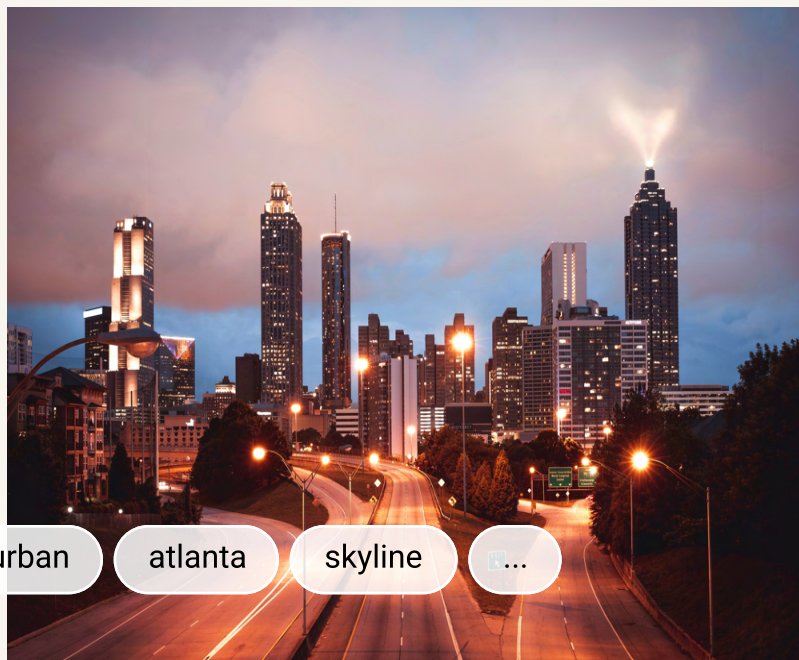
05
Featured **Snippets** & **Zero**-Click Searches.

As zero-click searches, aka "no-click searches," increase in 2024, rich snippets are an SEO trend to continue to watch. "No-click searches" are when the potential lead finds all the information they need without clicking on a website link.

Featured snippets will increase "no-click searches" because users have already found what they want with one search. This means that if a user clicks on your link, there's a higher chance they're looking to make a purchase, remain on your site longer, sign up for a newsletter, etc.

Unfortunately, there's no way to guarantee that your content will be used as a featured snippet. Google's algorithms consistently evaluate snippets & search rankings to see which provides the best responses to the user's queries. Thus we need to create high-quality, targeted content using keyword research, effective headings, subheadings, and structured data.

Rich Snippets (aka Rich Results) are Google search results with additional data displayed —product reviews, event information, FAQs, video snippets, and more. Rich snippets can help Improve CTR, increase your credibility, prove your content is valuable, and, ultimately, target a more qualified audience.

Regarding our conversation about AI, FAQ snippets match the same conversational tone that SGE and other AI bots will be looking for when pulling information for queries. When you mark up specific types of content with structured data, Google may display rich results from your site in search results.
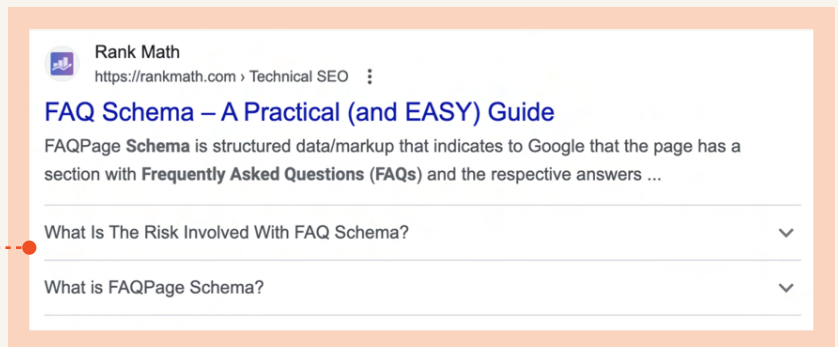
Once again, rich results & featured snippets are not guaranteed. This is why on-page optimization and checking that your structured data is marked up correctly is essential.
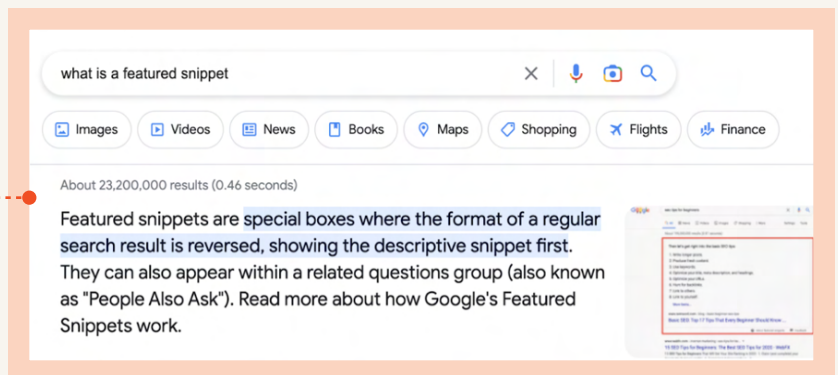
05
Featured **Snippets** & **Zero**-Click Searches cont'd

Here is an example of a **rich snippet** using an FAQ schema

Here is an example of a **featured snippet**

06

Page **Speed.**

Page speed will continue to be critical throughout 2024.

Google's algorithm places more emphasis on high-performing and fast-loading websites, which will, in turn, rank higher.

Using Page Speed Insights and Core Web Vitals, you can continue to monitor and evaluate the speed and performance of your website.

Alongside content quality and keyword research, prioritizing page speed improvements can help improve rankings.

Websites with quicker loading times are not only better in the eyes of search engines, but users also favor them. Users will more likely remain on your site if it has a fast-loading time and no errors moving throughout it, increasing your engagement rate.

07

Mobile **UX** & **Responsive** Web Design.

Mobile UX is always an essential part of SEO but will continue to be especially important in 2024. As technology advances, more and more people view websites via mobile instead of desktop. If your site lacks mobile optimizations, you can forgo a lot of traffic and possible future leads.

Making sure your site is mobile-friendly means ensuring the web pages perform well on various devices and screen sizes, also known as responsive web design. Google will likely favor a website that is optimized for mobile devices and has adopted a responsive design.

Users will also be more likely to engage and remain on your site if your responsive web design provides a positive experience. This will decrease bounce rates and increase potential lead generation.

A few examples of positive mobile UX would be an easy-to-navigate menu and a CTA button, the removal of excess space in between content, and appropriately sized imagery & videos.

A sticky menu is key for mobile design, as it always allows the user access to the main navigation and promotes the CTA button throughout their time on the mobile site. Imagery and video sizing are important not only for UX but also for loading time. Once again, going back to page speed and how users and search engines prefer faster loading times in 2024.

08

Image (**Alt**) Text & Video à la **Mode**.

Image optimization is a crucial part of SEO in 2024 as it helps to boost a site's visibility. Optimizing images involves decreasing and compressing the file size while maintaining quality and optimizing alt text using strong keywords.

Reducing and compressing a file size will enhance the loading speed of web pages and thus improve the user experience. Optimized alt text will inform search engines of what the photo is about and will provide sites with better rankings and increased website traffic.

Google updated its video best practices to help your site's videos gain maximum exposure. Google now requires that a video be the main content on the page for it to show your video in video mode.

Thus, having a dedicated page for the video, along with following the other best practices, such as having a valid thumbnail image, fast loading time, appropriate HTML tag, etc., will help your video get indexed by search engines and increase traffic to the site.

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09

Build Quality Backlinks.

Backlinks help you build authority in your field and improve rankings on intended keywords.

In recent years, search engines have shifted how the value of backlinks is evaluated. Google, in particular, places less emphasis on the number of backlinks and cares more about the links' quality.

High-quality backlinks can improve rankings, boost credibility, and send referral traffic to your site. However, toxic backlinks can affect your site's visibility and rankings. Running a backlink audit and removing these toxic backlinks will help your site's reputation in the eyes of search engines.

10
Internal **Links.**

Internal links will remain significant in 2024. Internal links are most valuable when high-quality content is created and the site follows a thought-out site architecture.

An example of successful site architecture would be creating parent pages that cover a broad topic and secondary pages that cover specific aspects of the main subject, which are then linked to the parent page.

> Site architecture can impact what pages Google deems important and what pages are indexed.

Internal links can pass link juice which tells Google which pages are more important and will create a better user experience and more efficient website crawling. Broken **internal** and **external links** can hurt link equity, resulting in poor user experience.

It is important to run link audits to ensure all links work appropriately and open to the correct page. External links should open to new tabs so potential leads remain on your site.

Finally, make sure your anchor text is properly optimized. The anchor text informs the search engines about the linked page's content. Using strong keywords, short-tail, and long-tail, will aid the linked page in rankings.

Conclusion

Stay current with the latest SEO trends and best practices to increase your rankings, traffic, and lead generation. While every site is unique, search engines will judge them all the same and continue to look for which site provides the most relevant, helpful, and high-quality content for a user.

Taking that extra step to ensure your site is fully optimized is how you will, ultimately, outrank your competitors.

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