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Local SEO Guide

# On-Page SEO Guide Important 2020 SEO Trends

Technical SEO Wie U Need to Know

How Search Engines Work

Danny Goodwin / December 10, 2019

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Have You Ever Analyzed Your Backlinks?

Pintaract

Search Engine ur backlink profile is one of the most important parts of your overall SEO effort, and making a mistake can be VERY costly. Let Jim Boykin of Internet Marketing Ninjas review your backlinks and create or revise a disavow file to set you up for SEO success.

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It's time to take our annual look at what's ahead for SEO professionals in 2020.

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What SEO strategies and tactics will work and help you dominate in the SERPs and earn

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On-Page SEO Guide the top 10 trends you need to know in 2020, according to the experts.

Content Technical SEO @ddeall the SEO trends now? Download our new ebook: The Biggest SEO Trends of

Social Media 2020, According to 58 Experts How Search Engines Work

Career PPC

**MFABC** 

WED Deidelopment

#### Trend #1: BERT & User-Focused Optimization

In 2019, the launch of Google's new BERT algorithm got a lot of attention. Naturally, every

Astpile AdSense Gyrofessional wants to learn how to optimize for BERT.

Analytics
Digital Advertising
Well, rather than focusing on how to optimize for that specific algorithm, take a page
Digital Experience
Content Markefron Kelly Stanze, Search Strategist, Hallmark, who will be focusing on user-focused

International Septimization and the technical delivery of content.
Social media

In short, that means reassessing user access points to search and aligning content with

#### Bocid Stetendin Chiefe

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ok something is crawled, indexed, and served in a variety of ize said. "With users having more options than ever in how even more important for SEOs to bear in mind the

rungamentals of clean architecture and content delivery."

E-Books Pinterest

**Search Progine**he incorporation of BERT this year into the ranking and featured snippets algorithm, **Search Progine**he incorporation of BERT this year into the ranking and featured snippets algorithm, Google has taken a huge leap forward into making search really about intent matching Follow Us Podcasts Snepenatin # rather pure string matching, according to **Eli Schwartz**, Growth Consultant and Advisor.

Vebinars "Content will truly have to be written to user intent rather than just strings that a user might search," Schwartz said. "Keyword research tools may even become less relevant vertising on With the primary dataset for content creation coming from suggested queries. In 2020, k An SEO the really smart SEOs will get up from their desks to talk to customers so they can find out htewsGuiderlatShelf audience really wants from them."

SEO -PPC -CONTENT SOCIAL -NEWS -

Search Engine® adzooma Guide to SEO The The Apprentian of Great ural language processing] NLP and deep learning research ocal SEO Guidewing down anytime soon, and you can expect search engines to shift even further from keywords to intent in 2020," Dubut said. "Both practitioners and tooling providers will

need to shift their efforts towards 'intent research' and fulfilling user needs."

echnical SEO Guide

Materials As Jenn Mathews, Senior SEO Manager, Groupon, points out, Google is continually earch Engines Work apparent to a part of the comment of the commen content/page to keyword matching. -Shirt Shop

"SEOs need to understand the nuance of what this means with their content as well as **₩€b@delopment**e a firm grasp on Google's past updates leading to this trend."

Askptike AdSense Guy

We've all wanted to focus on intent for the last several years, and better understand what Analytics Digital Advertising journey of our customers looks like, said **Duane Forrester**, VP, Industry Insights, Yext.

Digital Experiencew it's become such an important part of the landscape, it's integral to the survival and Content Marketing

International Search
Social media

-Books

"If you focus on the customer's intent, you'll clearly understand where you fit on that Kith & Breiteding path," Forrester said. "By providing the best answers for questions on that path, you can B**occid** B**Adamatik**a Guide

more reliably capture and convert customers."

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bout their issues, problems, and needs at each aspect of

the buyer's journey much more, according to **Keith Goode**, Sr. SEO Strategist, IBM.

Search Engine ionally, we're going to have to extend our efforts far beyond the purchase in that updates journey to include content that addresses needs after the sale – support, opportunities to Follow Us Podcasts Snepenatin # advocate, community-building and staying relevant for future purchases," Goode added.

Vebinars

Always focus on your customers, said **Sam Hollingsworth**, Director of Search, Elevation

Ten Thousand

vertising on SEJ

"Too many brands forget or fail to realize what it takes to attract and impress potential WEWSGuidestoppers. They want real value," Hollingsworth said. "Just like in a brick-and-mortar establishment, customers want to know that you're on their side, that they can trust you,

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Search Engine®

argy the lange of the second s

adzooma

ocal SEO Guidet back to the qualitative, human side of search.

<u>rivacy Policy</u>

on-Page SEO Guideany marketers market their products and services having never spoken one-on-one

nical SEO Cylineir target audiences," Lyden said.

Materials L Media\_

Shirt Shop

Search Englithal Working to our customers and understanding why they are behaving the way they

are, we are limiting our ability to create a smart and holistic strategy, according to **Sarah** 

**Gurbach**, Senior Account Manager, Search and Audience Insights, Seer Interactive.

MebDeidelopm Sq, in 2020, I recommend you go and sit down with your customers," Gurbach said. "Talk

to them, ask them to tell you about their journey to purchase, how they used search, what Askptike AdSense Guy

they thought of your site. Use that data in every decision you make."

Analytics Digital Advertising

Digital Experience -focused optimization can only truly be done by integrating SEO into a holistic

ontent Marketing marketing strategy. **Ryan Jones**, SEO Group Director, Publicis Sapient, said this will be the International Search
Social media biggest trend in 2020.

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**KithSbuilding** 

"Now, more than ever, companies are going to have to stop treating SEO as a condiment

**Social Streetin** Guide they just add on to their digital strategy, and instead treat it as a key ingredient of

\*\*-Lile de and their business plan "lones sook "SEOs are going to have to grow their skillsets to

We use cookies to personalize content and ads to make and digital stack. It's going to be less about fixing SEO our site easier for you to use. We also share that marketing and business issues." information with third parties for advertising and analytics.

# SEJ Search Project #2: High-Quality, Optimized Content

Podcasts Snepetatin # Webinars

**Anna Crowe**, Assistant Editor, Search Engine Journal, said there is one thing that has been and will continue to be the lifeblood of SEO:

ANdSÆ**ri**ise Youtube

Content.

Advertising on SEJ Ask An SEO

News "Content affects everything in SEO," Crowe said. "From your site structure and internal shopSEJ style="background-color: blue;" beginning to the types of links you build."

Jobs.

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Search Engine adzooma f discording the SEOS need to learn how to write or hire people who know how to write,"

SEO Guide Wright said. "Google's editorial discretion isn't perfect yet – there will still be content that rivacy Policy ranks that shouldn't. But the day is coming when the best content will win."

On-Page SEO Guide

Make it your goal to have the best content on the web for your topic, or at least an lechnical SEO Guide Press Materials important subset of your topic, said **Eric Enge**, General Manager, Perficient Digital. By Social Media How Search Engines Work will be future-Google-proofing your business.

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"This allows you to compete effectively for long-tail searches (which still remains about

70% of all search queries), will help build your site authority and demand for your content,

MebDewelopmand can be done in a directly ROI positive way," Enge said. "In addition, this type of

Adate AdSense Guy

represents the type of market investment that Google will likely never make, because Digital Advertising ogle is about doing things with massively scalable algorithms."

Digital Experience Content Marketing

E-Books

Jesse McDonald, Global SEO Strategist, IBM, and Jessica Levenson, SEO & Content International Search

Social media Strategy Consultant, both said 2020 is the time to move away from the obsession with

Keywords. Stop targeting individual keywords, chasing pageviews, and "spraying and

Social Steeding Oraying" with content.

the Libe Classel McDanald said to facus mook n topics.

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entality to more of a topic-focus is to create content that tion holistically as opposed to just worrying about the single

keyword a page should be targeting," McDonald said.

delivers comprehensive and intuitive topical experiences while meeting business Follow Us Podcasts Sin⊜p€hatin ⊞ objectives. **Mebinars** "Know what answers the user needs next," Levenson said. "Boiled down: vertising on SEJ• Understand who your audience is and how they search. Understand the intent behind the questions they are asking or problems they need Seginter SGuide to SEO lve. SEO ▼ PPC -CONTENT SOCIAL -NEWS -Search Engine® •adzooma Guide to Specute in this fashion for every stage of their journ b satisfactory topical experience that serves their needs again and again. ocal SEO Guide <u>riyacy Policy</u> Iterate because just because you do it well once doesn't mean intent won't change On-Page SEO Guide or someone else won't do something better." echnical SEO Guide ss Materials Another thing to watch out for, according to **Aja Frost**, Head of Content SEO, HubSpot: low Search Engines Work content cannibalization. ubscribe T-Shirt Shop Alle ₩BC "I'd recommend auditing all of your content for overlapping rankings and merging, redirecting, and archiving as needed so every page ranks for a unique set of keywords," ₩**������**st said. "If your website covers the same topics again and again, even if you're Askalte AdSense Covering these topics from different angles, your pages are going to knock each other out of the results." Analytics Of T Digital Advertising Digital Experience 020, it's time to take a hard look at the quality of your content – and optimizing that Content Marketing International Search Social media Innovation, Aimclear. **KithSbuilding** "In a way, the key to staying successful in search marketing 2020 is the same as it ever Boocood Stetoenooding Guide was – put out good content, with consistent brand messaging, in all your channels," ok gines become ever more adapted to natural language We use cookies to personalize content and ads to make en content – in all forms – will win the day." our site easier for you to use. We also share that information with third parties for advertising and analytics. By using this site, you agree to our Privacy Policy hal SEO, the time is now to invest in good localization of

content, said **Motoko Hunt**, President, AJPR.

E-Books

Search Engines on said to adopt a deliberate and methodically organized cluster of content that

**Search Engine**y global websites have poorly translated content that hasn't been edited for the local tongue," Hunt said. "It's not the placement of the keywords, it's about how well your Follow Us Podcasts content is written for the local audience. Snepenorin #

### Trend #3: E-A-T & Your Unfair Advantage

ertising on SEJ An SEO

In 2020, Google will continue to look at the overall reputation and E-A-T (Expertise,

egintee SGuide to SEO Authoritativeness, and Trustworthiness) of a given company and the individuals who

blish content on hehalf of that company said Lily Day SFO Director Path Interactive

SEO -PPC -CONTENT SOCIAL -NEWS -

Search Engine® **'adzooma** issuestwill have a harder time competing," Ray said. "The themselves as reviews and feedback about your brand, but they also take the form of ocal SEO Guide fechnical or security issues on your site."

Page SEO Guide

Ray expects that it will become increasingly difficult to receive organic visibility for YMYL nical SEO GuideMoney, Your Life) queries without the proper expertise and credentials to write on the Materials those topics

ow Search Entines WORK ubscribe

Trustworthiness will be super important for publishers in 2020, said **Grace Kindred**, Junior Technical SEO Analyst, News UK.

**PrebDevielopment**There will be a strong focus on quality content and fighting against fake news," Kindred Askalice AdSensea Guylt will be more important than ever to focus on the trust value of authors (verifying **Analytics** aut **Digital Advertising** authors and showing their authority for particular subjects) and sites as a whole."

Digital Experience Content Marketing International Search an attempt by Google to better understand the sources of news stories, the sources, Social media and references in large papers and academic study.

**KithSbuilding** 

Focial Seteration Guide "Match that with the credentials of the author (which can be defined by structured data markup) and any fact-checking oriented schema, and we have an easier way for Google

rthiness of a piece of content, whether a news or We use cookies to personalize content and ads to make our site easier for you to use. We also share that information with third parties for advertising and analytics. By using this site, you agree to our Privacy Policy

Search English ply: The offline is coming online, said Jason Barnard, Owner, Kalicube.pro. Every business needs to find its unfair advantage. Follow Us Podcasts Sn⊜p€hatin ä "With entity-based search, the Knowledge Graph and the rise of E-A-T, our capacity to **Nebinars** create an accurate and convincing online representation of our offline world will become AANdS/Eg@ise a major differentiating factor," Barnard said. "All those offline events, conferences, vertising on & artnerships, etc. that Google cannot see suddenly take on enormous k An SEO importance. Pull them online and push them to Google to feed its need for understanding intervsGuidenterSEChoility." SEO -PPC -CONTENT SOCIAL -NEWS -Search Engine® adzooma ADVERTISE haim excellence (e.g., delivering within 2-days (or less) with relevant status updates). ocal SEO Guide riyacy Policy On-Page SEO Guide Customer service (e.g., ability to answer the user's question with minimal friction). echnical SEO GuideDigital charisma / branding (e.g., Having users seek you out, because they want to Materials do business with you? Do most of your reviews look more like love letters?). low Search Engines Work ubscribe • User experience (e.g., is your experience more convenient / useful / simple?). Price. Web Dedelopment Niche products. Askplice AdSense Guy Analytics Digital Advertis Trend #4: UX & Technical SEO Digital Experience Content Marketing The biggest trend that smart SEO professionals should focus on in 2020 for greater International Search  $\sim$ Social media success is UX – user experience, according to Brock Murray, Co-founder, seoplus+. Kith & Breiteding Social Steteration Guidence opportunities to improve your Google Ads. Download Now FREE report analyses your camp ns, suggests improvements and gives you an We use cookies to personalize content and ads to make our site easier for you to use. We also share that information with third parties for advertising and analytics. ADVERTISEMENT By using this site, you agree to our Privacy Policy E-Books

**Search Engine** includes the overall experience from the initial interaction in the SERPs, to the overall **Search Engine** in the SERPs in the SERPs in the Search Engine in the Search landing page experience, and even the experience after they leave your site (think Follow Us Podcasts Snep£hotin & remarketing, drip campaigns, personalization for returning users)," Murray said. "Think about how you can help your users have the best possible experience while truly Vebinars pondering what value you can provide to them during their visit."

vertising on **Fed**hnical SEO is a key piece of the UX discussion, according to Goode.

hopSEJ egintewsGuideMoilsEoelieve Google will do a lot to compensate for our site's own poor technical foundations (e.g., canonical corrections, hreflang corrections, etc.), it's going to become

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promoting good technical best practices from Google's

that &PSEMGEn ar MOBE iTself."

We should consider Q adzooma

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When we talk about technical SEO and UX, you have to talk about site speed and page Guide

speed.

echnical SEO Guide

Materials Dan Taylor, SEO Account Director, SALT. agency, noted that Google has reinvigorated ow Search Engines Work and focus around site speed, with the new Chrome "slow warning badges", ubscribe and the speed reports in Google Search Console.

-Shirt Shop Næ₩BC

"This for many will reignite conversations with developers and in some cases lead to ₩€b@delopmepstems requiring almost complete redesigns of page templates and reengineering of Askpike AdSense Oursets are loaded," Taylor said.

Analytics Digital Advertistiging further in the technical realm, Aleyda Solis, International SEO Consultant &

Digital Experience inder, Orainti, expects to see a further shift to a more technical SEO ecosystem, fueled Content Marketing

International Search
Social media Websites websites.

**KithSbuilding** 

"This already started since a few years ago but has become far more obvious this year," Boocood Stetoerootha Guide

Solis said. "In 2020, it will only get bigger with the popularization of JS frameworks, app

ok re strongly shift to the web due to the benefits of PWAs, We use cookies to personalize content and ads to make omation for bigger sites where machine learning with our site easier for you to use. We also share that information with third parties for advertising and analytics. By using this site, you agree to our Privacy Policy

## and #5: Mobile SEO

Podcasts Sn⊖p€hætin ⊞

Surprised to see mobile SEO as an important 2020 trend? Don't be. As Wright put it:

"Almost every prospect coming into our shop has a mobile site that is a mess," Wright said. "To survive in 2020, you need to implement 2017 tactics and fix your mobile."

ertis<u>ina</u> on SEJ

What's that mean?

MEWSGuide to SEO

"Build sites for mobile-first, then make them compatible for desktop," Kindred said. "That

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Search Engine\*





ing kard website, xou need to take action immediately. You can't wait any longer.

ocal SEO Guide acy Policy

"All of your online reporting must reflect insights into your mobile performance as a

Page SEO Guidity," Jones said. "Instead of visualizing a person sitting at a desktop computer you tent have to realize that most of the time people will find your website via a mobile device."

Mate<u>r</u>ials

Search Englisher of the SEO doesn't stop there. Study the mobile SERPs.

"SEOs need to be looking at real, mobile search results, to know what they are up against, what kind of traffic they can expect, and what kind of optimization will actually be

Meb Development cessful at impacting the bottom line," said Cindy Krum, CEO, MobileMoxie

Askplice AdSense Guy

#### Analytics Trend #6: Structured Data

Digital Experience

**Content Marketing** We know high-quality content will be important in 2020. However, algorithms still don't International Search Social media fully understand context.

**KithSbuilding** 

So we need to give search engines "hints" to better understand and deliver results, based

Social Standin Guide searcher's intent, said Jeremy Knauff, CEO, Spartan Media.

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ata in a way that helps search engines to better understand ut also how each element relates to other elements on the ates to other pages within the website," Knauff said.

Search Engine ately, you want to be understood, found by your customers through any channel updates and be well-positioned to take advantage of future features from Google and other Follow Us odcasts structured data consumers like Amazon, Facebook, Microsoft, and Al Chatbots, said anoopehootin ‱ Martha van Berkel, CEO, Schema App.

"Done right, structured data becomes your marketing data layer," van Berkel said. "It will vertising on allow you to publish your content for any machine/search engine/voice assistant/chatbot with context to provide service to your customers across any surface and at any moment intervsGuide totelection.

SEO ▼ PPC -CONTENT SOCIAL -NEWS -

ontent strategy, marketing strategy, product features a compayfietiseshe andera. ocal SEO Guide Also, don't assume that because you marked up all the most common data in early 2019,

you are good, said **Shelly Fagin**, SEO, Highly Searched / Brand Ambassador, SEMrush.

echnical SEO Guide

Materials "New types of markup are continuously being added or improved upon," Fagin said. "I Search Engines Work also expect to see a lot more manual penalties related to poor implementations of

structured data. Don't automatically trust some plugin you've installed to structure your

adzooma

ross their

data correctly."

**MebDeide**lopment

Digital Experience

### Astatice AdSens Treend #7: Entity & Knowledge Graph

### Analytics Digital Advertis Optimization

ontent Marketine he search of the future increasingly is about real-world objects, said Bill Slawski,

Social media Director of SEO Research, Go Fish Digital.

**KithSbuilding** 

"Google is finding ways to include entity related information in search results through **Social Seterdia** Guide Things such as augmentation queries," Slawski said. "You can optimize entities that your

the black site is about by doing things ok thas optimizing those for Google's Knowledge Graph and We use cookies to personalize content and ads to make in Knowledge Panels." our site easier for you to use. We also share that information with third parties for advertising and analytics.

By using this site, you agree to our Privacy Policy rd, VP of Search, SearchLab Chicago, local search is the

forefront of entity-based search, so everyone should pay attention to what's happening in

**Search Engine** ace. **Ugwrithm Updates** Follow Us

Podcasts Sn⊜p€hatin ⊪

"Local SEO has been entity-based for years – you've always been able to rank local businesses even if they don't have a website," Gifford said. "Google is tracking real-world visits already and recently received a patent for using 'quality visits' as a ranking signal."

Dixon Jones, Founder, DHJ Ventures, said you need to tie large amounts of your cornerstone content to definite entities, which Google either recognizes or doesn't. Writing MEWSGuide our getter answer user journeys not just through better content, but also content that Google can see will be a good result.

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oriacistationing the unique knowled



to SEO. lak**និទី veikna (**poweres to be able to link those concepts together better within the

ocal SEO Guidentent under our control, to the benefit of users and crawlers alike." <u>rivacy Policy</u>

On-Page SEO Wiffyour brand or business be seen as an entity? Here's some advice from Alina Benny,

nnical SEO SEO & Content Lead, Nextiva:

Materials l Media

ow Search Englines Watkish original industry reports, compile new expert advice, and are among one of the dominant voices in the market, Google will start seeing you as an entity," Benny said. "It's these entity-related signals that are going to help you keep ranking."

MPEb Deidelopment

### Alsterites AdSense Frend #8: Link Building & Brand Building

Analytics Digital Advertising nt to acquire top-tier links in 2020? Shannon McGuirk, Head of PR and Content, Aira Digital Experience to said it's time to move link building from the dark ages into a consumer-first Content Marketing International Searchoach for 2020.

Social media

Kith & Breiteding That means focusing on three types of journalistic writing:

Social Stetandin Guide **Planned editorial**: Topics that are covered by journalists every single year at a given Plack Frida ok alentine's Day).

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rial: Features written by journalists on a topic that ties to a that we know is being covered due to time frame, but we

**Search Engine**don't know the exact story until editors or journalists write it on the morning of their editorial meeting. Follow Us

> Reactive editorial: Features written in the here and now that are unplanned and can't be predicted and are dictated due to a news story breaking.

Carrie Rose, Co-founder / Creative Director, Rise at Seven, said link building will be more about brand building in 2020.

🗠 🗠 nush hrand not just links that help with search rankinas" Rose said "Now our link

hop SEJ eginteWSGuide to SEO eginteWSGuide to SEO he responsibility will fall on SEOs to build links and media placements that drive traffic

SEO ▼ PPC -CONTENT SOCIAL -NEWS -

Search Engine® Guide to SEO

Building a brand people trust and want to do business with is essential, according to

ocal SEO Guide Casie Gillette, Senior Director of Digital Marketing, KoMarketing.

On-Page SEO Guide

"Customers are getting smarter and they expect more when it comes to marketing," inical SEO GMIGE said. "The more they trust you, the more they are willing to share your content seems willing to share your content seems." low Search Engines, Work about you (value), and buy your products (revenue)." ubscribe

Podcasts Sn⊜p€hoatin ä

### Trend #9: Focus on Visibility, Not Just Blue

#### Web Deidelopment NS

Askplice AdSense Guy

Zero-click searches have been a big reality in 2019. On-SERP SEO will only continue to grow Analytics Digital Advertising In Importance in 2020.

Digital Experience Content Marketing

Thus, adapting to zero-click searches will be key, according to **Cyrus Shepard**, Founder, International Search Social media Zyppy.

**KithSbuilding** 

"More and more brand marketing is happening on Google itself, and not necessarily on Boocood Stetoenooding Guide your website," Shepard said. "Smart marketers will need to learn how to adapt and take

ok ore strategic about the information shown in search

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sic tactics to increase actual clicks over impressions, such as

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featured snippet optimization, using newer schemas (e.g., FAQ and HowTo), image

**Search Engine**ling, and favicon optimization. **Updates** 

Podcasts Sn⊖p€hotin & **Nebinars** 

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But it's more than just zero-click searches we need to plan for in 2020. We need to optimize for much more than blue links, Krum said.

vertising on k An SEO

"Ranking number 1 under a Knowledge Graph, Found on the Web or a Featured Snippet is different than ranking number 1 without those things," Krum said. "Similarly, even if you are not in Position 1, ranking just below a People Also Ask result or Interesting Finds will not **Wightews Guidetas Em**ich traffic, because those things look better and thus, drive more clicks in the search result.

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Search Engine® acks, treves and events faithing and taking clicks north dd A O VERTISE MORE **▼** 

ocal SEO Guide <u>riyacy Policy</u>

### irend #10: Programming

echnical SEO Guide

Materials, In 2020, you should tap into programming languages like Python and R to eliminate your

most time-consuming and redundant tasks, according to **Britney Muller**, Senior SEO

Scientist, Moz.

SEO automation will free you up to harness the power of marketing fundamentals:

**PV**Eb **Deide**lopment

Askaike AdSense Guy Branding.

Analytics Digital Advertising

- Creating great customer experiences.
- **Digital Experience** Storytelling. **Content Marketing**

International Search Speaking your customer's language.
Social media

Kith & Breiteding

Listening to your target market & providing thoughtful/timely responses.

**Social Steadin** Guide Providing easy to consume content (in the way in which your users want it).

ok

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), Catalyst, put it: Programming makes SEOs better SEOs.

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JUINCI WIKITES, BIICQ

e increased adoption.

**Search Engine**e are real advantages to moving beyond Excel for analysis. It permits a more **search Engine**e sophisticated analysis of your own data, as well as the ability to: Follow Us Podcasts Sn⊖p€hotin &

- Incorporate other data sources for insights.
- Apply machine learning to solve complex problems.
- vertising on SEJ• Make decisions that normally would be difficult and require human input (for which

there is limited time to provide human input)."

ShopSEJ BeginteW\$Guide to SEO

Webinars

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This only scratches the surface of what you'll find in our r Tren**d9VF205**0, A**MWFeI**ing to 58 Experts. Ready for more?

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On-Page SEO Guide

echnical SEO Guide get more uncensored and unfiltered insights and tips straight from these SEO

ok

Press Materials experts on how to succeed at SEO in 2020: Social Media. How Search Engines Work

Areej AbuAli

T-Shirt Shop **Ale**₩BC

Loren Baker

**₩€b@dedelopmen** |ason Barnard

**Askpike AdSense Guy**lina Benny

Analytics Digital Advertising• Taylor Berg

Digital Experience Content Marketing Ashley Berman Hale

International Search -Social media

Andy Betts

**KithSbuilding** 

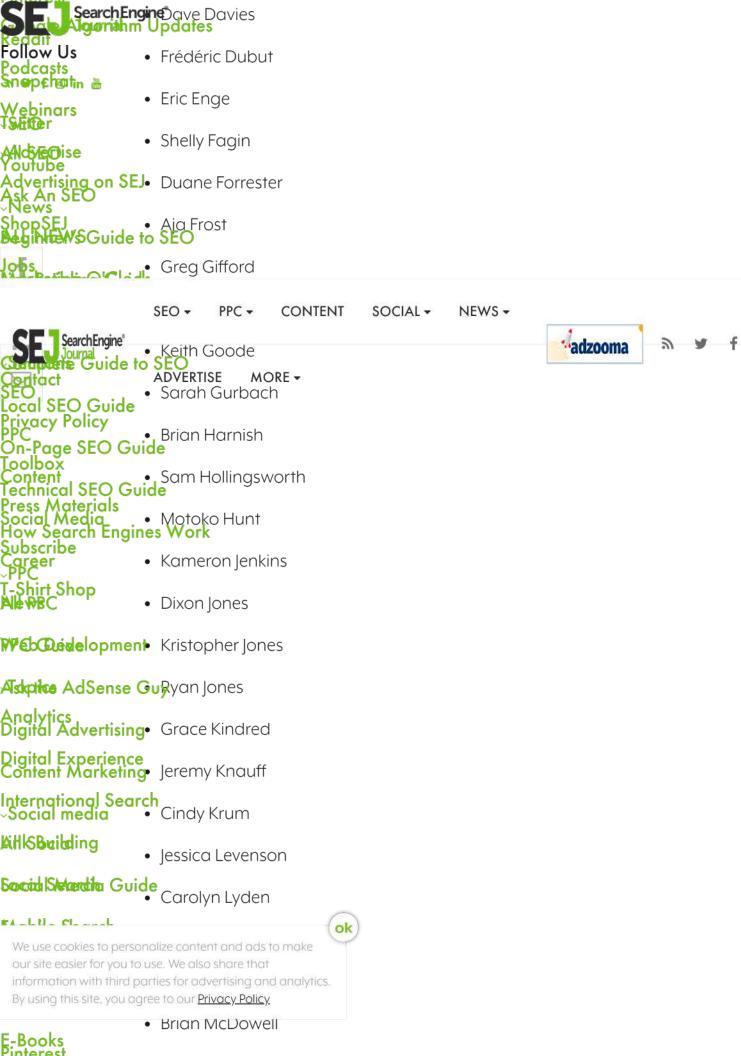
Fabrice Canel

**Social State at ita** Guide

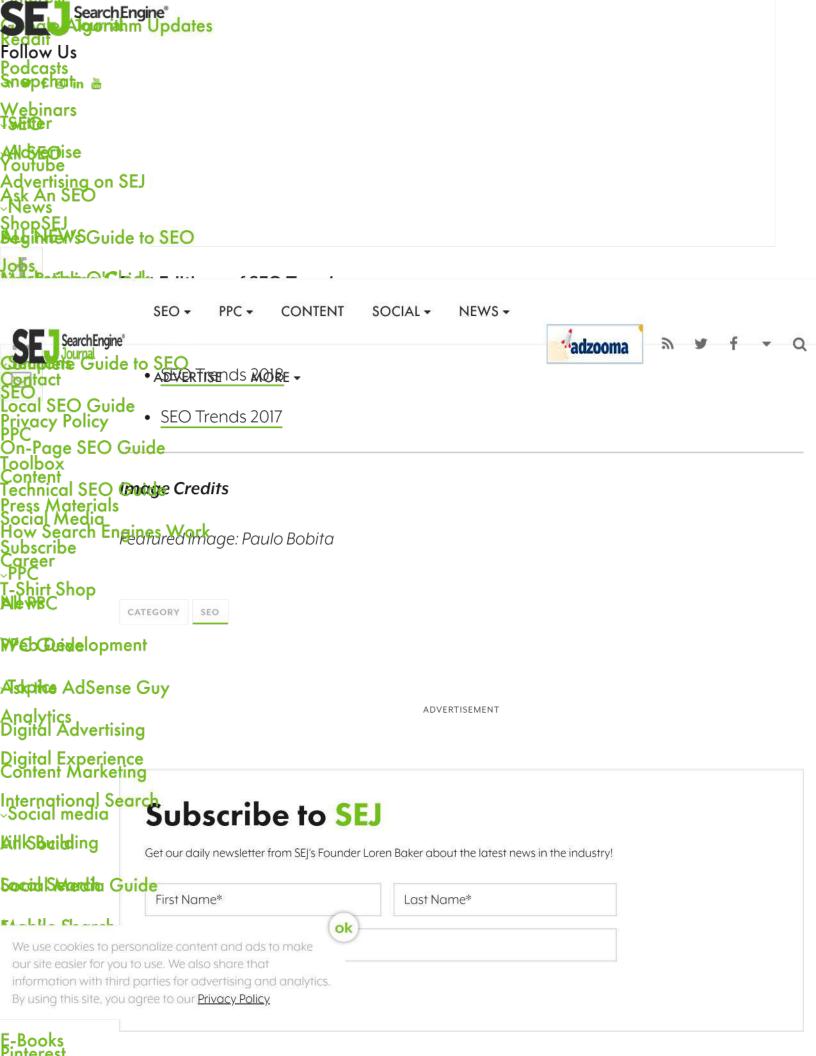
Claire Carlile

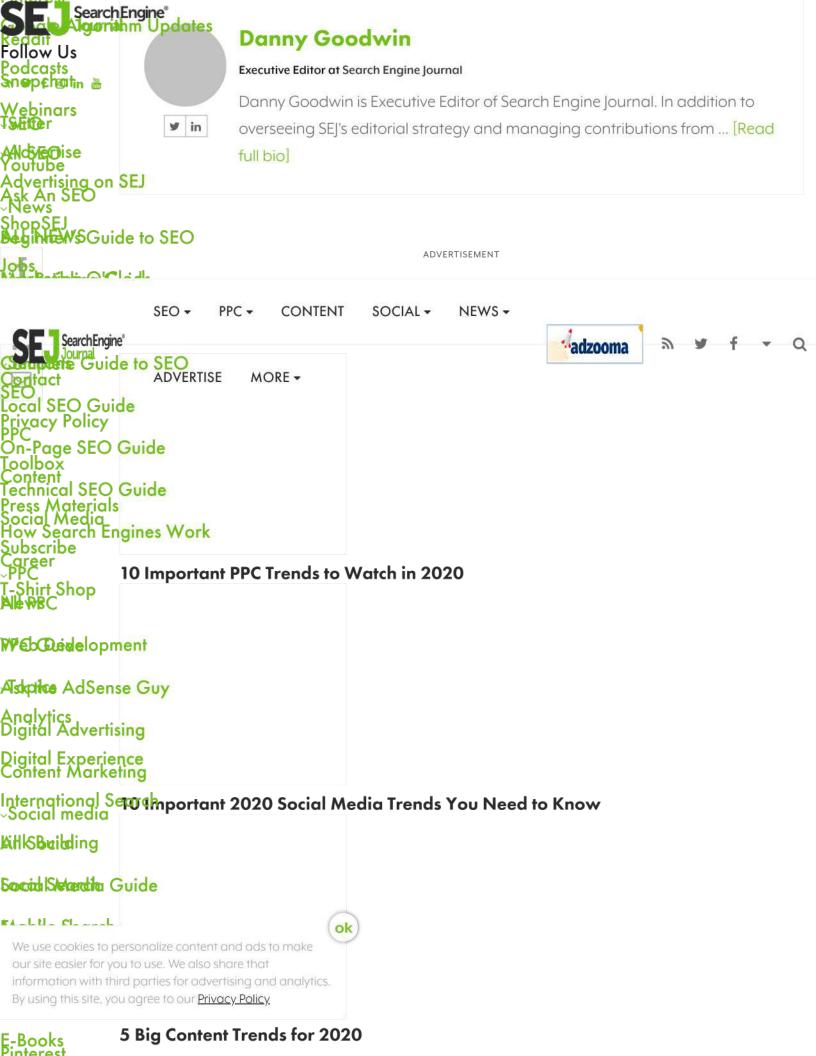
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Anna Crowe









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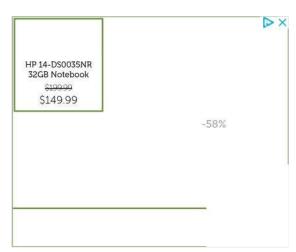
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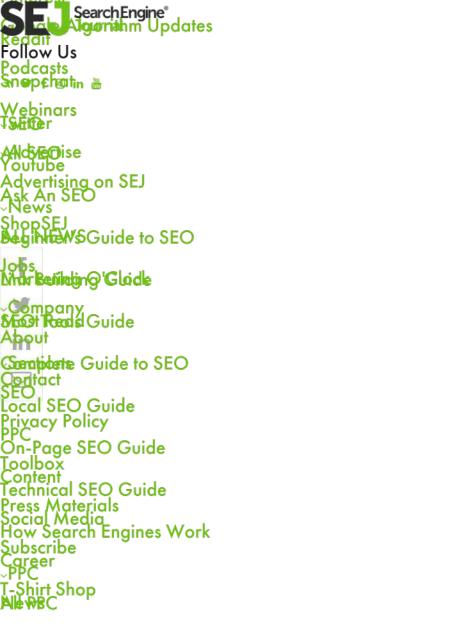




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