

SEO Trends: 5 Important SEO Metrics For 2019

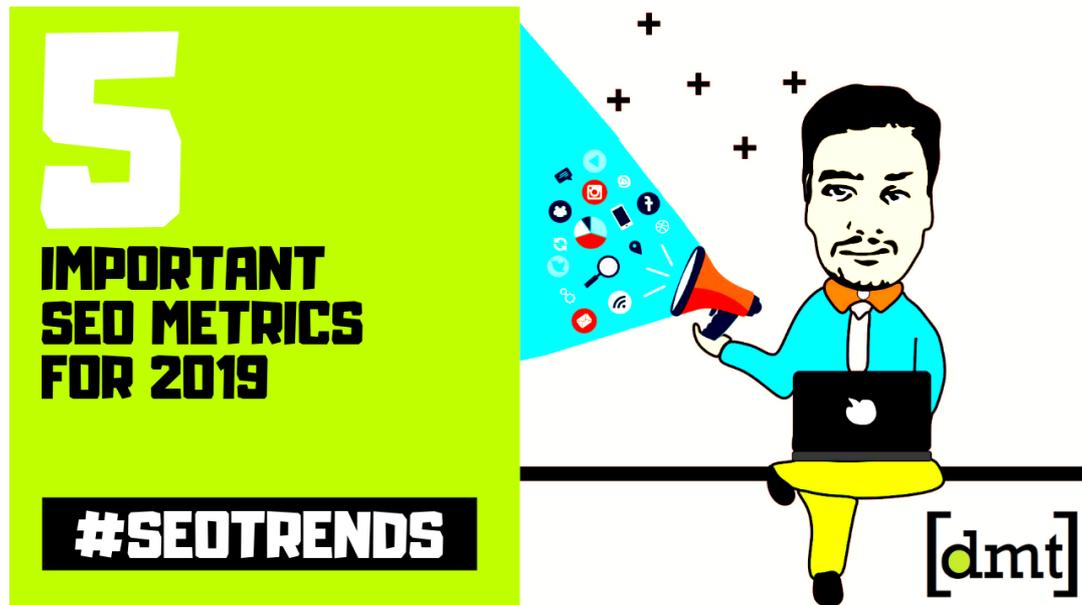
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If there's one thing we need to consider when it comes to optimizing our website, it's SEO. 😎

After all, a lot of traffic we get comes from focusing on what search engines want! And with the many trends and changes coming to each New Year, it's time to look into what you really need to focus on today.

This is imperative if you want to get good results according to what's hot this coming year. Wondering what SEO metrics to focus on today? Here's a definitive guide on the top five important SEO metrics for 2019 as told by [JoelHouse!](#)



5 Important SEO Metrics For 2019

The new year brings a lot of new trends and changes for websites and SEO. To help you stay on track, these are the five things you must look into now:

1. Organic Traffic and Rates

Besides SEO, you should also look into your organic traffic, which is the traffic you get when appearing on search engines without paying for advertisements. This helps you find out if your SEO strategies are effective and if there's anything you need to improve on. Look into traffic that comes from your landing page and where the traffic comes from.

Also, look into the bounce rates to see if there is something about a specific webpage that requires some fixing up for people to stay on the page and want to navigate more. Look into the conversion rates as well, which helps you know if your page is really helpful.

2. Local Visibility and SEO

Local visibility is extremely important especially if you have a physical store in your local areas. If ever you have various physical locations for your business, then keep track of local SEO and visibility and work your way up for better local SEO.

Recommended read: [What are the UX Factors affecting Your Rankings in 2019?](#)

Your website should appear with local keywords relating to your niche or when people type your town with the name of the industry. To help with this, you should consider creating your Google My Business page and utilizing keywords that include your business' town name. Informing your customers about your physical store online can help boost visibility and your search engine ranking with relevant audiences.

3. Voice Search

Voice search is now becoming more popular and for a reason! Because people are now looking into voice search and devices like Alexa or Siri to get their answers, the keyword game has changed. We are now using long-tail keywords as people speak into their voice search as a conversational tone, rather than shorter keywords when typing.

Because of that, you also have to learn how to use long-tail keywords and cater your content with what people want to search for. This means that answers must be at the start of a post, including long-tail keywords and relevant answers and info (which I'll be getting into later).

4. User Experience and Content

It isn't just your website and its layout to look into, but the content you post as well! Today, content is one of the kings of your website, which affects your rankings in search engines. It shouldn't be stuffed with keywords, but now filled with relevance and all the information needed to satisfy users and want them to come back for more on your website.

Recommended read: [SEO Audit: Knowing How SEO Optimized Your Site Is](#)

Through proper content marketing, good link building, and knowing what your audience wants to be answered in regards to your niche, you'll be able to spike interest, let search bots know your site is relevant, and work your way up in search engine rankings.

5. Mobile-Friendliness and Site Speed

With more than half the population is Internet users using their mobile gadgets to search, it's imperative to make sure that your website is mobile-friendly. Look into the layout of your website when using a mobile phone or tablet, checking if it's easy to navigate and read. If not, tweak your mobile layout and find out what needs to be simplified or removed.

Furthermore, website speed needs to be as fast as possible to prevent speedy exits of a tab. No one wants to spend minutes waiting for a page to load anymore, so it's time to remove heavy media or items that slow down your website

Wrapping It Up

And there you had it! With the proper types of SEO metrics to focus on this 2019, you'll be able to raise your traffic and views. This means more success with your future projects and getting prospect clients you need. It all starts from focusing on your website's user experience and other important SEO tools.

Hopefully, this article on the five important SEO metrics for 2019 helped you out! So don't wait any longer and start looking into these metrics and trends today.

If you have any questions or want to share your tips and experiences on SEO, then comment below. Your thoughts are much appreciated. 😊

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CM

SEO

WHY SEO IS ACTUALLY ALL ABOUT CONTENT MARKETING?

<https://youtu.be/ZsjDRPij1Zo>