

What are the key factors that significantly influence Google Rankings?

The websites that are placed in high Google rankings get increased brand visibility and huge organic traffic. Organic traffic from search engines is more relevant and targeted. Getting a higher Google ranking can help businesses stand out in the competitive online domain and outrank their competitors by having a competitive edge.

What is Google Rankings?

Google rankings refer to the position at which a particular webpage appears in the search engine results pages when the user enters a query in the search bar of Google. Websites that are ranked higher get increased visibility, more organic traffic and higher chances to meet their business goals.

It is therefore imperative to collaborate with the Best SEO Company India to improve the Google rankings of your website and rule the roost.

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There are some key factors that significantly influence the Google Rankings and dedicated SEO experts consider while optimizing the [Website Traffic for High Ranking?](#). They are-

1. **High quality content:** The most important ranking factor is the quality of the content. It is important to have high-quality, informative and relevant content. Content that answers user queries and provides value tends to rank higher. The content must be logically organized and must not be stuffed with keywords. SEO experts of the professional and the Best SEO Company India use cutting-edge tools to find out the information target audience is searching online and ensure the content is in sync accordingly.
2. **Backlinks:** Next factor for Google Ranking is backlinks. Incoming links from other websites have a huge influence on SERPs. Backlinks from high authority websites are more valuable and will boost rankings. SEO experts incorporate the cutting-edge SEO methods to acquire these backlinks to boost the website rankings of their clients. The backlinks showcase that content is trust worthy as high quality sites vouch for it.
3. **Content relevancy and search intent:** Another key factor for Google rankings is how well the content matches the search intent of the user. Search intent is a term that showcases what user is trying to achieve with a search. SEO experts match the search intent and post the right content accordingly.
4. **Loading speed of the website:** Another key factor is the page speed. Website speed contains metric that Google considers as important for user experience on the site. It measures the overall speed and responsiveness of the site along with the loading speed of different elements like images and fonts.
5. **Mobile friendliness:** Google considers the performance if the site on smaller screens while ranking the websites on SEPPs. The search engine will use the website's mobile version for indexing and ranking.
6. **Keyword optimization:** One of the most well-known ranking factors is the use of keywords on websites. Dedicated SEO experts ensure the keywords match the search terms users type into the search engines. They ensure that the web pages contain the keywords audience is searching for.
7. **Technical SEO:** It is still an important Google ranking factor. This includes keywords in page titles and title tags, keyword optimized header tags, proper schema markup, keyword rich alt text and tags, properly optimized meta description at 110 to 150 characters. Proper website architecture, clean URL structures, XML sitemaps all contribute to better crawling and indexing by search engines.

SEO experts regularly monitor and adapt to the industry's best practices to maintain and improve the search rankings of their client's website.