

6 SEO Trends You Need to Start Utilizing

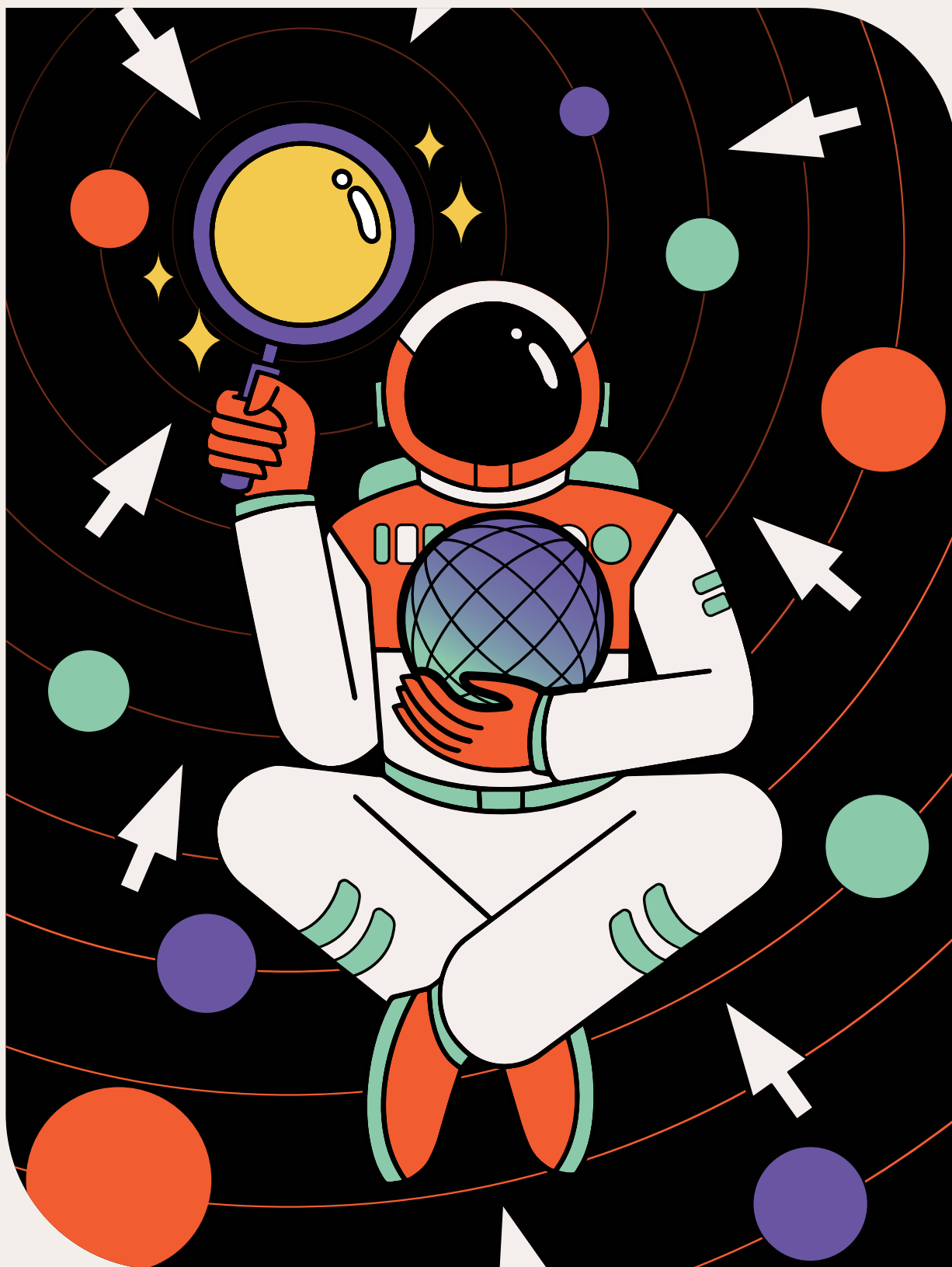
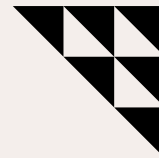


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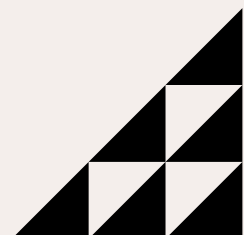
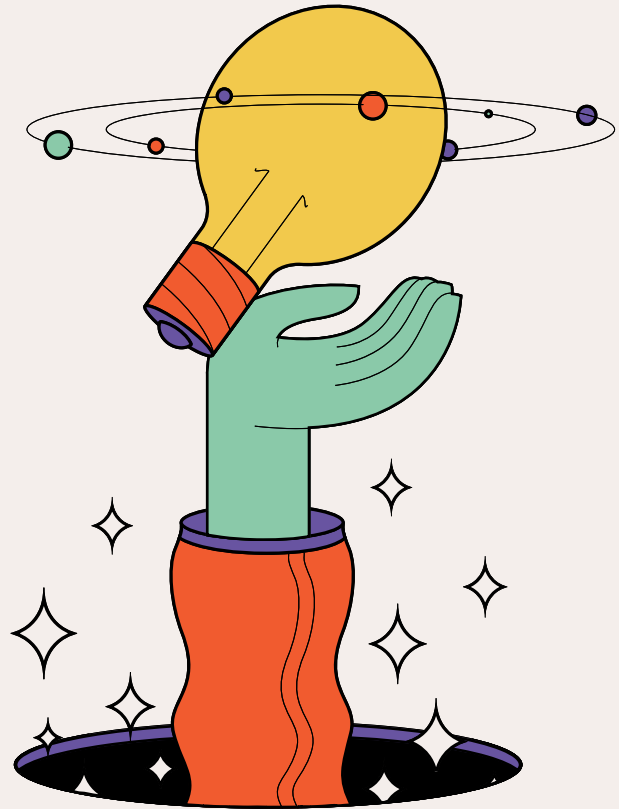
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SEO Trends Are Changing

We live in a world where everything changes quickly, and that applies even more so to the internet. The way we interact online is constantly evolving, and therefore, search engines like Google are constantly evolving alongside us.

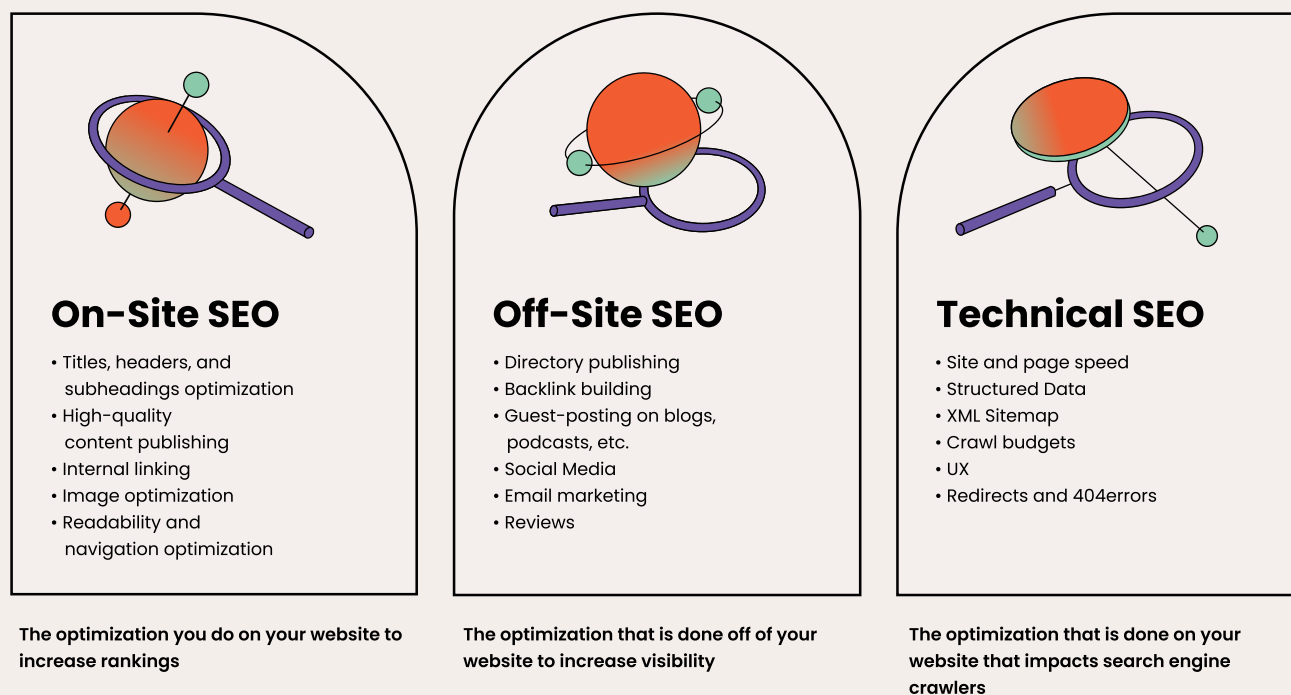
If you want your business to continue to appear in the top pages of search results, you'll need to know about the latest trends in SEO (Search Engine Optimization) and how to adapt to those trends.

This "optimization" refers to a broad range of strategies and practices designed to improve your website's ranking on search engines.

The essence of SEO comes down to the presentation of your content, and refining that presentation to best appeal to the way search engines operate.

The optimization process can sometimes be difficult and frustrating if you're new to SEO, but it invariably **leads to better overall results for your website** and your business. SEO efforts can and should take place **both on and off your website.**

Different Types of Search Engine Optimization



If the last time you optimized your website was more than a couple of years ago (or never!), chances are you're not getting the best possible results. If it's time to make some adjustments, be sure you keep in mind these six big SEO trends that could affect your search results:

1. More Specific Google Search Trends

As part of its efforts to constantly improve its search engine, Google has made a significant breakthrough. Google results can now more easily spot specific sentences that answer the particular questions of its users. Here's an excerpt from [Google's blog explaining the change](#):

"Very specific searches can be the hardest to get right since sometimes the single sentence that answers your question might be buried deep in a web page...By understanding passages in addition to the relevancy of the overall page, we can find that needle-in-a-haystack information you're looking for."

What does this mean for your site? Well, if you're including brief, SEO-friendly answers to common questions and problems in your web content, Google is rewarding you.

The best way to take advantage of Google's updated search information is by having a thorough and informational Frequently Asked Questions page.

FAQ pages are keyword and SEO goldmines because they answer the searcher's question in a clear and concise way. Here are a few tips and ways to get the most out of your FAQ page to increase your chances of being featured on search engines:



- Use long-tail keywords (keywords that are longer than three words) and key phrases as the questions in your FAQ.
- Answer those questions clearly in the first 1-2 sentences, and use later sentences to elaborate on your answer.
- Utilize websites like Answer the Public to find real-time questions your audience is searching for.
- Speak with your customer service and sales teams (if applicable) to gather their most answered questions.
- Direct traffic to your FAQ page and link back when possible.

2. A New Google My Business for Local Companies

In November 2021, Google [released an update](#) about upcoming holiday shopping trends, tips, and statistics to help small and large businesses get ready for the most significant shopping time of the year.

During this blog, they also updated us on a new, but not new, Google feature – [Google Business Profile](#).

This new Google My Business platform, while similar, is more tailored for smaller businesses to help their local awareness grow in an easier-to-manage way. Instead of creating a Google My Business account, you can directly create, verify, and edit your businesses from Search or Maps.

The new Google My Business platform is a free tool businesses can use to give their customers their hours, services, contact information, content, and even a way to directly message them that shows up on Google Search Results when searched for.

While Google My Business is still around, Google has announced it is better used by large companies with multiple franchises, stores, or fronts that need multiple Google Business accounts.

"Moving forward, we recommend small businesses manage their profiles directly on Search or Maps. To keep things simple, "Google My Business" is being renamed "Google Business Profile." And in 2022, we'll retire the Google My Business app so more merchants can take advantage of the upgraded experience on Search and Maps. The existing Google My Business web experience will transition to primarily support larger businesses with multiple locations, and will be renamed "Business Profile Manager." We'll share more details on these changes in the months ahead."

As Google stated, larger businesses will still be able to handle individual locations on Search and Maps if they choose to do so. However, they do plan on getting rid of [Google My Business](#) completely this year.



The new Google My Business platform is perfect for local businesses that rely heavily on search engines for traffic.



3. Introducing MUM: Multitask United Model

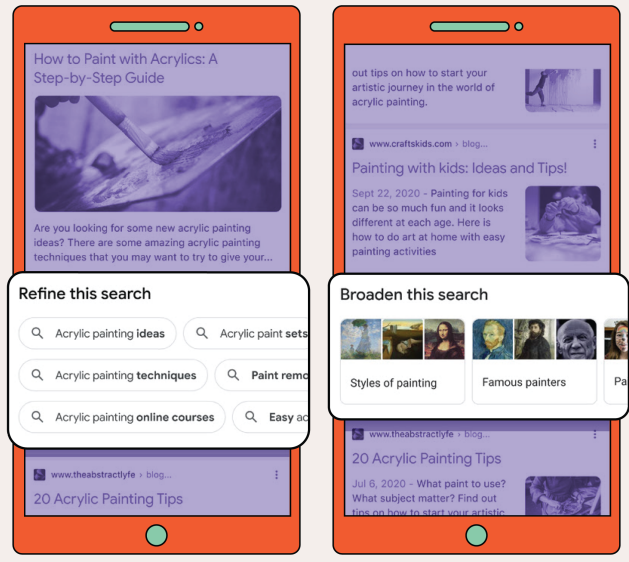
Often, the questions you ask Google are more complicated than a computer program knows how to answer. As a result, you'll have to check out multiple sources using multiple search terms, piecing together the information you need.

However, Google is [developing a new search model](#) to improve this problem called the Multitask United Model:

“Today's search engines aren't quite sophisticated enough to answer the way an expert would. But with a new technology called Multitask Unified Mode, or MUM, we're getting closer to helping you with these types of complex needs. So in the future, you'll need fewer searches to get things done.”

As a result, if your site has pages that answer complex, multi-step questions in this way, you just might be rewarded with a higher ranking. Google provides the simple answer to the question, but users will click on your pages to get more detailed information about each part of the answer.

In addition, MUM will be able to gather additional information supplements by a mix of formats besides text, such as images, video, and audio. As well as offer other search inquiries to broaden or narrow your search results.

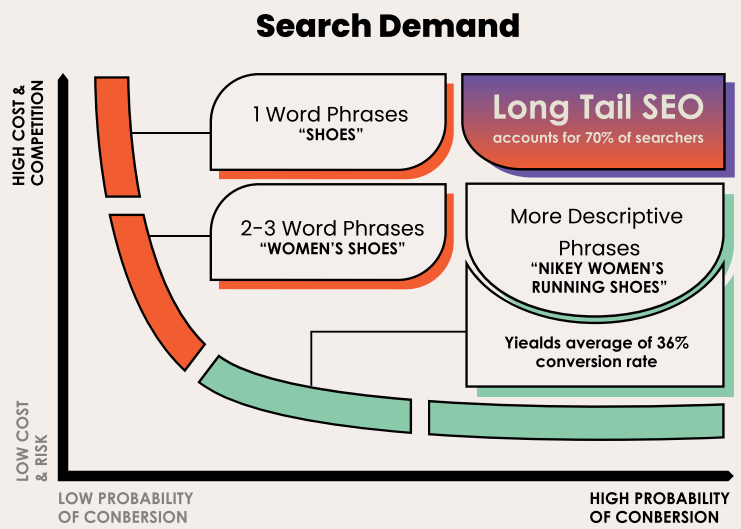


This SEO technique means you'll have to put some thought into the phrasing of your content, but the payoff should be worth it. As organic traffic becomes increasingly interwoven with the power of artificial intelligence, it is going to be more necessary than ever before to produce high-quality content that offers the answer to what your audience is searching for in a simple, concise way.

4. SEO Optimization for Voice Search

With today's devices, it's getting easier and easier to speak to a virtual assistant as a way of making searches faster and simpler.

In fact, a remarkable 58% of consumers use voice searches to find local establishments.



Knowing this, if your business has a brick-and-mortar component, you can't afford to ignore voice search.

Due to the way people verbally phrase questions, certain words and phrases are more likely to come up in a voice search. Incorporating those words and phrases into your content means your site has a better chance of coming up as a top search result.

Schema markups are a great way to help search engines understand your website. Also known as structured data, it is the language of search engines, using a unique semantic vocabulary and codes to help search engines understand your content.

If you've ever Googled a recipe and the simple steps popup as a Snippet, that result is due to a schema markup of the website. The owner condensed the information into a format search engine crawlers could understand, and submitted it to Google.

The image shows a screenshot of search results for two recipes. The first result is for 'Dutch Apple Pie Recipe - BettyCrocker.com' with a rating of 4.5 and a cooking time of 2 hr 45 min. The second result is for 'Homemade Apple Pie - Simply Recipes' with a rating of 4.8 and a cooking time of 2 hr 10 min. Both results include a small image of the pie and a snippet of the recipe text.

https://www.bettycrocker.com › recipes › dutch-apple-pie ⋮
Dutch Apple Pie Recipe - BettyCrocker.com
 Ingredients ; Crust. 1 cup Gold Medal™ all-purpose flour ; Filling. 8 cups sliced cored peeled **apples** ; Topping. 1/2 cup unsalted butter, softened ...
 ★★★★★ Rating: 4.5 · 129 votes · 2 hr 45 min

https://www.simplyrecipes.com › Dinners › Comfort Food ⋮
Homemade Apple Pie - Simply Recipes
 How to Make the **Apple Pie** ... Peel, core and cut the apples, and sprinkle them with a little lemon juice or apple cider vinegar to keep from browning. Toss them ...
 ★★★★★ Rating: 4.8 · 86 votes · 2 hr 10 min

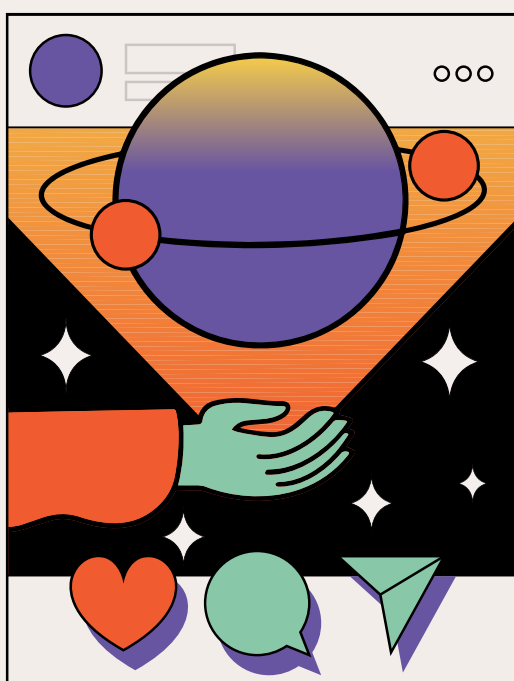
To create a schema markup of your website, visit the [Structured Data Markup Helper](#) by Google and follow the instructions on the screens.

5. Google Rewards Original Content

It's understandable to want a bare-bones website with only the features customers need to get your service or products. However, it will be very difficult to rank highly in search results without original content. As the saying goes... **content is king.**



How to Create High-Quality Content



- Understand your niche
- Write for your audience - not for you
- Engage with your community and ask what content they want to see
- Be educational - not promotional
- Use visual storytelling to connect with your audience
- Hook them in with a great headline
- Make them have an emotional response to your content
- Offer them exclusive content
- Give away free products or services
- Include videos
- Use statistics and facts
- Always end with a call-to-action

Content pages are only becoming more prioritized by Google and other companies, and how relevant and SEO-friendly your content is plays a significant role in your ranking.

Furthermore, it just won't do to republish, "boost," or syndicate content that others have created. Google engineers **have stated that this type of content is considered "duplicated,"** and it won't boost your search ranking for your chosen search terms. You'll have to create substantially original content in order to improve your SEO.

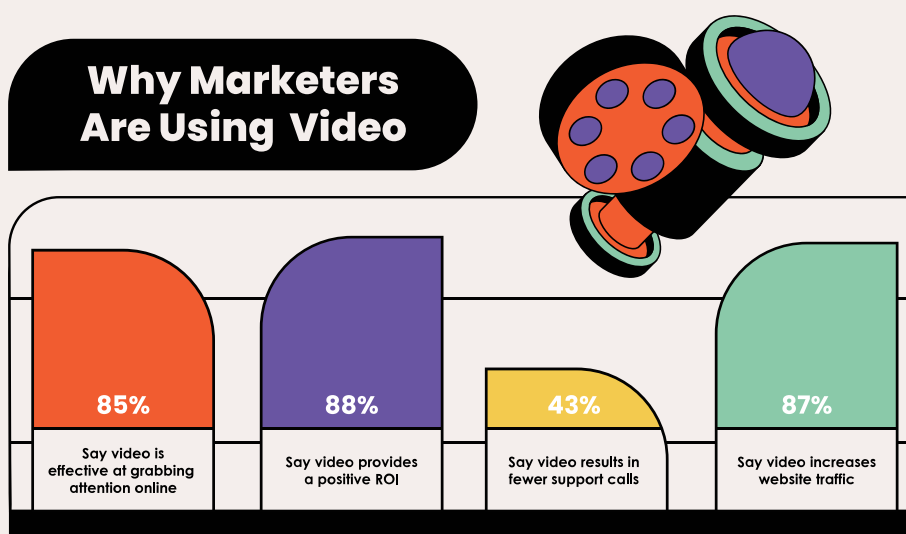
While any addition of original content to your website will be considered a plus, Google specifically rewards those who publish unique, high-quality content on a regular basis, I.E., at least once a week.

6. Video Marketing Campaigns

Your social media presence is a crucial aspect of your off-site SEO efforts. What you create and share on social networks can have a huge impact on the number of engagements and site visitors you receive.

As it turns out, [statistics show that social media users](#) have a massive preference in terms of the presentation of the content they see.

Videos on social media generate as [much as 1200% more shares](#) than text and image content combined, and most users watch an average of 16 hours of online video per week.



Depending on your business, including video content on your website is also recommended. Google's MUM will soon be able to read through videos to determine the purpose and answers in your content. Because of this, incorporating videos into your pages, such as an FAQ page, How-To, or in product and service pages, can help rank you for certain searches.

Conclusion

These 6 SEO trends of 2022 are just the tip of the iceberg. They're an excellent place to start improving your SEO efforts, but there's much more to learn. SEO best practices are constantly shifting, so it takes an agile and focused approach to make sure you're on top of them.

With the addition of Google's MUM, optimizing your content with specifics, short, and concise answers is critical. Users, as well as web crawlers, don't want to waste time searching for the answer to their questions. With a plethora of other websites and companies out there vying for audiences' attention as well, ensuring your content is high-quality and original is important as well.

If you're concerned about keeping your SEO up to date while managing other aspects of your business, it might be a good idea to seek help. Here at Zoek, our experienced team always follows the latest SEO developments and puts them into practice as part of our services to aid small and medium-sized business owners. Our work goes beyond simple SEO tips- we're here to amplify your SEO in every way and help you achieve actual results.

If you're interested, you can get started with a [free consultation with one of our SEO experts](#). We'll create an SEO checklist for your site that will set you off on the path to success!

