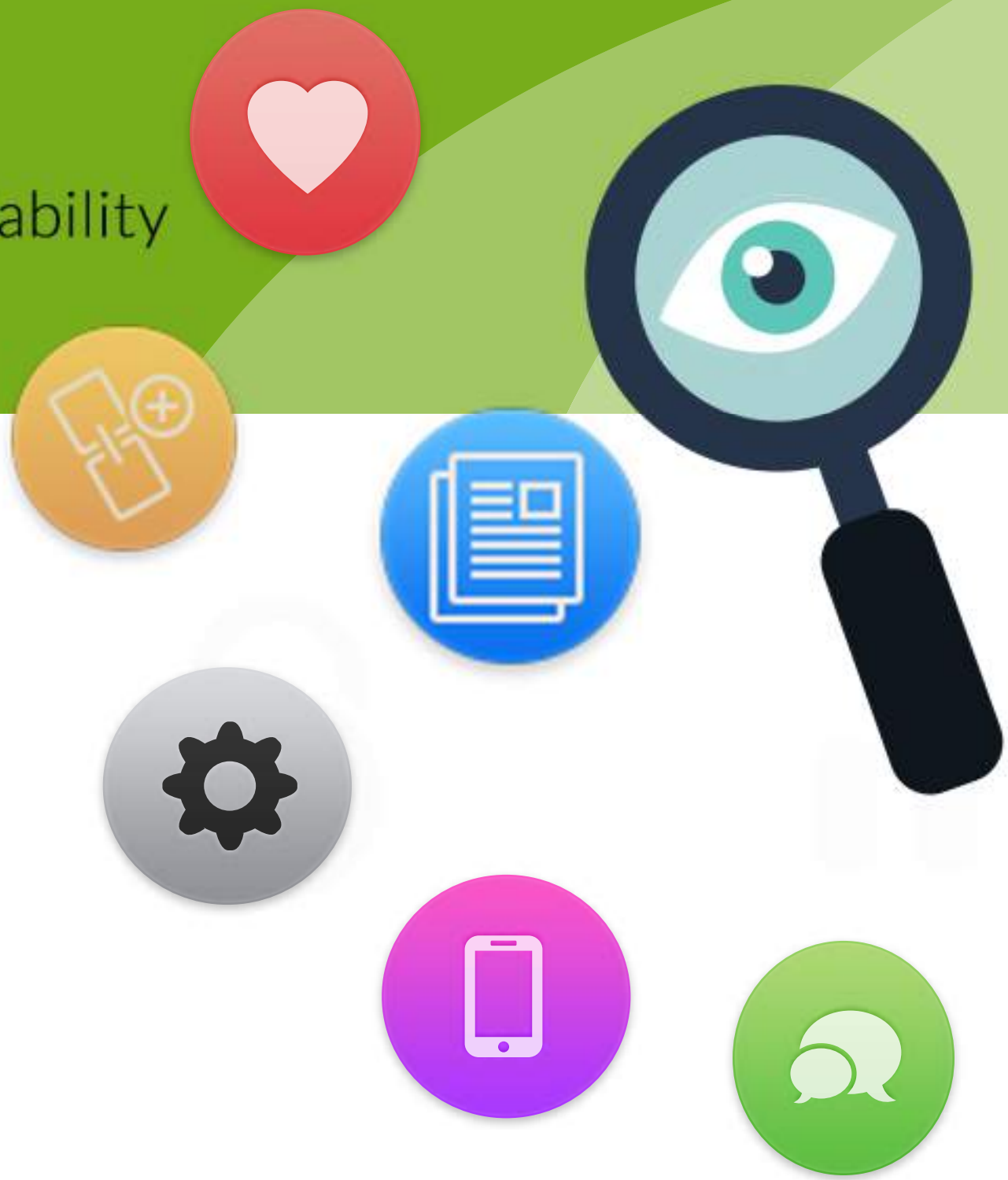# What Influences Your Website's Search Visibility?

Top Search visibility is about providing the right signals to search engines by improving the relevance and usability of your site.

Search Engine Optimization (SEO) is not about tricking Google with keyword stuffing or about building paid or spammy links or making it more complicated than it is. It is about making a great website that provides relevant and useful imformation to users, is trustworthy and provides excellent user experience (UX) – if users and influencers find your website relevant and useful they will keep coming back and search engines will notice!

So how do you go about building a great website that meets the criteria of relevance, trust, and usefulnes?

1 Mobile Device Experience
The use of mobile-friendliness is rapidly becoming a key ranking influencer. And rightly so! Consider that 60%-80% of online searches are done on mobile devices. For optimal mobile experience, ensure:

- *Responsive Design* - Have a responsive website that responds to the size of the browser and device. Not sure if your website is mobile friendly? Test for 'mobile friendliness' and/or get a 'Mobile Usability Report' from the Webmaster Tool.
- *App Indexing* - If you have a mobile app, make sure it is indexed appropriately because indexed app content may now feature more prominently in search results.

2 User Experience & User Signals
Make your website relevant and useful for end users to improve user signals. Focus on improving the following metrics:

- *Bounce Rate* - Optimizie the website for outstanding usability, integrate brand storytelling and create sticky content to reduce bounce rate.
- *Time on Site* - Tailor your website to speak to user goals and expectations and make your site sticky to improve time spent on site.
- *Click Through Rate* - Optimizing Meta data and improved ranking will result in a higher click through rate.

3 Onsite Technical Optimization
Technical standards are important for improving your site's search ranking. Work on the following technical parameters:

- *Speed* - Make sure your website has a short loading time.
- *Site Architecture* - Maintain good site architecture that will enhance search engines and user navigability. Keep link structures shallow, map keywords to content, create silos, ensure good URL naming structures, & effective sitemap creation.
- *Guidelines* - Ensure, among others, W3C validation, canonical URLs optimization, robots.txt creation/analyses, and htaccess files creation/analyses.

4 Onpage Content Optimization
One of the most critical factors for search visibility is the quality, relevance and frequency of your content. For onpage optimization, make sure you implement:

- *Semantic Language* - Make sure your content is relevant to the topic and includes core, supportive and stemming keywords that provide a larger picture to the words searched by the user.
- *Header, Title, META, and Media* - Optimize pages and content by adding relevant long-tail and short-head keywords.
- *Relevance & Quality* - Keep your content relevant, current, and top quality.

5 Quality Backlinks
Links from quality, trusted sites improve the trustworthiness of your site and result in higher search ranking. Backlink creation should be focused on:

- *Quality, Trusted sites* - Earn backlinks from quality and relevant websites. Poor quality, paid, or spammy links should be a definite no-no.
- *Content-led link building* - Create top-quality content that will earn you natural links as influencers and sites will seek to share your content.
- *Well-balanced home page to deep link ratio* - Maintain a good balance between links to the home page versus to deep links.

6 Social Signals
Social activity, social sharing and social validation have become important influencers because those are indicators of an organic connection with your brand. For improved social signals, try:

- *Social Shares* - Create interesting and useful content and campaigns that 'connect' with people.
- *Brand Links* - Create top-quality content that will earn you natural links as influencers and sites will seek to share your content.
- *Brand Mentions* - Get creative with your content strategy, play on core emotions and giveaways and accumulate brand mentions!