



Top 7 SEO Trends for 2020



What can be the SEO strategies that shall help dominate SERPs and also boost revenue?

Let us have a sneak peek at these 7 trends

1) Highly optimized user-experience

User experience is one of the best ranking factors of SEO. One needs to make sure that your website has good loading speed and effective utilization of white space. Websites who are unable to provide best user experience, have to pay the penalties and the websites which are able to provide good user experience will be rewarded with high ranking potential. Thus, it is necessary to provide a highly optimised user experience.

2) Mobile-friendly

Another area that would help in driving the ranking potential is mobile-friendly focus. If you are willing to rank higher on SERPs then your website has to be mobile-friendly. As users these days search on their mobile for results. Google and other search engines know that majority of users use their mobile devices to view content.

If your website isn't mobile-friendly, then it shall face poor rankings.

3) Snippets

Featured and rich snippets are the secret for SEO performance and help to improve your business visibility, especially for mobile devices.



For example: When we search for ‘Pizza delivery near me’ on Google, rich snippets provide name, phone number and address, review of the outlet.

Also, Google prefers websites that use rich snippets as it increases the website’s ranking.

So, you should ensure to implement rich snippets for the website if you aren’t doing it as that will help you to compete in the marketplace and improve your CTR.

4) High quality content

Google is encouraging websites to post and publish the highest quality unique content possible to increase their ranking potential. The better content you are able to provide compared to your marketplace, the better ranking you shall achieve.

5) Voice search

In 2020, **50% of the searches** will be voice-based searches. As the trend for Alexa, Google Assistant, Microsoft Cortana, and Siri is increasing worldwide, so the demand for voice search increases.

6) Video Marketing

Video Marketing is an effective way of spreading brand awareness and improving conversions. Videos can demonstrate ideas well and also increase customer engagement. This in turn would also boost the ranking.



7) Security

It is important to build a credible outlook for search engines as they are driving their users towards secured websites. Adding HTTPS protocol for your website is a must. Failing to add HTTPS protocol, websites would be punished in 2020.

With these tips it would help you to get the highest ranking on search engines for 2020.

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