

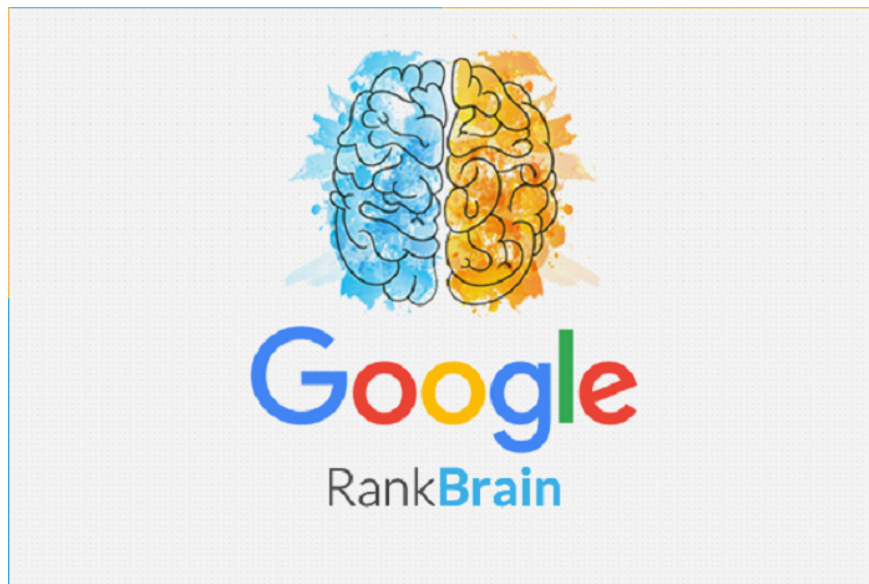
SEO trend 2021 determines the success of SEO projects in 2021

TipsMake has researched and gathered 10 new SEO trends, determining the success of the SEO strategy and implementation process 2021.

The year 2020 can be said to be a difficult and challenging year for the SEO profession because the big changes of Google make SEOers unable to grasp new information. That means, if we keep on following the old mindset without embracing the new **SEO trends 2021**, it will be very difficult to get articles to high search engine rankings. Google. Therefore, 2020 will be a revolutionary year for SEOs.

What trends will there be in 2021? Where is the right choice for SEOers? In the article below, I have researched and gathered 10 new SEO trends that determine the success of your SEO strategy and implementation in 2021.

1. RankBrain & UX Signals



RankBrain is the machine learning (AI) algorithm that Google uses to sort search results

1. Signals from the user experience are huge this year. And I define that they will be even more important in 2020.
2. In fact, Google's earlier announcement that RankBrain was the 3rd most important factor in their ranking: "In a few months of implementation, RankBrain has become the 3rd most important signal contributing to results. of a search query "

The question now is: What exactly is **RankBrain** ? And how do we optimize it?

Google RankBrain: Simple explanation

1. RankBrain is a machine learning system that helps Google organize their search results.
2. It sounds complicated, but not at all. RankBrain simply measures user engagement with search results... and ranks them accordingly.

For example, search for the phrase "coffee making lessons" on google

The screenshot shows a list of search results for the query "coffee making lessons". The results are as follows:

- 1. www.firstpresscoffee.com - **First Press Coffee - Cold Drip Coffee from Melbourne, Australia**
Cold **drip coffee** bottled and delivered directly to your door. Born and brewed in Melbourne, Australia.
- 2. [dripdash.com > products > oat-milk-latte](http://dripdash.com/products/oat-milk-latte) - **oat milk + maple + lavender + kyoto drip coffee – dripdash**
16-hour gravity-extracted Kyoto style **coffee** via a cold water **drip** system. Ingredients: filtered water, hydrolyzed oats, specialty-grade **coffee**, maple syrup, natural ...
\$54.00 - In stock
- 3. [www.delonghi.com > en-int > products > drip-coffee-m...](http://www.delonghi.com/en-int/products/drip-coffee-m...) - **Drip coffee makers | De'Longhi International**
De'Longhi International | **Drip coffee** makers. The pleasure of a long coffee every time you want.
- 4. [www.javapresse.com > blogs > differences-between-dri...](http://www.javapresse.com/blogs/differences-between-dri...) - **What Are The Differences Between Drip and Pour Over Coffee ...**
Looking to **brew** the best **coffee** you can? Here are a few things you'll want to know: the primary differences between **drip** and pour over **coffee** brewers.
- 5. [unsplash.com > photos > drip-coffee](http://unsplash.com/photos/drip-coffee) - **Drip Coffee Pictures | Download Free Images on Unsplash**
Download the perfect **drip coffee** pictures. Find over 100+ of the best free **drip coffee** images. Free for commercial use ✓ No attribution required ...
- 6. [kurasu.kyoto > Products](http://kurasu.kyoto/products) - **Kurasu Drip Coffee Bag - Guatemala Las Brisas**
Drip bags are back! Thank you so much for waiting. Our **drip** bags are filled with **coffee** all roasted by us in Kyoto, then packed with nitrogen flushing to maintain ...
★★★★★ Rating: 5 - 1 review

The **6th** result looks appealing, doesn't it! And you quickly click on it.

1. When you visit that landing page. Wow! It is the best Coffee article you will ever read. The reader devours every word of it.
2. RankBrain will note all of the above. And will result in that number 6 increase rank.
3. In another case, search for the right keyword. But this time you click on result 1 without any observations.
4. However its content is terrible, so you leave the page in a few seconds.

And you click on the 6th result to find something about coffee that is worth reading.

www.firstpresscoffee.com ▾

First Press Coffee - Cold Drip Coffee from Melbourne, Australia

Cold **drip coffee** bottled and delivered directly to your door. Born and brewed in Melbourne, Australia.

dripdash.com ▸ products ▸ oat-milk-latte ▾

oat milk + maple + lavender + kyoto drip coffee – dripdash

16-hour gravity-extracted Kyoto style **coffee** via a cold water **drip** system. Ingredients: filtered water, hydrolyzed oats, specialty-grade **coffee**, maple syrup, natural ...

\$54.00 - In stock

www.delonghi.com ▸ en-int ▸ products ▸ drip-coffee-m... ▾

Drip coffee makers | De'Longhi International

De'Longhi International | **Drip coffee** makers. The pleasure of a long coffee every time you want.

www.javapresse.com ▸ blogs ▸ differences-between-dri... ▾

What Are The Differences Between Drip and Pour Over Coffee ...

Looking to **brew** the best **coffee** you can? Here are a few things you'll want to know: the primary differences between **drip** and pour over **coffee** brewers.

unsplash.com ▸ photos ▸ drip-coffee ▾

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kurasu.kyoto ▸ Products ▾

Kurasu Drip Coffee Bag - Guatemala Las Brisas

Drip bags are back! Thank you so much for waiting. Our **drip** bags are filled with **coffee** all roasted by us in Kyoto, then packed with nitrogen flushing to maintain ...

★★★★★ Rating: 5 - 1 review

RankBrain will remember this as well. When more people click on the page and quickly get out of that result, Google kicks it out of position # 1.

As you can see, RankBrain focuses on 2 things:

1. How Much Time Are Users Spending On Your Site (Dwell Time)
2. The percentage of users who click on your results (Click through Rate)

Let's explore them one by one.

RankBrain and Dwell Time

1. Dwell Time = how long a google searcher stays on your page.
2. As it turns out, RankBrain pays a lot of attention to Dwell Time. In fact, the head of Google Brain in Canada has just confirmed that Google Dwell Time is a ranking signal.
3. A recent SearchMetrics study supports this claim. They found that the average Dwell Time of the top 10 google search results was 3 minutes 10 seconds.
4. It's no coincidence that pages with good Dwell Time tend to rank high. The fact that RankBrain is pushing the top for these pages is for that very reason.
5. If you spend a lot of time on a certain page, you probably like the content on it. And if enough users see it, Google makes it easier to find.

RankBrain and Organic Click Through Rate

Google engineers surprised SEOs by publishing the following information:

1. There are two pages, Page 1 (P1) and Page 2 (P2) that provide information that users are looking for.
2. With P1, the answer is on the page
3. With P2, the answer is on the page and in the short excerpt.
4. Algorithm A puts P1 in front of P2 -> user clicks on P1 -> good
5. Algorithm B brings P2 to P1 -> user does not click -> is not good
6. Do we really think A is better than B?

This indicates:

1. "RankBrain sometimes ranks the page higher than the ranking it should have been.
2. And if the page has a CTR above the average of the pages, we can take it as a sign that the page is going to rank.
3. This shouldn't come as a surprise. Because if no one clicks on your page, why should Google keep it on page 1?
4. And if your page gets big clicks, why would Google drop it to ninth?

2. Create special content

1. According to the *Searchengine Journal*, after the Google algorithm update in 2018, Google is increasing its focus on evaluating the quality of content on the website. That means if you're still trying to create content just to keep your website alive, that won't be good enough anymore.
2. In order to increase your rankings in SEO and increase website traffic, you need to have quality content on your website. If the content is unique and useful, it could help you get more exposure to search engines. So quality content not only helps to make your website look more attractive, but also helps improve the overall ranking of your website.

So what should we do to create special content?

Unique and useful content.

Copying content from other sites can have serious consequences from Google and your users. Always keep in mind 2 simple rules when creating new content:

1. One is: Create quality, unique and useful content
2. Second: If there's no quality content it's better not to write anything

Your content should be on a compelling title and description.

1. If the title is interesting, the article will gain the attention of the reader. One way to have good titles that are compelling is to write down a few titles and then choose one from the list of titles you like best.
2. Do not ignore the headline because the user title decides whether they will read your blog or not.

Deliver content that drives your readers to action

1. In the content of the article, you have to give advice to your readers about what information you are providing them. The article should cover all the questions that may come to mind - why, what, how,

where, etc.

2. The content can provide all possible answers
3. You should make your content easy to read and embrace because readers are looking for a quick answer. Therefore, it is important to make sure that they get all the answers as quickly as possible. One piece of advice: the more headlines and subheadings you have in your content, the easier it will be for searchers to read and understand.

Sources of information and statistics must be accurate

1. With Google's 2018 algorithm update this factor is a very important part of content quality assessment. So be sure to refer to the source of the information you choose.
2. If you are intending to provide a link to another website within your site as a reference, then you must make sure it is an authentic and authentic site. If it is a quality website, then this link will help your website gain the trust of your readers.
3. If you are linking the content of your website to demonstrate what you are writing, then that can be extremely helpful in gaining readers' trust. People are starting to feel that the content is authentic as it is authenticated.
4. If you link your content to other sources then that will help search engines know about your content and it will help them categorize it.

A few other factors

1. Create intriguing and intriguing content for your readers to read more
2. Add pictures and videos that are always liked
3. Regularly update your post

Don't take the content of your website lightly. It is very difficult and extremely time consuming to write good content. Make sure that the language you use is simple and the article should not contain spelling and grammatical errors.

After you have written an article, you should reread it at least twice before publishing it on the website.

All the things mentioned above will help you get a special content on your website, which will help improve the quality of your website and your ranking on Google and users' mind. Remember: "Create special content or do nothing"

3. Increase expertise, authority, reliability



1. Establish and develop expertise, authority and reliability aka **EAT** . This is google search quality ranking guidelines and will be a major trend in 2020.
2. In other words, websites will get a high quality ranking in google search results if the EAT principle is applied. Especially financial, medical, healthcare and legal sites.

So how to establish expertise, authority and trust to increase ratings?

3.1 Professionalism (expert).

The expertise here is to understand that the people who create the content or are responsible for the content on your website must be someone with specialized knowledge and a deep understanding of the field you are offering - these people called expert.

Who is called an expert?

1. Professionals can exist in any field (humor, fashion .)
2. Each expert should have an expertise in the subject of the query.
3. Experts do not necessarily have formal accreditation (education, qualifications). For some areas experts might be ordinary people sharing their life experiences on personal blogs, forums or discussions.
4. Especially in the health, medical, financial and legal sectors, experts are certified as the most reliable source of information. If inaccurate information is published in these areas leads to many risks from which the user is at risk

3.2 Authority

To be competent you need to prove that you are an authoritative author. To do this you need:

Show writer information:

If you have already identified a content creator on your site, then you need to display writer credentials by:

1. Add author's job title
2. Introduce a short biography of the author at the beginning or end of the article
3. Link to their professional website or to a full profile on your company's website (if using an in-house expert)

Proceed to cite the studies:

1. Even if your content creator is not an expert, you should demonstrate that your content produces accurate information with source snippets with the right link to the snippet.
2. This is a direct signal to google that you are recording source. Note that Google likes high-quality links so you should choose reputable sources

3.3 Reliability

You need to let your users know that your site is trustworthy when they visit. How users trust your website:

Your content is useful to your users

Content-generated pages must be the most useful and accurate to serve users. Google has listed some popular user useful pages:

1. Pages that share information on a topic.
2. Pages for sharing personal or social information.
3. Pages for sharing images, videos or other forms of communication.
4. Page expresses opinions or opinions.
5. Entertainment page.
6. Page selling products or services.
7. The page allows users to post questions for other users to answer.
8. The site allows users to share files or download software.

Make it easy for users to contact the company

1. Contact information on the website should be clear
2. Company introduction page
3. Privacy Policy
4. terms of use
5. .

4. LSI Semantic Keywords

LSI semantic keywords are words and phrases that are closely linked to your page's topic.

Example: Let's say you have just published an article about "Signs of milk loss".

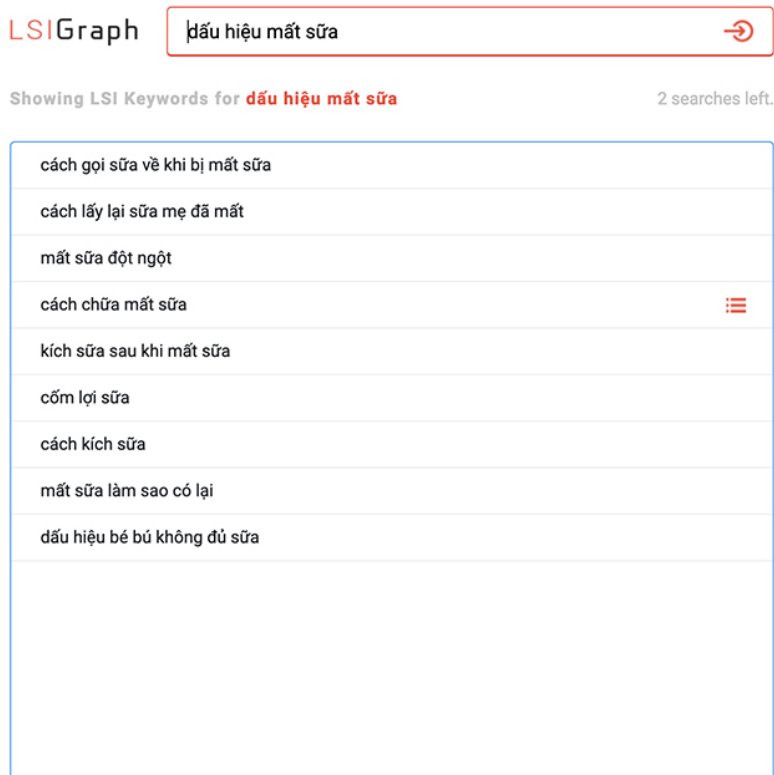
LSI keywords will show you terms like:

1. Milk nuggets
2. How to lose milk to get back
3. Medications to treat milk loss
4. Sudden loss of milk

And when these LSI keywords appeared on your page, Google thought it was really good!

What are LSI keyword research steps?

Method 1: Use the LSI Graph tool:



1. Website: <https://app.lsigraph.com/>
2. If you don't have an account you can use the free version.
3. Enter target keywords

You can use keywords suggested at LSI Graph in accordance with your content.

Method 2: Use Google Suggestions (Google Suggest)

Các tìm kiếm liên quan đến dấu hiệu mất sữa

mất cảm giác căng sữa

cách gọi sữa về khi bị mất sữa

dấu hiệu xuống sữa

3 tháng bị mất sữa

cách lấy lại sữa mẹ đã mất

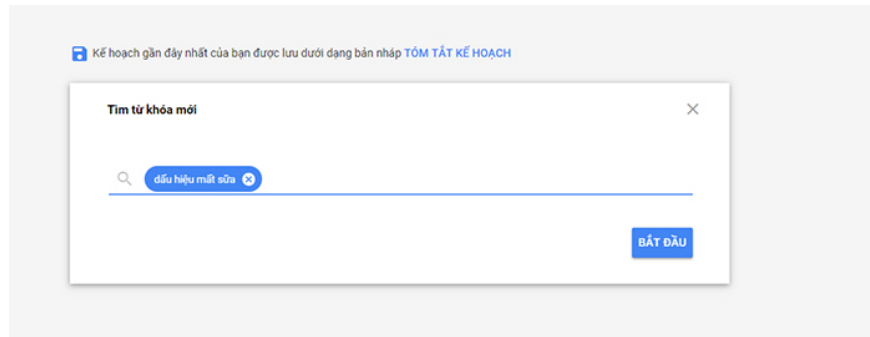
dấu hiệu nhận biết mẹ bầu nhiều sữa

tránh mất sữa

cách chữa mất sữa

Method 3: Use Google Keyword Planner for LSI keyword ideas

Step 1: Find new keywords



Step 2: The results received:

Đã tìm thấy 799 ý tưởng từ khóa

Hiển thị những ý tưởng có liên quan rộng rãi; Loại trừ ý tưởng người lớn. Thêm bộ lọc

<input type="checkbox"/> Từ khóa (theo mức độ liên quan)	Số lần tìm kiếm trung bình hàng tháng	Cạnh tranh	Tỷ lệ hiển thị quảng cáo	Giá thầu đầu trang (phạm vi mức giá thấp)	Giá thầu đầu trang (phạm vi mức giá cao)	Trạng thái tài khoản
<input type="checkbox"/> điều hiệu mất sữa	100 - 1 N	Vừa	-	901 đ	3.499 đ	
Ý tưởng						
<input type="checkbox"/> mẹ ít sữa phải làm sao	100 - 1 N	Cao	-	1.500 đ	4.087 đ	
<input type="checkbox"/> ít sữa phải làm sao	100 - 1 N	Cao	-	1.283 đ	2.784 đ	
<input type="checkbox"/> mất sữa phải làm sao	100 - 1 N	Cao	-	1.995 đ	3.902 đ	
<input type="checkbox"/> điều hiệu mẹ ít sữa	100 - 1 N	Vừa	-	900 đ	4.955 đ	
<input type="checkbox"/> bị mất sữa phải làm ...	100 - 1 N	Vừa	-	900 đ	3.495 đ	
<input type="checkbox"/> thực phẩm làm mất s...	100 - 1 N	Thấp	-	896 đ	2.417 đ	
<input type="checkbox"/> làm thế nào để có nh...				1.348 đ	2.665 đ	

Để có thêm số liệu thống kê chi tiết, hãy chạy chiến dịch.

5. Google's Mobile-First Index



1. Google will first consider the mobile version of the website against the desktop version of the site Google Indexes . In fact, up to 60% of Google searches today come from mobile devices and this percentage is growing quite rapidly.
2. Google will also rely on the mobile version of the website to evaluate and rank the website in the search page like other normal website ranking criteria.

= >> The thing to do is to optimize the mobile version of the website

What should be done to optimize?

1. Make the content consistent between the desktop and mobile versions, avoid the case that 2 versions have different content, one version lacks content compared to the other. If the mobile version has information and data hidden compared to the desktop version, Google will not accept that data because Google first evaluates the Index on mobile and considers this the version. main.
2. Even the hidden content that can be manipulated to see more is not highly appreciated by Google, which leads to the website being ranked lower than it actually is.
3. Google still accepts sites that are redirected from original URLs to addresses with "m." in front of the URL when accessing the mobile version. However, these sites are not appreciated and easily lose points compared to sites when accessing the mobile version without being redirected.
4. Even if the website has its own mobile version, is not redirected, provides full information like the computer version but is not easy to use, does not bring the best experience to the searcher, it will be evaluated by Google. short. Even without Google evaluation, if the searcher finds that the website is difficult to use, not beautiful in terms of layout, design ., it will immediately exit the page leading to increased bounce rate. Therefore, it is necessary to optimize the mobile version for beautiful, easy to use as compared to the computer version.
5. Google has a Mobile-friendly test tool at: <https://search.google.com/test/mobile-friendly> , just paste the site link to received a rating from Google. Or you can search for the phrase "Mobile Friendly test" on Google and paste the link in the first line of search results. From the reviews and editing suggestions of google, it is possible to revise the website for a thorough optimization.
6. In addition, you can use the Mobile Usability feature to be able to check the user-friendliness of the mobile version as well as see warnings and errors that arise so that they can be corrected.

6. Optimize Google PageSpeed ??Insights



1. Google Pagespeed Insights is a set of standards measuring the speed and friendliness of the website proposed by Google.
2. Pagespeed Insights standards will focus on two main issues: page load speed and user experience friendliness.
3. The more website that gets more points in the Pagespeed Insights review page, the more that page meets the Google standards set out.
4. In fact, these standards do not need to apply in their entirety, as not all standards you can use in all cases.

9 rules of speed optimization

1. Avoid using redirects on landing pages.
2. Turn on compression of data sent to the browser.
3. Improve server response time.
4. Improved browser caching.
5. Compress CSS and Javascript resources on website.
6. Compression reduces the image size.
7. Optimize inserting CSS into website.
8. Set the priority order of the content in the website.
9. Unblock Javascript and CSS on page load.

4 best practices in use

1. Avoid using plugins to display content.
2. Configure the viewport to display the appropriate screen size.
3. Optimize buttons or links on the website.
4. Use the right font size to display content.

13 ways to optimize Pagespeed Insights

1. Use the right host
2. Avoid using redirects on landing pages
3. Turn on GZip compression
4. Improve server response time
5. Improved browser caching
6. Add the cache duration using CloudFlare
7. Minify CSS and Javascript
8. Compress the image size
9. Optimize CSS insertion
 1. Restrict the creation of many different CSS files to embed in the website
 2. Load inline the necessary CSS
 3. Use Google Pagespeed
 4. Use a WordPress plugin
10. Set the priority order of the content in the website

7. Video SEO

1. Video SEO is simply optimizing videos for indexing and ranking results on search engines for relevant keywords.
2. It can be said that SEO website is a job that takes a lot of time, the complexity from preparing to ranking the keywords you want to reach the Top. For video SEO, things are somewhat easier when done properly and fully optimized steps.
3. Within the limits of the article, we will focus on the steps to SEO video on Youtube, the world's largest video sharing social network and also the most popular.

7.1. Research keyword (research keyword)

Certainly, in SEO, keyword research is the first step you must take to have an initial plan in making videos on the top of Youtube.

Youtube video ranking factor

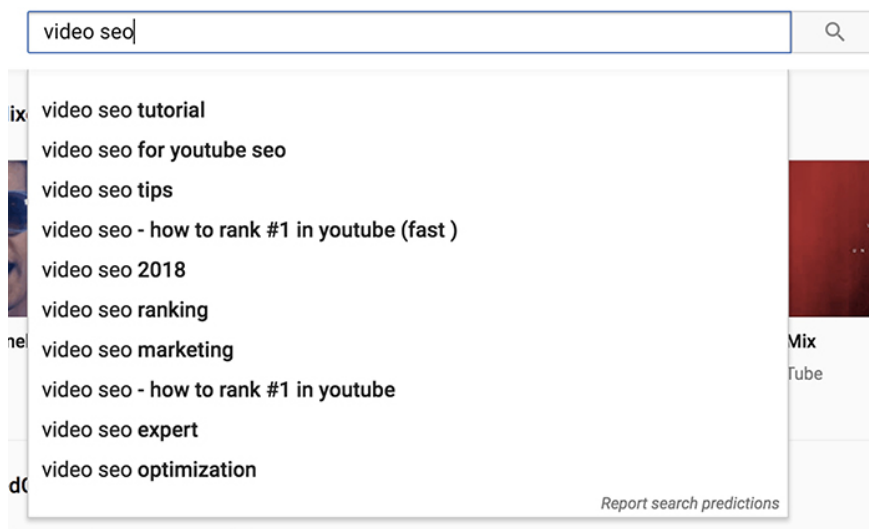


YouTube video ranking factor according to *Brafton*

There are many different factors to determine and evaluate a video to the top or not. But overall, it breaks down into four main elements.

1. Watch time: How long users watch your video (also known as how long they stay on the page when it plays).
2. Video length: Quality content usually means longer content. Videos that exceed 10 minutes tend to rank higher because they provide thematic relevance and satisfy user intent.
3. Number of Subscribers: YouTube channels with more subscribers will be appreciated more when searching.
4. User Interaction: Share, comment, like, subscribe, link.

Create a keyword list



First, let's use Youtube's keyword suggestion feature. Suggest results appear when typing in your primary keyword. Very quickly you will have a list of keywords.

* Tip: Please add an _ in front of the main keyword to yield related keywords longer.

1. Then, 2 tools, google keyword planner or keywordtool.io will let you add related keywords and search volume.
2. The Google trend tool will tell you the user's search behavior for a certain keyword. The Youtube search feature will help you filter out the most beneficial keywords for the video SEO process.

Find out keyword competition

1. Type in the keywords you want to SEO on youtube and analyze the top results.
2. Factors such as video posting time, views, number of comments, short or long video length and like / dislike ratio will help you get an overview of how difficult or easy the YouTube video SEO process is. .

7.2. Build high-value content (High Retention)



Views Only (HIGH-RETENTION)

1. Comment / Reply: Youtube evaluates the video through the number of views within the first day, the number of likes and comments. So please take the time to interact between you and the viewer if you want the video to top.
2. Like: A large like / dislike ratio is an important factor. Videos with high dislikes will soon be demoted and rated as not of quality.
3. Share: Video uploaded to youtube within the first 48 hours requires many shares on social networks to help the video reach the top quickly. This is a factor in the popularity of the video.
4. Subs: A large number of subscribers will evaluate the reputation of the YouTube channel in terms of quality as well as regular activities on YouTube.
5. CTR: The click through rate (click through rate) is a factor in evaluating the performance of keywords and videos. A high CTR is a good indicator that users find your video helpful and relevant.
6. Thumbnails: Invested in thumbnails will create professionalism, rich aesthetics and increase brand awareness.
7. Length: Longer videos rank high because people can find everything they're looking for, especially tutorials and reviews. People will spend more time watching your videos.

7.3. Optimize video (Optimize video)

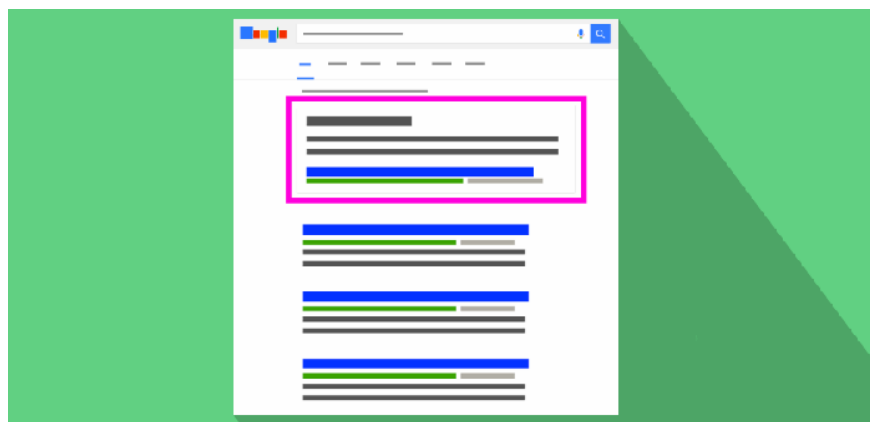
After learning the factors that evaluate a video with high quality content, we will take steps to optimize the video for posting on Youtube.

1. Title: Keyword must be present in video title. Google usually displays the first 50 - 60 characters, so try to stay within this range. The most important keywords should be placed in the first part, because search engines will give priority to those keywords.
2. Description: It is recommended to include the main keyword in the first 25 words. At the same time, must clearly state the benefits and topics that the video brings to users. Length 250 - 1000 characters and up using related keywords.
3. "Says": You need to repeat keywords in the video. This helps Youtube evaluate the video as relevant to the "keyword" in the recorded title.
4. Tags: Add primary and related keywords to tags. Up to use no more than 10 cards.
5. File name video: The file name of the video when uploaded should contain keywords and represent the content of the video.
6. Reply Comment: When there is a comment, please feel free to reply to increase interactivity.
7. Playlist: Create playlist by related keyword (topic) for video series.

7.4. Video introduction and promotion (promote)

1. Share videos to social networks: help increase popularity and pull views for videos.
2. Email notifications: if you have a certain number of email followers, send them video notifications.
3. Insert video on website: if there is a website with good traffic, please insert video to promote.
4. Run video ads: pay attention to targeting the right audience for the video content to get the best results.

8. Rate content on a Featured Snippet



1. According to SEMrush, a reputable marketing company pointed out that: 11.3% of search results now have Featured Snippet.
2. And yes, Featured Snippet is currently gaining a lot of sympathy from searchers, even competing with websites that rank 1 (because the ranking of featured snippets is TOP 0.).

8.1 The Importance of Featured Snippets in SEO

1. From the definition of Feature Snippet above, it can be seen that: in addition to optimizing your website, you should also have strategies for the search trend in 2020.
2. "Answer boxes, recipes, intelligent data architecture models, carousels, and who knows which display methods will tear the piece of cake called" organic traffic "is to receive This is a CEO and founder of Portent, a famous Digital Marketing company in Seattle, USA. Ian also stated: "That (Featured Snippet) makes SEO increasingly important, because more impressions are good for CTR. "
3. Optimizing for Featured Snippet (also known as TOP 0) and other features in the Google search engine will continue to become more and more important and a future trend.
4. Jim Bader, senior SEO director at Vertical Measures said, "We are currently finalizing the response boxes for the client's website and our own. Once that is done (featured snippet) is done." There are dozens of traffic coming from organic search.
5. So how does your content appear on Featured Snippet? The next part of the article will clarify this.

8.2 Find an opportunity to create a Featured Snippet

Your first step will be:

1. Find keywords that your website is on top
2. Featured Snippet Keywords
1. 99.58% of all Featured Snippets are from first ranked sites. Therefore, if you have not even reached the Top 10, do not dream of your website displaying Featured Snippet.
2. If so, how do you look for an opportunity to display featured snippet (Featured Snippet Opportunities)?
3. The answer is to use Ahrefs "Organic Keyword" report.
4. This Ahrefs report will help you find out which keywords rank for, and have Feature Snippet.

9. Voice Search Optimization



9.1. The trend of Voice Search is increasing rapidly

1. Voice search will have a big impact on SEO in the future.
2. Now the speed of voice search is also increasing dramatically.

3. The trend of mobile users is increasing, and the trend of quickly searching information also increases significantly => Search by Voice Search appears.
4. Results displayed for searches using Voice Search need to be displayed quickly to meet a user's need for information almost immediately.

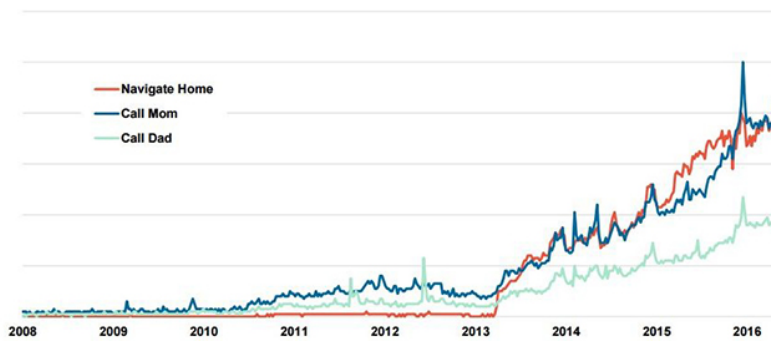
According to data from *BacklinkO* :

1. 41% of adults search for at least one voice in a day. For teenagers it is 55%.
2. Voice search has grown 35 times since 2008 and now.
3. 20% of mobile searches are voice searches in 2018, and in 2021 it's expected to be 50 percent.

**Google Voice Search Queries =
Up >35x Since 2008 & >7x Since 2010, per Google Trends**

Google Trends imply queries associated with voice-related commands have risen >35x since 2008 after launch of iPhone & Google Voice Search

Google Trends, Worldwide, 2008 – 2016



@KPCB

Source: Google Trends
Note: Assume unnormalized queries are voice searches given lack of relevance for keyword-based search. Aggregate growth values determined using growth in Google Trends for three queries listed above.

KPCB INTERNET TRENDS 2016 | PAGE 122

Smart Seoers are now starting to optimize for voice search.

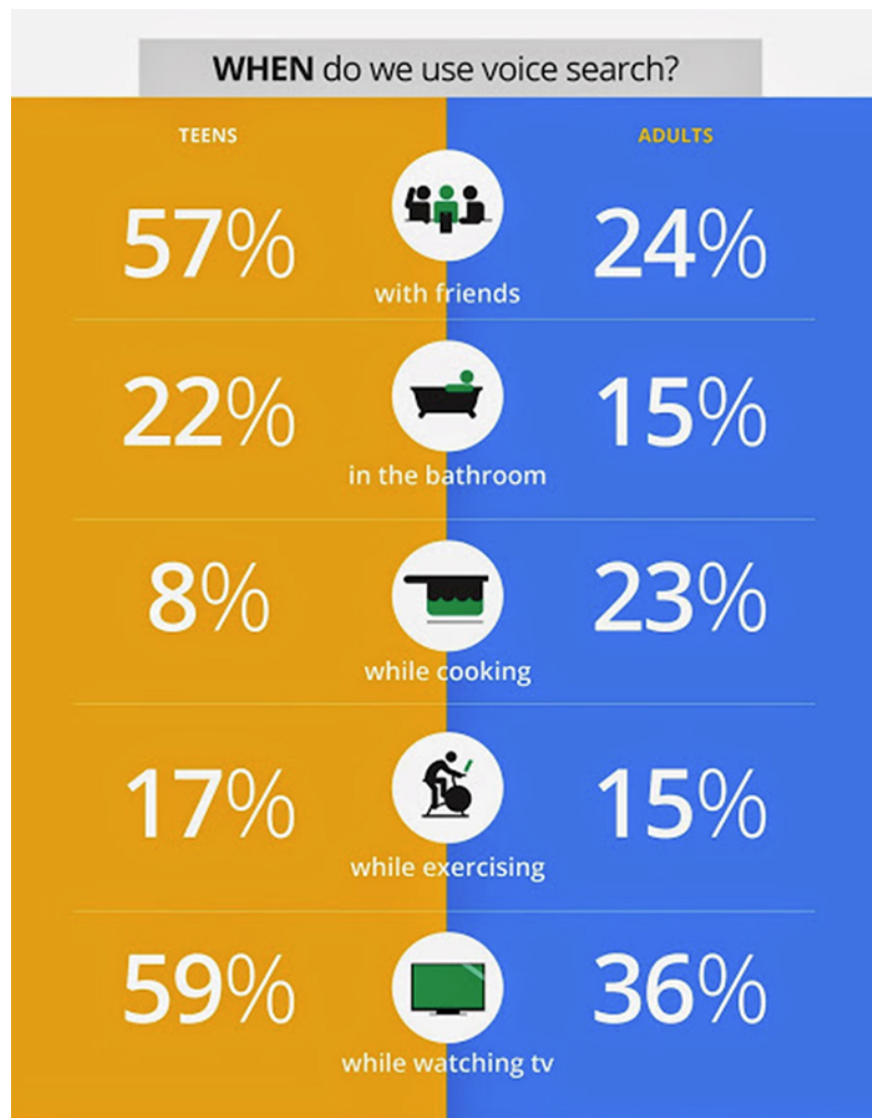
According to the analysis in *Search Engine Journal* :

1. Voice search is going to skyrocket in the coming years, but it's not a huge impact on SEO either, it's just part of the change in SEO trends in the future.
2. For complex searches, which need to provide a lot of information (eg comparing services and products together), Voice Search is not the ideal way to perform.

When do users search for Voice Search

1. User searches for Voice search while doing other things or is reluctant to manipulate the phone keypad.
2. Users often search for Voice Search while talking to friends, cooking, watching TV, taking a bath, exercising .

(Reference: <https://www.blog.google/products/search/omg-mobile-voice-survey-reveals-teens/>)



Metrics show when users use Voice Search

What do users use Voice Search for?

1. Users often ask to find quick instructions, the answers to the question are usually short answers. Frequently asked questions about instructions, listening to music, watching movie showtimes, watching times, doing homework, .
2. For example questions like "Who is the 6th President of America", "Which is the highest mountain in America", "Is gas prices rising rapidly?" "Avenger showtimes", "How much is 1kg of potatoes?" The answers to these questions are usually short.

9.2 How to Optimize Voice Search

content

1. First, your content needs to be ranked well by Google in the Google search results.
2. Google will give priority to the content in the top 3 in search results

Featured Snippet

Your Content appears on Featured Snippet

The content contains the search query

1. Your content should contain both the search question and the answer the user searches for. The content should revolve around questions.
2. For example, if the user searches for "What is Seo" information, the content should contain both the question "What is Seo" and the answer information for the user.

9.3 Actual research results from 10,000 voice search results

From the case study on researching 10,000 **Voice Search** search results , Backlinko has pointed out 11 things to know to optimize Voice Search, including:

Page loading speed

1. Is the main factor influencing Voice Search search results. The average page load speed for pages showing voice search results is 4.6s (52% faster than the other web average).
2. The reason is that voice searchers often want search results to show up faster than regular search.

Https

Web with Https protocol takes precedence, namely that 70.4% of the results showing Voice Search are from https

Short answer

1. Google prefers short answers, with a focus on the answers.
2. In the short question, Google prioritizes content containing only 29 words in the answer.

Schema

Schema does not play an important role in ranking results. Only 36.4% of the pages on Voice Search are using Schema (just slightly higher than the world average)

Domain has a high DR

1. Reputable, reliable domains that show high expertise in the industry will be given priority over domains that are not reputable, reliable and lack expertise. Google will pay much attention to the DR index and consider the pages published from there as reputable.
2. Google will give priority to displaying Voice Search results for pages with high DR.
3. Even if the Page for this content has a low UR, it is still trusted by Google because it is on the High DR Domain.

Social Network Interaction

1. Voice Search search results have higher social interaction than normal, but Google has also repeatedly announced the signal on social networks that does not affect SEO results.
2. So it is also not entirely certain that highly interactive content on social media will be prioritized in Voice Search.

Simple writing easy to understand

Simple, easy-to-read content that is extremely important, will be prioritized for Voice Search.

Exact Keyword

1. Notice that very few Voice Search results have the exact query in the search title. Hence, creating individual pages for each voice search query is not a good strategy for SEO.
2. Research results show that only 1.71% of voice search searches use the exact keyword in the search title. So let's focus on writing in-depth content for some Voice search questions on 1 page.

Number of words in 1 article

The average word count of a voice search results page is 2,312 words. As a result, Google tends to find voice search answers from long form content over 2,000 words.

According to the point in section 3, it says that Google prioritizes 29-word content that seems to contradict this item 9 ???

The reason can explain this "contradiction" point because the long post will have many opportunities to "match" (match) with different Voice Search search results, so the article has a chance to be on top regularly. more, top will get higher. Moreover, long content will be more in-depth, so it should be more trusted by Google.

Content ranked top 3 on Desktop

1. Content that ranks high on desktops will also appear most likely in voice search results.
2. 75% of voice search results are from the top 3 of desktop searches.

Featured Snippet optimization

1. Content appearing on Featured Snippet will have priority displayed for Voice search.
2. Specifically, 40.7% of results displayed for voice search were from Featured Snippet.

10. Technical SEO

10.1 Increase page speed

Earlier this year, Brian Dean stated that page load speed (the time it takes to fully render content on a page) is included in the top ten SEO ranking factors. To speed up page loading, you need to pay attention to the following 4 issues

Simple, easy-to-see (UX/UI) website design

1. Any additional elements in your website like: plugins, widgets,. Etc tracking code increase the time it takes to load the page. The more content you need to load on a page, the longer your website's readers have to wait.
2. It's better not to make them wait longer than 3 seconds. After 3 seconds, they tend to leave your website because there are many websites that provide all the same knowledge as yours to read and experience.
3. So you need to deactivate all plugins, tracking code, etc. that are not really necessary.

Image optimization

It is necessary to optimize SEO images on your website to ensure 2 conditions:

1. Image size is the smallest
2. Their size is not in a way too big.
3. The picture should not be too blurred

Alternatively, use the WEBP format for the image. This is a new image format from Google and is optimized for smaller sizes than JPEG and PNG

Redirect restriction

1. Multiple redirects also negatively affect website loading speed. The more redirects that are installed on a page, the longer the reader has to wait.
2. So the website should cut down on the number of redirects and ensure you have only one redirect on a page.

In the case of 404 error pages, you must create a 404 page that satisfies 3 conditions:

1. Nice interface, friendly, funny
2. There is a search bar
3. Navigate to the home page or the most relevant article.

If you change the URL then you need to do a 301 redirect permanently.

1. Limit the number of 301 pages and the number of 301 times to avoid excessive redirects => decrease page loading speed.

Error pages can be found in Google Search Console. Once you've found the report to find the URL error reports, you'll need to fix and update the page again.

Browser buffering

1. The browser cache automatically stores website resources (on computers, smartphones, and tablets) after you visit the website for the first time.
2. The next time you visit, the browser will load the page less because part of the website content has been cached.
3. This greatly improves the page load speed for returning visitors.

10.2 JavaScript

JavaScript makes your website more beautiful. However, too much JavaScript will slow down your page load. After 3 seconds, the customer will leave your website. Some things you should pay attention to when optimizing JavaScript:

1. Remove render-blocking JavaScript in first-screen content: Use the Speed Insights tool to detect JavaScript is blocking in the first-screen portion of the page to speed up the rendering of the first image to users. .
2. Minimize JavaScript resources: Web programmers do the job of minifying JavaScripts . remove comment lines in code, delete unused code, name variables and functions concisely, remove white lines that increase content. amount

10.3 Progressive Web Apps (PWAs)

1. By 2020, you should start thinking about building apps for your website. Progressive Web Apps offer great features that improve online user experience (UX), making it the perfect match for Marketing.
2. This technology has helped businesses to apply it with impressive results.

Above are the **10** most important **2021 SEO trends** that I have discovered. If you don't want to "goodbye" to your website and article rankings, you will need to update this information before making a new strategic direction for SEO 2021 and preparing for the challenges of SEO next year.

Good luck.

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