

2014

RANKINGFACTORS

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05/13/2014

London



About me

- Chief Data Scientist at Searchmetrics since mid-2012
- PhD in Computer Science at Technische Universität Berlin in 2011
- Interested in Information Retrieval, Natural Language Processing & Machine Learning – both research & applications



MadeWithLove in Berlin

120passionatePeople

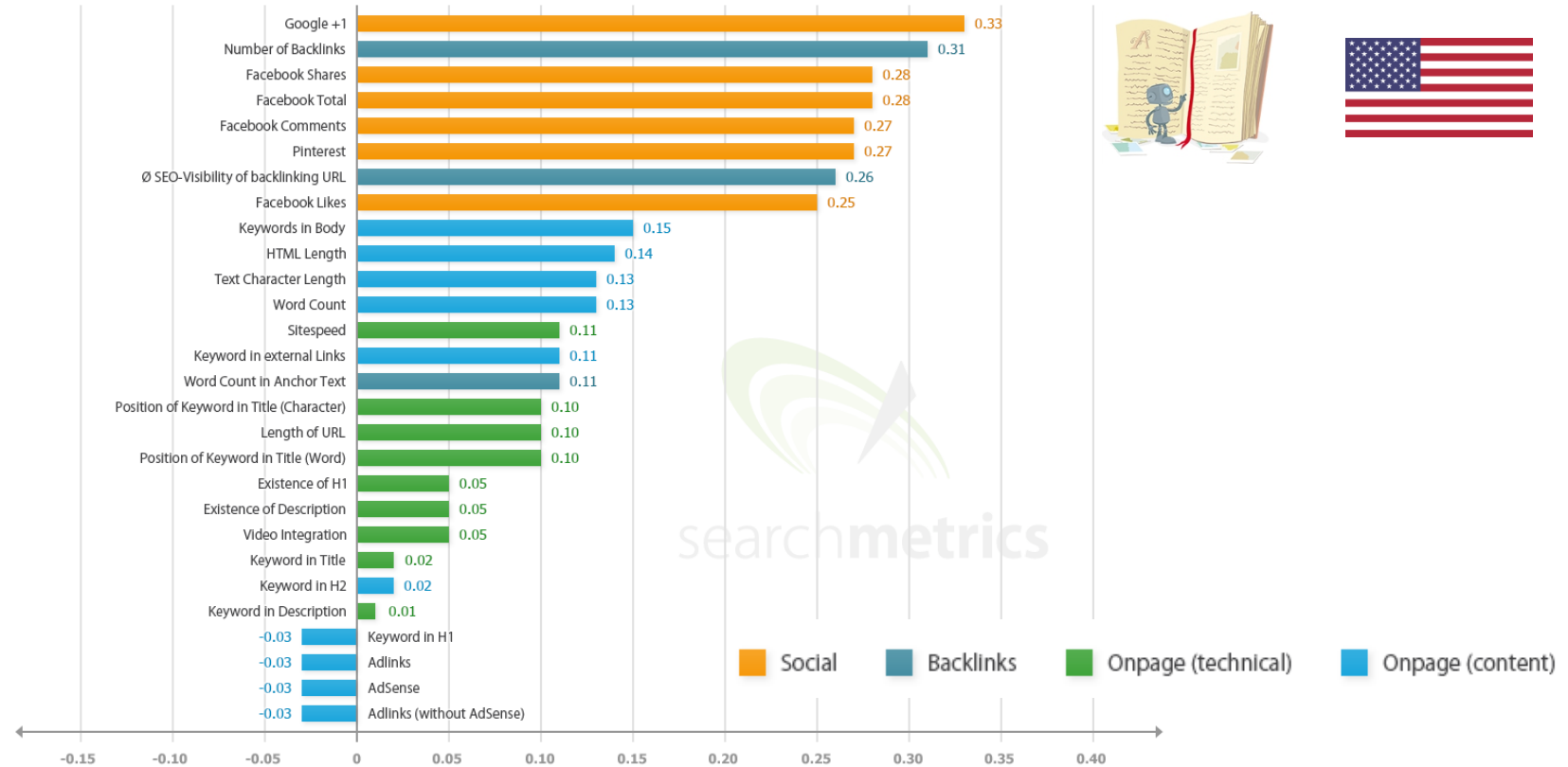
Innovator in SEO
Softwaresince2007



search**metrics**



RANKING FACTORS 2014



Study details

- **Dataset:**
 - Google.com
 - Top 3 SERPs
 - 10.000 Keywords (by search volume, excluding „navigational“)
 - Organic results (including video integrations)
 - Jan 2014
- Analyzed **95 factors** (2013: 60), and more to come
- Metric: Spearman's Rank Correlation Coefficient
- **Averaged Values** according to the respective position/s in the SERPs



Key observations (preliminary)

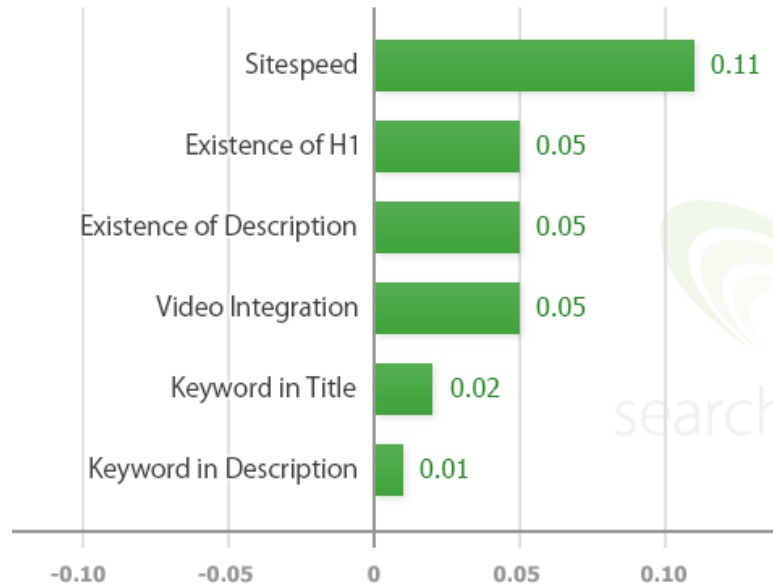
- Good on-page technical implementation is a must
- Relevant content that satisfies users' information needs matters!
- Backlink quality & diversity remain important



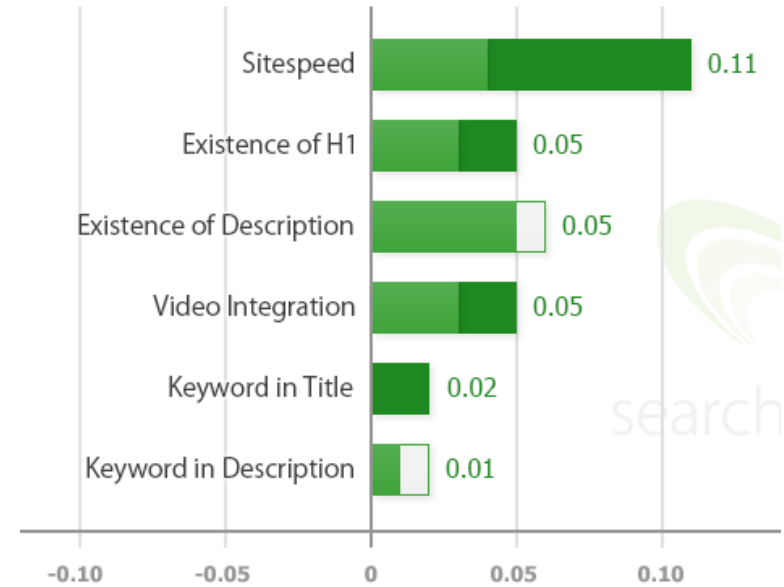
Overview

On-page Technical Implementation

Factorcorrelation- 2014

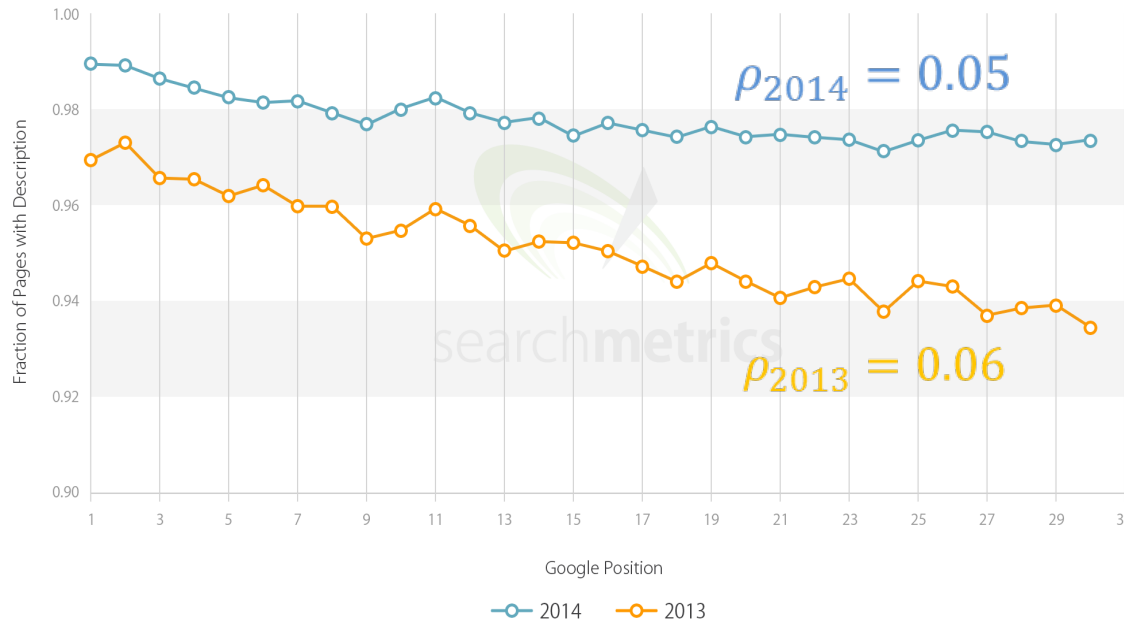


vs2013



On-page Technical Implementation

Description existing

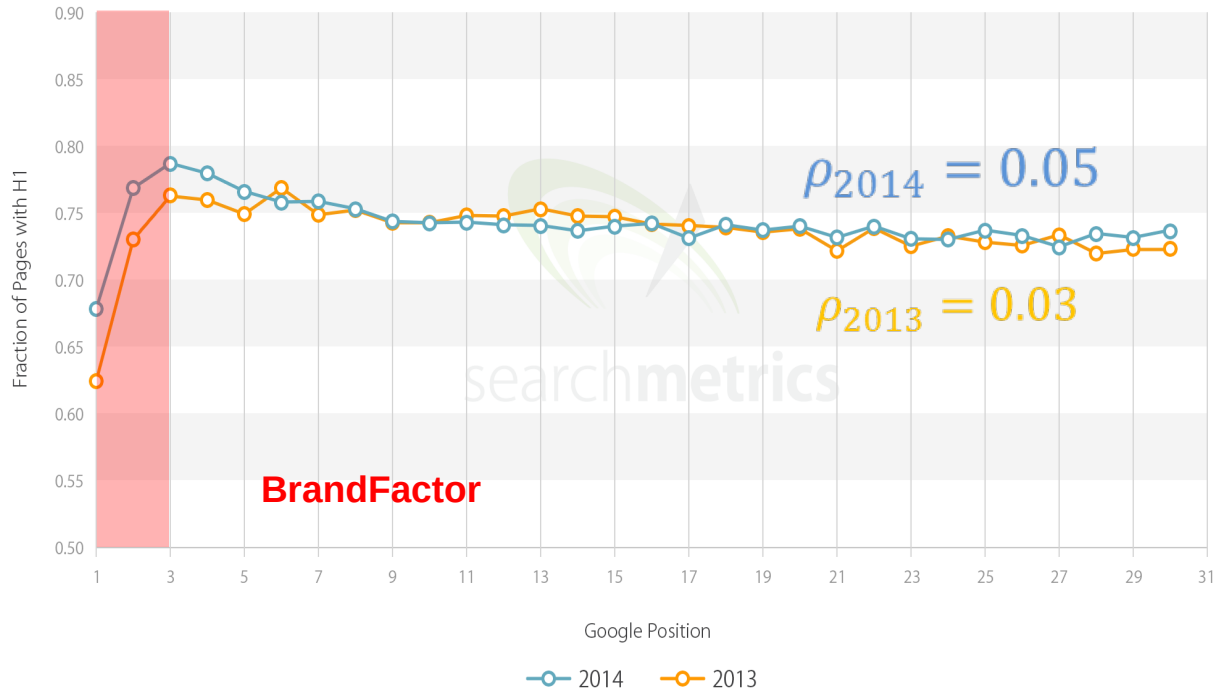


- Consistently high averages \rightarrow implies this to be a must-have (but results in low correlation)



On-page Technical Implementation

H1existing

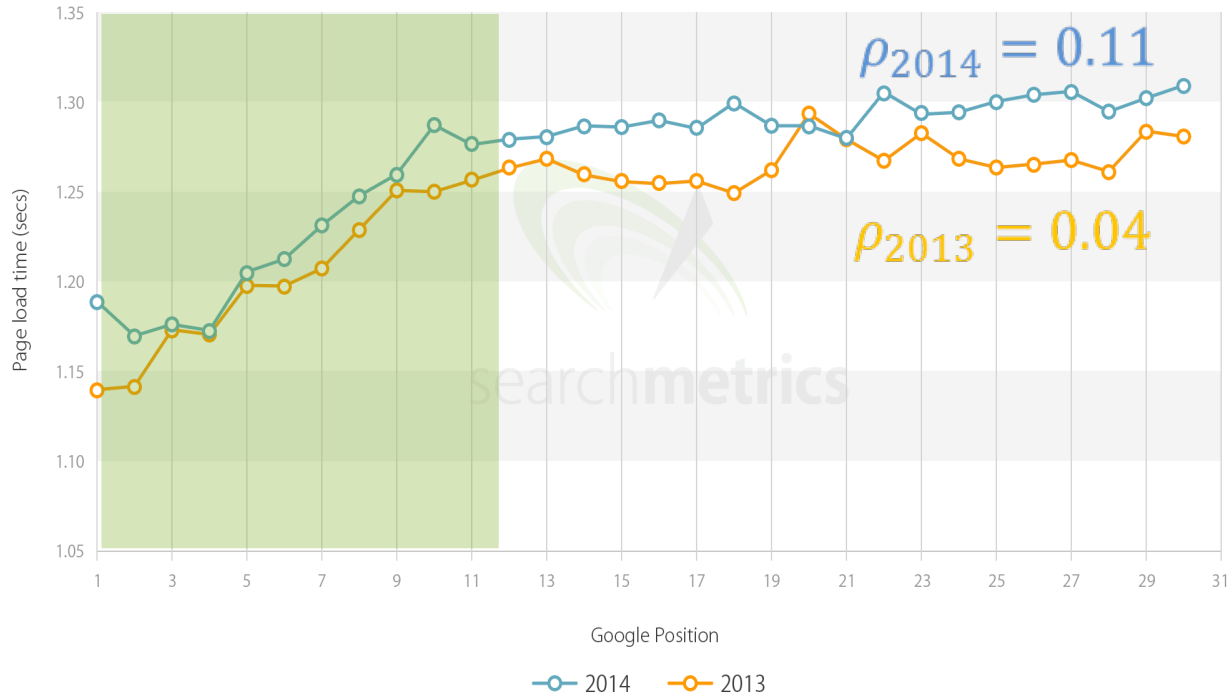


- A large fraction of pages have at least one H1 tag – lower for brands



On-page Technical Implementation

Sitespeed (Pageloadtime,bydomainmean)



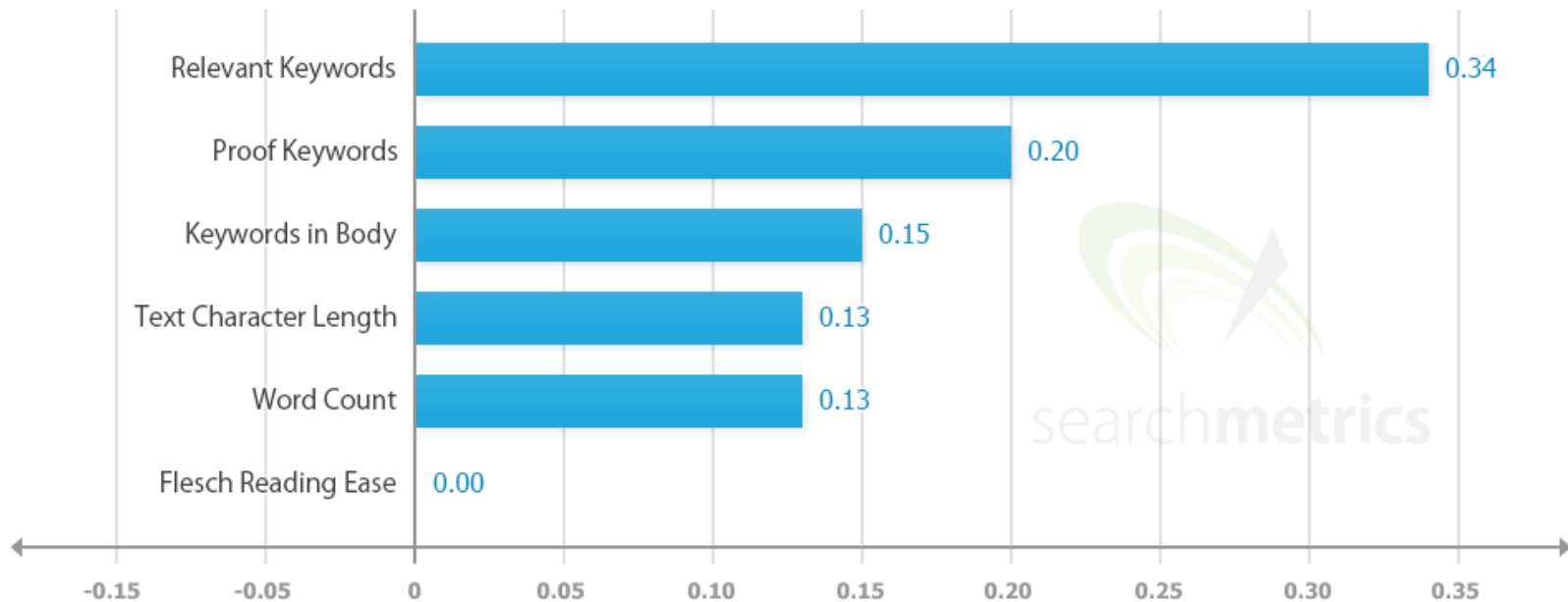
- Longer load times—why? Possible explanation follows...
- Higher correlation—more consistent, “increase” in page load times by position



Overview

On-page Content

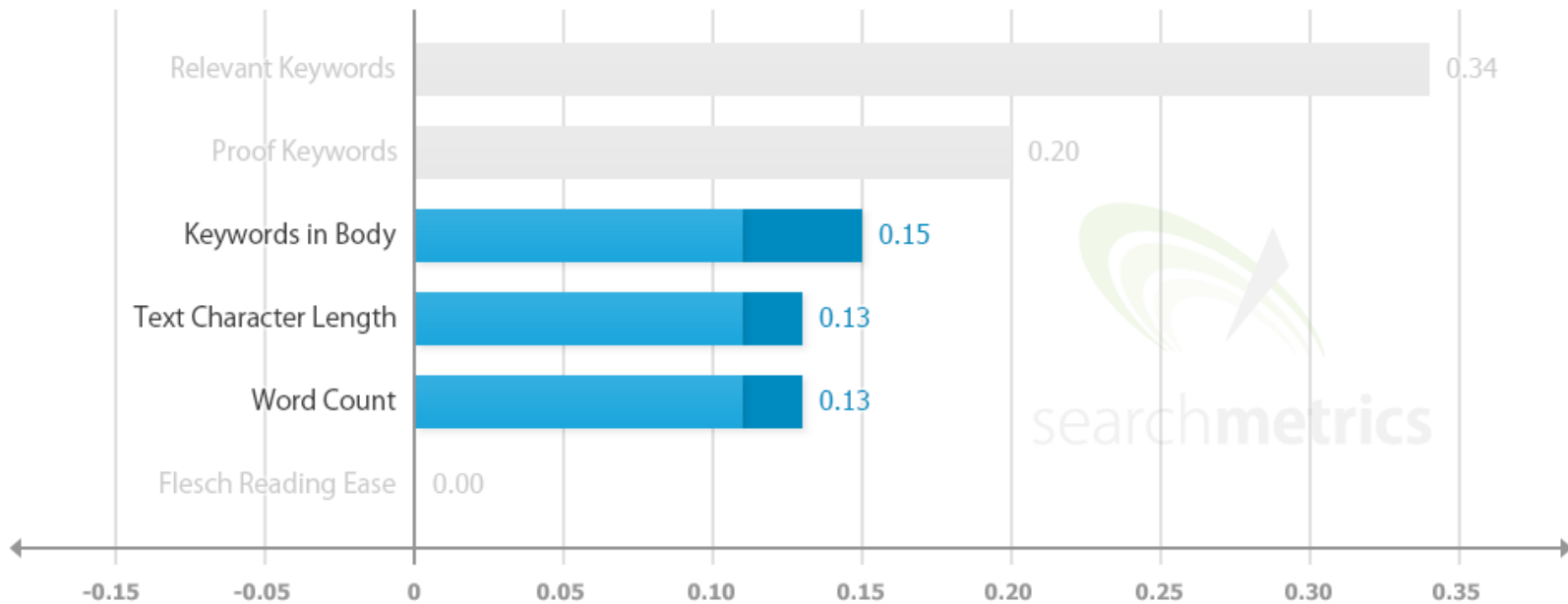
Factorcorrelation- 2014



Overview

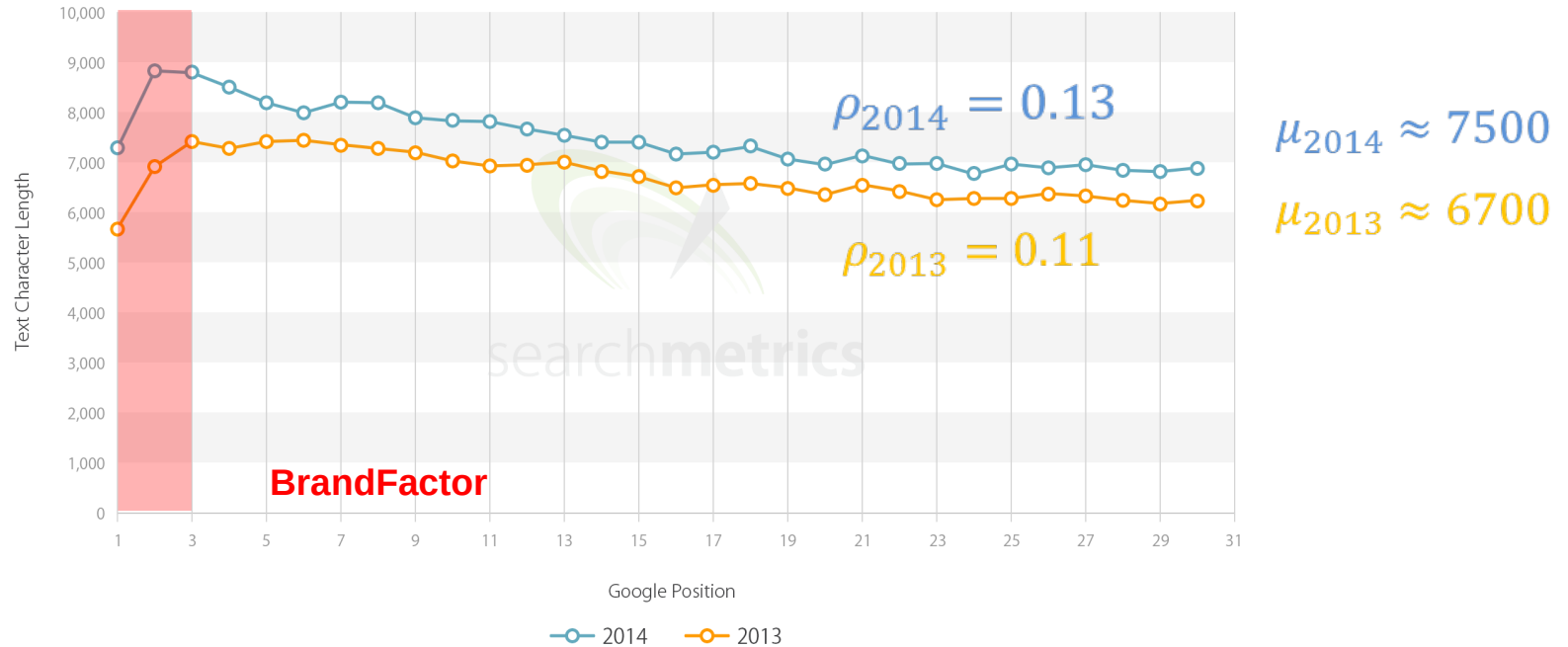
On-pageContent

Vs2013



On-page Content

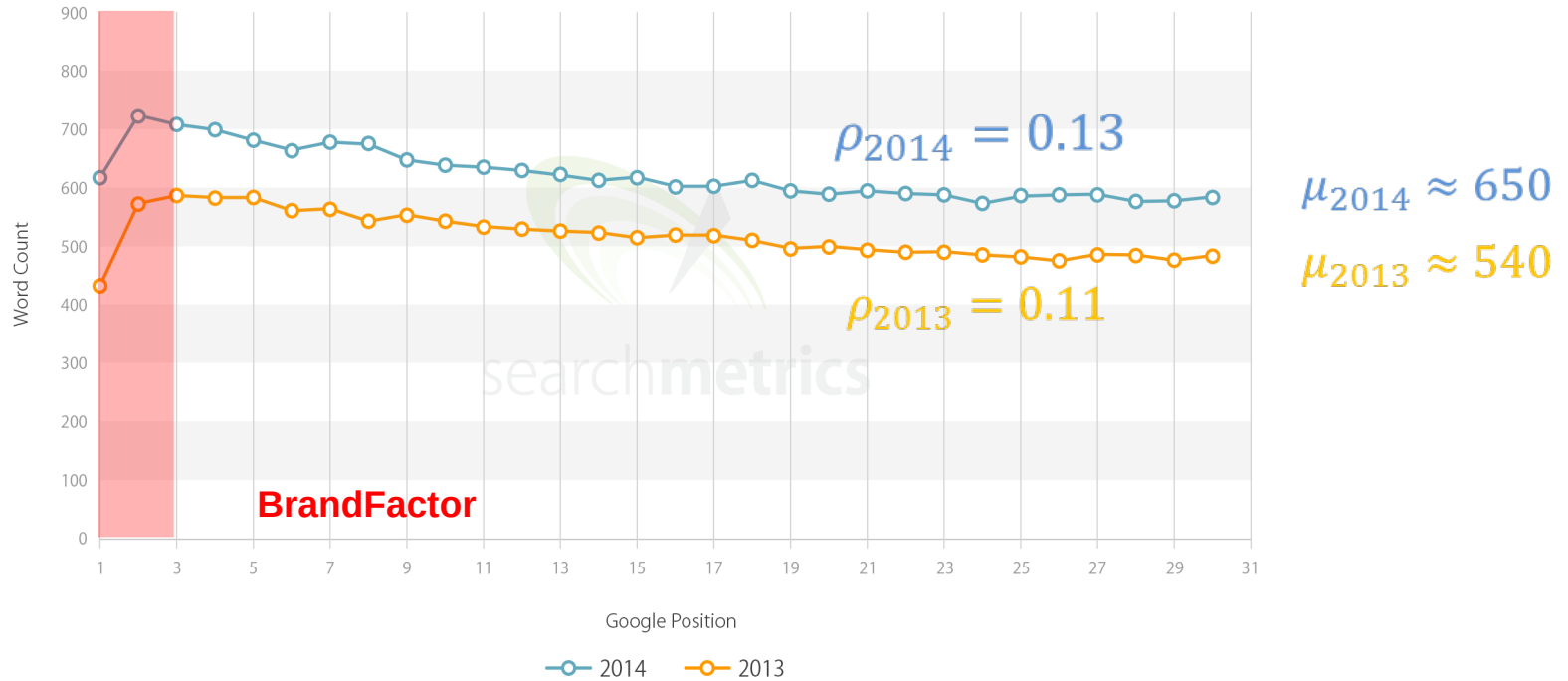
Text length in characters



- 12.5% increase in text length!



On-pageContent Wordcount



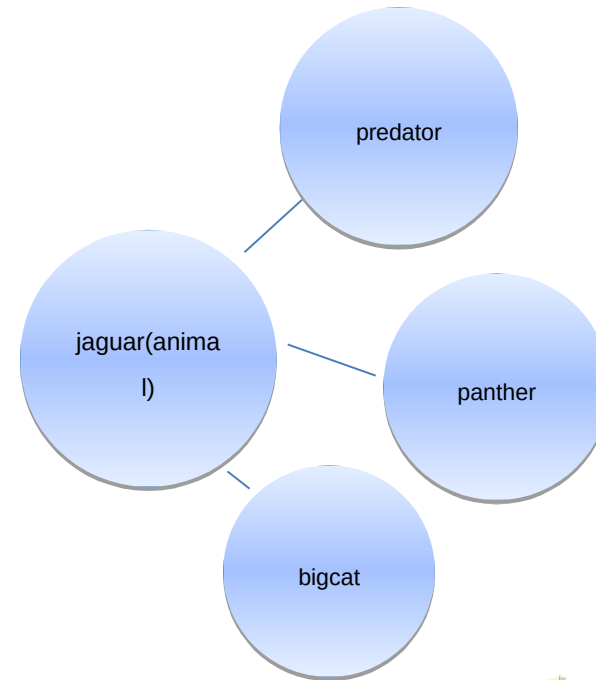
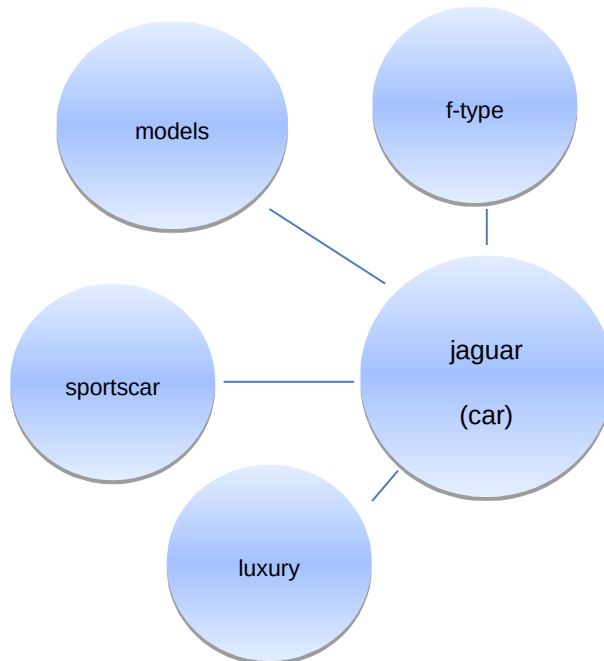
- $\approx 20\%$ increase in words



On-page Content

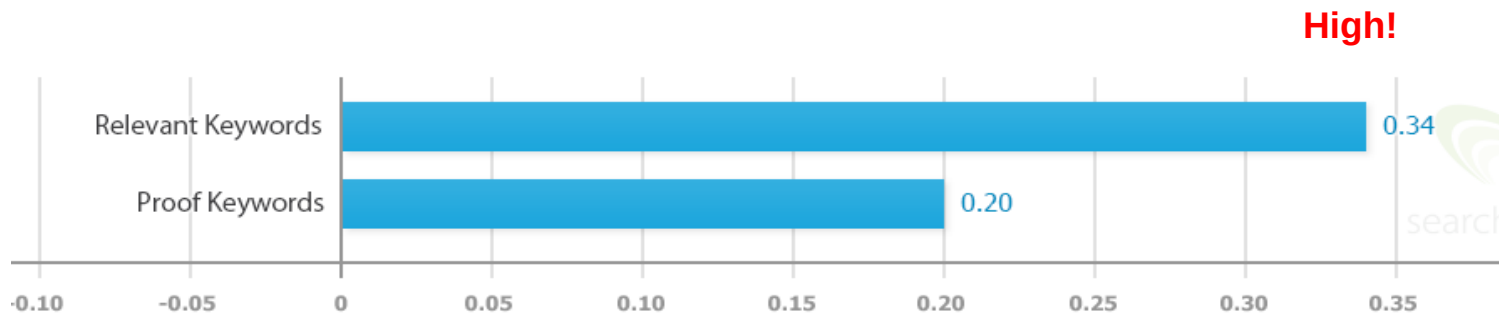
Proof & relevant keywords

- Key terms/phrases extracted from ranking URLs' contents
- Proof – key terms occurring in most documents
- Relevant – other key terms



On-page Content

Proof & relevant keywords

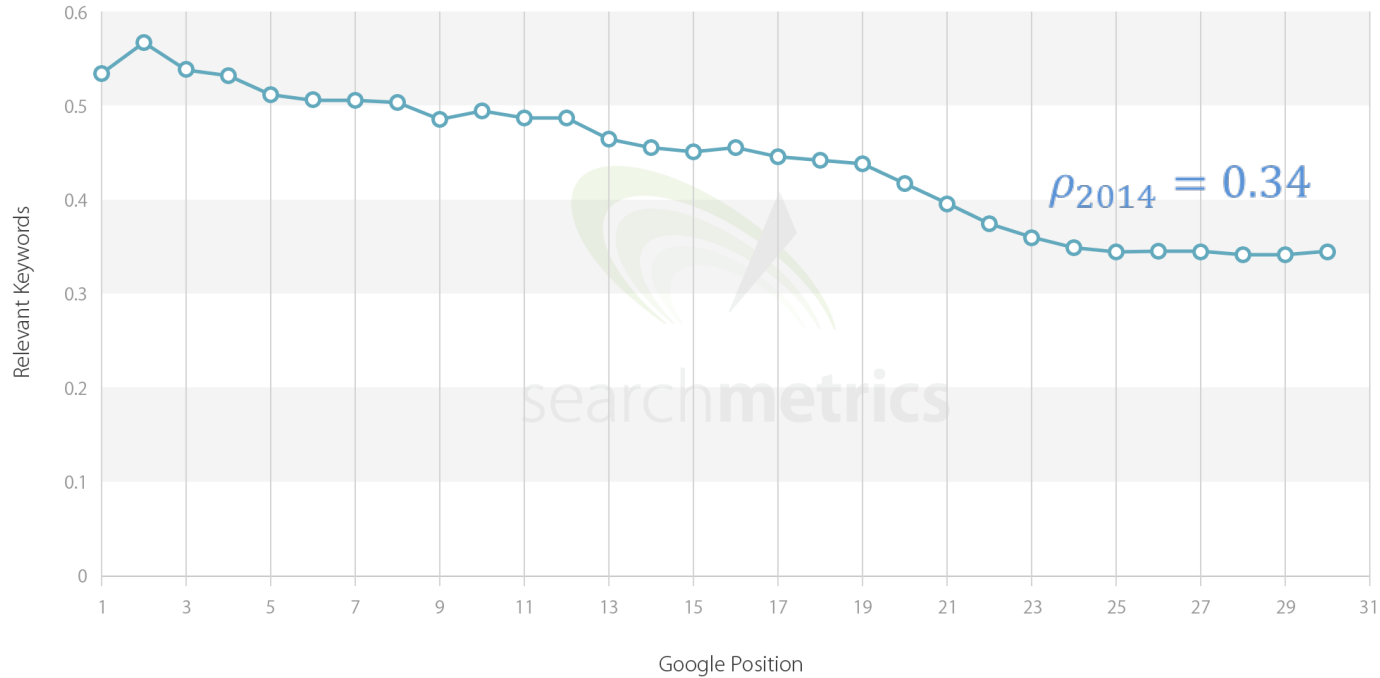


Spearman Correlation - Study of Google search results

- Significant correlation – comparable to „#ofbacklinks“ or „GP +1s“



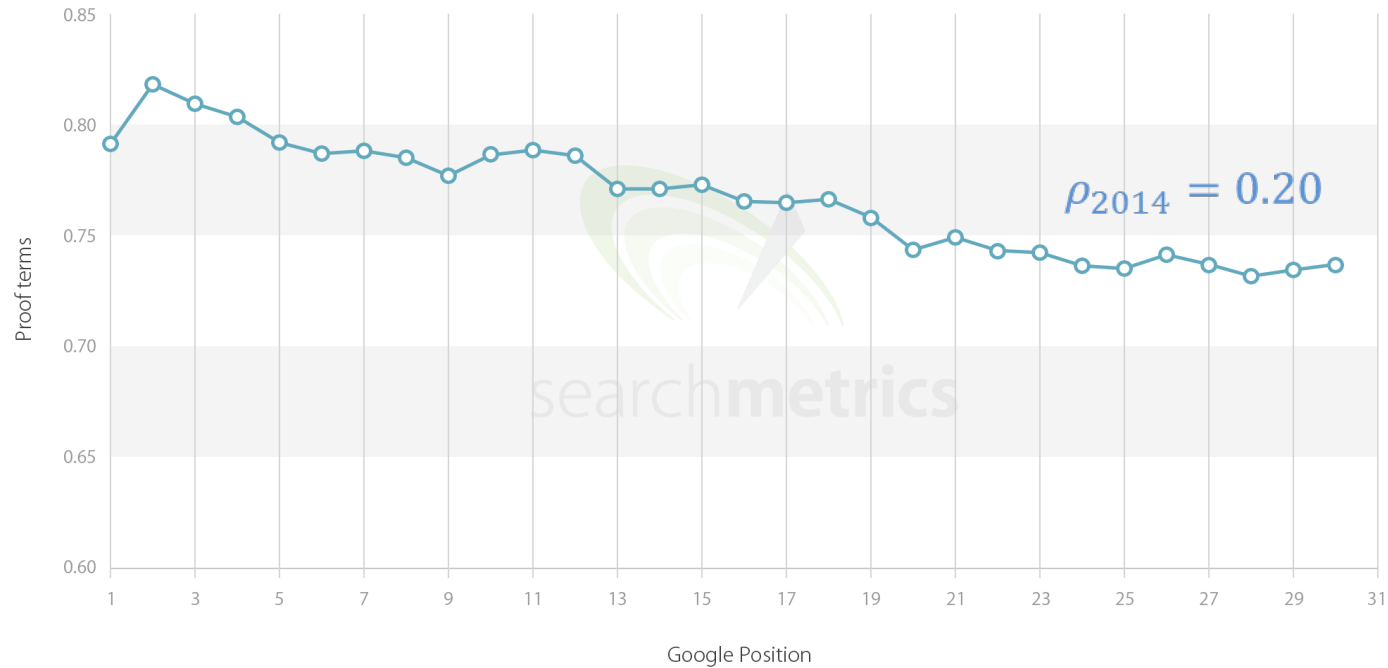
On-page Content Relevant terms



- Top results contain significantly more „relevant“ terms than lower-ranked results



On-pageContent Proofterms



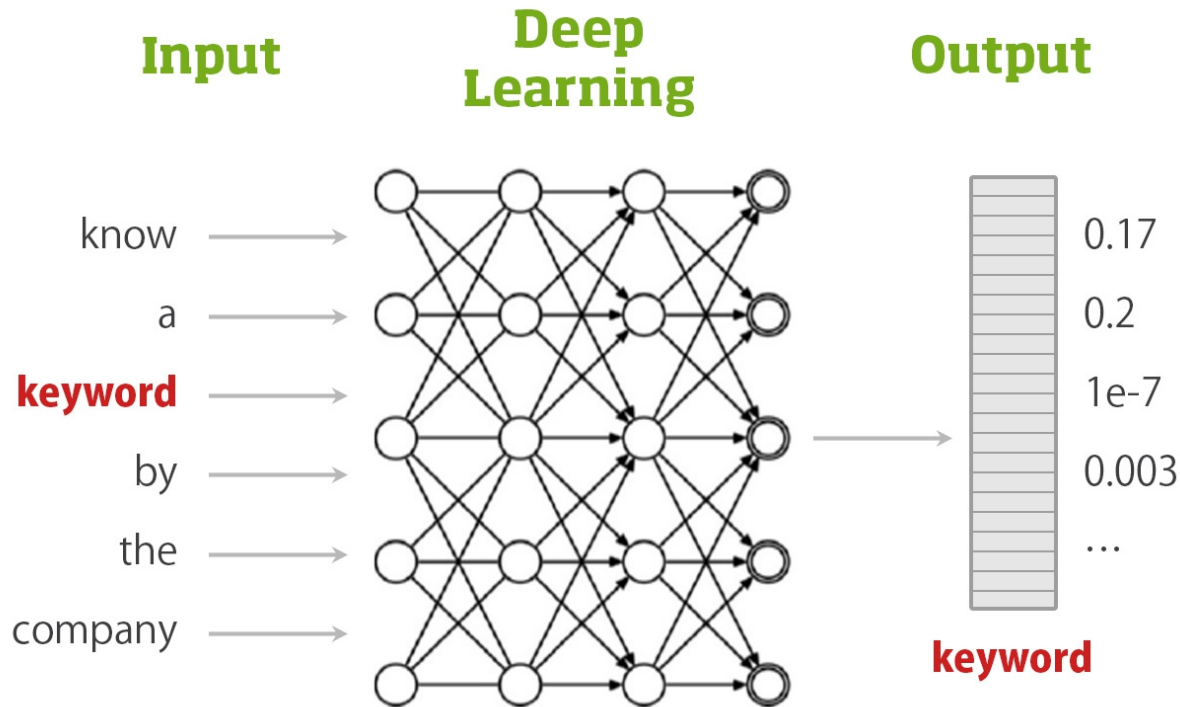
- Top results contain more „proof“ terms than lower-ranked results



On-page Content

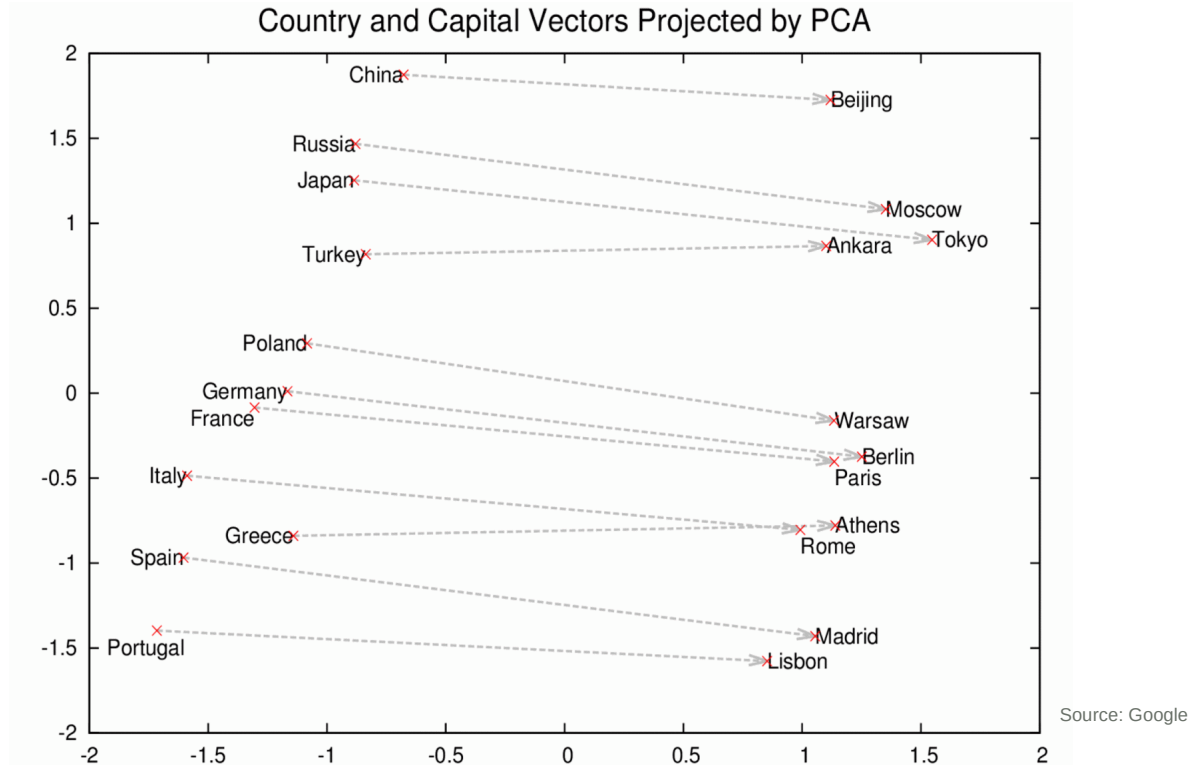
Why are proof and relevant terms important?

„You shall know a keyword by the company it keeps” (Firth, 1957)



On-page Content

Why are proof and relevant terms important?



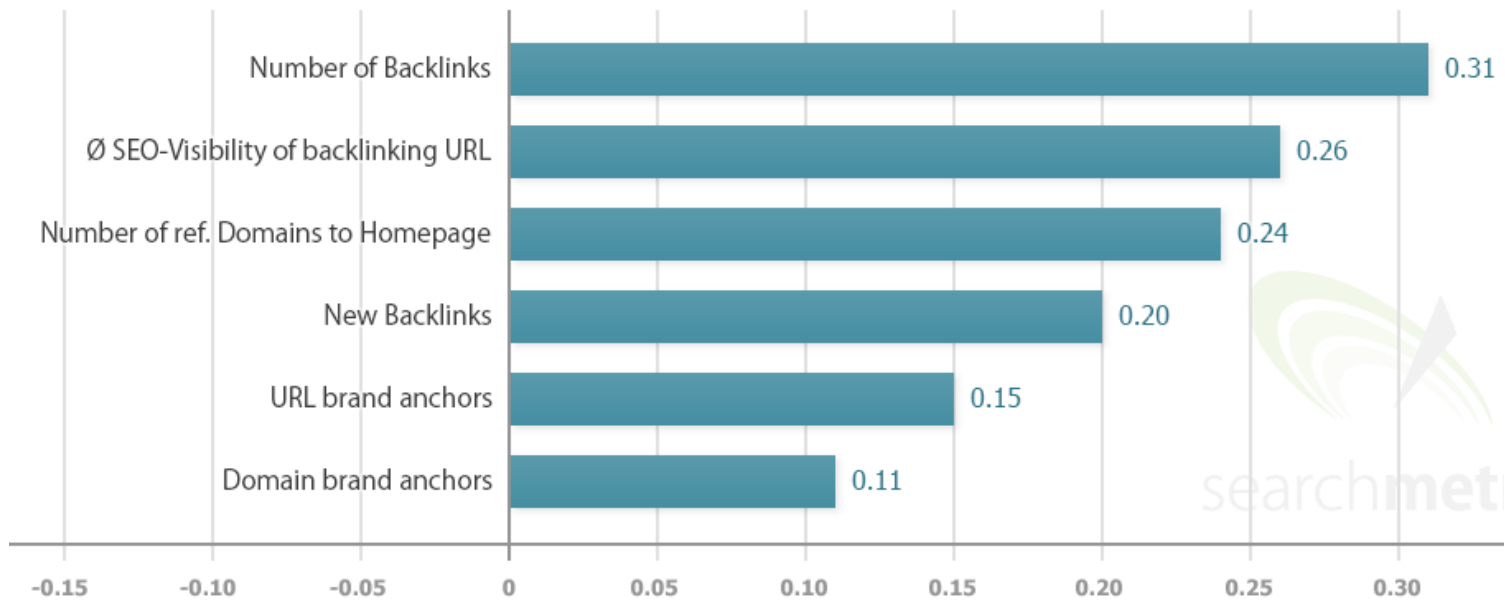
Key terms & overall term distribution help to make your topic/intent „understandable“ for Google’s/Bing’s algorithms



Overview

Backlinks

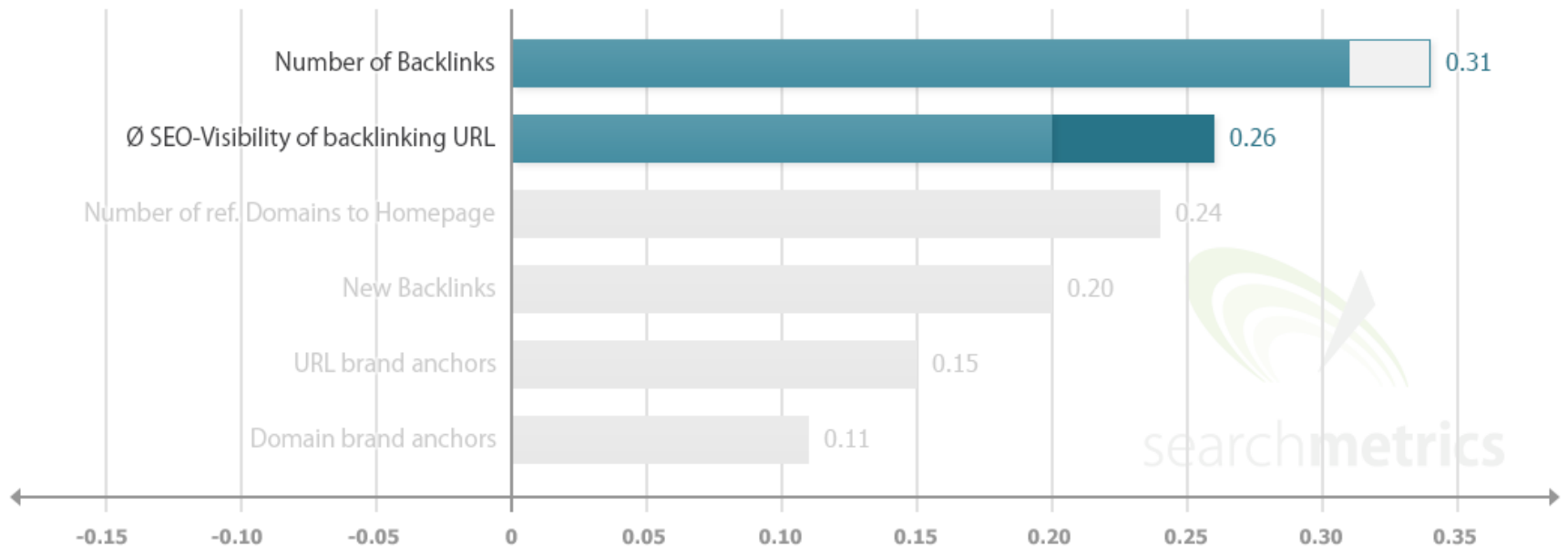
Factor correlations- 2014



Overview

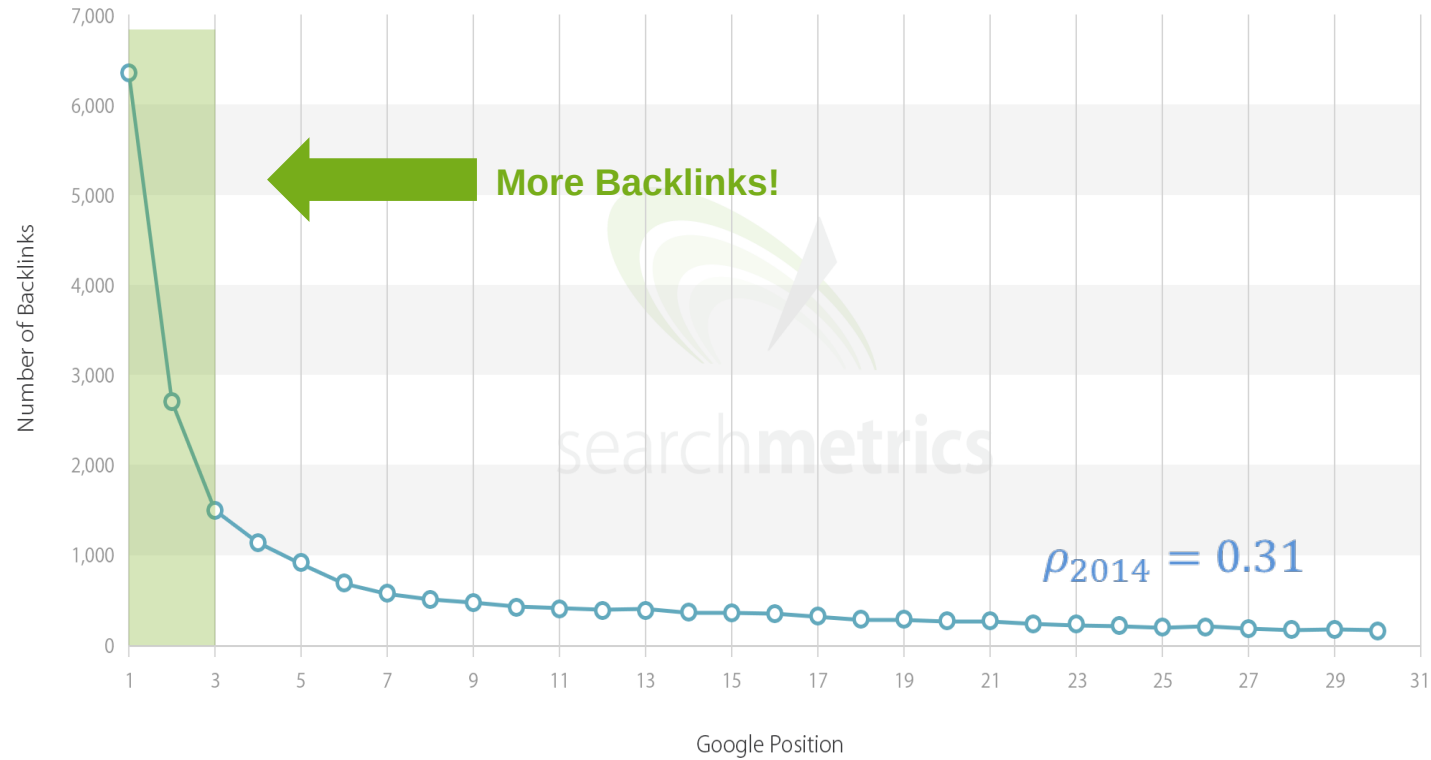
Backlinks

Vs2013



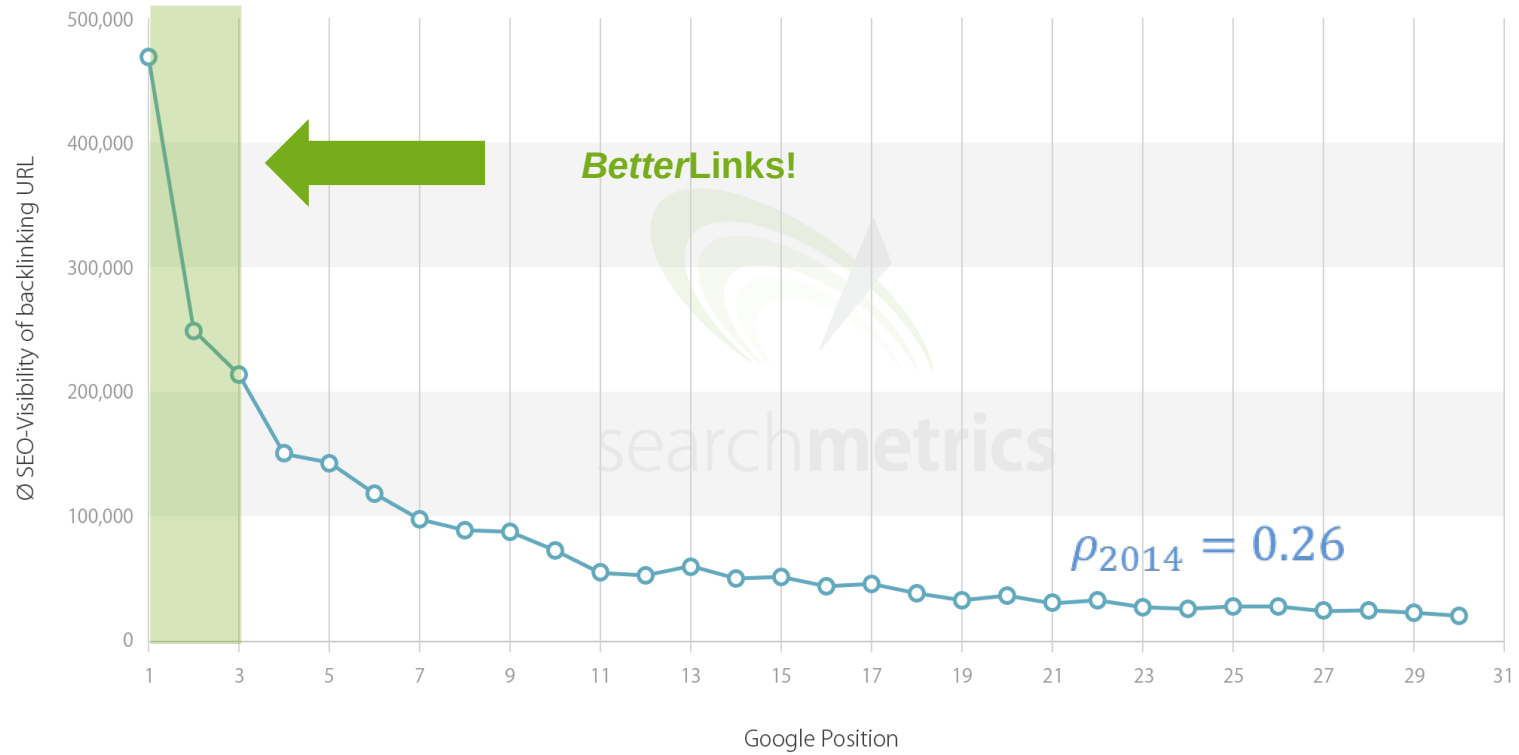
Backlinks

Number of backlinks



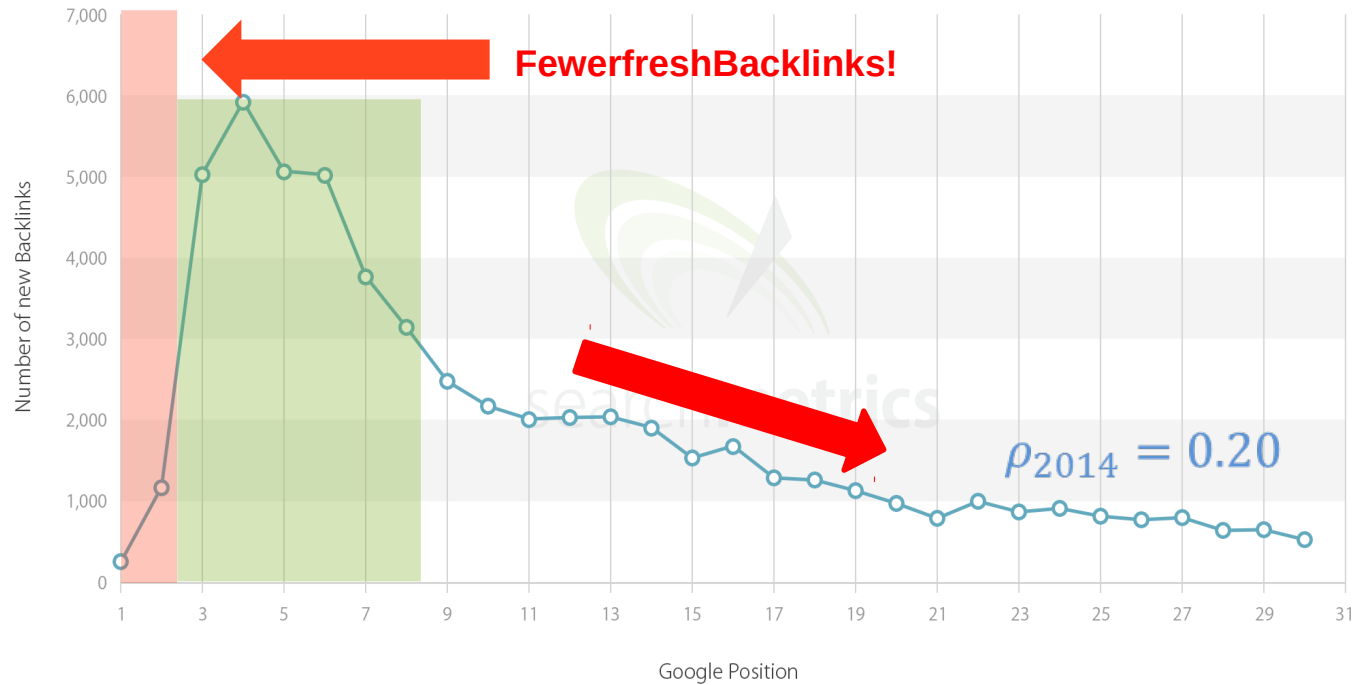
Backlinks

SEO Visibility of backlinks



Backlinks

Number of new backlinks to homepage

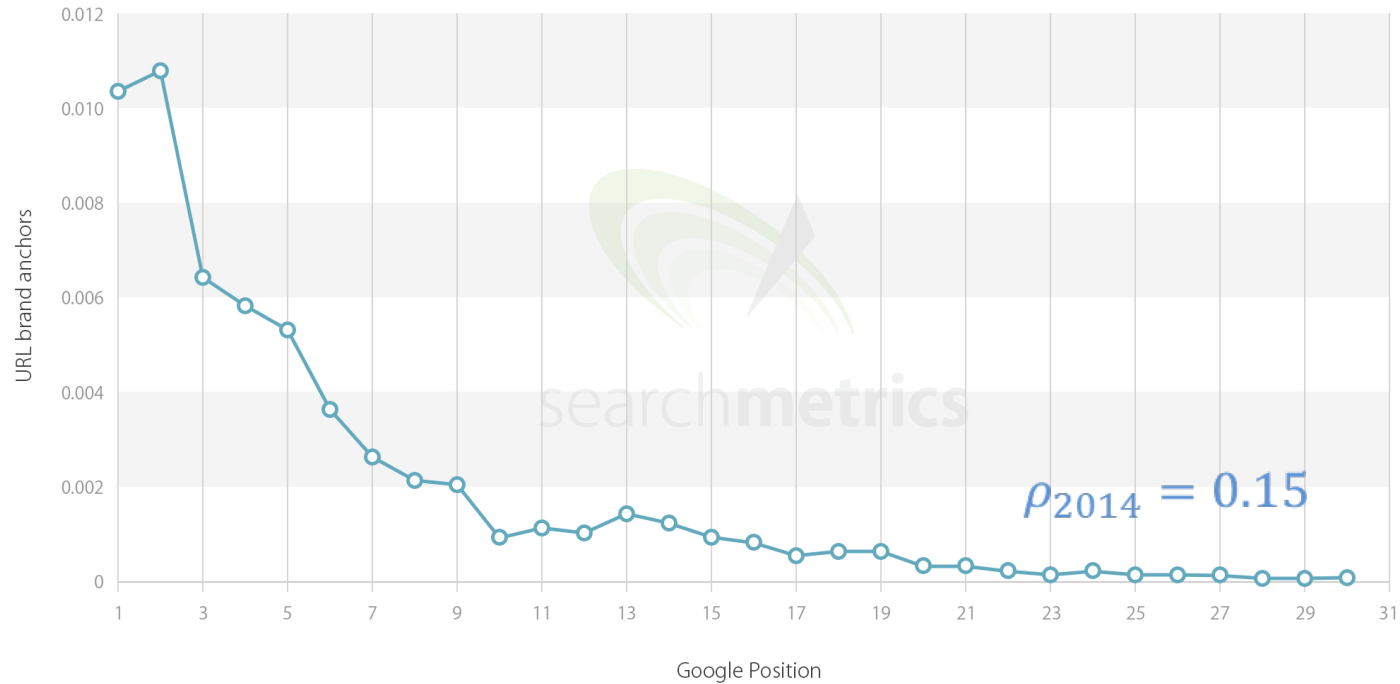


- Interesting content that people link to ranks from P3 onward?



Backlinks

Brand anchor texts



- Higher percentage of brand anchors for top-ranking results



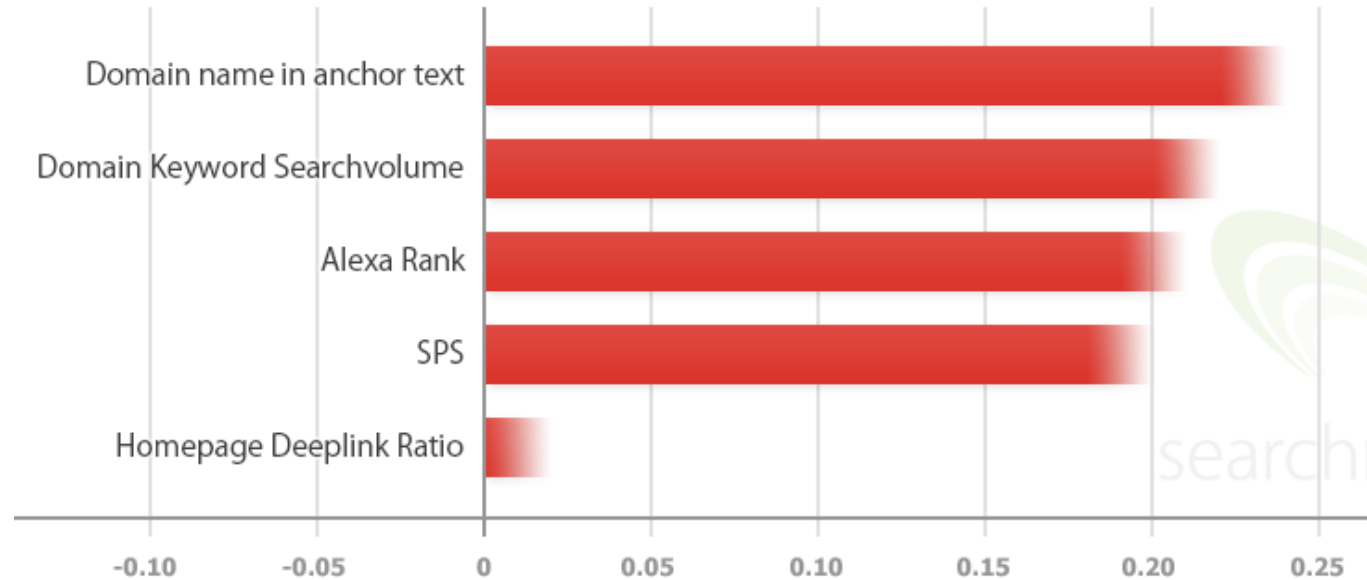
Summary: Key observations

- Relevant content that satisfies users' information needs matters!
 - Significant increase in text length/word counts observed
 - Key terms & overall term distribution help to make your topic/intent, understandable for search engine algorithms
- Good on-page technical implementation is a must
- Backlink quality & diversity remain important
 - Fresh links, high-quality domains, diversity...



Stillto come

New factors & Faceted analyses



- Facets: Mobile, Industry sectors, more countries, ...



THANK YOU
FOR YOUR TIME



The Power for Success.

→ SEO, Social and Content intelligence
to boost your revenue!