

HVAC Digital Marketing Agency Discusses Key SEO Trends For 2020

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All Systems Go Marketing (ASGM), a digital marketing company based in La Mesa, California, recently published an article entitled, "What's Up With SEO in 2020?". In the article, ASGM talks about SEO practices in 2020.

The search engine optimization (SEO) scene is a constantly evolving landscape. Techniques that would have worked years ago would be useless today.

The reason for this is because search engines, especially Google (which controls 92% of the search market), are continuously updating their algorithms to improve user experience.

However, this also means that SEO specialists need to stay at the top of their game at all times. The effectiveness of their strategies is at the mercy of constantly changing search engine trends.

According to ASGM, digital marketers should pay close attention to the following developments.

Mobile Loading Speed

In 2013, mobile phone searches comprised a measly 16.2% of web traffic worldwide. In 2019, that number grew to a staggeringly high 53.3%—more than half of all web traffic worldwide.

Since 2013, web traffic coming from mobile phone searches has been steadily increasing by about 7% each year. Other than that, Google uses a mobile-first algorithm.

This means only one thing: mobile optimization cannot be ignored.

A key factor that decides whether a user stays on a website is loading speed. And it is expected that its significance as a ranking factor will continuously rise in 2020.

BERT's Integration With Google Search

Bidirectional Encoder Representations from Transformers, or BERT, is a natural language processing (NLP) algorithm developed by Google AI Language. It allows Google Search to understand what words mean in context.

NLP is a growing field of artificial intelligence that allows machines to understand human language.

As is the case with any search engine update Google whips up, the goal of BERT is to improve user experience with Google Search. Particularly, through machine learning, BERT aims to fully understand the intent behind each user's query, however ambiguous or complex.

By understanding user intent, BERT can provide users with more relevant content. For digital marketers, this entails focusing content marketing efforts strongly on producing quality content to drive search traffic and increase authority.

SERPs Transformation

In the past, the structure of Google's search engine results pages (SERPs) were simple: ten links and a couple of ads.

However, since 2019, Google has been focusing more on integrating third-party content directly into the SERPs. A large percentage of SERPs now have dozens of search features such as featured snippets, local packs, knowledge graphs, etc.

As a result of these search features, the number of no-click searches (successful searches wherein the user immediately gets the information he needs without clicking any links) has been steadily increasing over the years. So, although providing a smoother user experience, these search features make it more complicated for digital marketers to compete for conversions.

This means digital marketers need to optimize their content for Google, as well as searchers, to snag these highly coveted SERP spots.

E-A-T

E-A-T (Expertise, Authoritativeness, Trustworthiness) is a general guideline that quality raters use to assess pages. To avoid confusion, E-A-T isn't a numerical score assigned to pages by Google. It's simply a term

created by Google to make it easier for quality raters to assess pages.

In a nutshell, E-A-T is best reflected by the quality and number of backlinks that a page has. If a page has several high-quality links, this means that people are confident enough in a piece of content to link to it for their own publications.

Conclusion

Craig Wright, speaking for ASGM, states, "This year will be very interesting in terms of technological developments that may or may not impact SEO. And it's our responsibility as professionals to stay sharp with regards to both current and future trends."

For 20 years, All Systems Go Marketing has been providing clients with expert digital marketing strategies and techniques. They specialize in working with heating, ventilation, and air conditioning (HVAC) companies that operate on a smaller scale. ASGM's main services include SEO, PPC, and social media marketing.

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HVAC marketing company offering a wide variety of marketing strategies, lead generation and SEO services. See the difference this HVAC SEO company can provide to your heating and air conditioning business.

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