

Google Ranking Factors

Google SEO parameters are key ranking factors focused on high-quality, relevant content, technical performance, and user experience.

Core parameters include E-A-T (Expertise, Authoritativeness, Trustworthiness), mobile-friendliness, page speed, secure connections (HTTPS), and well-structured, original content that satisfies user intent.

Effective optimization requires managing these factors across on-page, off-page, and technical areas.

Core Google SEO Ranking Parameters

- **Helpful Content:** Content must be original, accurate, and meet user needs rather than search engine algorithms.
- **E-E-A-T:** Experience, Expertise, Authoritativeness, and Trustworthiness evaluate if the content and author are credible.
- **Page Experience & Core Web Vitals:** Measures how users perceive the interaction with a web page, including load speed (LCP), interactivity (INP), and visual stability (CLS).
- **Mobile-Friendliness:** Sites must be optimized for mobile devices.
- **Backlinks:** High-quality, reputable, and relevant external links to your site are crucial for authority.
- **Search Intent:** Aligning content with the specific goal the user has when searching (e.g., informational, transactional).
- **Technical SEO:** Secure connection (HTTPS), crawlability, and indexability.

On-Page Optimization Parameters

- **Keywords:** Strategic use of relevant search terms in titles, headers, and content.
- **Meta Tags:** Optimized Title Tags and Meta Descriptions that encourage clicks.
- **URL Structure:** Descriptive, clean URLs that are easy for users and search engines to understand.
- **Image Optimization:** Using alt text and high-quality images to improve accessibility and relevance.

- **Quality Content**

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Off-Page SEO

- **Backlink Profile (Highest Importance):**

- **Quantity and Quality:** The total number of unique, high-authority linking domains and pages.
- **Domain & Page Authority:** Links from reputable sites with high PageRank/Domain Authority (DA).
- **Relevance:** Contextual links from sites within the same niche.
- **Anchor Text:** Descriptive, natural, and relevant text used in links.
- **Link Type:** DoFollow links pass more equity, though NoFollow links still provide value.

- **Brand Mentions:** References to your brand on external, high-traffic websites, even without a direct link, which signal trust.
- **Social Signals:** User interactions (likes, shares, comments) on social media, improving visibility and content distribution.
- **Local SEO Citations:** Consistent Name, Address, and Phone number (NAP) listings in directories like Google Business Profile and Yelp.
- **Content Marketing & Outreach:** Creating link-worthy content and leveraging guest posting, press releases, and influencer collaborations.
- **Engagement:** Engaging in forums and communities.
- **Reputation:** Managing online reviews and reputation.

Technical SEO

- **Page Experience & Core Web Vitals:** Measures how users perceive the interaction with a web page, including load speed (LCP), interactivity (INP), and visual stability (CLS).
- **Mobile-Friendliness:** Sites must be optimized for mobile devices.
- **Security:** Secure connection (HTTPS), crawlability, and indexability.
- **URL Parameters:** URL parameters (e.g., ?category=shoes&sort=price) are common in e-commerce, but if not handled correctly via Google Search Console or robots.txt, they can cause duplicate content issues.