New SEO Trends Watch In 2018 For Improve The Rank Of Website

We have already entered in 2018, it is essential to prepare for a year in terms of SEO and how to modify your strategy in order to continue to be successful. SEO is constantly growing and there are several latest things to look forward to 2018. Fully integrating these techniques can launch you and your business to new heights. Every new trend offers incredible benefits, as long as you are able to execute them correctly and before it's too late.

Voice Search and SEO
With the introduction of Siri on the Apple smart phones or devices like Google Home and Amazon Echo, voice searching has grown tremendously. Voice searching has gained huge popularity because it's become practically hands-free. With that, user anticipates for the results to come up instantly as they would if they were to type any query. Experts need to take this into consideration as it may require some changes to your overall [SEO strategy](). A major change that would need to take place is the incorporation of long-tail keywords that match the user natural conversational language. By researching your users, you can get an understanding of what they want, how they would ask for it, and how you can offer the most helpful solutions.

Mobile First Index and AMP

With increasing the use of smart phones, most of the user uses a mobile browser for Google searches. Though, Google still evaluates page ranking according to the desktop version of the site. As a result, Google introduced the mobile first index that mainly uses the mobile versions of a site content to rank it. Launching an Accelerated Mobile Page (AMP) allows mobile pages to get faster results and also increases engagement. Even if you do not implement accelerated mobile pages, you still should ensure that your mobile site is as up-to-date and fully responsive as your desktop version.

A Snippet of Information

Google makes searching anything easily with snippet feature. Usually, every result on Google offers information such as the title of the article, the URL and a description. Similarly, a rich snippet offers extra information about the URL and description such pictures, ratings, and a more detailed description. Rich snippets have a much higher click-through rate as most users trust them for clearer answers. Rich snippets can be created by adding structured data to your site so that the search engine can read it. Searches come in Google answer boxes depends on the keywords that are used and providing information that answers "who" and "what" type questions. These types of the keyword are a fantastic development that can increase clicks and traffic to your site.