

How Has SEO Changed In 2014?

The land of search engine optimization has a law that states, "Change is the only constant thing in SEO." What worked for your site a year ago might be the very thing that will cause it to be de-indexed by the largest search engine in the world, namely Google. It is, therefore, very important to ensure that you keep up to date with every new twist and turn occurring in the fabled land of SEO. The following topics are some of the things to take note of in 2014.

Is Content Really King Of It All?

Whether you are a seasoned SEO professional, or a member of the blogging community, you have no doubt heard the expression "content is king." In 2014, however, this phrase has been questioned and put to the test. Is content really king? No doubt having high-quality content on your site will lead to higher traffic generation.

However, having great content on your website will not be enough to get you to the top of the search engine results page. You will need to market your content in front of as many people as you can manage to reach. As such, marketing the information you have already added to your site is the key factor in determining how far ahead you will get.

You could have the best and most authoritative content in the whole world, but if you do not expose and market that digital information to as many people as is humanly possible, then you will not end up achieving much. It is the classic case of a tree falling in the middle of the forest with no one around to hear it. In such a situation, is it right to say that the tree really did fall if no one was around to see or hear it?

Social Media Is Gaining More Importance In SEO

It is also important to note that social media is gaining more prominence in SEO as time goes on. While its effect on the ranking of your website is not direct, you should note that the more your articles and digital material are shared, the better chance your audience will get to see whatever you have to offer, leading to more web traffic. It will also lead to more people linking to the content that you provide.

As such, it would be foolish to ignore the effect that social media has on the ranking and placing of your site. In 2014, the importance of media sharing sites is going to be even more pronounced as people become increasingly interconnected.

Google Is Smarter Than Ever Before

The search algorithm that Google uses to index sites on its search results page is much more advanced in determining quality content and separating it from shoddy work. It would, therefore, not be wise to engage in "Black Hat" SEO tactics. You will eventually be caught, and your site will be penalized or even blacklisted.

In conclusion, SEO remains an ever-changing landscape. With social footprints and quality

content taking on a much larger role in website ranking factors, it is important to audit your website continuously to ensure it is maintaining Google's standards.