

# 6 BIGGEST SEO TRENDS IN 2022



Search Engine Optimization (SEO) is a complex and ever-changing field and is already evolving into its next form as we speak. But despite the challenges it can present, the effort is always worth it.

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"Some 70% to 80% of users focus exclusively on organic results and ignore paid listings. What's more, some 28% of those searches convert, resulting in a purchase".\*

\* Semrush

## THE TRENDS

Those are the major trends for 2022 that you can check more in details by reading this document.

- 1 AI-Powered SEO will be Key
- 2 Voice Search will Impact Search Queries
- 3 Mobile-Friendliness – The First Ranking Signal!
- 4 Google's EAT principle will make high-quality content extra critical for ranking success!
- 5 Featured snippets will become even more important
- 6 Image optimization for search will become essential

## 1. AI-Powered SEO will be key

# 30%

of digital content is expected to be created with the aid of artificial intelligence (AI) content-generation techniques by 2022. \*

The way we search for information on the internet is changing thanks to Artificial Intelligence. Google's AI algorithm, called Rankbrain made waves when it started ranking websites in SERPs and will only get better over time making this a top trend worth watching if you're interested SEO work or just want your website ranked higher!

### TIP:

User experience signals are very important. They include things like click-through rate and how long people stay on your page. You need to make sure that your readers are engaged with your content. This means that it needs to be well-organized and useful.

\*Gartner Research. 2020 Magic Quadrant for Content Marketing Platforms

## 2. Voice search will impact search queries

# 55%

of homes expected to have a smart speaker in 2022, it's only going up from here!



### TIP:

**A**

You can optimize for voice search by keywording your content and making it as natural sounding as possible.

**B**

Voice searches tend to do better with phrases that are around three words long or longer, so keep this in mind while writing!

## 3. Mobile-friendliness – The First Ranking Signal!

The most game-changing development in SEO is the importance given to mobile. Google's new mobile-first indexing policy means that the search engine will primarily look at your mobile website, instead of your desktop. This is because, according to Google's data, nearly **73% percent of internet users will access content only through a smartphone or tablet by 2025!**

### TIP:

The user-friendliness of your website is one thing that will keep people coming back for more. Make certain Google can crawl all pages as well as use meta robots tags on desktop and mobile sites so everything matches up properly between versions!

## 4. Google's EAT principle will make high-quality content extra critical for ranking success!

Google has reaffirmed that content quality is critical for ranking success. EAT principle: expertise, authoritativeness and trustworthiness are all key factors in determining if a webpage will have useful information on it or not!

### TIP:

Use buyer personas, which let you understand what kind of content your clients value. Conduct search intent research to map out the consumer journey so that you can create tailored products for them on every stage in their buying process - from pre-awareness all throughout conversion & purchase!

## 5. Featured snippets will become even more important

Scoring a featured snippet is an extremely sought-after achievement. Not only does it get you on the front page of Google, but also steals significant traffic from your competitors!

To create snippets, focus on question-based queries and relevant keywords. According to SEM Rush's database **29%** of the keywords having a featured snippet had a question-based query.

The most important thing to remember is that you want your audience's answer by providing them with what they need when it matters the most!

## 6. Image optimization for search will become essential

**TIP:** Photos are an essential part of any website and can help visitors engage with your content. Make sure you're using **high-quality photos**, as well as **relevant file names** for each photo that help provide context on what's going inside the page or app where it resides!

Pushing forward an image-centric approach for marketing is essential if you want people who see them coming toward their products or services quickly without any hesitation whatsoever!

If possible, include these images in your **site map** so that users who visit this way will see them as well - even if only from a search engine crawler standpoint, since most people no longer click links found within text blocks unless the link is exceptional (i.e., offers).

## Industry-leading digital marketing operations



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The speed of customer change is outpacing Marketers' ability to respond to it. We let you focus on revenue growth and brand value creation whilst we make your digital marketing operations happen.

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