

SEO Techniques Keep Advancing, But Somethings Don't Change - Prakash Mishra

Though applying and adapting to the ever changing techniques may seem like a hideous task, however, there are a few mantras that never change. Founder and CEO of Drive Digital and DigiHunt Academy, talks about these evergreen SEO techniques



Rajasthan, Jaipur, Jun 28, 2021 ([Issuewire.com](https://www.issuewire.com)) - SEO can be considered as one of the strong pillars of your online presence. But handling SEO and applying its techniques can be really tricky, especially with the recurring Google updates. It's like predicting the future, you never know if what you are saying is ever going to be true. Every SEO expert and digital marketing guru has their own theories and rules that work, but which one will work for your site is difficult to guess.

Though applying and adapting to the ever-changing techniques may seem like a hideous task, however, there are a few *mantras* that never change. Founder and CEO of [Drive Digital](#) and [DigiHunt Academy](#) talk about these evergreen SEO techniques. While there are different search engines and SEO ranking algorithms may differ for all, Google seems to be ruling since the 1990s. And this makes it even more difficult for the site owners to optimize their content that suffices for all (though achieving this is nearly impossible).

Since Google is the big giant, more or less, everyone only concentrates on ranking their sites on Google's SERPs. The role of SEO in ranking has constantly evolved since the beginning. While earlier, only focusing on creating backlinks and writing keyword-stuffed content was enough, now it is a different game altogether, taking technical shape and needing an expert skillset.

Sharing his views on this, [Prakash Mishra](#) says, despite all the algorithm updates and SEO becoming more technical, there are still some basics that play an important role.

- **Content Is Still The King:**

Earlier it was all about keyword stuffing and to some extent even using plagiarised content from the sites that already ranked. However, it is not that simple anymore. By default, your content has to be plagiarism-free, authentic, and of course, qualitative. Keywords are important, but only to an extent. Now the focus is quality content. Content that the user is interested in and not what you want to show them.

- **High-Quality Links Still Works:**

Another quick SEO technique to rank the sites was, creating as many backlinks as possible. This technique, also known as “Off-page SEO” can be considered as the second pillar of SEO. The work of this technique was, Google’s algorithms determined the popularity of the site by checking the number of backlinks. Though this might sound easy,, Google is smarter than you think. It updated its algorithm and fooling by creating fake or purchasing links became difficult. However, this does not fade away the importance of backlinks, only that your links should not be fake and should be of high quality to convince the algorithms of your site’s genuine popularity.

- **NLP And Keyword Search Matching:**

Google’s Hummingbird update launched in 2013 changed the game for keyword searching and matching. Earlier the search engine algorithms only considered exact word matches. However, after the 2013 update, it incorporated natural language processing and matched the keywords on the basis of the intent of the search query. This means that keyword-based content is not limited to using exact words, instead focuses on the intent of the user’s search.

- **Technical SEO Is Equal To User Experience:**

Technical SEO can be considered the third pillar of SEO. Technical SEO is all about user experience, how your site is built, what is the structure, and what is the user’s experience who visits it. Google has its own bots to decide the user’s experience. These bots index the Internet and match the search terms with the indexed information when the user searches for it. For example, if your website page takes more time to load, but might skip that page, resulting in missing out on the ranking as well. Earlier this was not very important, however, providing a good user experience is now going to play a major role in how you shape the technical SEO for the bots and algorithms.

- **Importance Of Mobile Experience Is On Rising:**

SEO focus on mobile searches began a few years ago. In September 2020, Google rolled out the ‘Mobile-First Approach’ to determine site ranking. This meant that all the searches that the bots indexed, would only be loading mobile pages. This change was introduced because the user shifted to smaller scenes and most of the search was being done on mobiles. In 2016, another new type of search results started showing that were majorly image-centric. Google labeled this as “Rich Cards” and this type of search results started appearing on the top of SERPs. Google introduced this new type of search results to provide more visual results for the users. This meant the SEO experts also needed to ramp up their techniques to rank in these types of results by using the ‘Structured data markups’.

“Though SEO techniques have evolved from simple keyword stuffing to using technical skills, the above pillars will remain intact to build your base for a strong SEO,” says Google Certified Market Researcher and Digital Marketing strategist, Prakash Mishra. To know more about the views and strategies of Prakash Mishra and stay connected with the social and digital world, you can visit:



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