



Why Is It So Difficult To Keep My Website Ranking Well on Google?

Summary from an article in Website Magazine April 2019 www.websitemagazine.com/blog/google-algorithm-updates

1. Google has 81% of search engine traffic (www.reliablesoft.net) and they keep changing how they rank websites.
2. To be on the first page, organically, without buying ad words, you must have the most relevant content for a specific search query. Write about what your potential best customers find to be valuable.
3. Google has downgraded slow mobile website pages. Use the tool: <https://developers.google.com/speed/pagespeed/insights/> If you get a score of less than 50, it is too slow. Suggestions provided. Being mobile friendly is also a must: <https://search.google.com/test/mobile-friendly>
4. Thin content is penalized. Two factors that contribute to this are a high visitor bounce rate and a page with 500 words or less. Use titles and headers to describe pages, paragraphs, and lists. Check grammar and ask others to recheck it. Search engines care about your English skills. Provide more helpful and educational long-form content. Test by asking questions and see Google's "People Also Ask" box. Include a FAQ page with questions and answers.
5. Schema Markup could be called the site's business card that is shared in the search results before the user visits the site. Check it and make it relevant and inviting.
6. Get your site SSL-secured with HTTPS:
7. Include a comprehensive "About Us" page with names, images, and bios for your team. Be human.
8. If you accept money on the site, link to a page clearly describing your policies on payments, exchanges, and returns that uses H2 titles.
9. Link to your source if you quote numbers, stats, or articles.
10. Keep updating your site, at least monthly. A blog can be good for this or updating a few words can help.