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Using Google's SEO Standards to Meet Readers' Needs

Often, what a page needs to rank well on Google directly fulfills what a reader needs from the content. In other words, Google's SEO standards are designed to support readers looking for quick yet substantive information. We hope this guide helps you better understand Google's SEO standards and how to use them to meet the needs of readers visiting your website.

Reader Tested, Google Approved ✓

Unique Content

Perhaps the biggest benefit to readers is Google's standard for unique content. Using copied and pasted content from other sources will get your website flagged by the Google bot, marked as duplicative, and ultimately harm your SEO rankings. It is therefore in your best interests to make sure all the content on your website is 100% original, and this model benefits readers on the hunt for information. If Google didn't penalize duplicative content, readers would have to sift through countless identical pages before finding what they were looking for, if it wasn't part of the standard information. Google's preferential treatment of unique content incentivizes you to provide one-of-a-kind information to your readers, which will, in turn, enrich their experience on Google and on your website.

Title Tags & Meta Descriptions

Similarly, Google's SEO standards favor 100% original title tags and meta descriptions, which directly benefits readers looking for information that is relevant to their search queries. Google and readers alike use meta descriptions to determine what a page is about, and a blank meta description will prompt Google to generate one using content on the page itself. The Google bot crawls the page, makes a best guess as to what it's about, and chooses an excerpt that it finds relevant to display as the meta description. The excerpt it chooses might not contain any keyword phrases or variants, which would be bad for SEO and for readers.

When a page's title tag and meta description contain the search terms someone uses, those searched terms appear as bold on the SERP (Search Engine Results Page), making the page more noticeable to readers looking for relevant information. The more searchers click your page and read it for the information they're looking for, the better the page will rank on Google.

Alt Text on Images

The "alt text" (short for "alternative text") on an image should describe what the image shows in concise language. This text improves access for visually impaired visitors to your website and will also appear if an image doesn't load properly. Alt text also gives the Google bot more context when crawling your content, allowing it to better rank the page.

Embedded Widgets

Google may now be able to identify the content in an embeddable widget as user-generated, which will help a page rank higher if the content is quality and relevant. A widget may be considered relevant to Google if it actually gives the reader the information they are looking for. This can be measured by whether and how quickly a reader returns to the SERP after clicking on a page in the search results (known as bounce rate). Having a widget embedded in the content will most likely cause readers to spend more time on that page. It goes without saying that a relevant widget can give readers a better user experience, thereby causing the page to rank higher.

Table of Contents

A table of contents lets readers see exactly how a page is structured and lets them know immediately whether the content is going to answer their question or offer other information they're interested in. Similarly, a table of contents gives the Google bot a roadmap of the page it's about to crawl, thereby strengthening the associations Google creates with your page and improving its overall SEO value. A table of contents also allows readers to "jump" to a section on the page, which helps improve user experience and reduce scrolling and bounce rates.

Embedding YouTube Videos

Embedding YouTube videos is a great way to get readers to stay on a page longer. You can choose videos of any length to get readers to spend a few extra minutes on your page, but choosing a video with relevant, informational value increases reader engagement, which can ultimately improve the page's rankings. Another potential benefit of embedding YouTube videos on a page is that the video's thumbnail might appear on the SERP. If they see a video's thumbnail next to your page, readers might be more inclined to click on the page and visit your website. While embedded videos do not directly impact a page's SEO rankings, these factors can affect rankings indirectly, so be discerning in the videos you choose to embed.
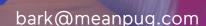
Not Sure Where To Start?

Let Our Team of SEO and Marketing Professionals Help Make Your Content Google- and Reader-Friendly.

The digital marketing team at MeanPug Digital knows what it takes to get pages to rank well on Google and is passionate about delivering high-quality content to your readers on your behalf. Let us source, edit, and optimize your content with readers in mind and in accordance with Google's SEO standards so you can focus on accepting new leads for your practice. Our SEO and marketing professionals will take care of the content for you.

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