An SEO for Recruitment Fireside Chat

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Straightforward questions, statistics-backed answers and how this impacts you.
Question #1

How Important Are Page Speeds To SEO?
Very important.

10% of users bounce after waiting 2 seconds.
How Is Google Using Online Brand Mentions In Their Search Algorithm?
Google looks at any brand mentions online
Question #3

Do backlinks still matter?
Backlinks are like a vote that your site is worth visiting. Each backlink improves your ranking. They still matter, but they're difficult to get.
Question #4

What SEO monitoring tools does Red Branch Media recommend?
Tools/Resources we use include:

- SEMRush
- Screaming Frog Crawl
- MozBar Plugin
- Google Ads Keyword Planner
- UberSuggest
- Google Trends
What are the key measures that matter in measuring SEO?

Question #5
We look at:

1. Keyword ranking
2. Organic traffic brought in by keyword
3. Organic competitors
4. Last Update
5. Entry point
6. Entry point
WARNING:
Do not mix up SEM metrics/data with SEO metrics/data. They're two different platforms for two separate spots on the same SERP.
Question
#6

How does mobile first indexing impact SEO?
This should be a requirement for anyone looking to rank in SEO.
How and what should a brand do about Google featured snippets?
You need to have good keyword and a top ranking to have your snippet featured. Your content needs to include the relevant content in an organized and structured on-page way to appear in a snippet.
How does website data security impact a site’s SEO?
SSL/HTTPS is a quick win for us. Secure websites have become a necessary aspect of showing up in search results.
What is Latent Semantic Indexing and how does it impact a site’s SEO?
Latent Semantic Indexing finds the hidden (latent) relationships between words (semantics) in order to improve information understanding (indexing). Experts refute each other whether it is a ranking factor or not.
How big a deal will voice search be to SEO?
With the increasing popularity of voice searches, it will have a great impact on SEO.
Questions?
Sources:

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