



What your SEO agency should be telling you in 2018.

Jack Nottidge, SEO Lead

@nottidge4

@stickyeyes



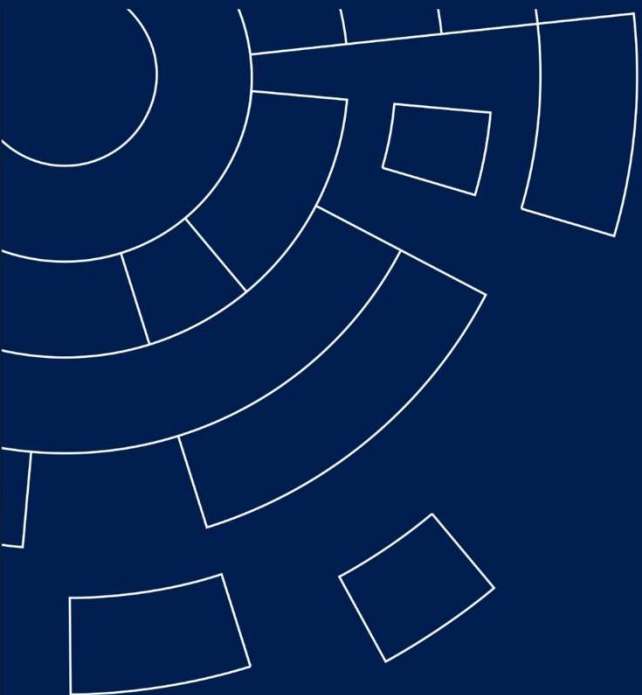
What links these 5?



WE ♥ MCR



- **Emerging trends in search for 2018**
- **Key issues you will face with your SEO strategy and how to approach them**
- **What your agency should be telling you 2018**



Emerging Trends in 2018



Emerging trends in 2018

- Long awaited arrival of mobile first
- Mobile page speed ranking factor
- Re-introduction to featured snippets
- Voice search

Emerging
Trends

Google is constantly changing



Emerging
Trends

The Way We Search Is Changing

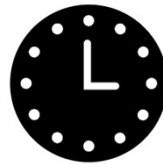


Emerging
Trends

User Behaviour Is Changing



Impatient



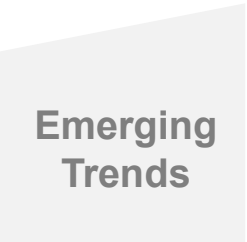
Experts



In Demand



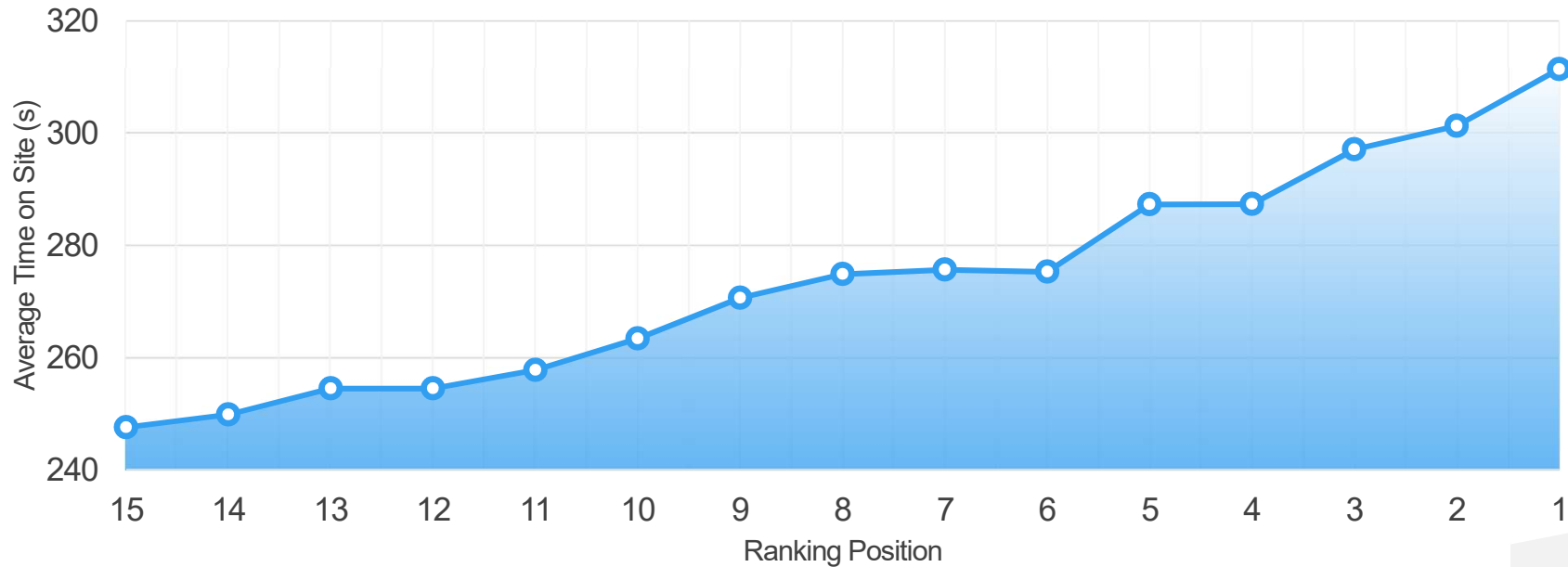
Demanding



Ranking Signals Are Changing



Average Time on Site – Ranking Correlation



Emerging Trends



Introducing Roadmap.

Unparalleled insights into the inner workings of the Google algorithm.



Identify the algorithmic signals which have the greatest impact on rankings.



Discover precisely how Google's algorithm is changing over time.



Stay ahead of the competition with a data-driven strategic roadmap.



Develop a strategy tailored to the competitive environment in your marketplace.

Over 200 factors spanning: [Technical](#) / [Relevancy](#) / [User Engagement](#) / [Social](#) / [Authority](#)



Staying ahead is key

65,855

Source: internetstatistics.com

Emerging
Trends



Staying ahead is key

52%

Source: internetstatistics.com

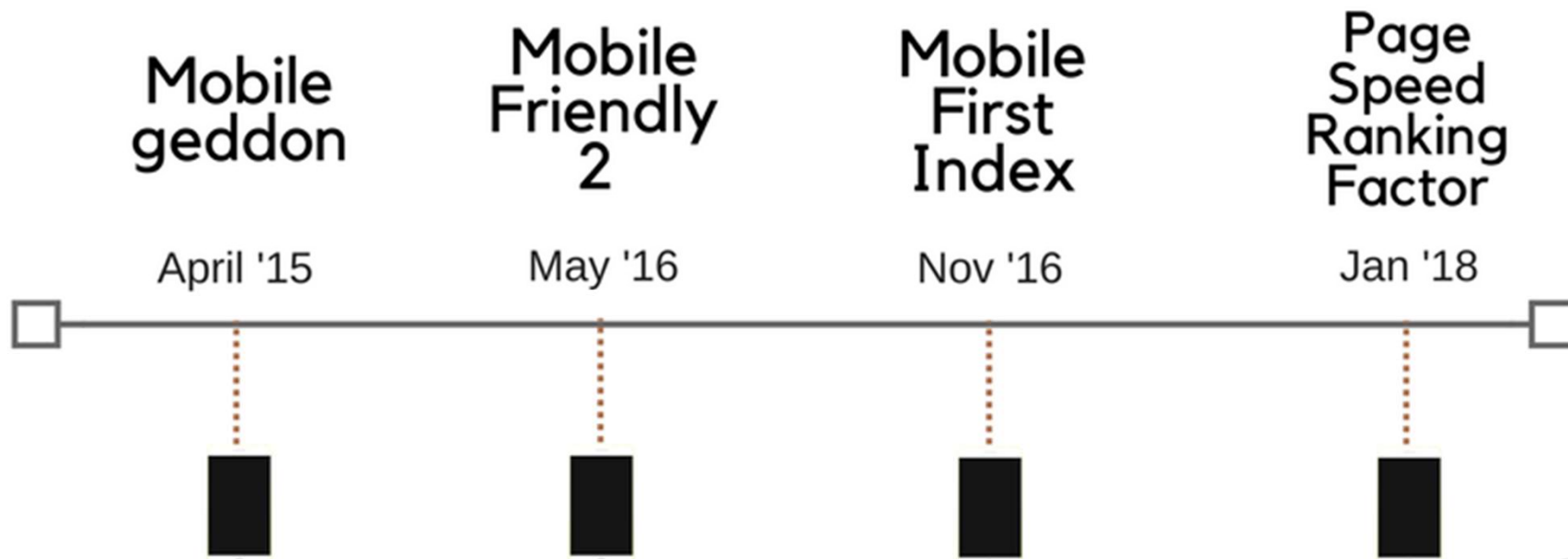
Emerging
Trends

Mobile First



Emerging
Trends

Key Mobile Updates



Emerging Trends

Three actionable tips to run on your site

1. Look at your user device split and engagement stats
2. Run page speed insights
3. Run a Google Lighthouse audit.





Featured Snippets – A re-introduction

Emerging
Trends



Google

What's new about Google's features search snippets?

Google Search

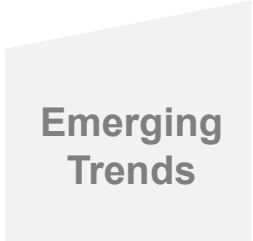
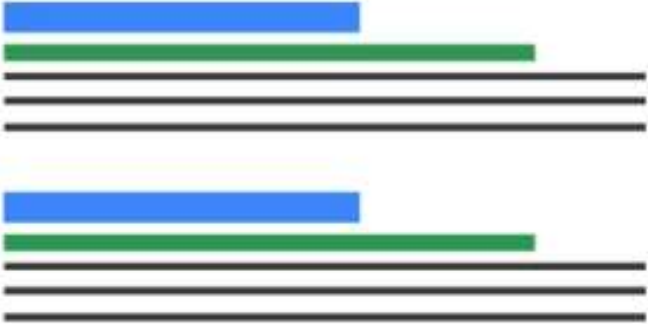
I'm Feeling Lucky



Refining your results



Danny Sullivan
"A reintroduction to Google's featured snippets"
<https://www.blog.google/products/search/reintroduction-google-featured-snippets/>
Sometimes when you do a search, you'll find that there's a descriptive box at the top of Google's results...



Refining your results



From your mobile phone...

1. Dial *72.
2. Dial the phone number (including area code) where you want your calls to be forwarded to (e.g., *72-908-123-4567).
3. Press the Call button and wait for confirmation. You should hear a confirmation tone or message.
4. End your call.

How to Use Guide: Call Forwarding | Verizon Wireless

<https://www.verizonwireless.com/support/how-to-use-call-forwarding/>

Android

iPhone

Samsung

on landline



Emerging
Trends



Voice Search by the Numbers

Google – 20% of Mobile Queries are voice

Baidu – 10% of All Queries are Voice

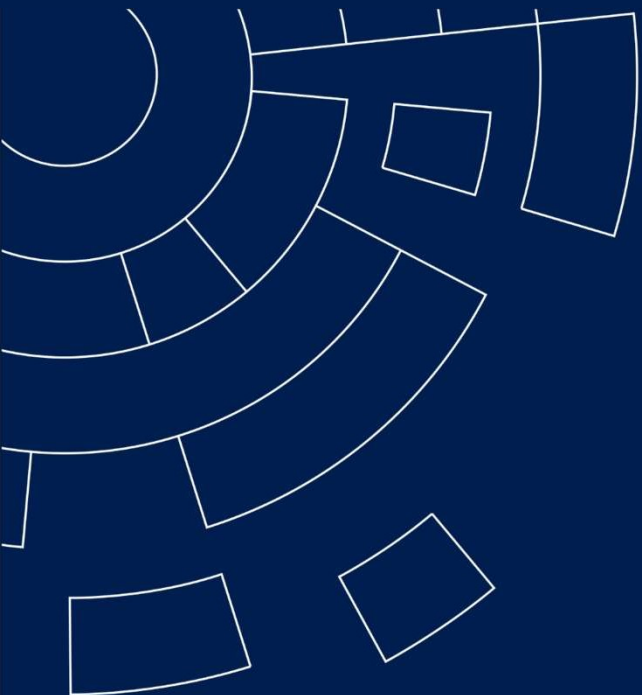
30% Use Voice Search for “Faster Results”

**Emerging
Trends**

The continued rise of voice search



Emerging
Trends

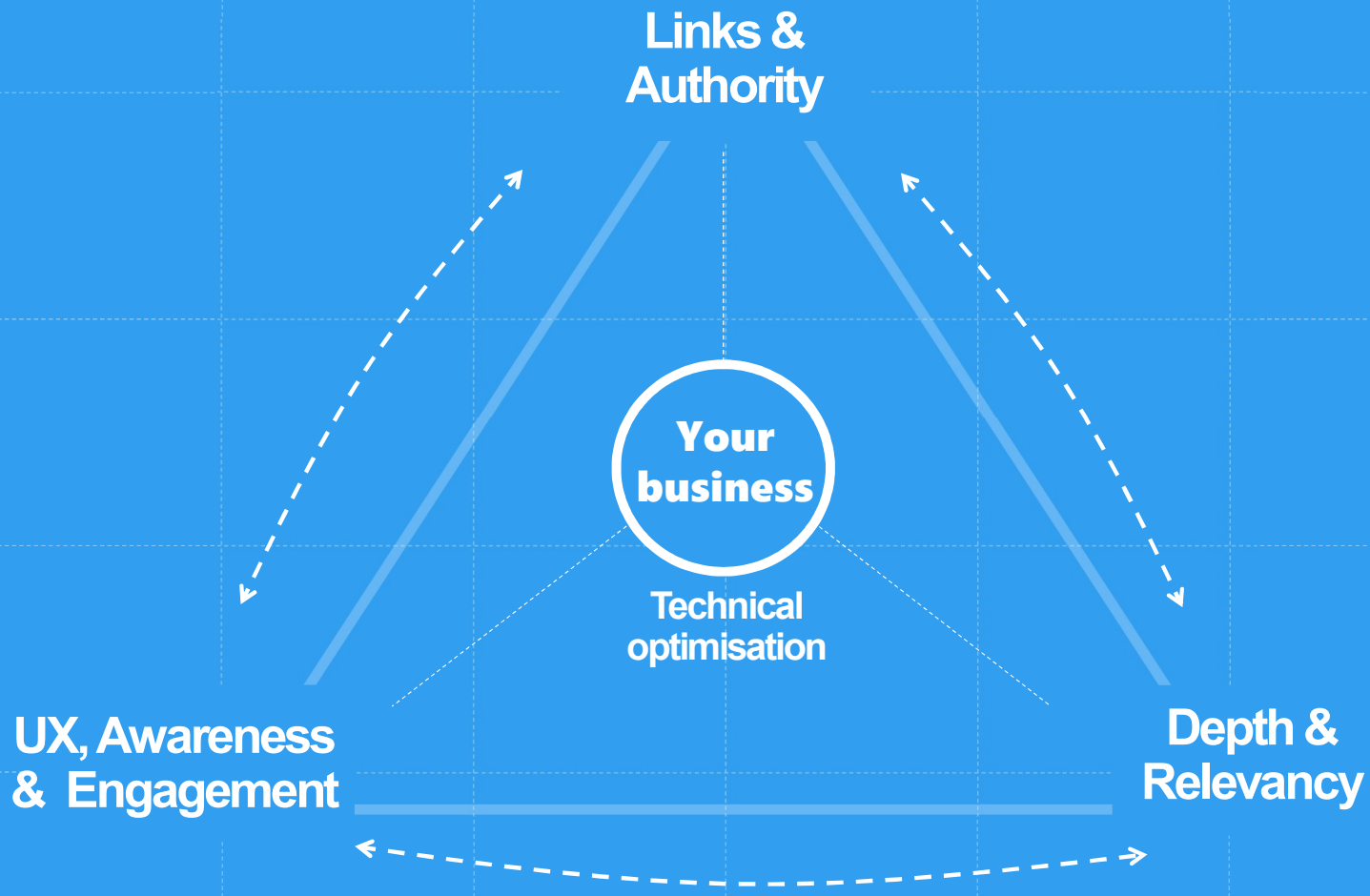


Key issues you may face with your SEO strategy and how to approach them

Measuring Success



Strategy
Issues



How do we prioritise?



Strategy
Issues

Strategy v Delivery



Strategy
Issues

What your SEO agency should be telling you in 2018





- **User intent**
- **Keywords, keywords, keywords**
- **How to truly measure success**
- **The questions that YOU should be asking**

Your
Agency In
2018

**The right
content,
at the
right
time,**



**in the
right
place.**

**Your
Agency In
2018**



**If it is right
for the
user, it is
right for
Google**

**Your
Agency In
2018**



Keywords and visibility

Your
Agency In
2018

What does success look like



Your
Agency In
2018



Technical review and accurate reporting

Your
Agency In
2018

Free Trial (really free)



Your
Agency In
2018



Redefining SEO

What your agency should
be telling you in 2018



HOT OFF THE PRESS
Redefining SEO 2018
Get your copy at our stand now.

**And, download every
Stickyeyes B2B Marketing Expo
presentation at
www.stickyeyes.com/b2bexpo**