

WHAT YOU NEED TO KNOW ABOUT SEO AND SEARCH FUNCTIONS IN 2019

It is almost impossible to have a great content strategy without SEO at the core of it entering 2019. SEO has been around for as long as search engines, but unlike many aspects of content, the way optimization is done is continuously evolving.



What makes SEO fun and interesting at the same time is that there is no set rules or procedures which guarantee better rankings. Filling up content and webpages with keywords managed to cheat the system just a while back, but now the focus is entirely on quality over quantity.

Not having concretely defined rules makes SEO that much more mysterious and the people working to integrate it susceptible to misconceptions. Online content marketing and search engines have come a long way and 2019 is bound to be a year which only takes it up a notch.

Here are some of the key aspects of SEO and search functions which you need to know in 2019 for better content marketing and improved search engine rankings.

SEO is So Much More Now Than Just Rankings

With rankings not falling prey to black hat SEO methods and keyword spamming, SEO is much more than just getting your page to the top now. A great social media presence, content in video and text format along with how the page is optimized for mobile devices all play a role in defining overall SEO rankings.

Perform well in all departments means that SEO will improve overall as well. Lagging behind in even one of those could cause rankings to drop and visibility to minimize. This means that businesses need to work harder on user experience, brand building and even how they position themselves on today's integral, yet critical issues. Audience feedback on social media, in the form of comments on a blog post and anywhere

where interaction is possible can have an effect on the SEO part of content.

Search Engines Want More Than Just Text

People are searching all the time and they are not just looking for articles. They are looking for nearby restaurants, workshops, cinemas, the latest movies and even products and services. This is why search engines are primarily showing map locations, picture carousels and even videos before any articles come up in the rankings.

Visual content leads far ahead of any other type of content now because it is more appealing, while also being far more engaging. The search engine benefits overall, but this is forcing businesses to rethink their content strategy. For 2019, a strong focus on visually appealing content is the way to go. Attract and engage the audience on a deeper level and reel them to your website by building that curiosity.

Inspiration from What Else People are Searching For Amazon does a great job of getting people to buy more by showing products which were popular with people checking out that same product. 'Similar products' does for ecommerce what 'similar searches' for content and SEO.

These are questions which people also regularly ask and match the query which you are targeting your content for. Google is great at showing a number of relevant questions, which can be taken for inspiration when creating new content and building your content calendar.

Make sure you use these relevant search terms the next time when your putting together some great content. This will ensure that you have all your bases covered and are appealing to search engines in the best possible way.

Answer Questions Clearly

Google is trying hard to keep people engaged and relying on search engines. The latest of these attempts is the use of Google's featured snippets which answer the users query without having to go too in-depth into content which may or may not provide the answer.

This may not be the best option for most websites since traffic isn't really being routed to the website, but it still means gaining valuable exposure on top of



Google's search results.

Writing content that is helpful, clear and concise is the best way to go about getting into Google's good books. Research and provide data, numbers and facts to get a spot on the top.

For 2019, SEO should be an integrated part of your content strategy and not a stress point for you and your team. It is the time to treat SEO as part of online content life that no one can live without. The more you shy away from putting your focus on SEO, the more it will seem intimidating. Get a hold of SEO and your content will attract those search results you've been waiting for.

Pioneering Newsbytes

Social media users have hard time distinguishing paid content

Looks like businesses are getting smarter when it comes to naturally integrating advertisements into social media feeds. According to a study by Bitkom which consisted of 1,212 respondents using an online poll, nearly half of the audience on social media is unable to distinguish between a normal post and an advertisement.



This is good news for companies which heavily rely on social media for product or services promotions because it allows them to engage with audiences on a very personal level. Luckily most users did not mind it either, as long as the platform wasn't charging them anything to use it.

DIGITAL MARKETING TRENDS TO TAKE US INTO THE NEW YEAR



Digital marketing is now more important than ever for businesses looking to compete in the online market. Keeping up with the latest trends can seem a bit intimidating with so much going on in the realm of digital marketing, but not to fear! We're going to be talking about the digital marketing trends you really need to focus on coming into 2019 and how to keep your business above and beyond the competition.

A strong online presence is everything. Prospecting customers, current clientele and even window shoppers are always interested in how strong a brand is online. Without a solid online brand and a great digital marketing strategy to back it up, it may be hard to sustain sales going into the new year.

It was all about having informative articles and a an easy to navigate website just not too far back. While those are still essential ingredients to having a great digital marketing plan, there are so many more and different avenues which businesses need to explore in order to stay relevant. People lose focus fast when browsing online and you only have so much time to capture their attention. Here are some of our top trends for digital marketing which you should also incorporate into your 2019 plan.

Short and to the Point Advertising

People aren't having much of long and confusing advertisements anymore. There is just too much content available online to be spending time on one thing at any given moment. They can just swipe and move on to something more interesting.

Latest studies show that ads 10 seconds and below are the sweet spot to convey your message and engage with an audience on a maximum level. Anything above that puts your advertisement budget at risk of going to waste. Surprisingly, if that advertisement goes up to 60 seconds, meaning just a single minute, half of the audience will already have logged off or moved to something else. You don't want that to happen, especially since online advertising is getting more and more competitive, not to mention more expensive as well.





More Descriptive Content

It is great to cover an entire range of keywords in a single article, but research shows that a variety of different pieces of content end up performing much better in the long run.

This means that instead of writing an article which covers something like “Top Cars in 2019”, write more descriptive pieces which focus on separate details which users may be more enthusiastic about. This could be having content around “Best Cars for Reliability in 2019”, all the way to “Most Powerful Cars in 2019”.

Play with keywords, mix the content around and always link back to the pillar content piece, which in this case would be “Top Cars in 2019”. Doing so will boost the entire network of articles instead of just promoting any single one.

Keeping Audiences Engaged with Chatbots

Converting traffic on a website is always the primary target of any digital marketing plan and not having a chatbot to keep people engaged is the biggest mistake any business can make. Chatbots may seem like they don’t make a big difference, but actually use one on your business website and see the difference in a matter of hours.

People looking to engage are hardly ever going to take out the time to write lengthy emails or even make a phone call anymore. Texting is key for audiences of all types and with a responsive chatbot available 24/7, it is now possible to keep everyone engaged regardless of where they are coming from.

Promoting Via Social Media Influencers

It may seem easy to just pay someone to promote your

brand, product or services, but in 2019, the focus on quality is going to be of an emphasis. The era of just getting someone well known to do an ad placement is gone and audiences are more aware of how the influencer is actually promoting the product.

People are far more likely to engage and believe in products or services which the influencer themselves believe in. This is why it is a good idea to make sure you develop a relationship with influencers, to see if you share the same goals and values, while working on a strategy to organically promote your product or services.

Mobile Is the Future

Everyone is on their smartphones for hours every day. They barely have time to open up the laptop or even sit on their desktop computers (if they still have one) anymore.

With mobile traffic expected to grow as large as 80% globally, businesses not focusing on mobile optimization can say goodbye to gaining anything from their online campaigns.

Pioneering Newsbytes

Facebook unveils new video chat devices, plans virtual meeting rooms



Facebook wants to take video conferencing to a whole new level for normal users, as well as the corporate market. The ability to engage in video conferences with dedicated cameras, speakers and mics which follow you around the room for maximum engagement and visibility may be the jump this industry needs into the future.

Integration of virtual and augmented reality is also in the talks with Facebook’s new video chat devices, meaning more work and less discussion can get done. This may just mean that meetings may finally become productive after all.

NEW SOCIAL MEDIA PLATFORMS TO WATCH OUT FOR IN 2019

There is a social media revolution ready to take place. It is now just a matter of time and the people have the power to decide which platforms will take the reigns from the current leaders. Facebook is continuously involved in scandals, Instagram has become a hub of unrealistic human portrayals and scams while Twitter is getting boring.

Not to the surprise of many, there are several social media platforms out there which are getting more and more active. 2019 just may be the year where one of them comes out on top and begins to cater to a more diverse audience.

Digital marketing is all about knowing which platforms perform best for certain strategies. Not having a focused approach can mean wasting an entire budget on targeting an audience which just isn't interested in listening to what you have to say.

Here are three social media platforms which we expect to continue growing in 2019 and eventually become crowd hotspots.

Forget Reddit, Get Ready to Steemit

Reddit is being criticized more than ever about its intolerance to different opinions, content and views which are not aligned with its policy. It was always a haven for all sorts of people who could freely express themselves, but has begun acting strictly against those who do so.



Steemit may just be the answer many Redditors are looking for. The ability to view and share great content while even getting rewarded by cryptocurrency payouts could be the way forward for all those people who take the time out to engage online. Why not get paid to upvote, share and comment?

#Verogram

Instagram is limited to only photo and video sharing and that may not fly for too long as audiences look for more. Enough is never enough for today's rapidly growing online audience and Vero may be the one to finally put Instagram to rest.



Vero is so much more than Instagram may ever be.

It allows people to share movies, TV, music, books, places, photos and basically anything that can be done online. The way Vero has managed its dashboard for users to search, create and share content is far superior to what Instagram has, along with the ability to categorize content. This may make all of our lives easier and far more enjoyable.

So Much More Fun than Snapchat

Vine died because of Snapchat and the latter may also be in for a surprise takeover as Musical.ly rapidly gains popularity. Snapchat is great, but it doesn't do much other than allow users to add filters and broadcast to a limited segment.



Musical.ly on the other hand, focuses on 15 seconds to 1-minute videos which can be accompanied with built-in soundtracks to accompany the video. The Asian markets have already adopted Musical.ly and the Chinese built app is only looking to expand further across the world.

As amazing as it may sound, many of the videos currently promoted on Instagram and other platforms are made on Musical.ly, which should be more than enough in predicting just how far it may go.

While social media networks like Facebook, Twitter and Instagram may not be completely wiped out in 2019, there is certainly going to be a change of track by many users. It will be interesting to see how social media progresses in the coming time.



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