

# Top Factors in SEO for 2021 to Focus:

1. Core Web Vitals
2. Google's BERT
3. Keyword research
4. Original content
5. Voice search
6. Artificial intelligence
7. Video Marketing
8. Featured snippets
9. Influencer SEO
10. EAT & branded SEO

## Optimize content for the featured snippet

The featured snippet is a box that appears at the top of the search results and provides searchers with a direct answer to their query.

- Using bulleted or numbered lists to answer the query directly: Bulleted and numbered lists are a great way to achieve the featured snippet position. It doesn't mean that you should litter your page with lists, but rather find appropriate places to integrate them.

For example, if you were trying to rank for a query like "how to repair your credit," a bulleted or numbered list of tips would be extremely helpful for readers.

Here's a simple process you can follow:

1. Review **your credit** reports.
2. Dispute negative marks.
3. Dispute incorrect late-payment entries.
4. Decide if you want to play the game some **credit repair** companies play.
5. Ask nicely.
6. Increase **credit** limits.
7. Open another **credit** card account.
8. Pay down outstanding balances.

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- Giving a short, to-the-point answer: The other way to optimize for featured snippets is to provide the answer outright. Don't beat around the bush and add frivolous details to up your word count. Take this featured snippet from the query "how to find the best dishwasher" as an example.

A good **dishwasher** should provide ample room for soiled dishes. If you cook using large mixing bowls and other large dishware, look for a **dishwasher** that has a lot of room. Also keep an eye out for the size of silverware baskets and the number of shelves. Jan 10, 2013

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In this example, you can see that the website answers the question directly. They mention to make sure the dishwasher has enough room, look at the size of the silverware basket, and evaluate the number of shelves.

This featured snippet provides a direct answer to the query.

So, to increase your chances of appearing in the featured snippet, you need to focus on delivering an answer clearly and directly.

Additionally, it's also crucial that you integrate your core keyword in the section you want to optimize for your featured snippet, so you have a better chance of earning the spot.

## BERT update by Google

Lately, in December 2019, BERT Update has been rolled out and most websites saw the negative impact of this update.

In this update, Google will mainly focus on the quality of the content. Also, the keywords, content relevancy, and user intent.

According to most SEO Experts, it is depicted and proven that Google checks the overall reputation of the website through YMYL(Your Money Your Life) and EAT(Expertise, Authoritativeness, and Trustworthiness) factors.

Here are some tips that can help you prepare for the BERT update:

- Provide your target audience with content that answers their search query. For example, if someone searches for “home remedies for cold”, then the user must see pages that have some tips for curing a cold at home.
- Start focusing on your context rather than the keyword density. Gone are the days when search engines could be fooled by stuffing keywords. They have grown much smarter and only relevant content is what attracts them for ranking.
- BERT update checks the content for sentences and phrases, which means the site owner should back the site with relevant content specific questions of the searcher.

## Link building

Links are used by search engines for mainly two things:

- To uncover new web pages.
- To determine how well a page should rank on the SERPs

The search engine crawlers reach other web pages through the link building process. Later they extract the information from these web pages and add them to their indexes. With the help of various algorithms, Google decides if these pages have sufficient information and quality to be ranked for relevant keywords.

So as you might be aware of the fact that link building can be done two ways:

- External Link Building

This when you want other websites to link to your website.

Here are some tips for building external links in 2021:

- Create unique and high-quality content that people want to refer to. A compelling content gains external links naturally.
- Outreaching influencers in your story for mention and reviews of your products and services.
- You can also ask people you know or work with to give you their precious external link. Of course, relevancy matters.
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- Internal Link Building

For making your web page rank with the internal linking approach, few things should be kept in mind like:

- Place the link on correct and relevant anchor text. This is the most important factor which search engines take into account in ranking a page.
- Linking to quality pages. Search engines always check where you're sending their users through internal links. Thus, the page which is internally linked should contain some useful and meaningful information.

**Thus, in 2021 for internal link building:**

- Use the correct and relevant anchor text.
- Decide which page the internal link should be placed at.
- Ensure the quality of the content on the linking page.

## E-A-T

**Expertise:** Google wants to see that a website demonstrates expertise in your field. This is especially pertinent to the medical, financial, and legal industries. You can establish expertise by providing clear, accurate information and citing reputable sources in your content.

**Authoritativeness:** Show off your authority. This can be demonstrated through credentials, positive reviews, and customer testimonials. You can highlight this information throughout your website.

Trustworthiness: Make sure users feel safe on your site. It's important to have an HTTPS site and an SSL certificate, especially if you accept any monetary transactions online. Studies show that Google ranks secure domains and sites with SSL certificates more highly. 75% of first-page Google results have an SSL certificate.

In addition to the tips above, you can ensure EAT compliance with these best practices:

- Include author bios if you have a blog and be sure to mention any credentials that demonstrate the author's expertise
- Go after high-quality backlinks and disavow spammy backlinks
- Make sure your website has accurate information on your About, Contact, and Customer Service pages
- Guarantee that all content directly related to your visitors' money or life (think financial advice or medical information) is written by qualified experts
- Cut or edit low-quality EAT content