



BrightEdge Research Reveals Where Ranking Factors Vary by Industry

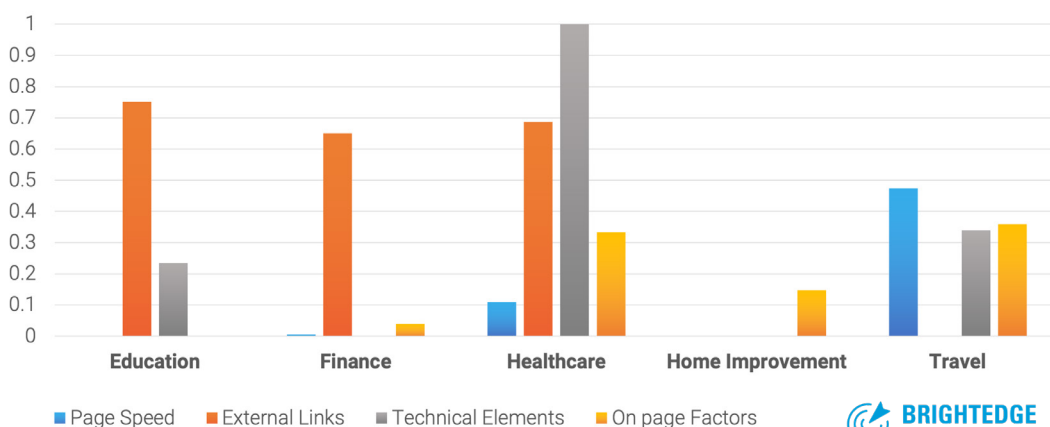
Google's search quality guidelines indicate that a given webpage may be ranked differently for a given search depending on, among other external variables, the location and intent of the searcher. The net effect for SEOs, content creators and digital marketers is that the ranking factors they are optimizing against are not always applied equally.

BrightEdge research has found that with more elements factoring into how Google ranks results for a keyword, marketers need to think about their website and how the organic channel will differ depending on the type of business they are in.

Looking at over 25 unique ranking factors, BrightEdge identified the top keywords by search volume across five competitive industries. Then, by applying SearchIQ to the top 10 URLs for each keyword, BrightEdge measured ranking factors across four categories: Page Speed, External Links, Technical Aspects – i.e., URL length and depth – on-page factors such as the length of copy and keyword presence.

SearchIQ then automatically identified and correlated what most to higher rankings in each industry.

What Impacts Rankings Across Industries



BrightEdge data validated some critical assumptions in SEO

- What matters for winning in SEO varies greatly depending on what kind of keywords marketers are targeting.
- Backlinks, while not endemic, are still a key factor for many keyword categories- particularly for YMYL keywords.
- In all cases, BrightEdge analyzed backlinks; it wasn't the number of links but the quality that highly correlated to rankings (i.e., more .gov and .edu- the more likely companies are to rank for health-care and finance queries).
- The Core Web Vital Rollout is impacting some industries more than others.
- The role of technical SEO is still vital for winning.

Summary of findings

Backlinks are relevant and very important for Your Money or Your Life (YMYL) Categories

This is especially true in industries such as Finance and Healthcare. BrightEdge found that the sites ranking near the top of results in these industries tend to feature citations and links from authoritative domains (.edu and .gov) more than results lower in the rankings.

Page speed correlation to rankings varies across industries and Core Web Vital (CWV)

BrightEdge found that for Education related and finance-related queries, there did not appear to be a correlation between higher ranking and better core web vitals.

For travel queries, better page speed and core web vitals are among the most commonly correlated characteristics for the top-performing pages in search results.

Technical page elements are important in Healthcare, Travel and Home Improvement

Technical aspects of a page, particularly the URL structure, are important in Healthcare, Travel, and lesser degree home improvement. They do not appear to play a role in Education and finance-related queries.

BrightEdge SearchIQ – Your Intelligent Edge

BrightEdge SearchIQ helps SEOs and digital marketer pinpoint and precisely predict factors that will drive a rank improvement and competitive win. Built directly into the BrightEdge platform, SearchIQ is the only technology in the industry that analyses search signals and hundreds of key ranking factors to translate intent into actionable outcomes that align with organizations' business goals.

Driven by the most advanced combination of deep learning and machine learning training modes, SearchIQ gives SEOs the 'intelligent edge' to succeed in marketing and product development.

The trusted SEO platform of choice for enterprises

BrightEdge, the global leader in enterprise organic search and content performance, empowers marketers to transform online content into business results, such as traffic, conversions and revenue. The BrightEdge platform is powered by a sophisticated deep learning engine and is the only company capable of web-wide, real-time measurement of content engagement across all digital channels, including search, social and mobile. BrightEdge's thousands of enterprise customers include global brands and 64 of the Fortune 100 and 9 out of 10 leading global digital agencies. The company has a global presence across North America, APAC, LATAM and EMEA and is headquartered in Foster City, California.

BrightEdge's enterprise-grade technology brings together business and search intelligence to power digital performance. BrightEdge helps marketers discover new search and digital opportunities and understand the customer experience in macro and micro detail.

Request a demo today from your sales representative