

# 10 Ranking Signals you need to Optimize Your Website for in 2023

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## In brief

To improve your website's search rankings, focus on optimizing for key Google signals including search intent alignment, click-through rate, keyword placement in title tags and page content, content comprehensiveness and uniqueness, proper HTML structure with schema markup, and high-quality backlinks from authoritative.

More than 200 ranking signals are there used by Google and it keeps tweaking and refining on every year. The idea of optimizing for all of those ranking signals can make people shiver with horror. So, without much introduction to this topic, let's learn about some ranking signals you need for optimization in 2023.

## 1. Accordance to search intent

It is obvious that when searching for something on a search engine, the users have certain intents. The search engine's ultimate task is to figure out those intents to supply users with the most relevant search results. Those relevant search results will appear in the top search list.

The more relevant your page is for a particular query, the higher it will get a position in SERPs, and it depends on the ranking of that page. If the search intent is highly satisfying, then you are supposed to get a high result in CTR.

You must consider experimenting with various queries to know and understand the search intents hiding behind your keywords. After trying to find out some results on the internet, you need to type that keyword in the search box. Then you must look at the first appeared result pages and determine their search intents.

When you face that the search results are irrelevant, you need to know that the keywords are irrelevant and will not let you reach the exact need you have. In that case, try to find out corresponding pages and add more relevant content to them to make the keywords more relevant.

## 2. CTR

Image Source - [semrush.com](https://www.semrush.com)

For Google, CTR is known to be one of the most vital relevance signals. It entails a significant ranking boost every time, as CTR highly correlates with rankings. Most marketers use Google Search Console's search analytical report to find out what people tend to click on the SERPs to reach their website.

However, if you want to know the exact position where you stand with your CTR, you need to look at the summary of CTR data sorted by position in Google search.

## Content

Usually, rankings and contents belong together, and contents are the main reason people visit your page. To make this process easier, Google has rolled out Panda and Fred updates according to the contents that get posted daily. Though it is also true that well-written contents are not enough sometimes as there are some rules, every content should have.

### **3. Keywords on your page**

In 2020, Keywords in the title tag will remain a powerful ranking signal as this is one of Google's decided ways to know whether the page is relevant to a certain query. So, it can be considered that the closer the keyword at the beginning of the title, the more your page gets listed at the top of the search result.

The main keyword should also be present on the page's body, but you also need to remember that you should never overuse the keywords simultaneously.

### **4. Comprehensiveness**

The content should be comprehensive as Google has become strict about the type of quality you are posting. It clarifies that you need to aim not only just filling the piece of content but, at the same time, also to make that content comprehensive as you can.

To optimize if the content is comprehensive, consider using TF-IDF analysis, as this can help calculate how frequently the keywords have been used on the competitors' pages.

### **5. Grammar**

When you publish mistake-free content, it is another signal that Google will judge the content as one of good quality content. To ensure you have done well, use free online tools like Grammarly. This tool helps a lot in correcting the mistakes in the contents by proofreading.

### **6. Well-structured HTML**

By clearly organizing your HTML, you are ensuring the exact topic your content is all about. Search engines remain on the HTML structure and its semantic markup. It can also happen that the peaky search engines think your content to be of low quality and make it rank low just because the HTML is a total mess.

However, various plugins can help you by cleaning and optimizing your HTML. You can simply consider implementing schema markup to make the HTML more structured. If you are doing this, you are supposed to make the search engines understand your content better.

### **7. Content uniqueness**

Image Source - [techrounder.com](https://www.techrounder.com)

Google appreciates uniqueness, and it also penalizes sites with duplicate content. So, if you want to improve the rankings, you must ensure that your site has no duplication issues. Those who have any doubts about the pages; then they can check those contents on tools like Originality.AI or Copyscape.

Sometimes, some companies can't take care of these things properly; that time, they can pay more attention to their advertisements and product descriptions to make them as diverse as possible.

### **8. Number of backlinks and linking domains**

Google appreciates quality over quantity, so the number of backlinks remains a powerful ranking signal. So, just look at the total numbers of the backlinks and the total linking domain parameters to know if there is any need for improvement.

## 9. Link authority

It does not matter the number of links you have, but they should be good quality. Otherwise, this can make you fall into trouble instead of bringing you a good rank. However, some tools can help you determine whether the link harms your site.

## 10. Link anchor text

Nowadays, link anchor text is a bit less important than the other parameters for link Keyword rich anchor text still firmly stays with an important relevance signal for the Google. If you want to be on the safe side, then your links' anchor texts need to be semantically relevant to the topic of the content and should maintain diversity.

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