

SEO for 2025

The Complete Guide for Search Engine Optimization in 2025

What is SEO? Search Engine Optimization improves your website's visibility in search engine results pages (SERPs). Compared to previous years, SEO in 2025 is very different due to latest Google changes (particularly with the raise of AI use to generate content). In this SEO PDF, I'll share with you tips and insights for staying ahead in Google search engine rankings as well as improve website conversions.

Originality

For most webpages, the quality of the Main Content (MC) can be determined by the amount of effort, originality, and talent or skill that went into the creation of the content.

Create original content (or update your current content so that it is as original as you.)

Usability (Desktop/Mobile)

The way people interact with websites are changing, people now use Laptops Desktops TV or smart-phones to visit websites. Accordingly, to provide better user-experience, focus on improving website usability regardless of device type used by your website visitors.



Complimentary experiences

Future of Google search results are changing, AI Overview, Rich Results and others. For Google to provide better experiences to its searchers, websites that create complimentary content will be rewarded. This could be simple as creating funny images, product reviews, PDF infograph, or how-to videos.

Structured Data

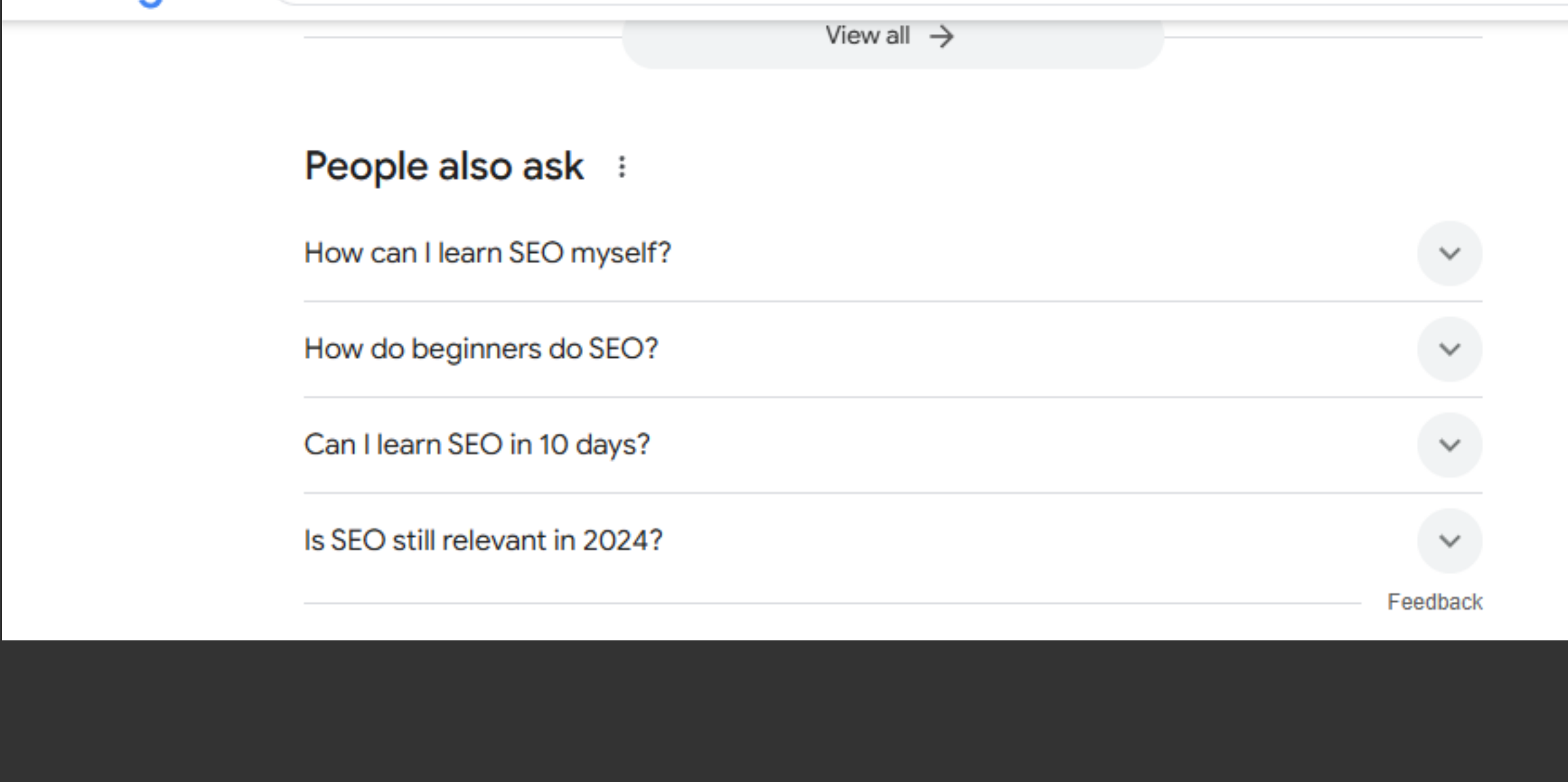
Rich Results

You may have noticed searching Google that first position results come from featured snippets, or even Knowledge Graph, or even Courses that slide in a gallery format in Google results.

Code structured data (or use Schema Markup plugins or Apps) and ensure it meets Google Structured Data Guidelines to take advantage of latest changes.

Keyword Targeting

Use tools like Google Keyword Planner and Google Search Box. Make sure to target question oriented words in 2025 (as it builds authority as well as drives related website traffic).



On Page SEO

URL

https://www.example.com/reader-friendly-include-keywords-in-url/

<title>What is on the WebPage? Include Keywords and CTA</title>

<meta name="description" content="Describe web page content" />

<h1>

What is the Main Web Page Subject Matter

Include Keywords</h1>

<p>Include important keywords

in above the fold area.

Use synonyms and variations of

keywords.

Use HTML tags (u, bold, strong, em, i)

</p>

<h2>

What is the Content Chunk Subject Matter

Include Keywords

</h2>



image file dimension proportional
image file name include keyword/s
img alt attribute include keyword/s

use minimal fields on web form
HTML5 form validation
Use autocomplete="on" feature

Balanced white-space between
web page elements

Finish up on page SEO with
clear precise Call To Action

Off-Page SEO & Backlinks in 2025

Backlink Building: Get high-quality links by publishing sharable content.

Social Signals: Promote your content on social platforms to increase visibility and traffic.

Online Reputation: Monitor and respond to reviews.

Create New Original Website: get 1 or 2 backlinks

Renew Expired Domain: find expired domain, re-register, publish with NEW ORIGINAL & USEFUL Content.

Use Different File Formats: as far as Google is concerned, a link is a link.

This means, be it images, videos, PDFs or any other type of media format can be used for backlinks.



Google Ranking formulas

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Search engine optimization world is changing, especially with AI usage explosion, this means, to get high Google rankings and free website traffic, you'll need to be active when it comes to publishing original and useful content created for the benefit of people.

To take advantage of Google AI overviews, you can optimize your website with Schema Markup FAQ with questions and answers, also, you must now target searchers in different search cycles.

For example: when they are in review mode, consider creating a short review video. When the searcher is in a learning mode, perhaps create how-to PDF or how-to video.

At the end of the day, SEO will always be important because it helps improve website's user-experience. As a result, search engines like Google and Bing will reward your efforts.

More SEO Related Resources

Creating helpful, reliable, people-first content

<https://developers.google.com/search/docs/fundamentals/creating-helpful-content>

Search Engine Optimization (SEO) Starter Guide

<https://developers.google.com/search/docs/fundamentals/seo-starter-guide>

Search Quality Evaluator General Guidelines PDF

<https://static.googleusercontent.com/media/guidelines.raterhub.com/en/searchqualityevaluatorguidelines.pdf>

SEO Video Tutorials by RankYa

<https://www.youtube.com/@RankYa>

Structured data markup for Google Rich Results

<https://developers.google.com/search/docs/appearance/structured-data/search-gallery>