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5 Facts You Should Know About SEO by [Varun Bihani](#)

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With search engines ever changing algorithms and parameters, you cannot predict what is going happen in the future of SEO. However, keeping your SEO skills updated as search engines release new algorithms will help you to be on track. Identifying current trends in SEO will help you move on in the right direction. Here are the five amazing facts that you should know about SEO to be successful in the long run:

1) Content is and will always be the king

With Google's Panda updates so many websites have been removed from the search results. The mission of Panda updates was to clear spam, content farms and low quality websites from the SERPs. These updates had brought into attention that content king is and will always be the king. If you want to win search engines' trust, you need to constantly provide high quality and unique content. It is important to provide user centric as well as search engine friendly content.

2) Natural backlinks

You can buy thousands of backlinks for your link building campaign to achieve top ranking in search results. You may achieve temporary success if you follow black hat approach, but in the long run it is not going to work. Google and other search engines can easily determine if you have huge number of backlinks coming from unauthorized and low quality sites. It will always be better to get a few links from high quality and relevant sources. You can obtain quality links from guest blogging. You can share informative, valuable content on social media sites to get quality backlinks. Sending out press releases is another good way to acquire quality backlinks.

3) Customized search

Customized searches include searcher's intent and preferences. Users are looking for more personalized results and they want accurate information when they conduct searches online. Search engines are including localized and personalized searches to provide relevant results. Searcher's intent and behavior will help you optimize your website for specific localized keywords. This will help you acquire high rankings in SERPs.

4) Optimize your site for various devices

With the launch of smartphones and tablets, users conduct searches on their handheld devices. They prefer to use smartphones and iPads to not only look for information but they also make acquisitions on the move. It is very important for you to have a mobile optimized website. You can improve your online presence and visibility in the mobile searches as well.

5) Social media presence

Google has announced that "Social signals are a ranking factor." Google and other search engines are integrating social media elements in the search results. If Google and other search engines see that you are not engaged in any social media activities, it may affect your ranking.

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