



Mastering 3 Click Engagement Signals

For Higher Rankings + Traffic

Cyrus Shepard
SEO Consultant, Moz
[@cyrusshepard](#)



You are an
SEO
Rockstar



You nailed *all* the ranking factors!



Rs RESEARCH Investigate keywords people may use to find your content. CONTENT	Cr CRIM Search engines must crawl index your pages. ARCHITECTURE	Cl CLIPPING Don't show the engines different pages than your searchers. USERS	Sc SCHEM Buying links, spamming in ads, all terrible tactics. USERS
Kw KEYWORDS Build target keywords into your pages. CONTENT	Mo MOBILE Optimize for today's smartphones and tablets. ARCHITECTURE	Tt TITLES Build keywords into your titles. VITAL	Co COUNTRY Consider the country of your searchers. USERS
Fr FRESHNESS Create timely content, refresh or refine stagnant pages. CONTENT	Dd DUPLICATE Be smart. Use canonicals, redirects. ARCHITECTURE	Ds DESCRIPTIONS Meta tags should describe what pages are about. VITAL	Lo LOCALITY Consider the region of your searchers. USERS
Mm MULTIMEDIA Images, video and audio can set your content apart. CONTENT	Sp SPEED Your site should load quickly on any device. ARCHITECTURE	St STRUCTURE Use Schema and more to turn data into enhanced listings. VITAL	Au AUTHORITY Authority is everything. Cover links, shares and other signals. TRUST
An ANSWERS Create content that can be turned into answers in the SERP. CONTENT	Ps HTTPS Provide a secure connection for visitors. ARCHITECTURE	Hd HEADERS Build keywords into your H1 + H2 tags, especially H1. VITAL	Va VALUE Save links from trusted, quality websites. LINKS
Dt DEPTH Don't let content fall. Aim for substance. CONTENT	Ur URLS Build keywords into your page addresses. ARCHITECTURE	En ENGAGEMENT Visitors should spend time with your pages, not bounce. TRUST	Ux USER EXPERIENCE Experience matters more every day. USERS
Am AMP Consider mobile page format to bulk for speed. VITAL	Re REPLETION Sites operating the same way for years carry weight. TRUST	Ac ANCHORS Save links from pages that use similar keywords. LINKS	Hs HISTORY Consider how regularly someone has visited your site. USERS
Ba BACKLINKS The more high-quality links, the better. LINKS	In INTENT Consider why someone is conducting a specific search. USERS	EMERGING VERTICALS	
Voi VOICE Say hi to Alexa, Google, Siri. EMERGING VERTICALS	Loc LOCAL Listings, reviews, maps and more. EMERGING VERTICALS	Img IMAGE Photos, illustrations are rising in the SERP. EMERGING VERTICALS	Vid VIDEO Searchers are looking for live action. EMERGING VERTICALS

Page 7 of about 190,000,000 results (1.13 seconds)

<https://www.bevnet.com/brands/rockstar>

Rockstar Energy Drink | Details - BevNET.com Brand Database

Hailing from Las Vegas, Rockstar Energy Drink's motto is "Party Like a Rock Star" and the drink certainly lives up to the name. With it's tall can and potent flavor, ...

<https://www.iridium.com/.../Personal Tracker>

Rock Seven - RockSTAR | Iridium Satellite Communications

The RockSTAR two-way Messenger is a truly global communication device and tracking system. It allows you to send and receive short messages from ...

<https://downdetector.com/status/gta5>

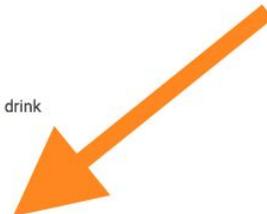
GTA 5 online down? Current problems and outages ...

GTA 5 (also: GTA5 or GTA V) is a computer game that is developed by Rockstar Games. It features both an online (multi player) and offline (single player) mode.

<https://www.engadget.com/rockstar-games-launches-r...>

Rockstar launches a record label to 'elevate' dance music ...

May 25, 2021 — Rockstar Games has launched a music label, CircoLoco Records, that aims to meld video game music with real-world dance culture..



But you can't rank higher than page 2



What if we
missed
something?

<https://www.google.com/search/howsearchworks/mission/creators/>

“we ... have to be careful not to reveal too much detail that would allow people to game our search”

Google



Google doesn't talk about the "big" ranking factors

Core Web Vitals, which dominated 2020-21 SEO, is only a "tie-breaker"

(interactivity)

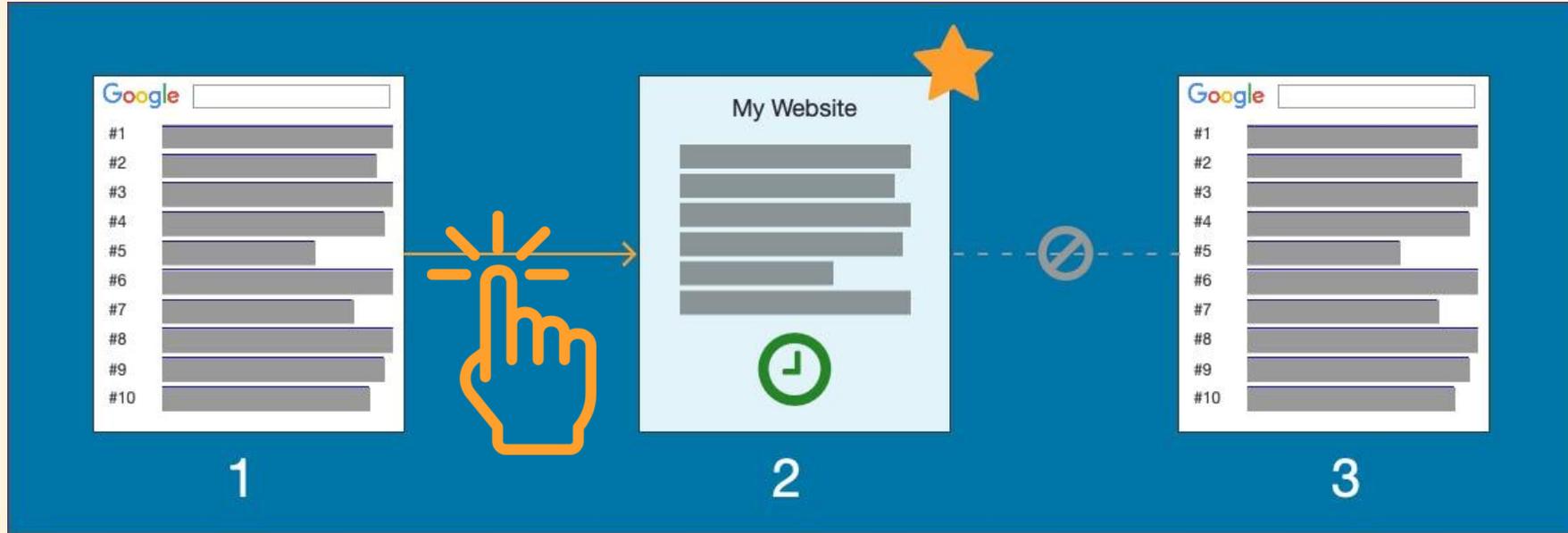
FID

First Input Delay

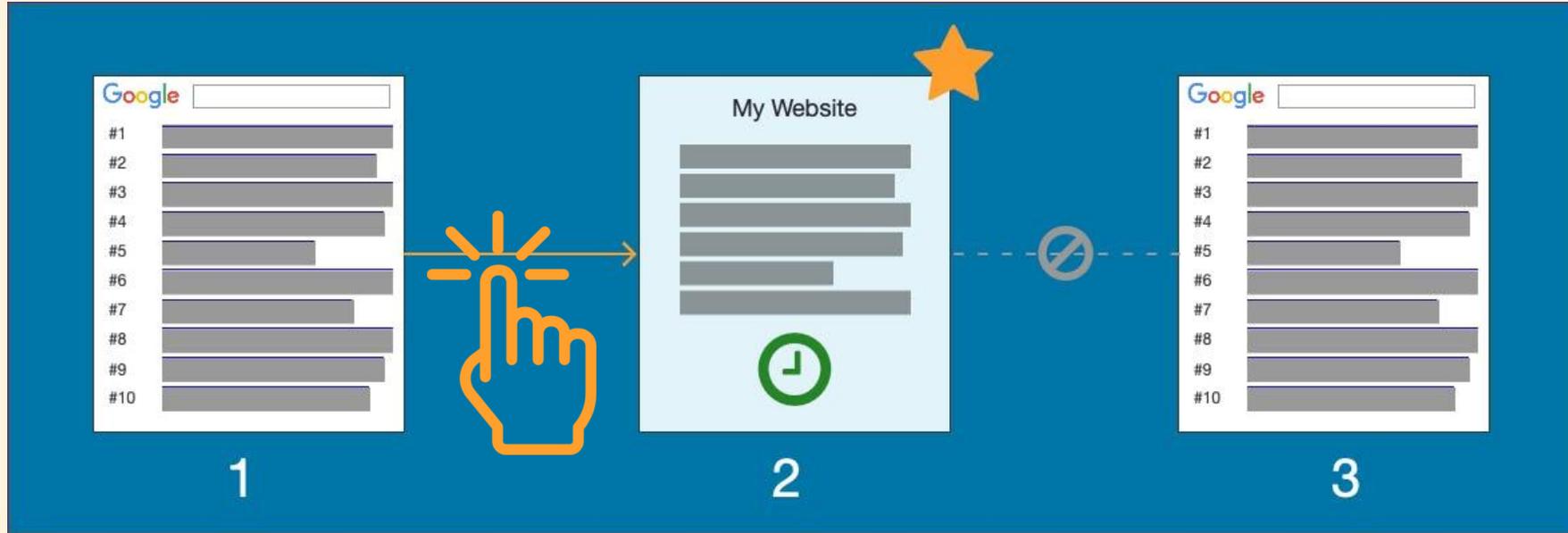


Can 20 years of Google patents give us a clue?

The image displays a collection of patent documents from Google, primarily focusing on search algorithms and data processing. The patents are arranged in a collage, with some overlapping. The most prominent patent is US 8,338,463 B1, titled "Method and apparatus for determining relevance of search results," which includes a detailed flowchart (FIG. 1) showing the process from receiving a search query to providing search results. Other patents include US 8,338,587 B1, US 8,338,649 B1, and US 9,002,867 B1, among others. The patents describe various methods for ranking search results, determining relevance, and processing search queries. The flowchart in US 8,338,463 B1 illustrates a process where a search query is received, and a set of search results is generated. These results are then ranked based on a relevance score, and the top results are provided to the user. The process also includes a feedback loop where the user's interaction with the results is used to refine the search algorithm.

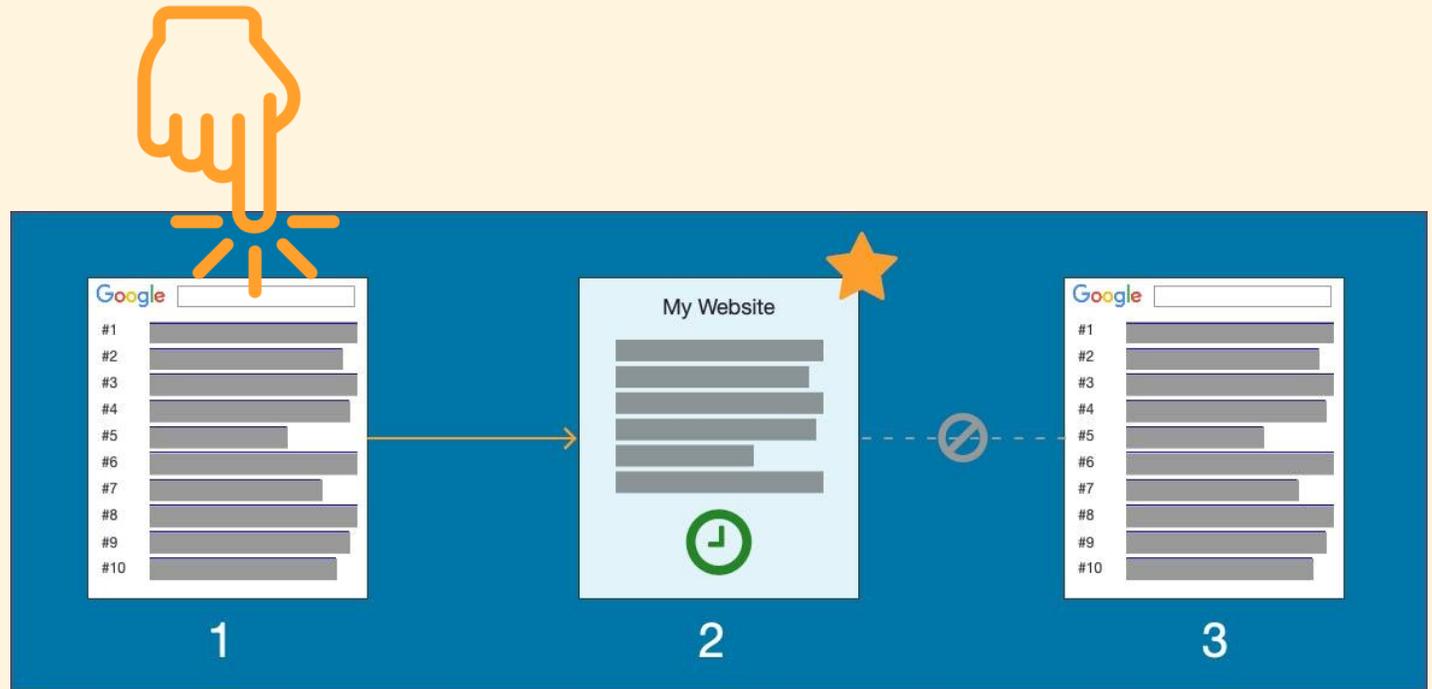


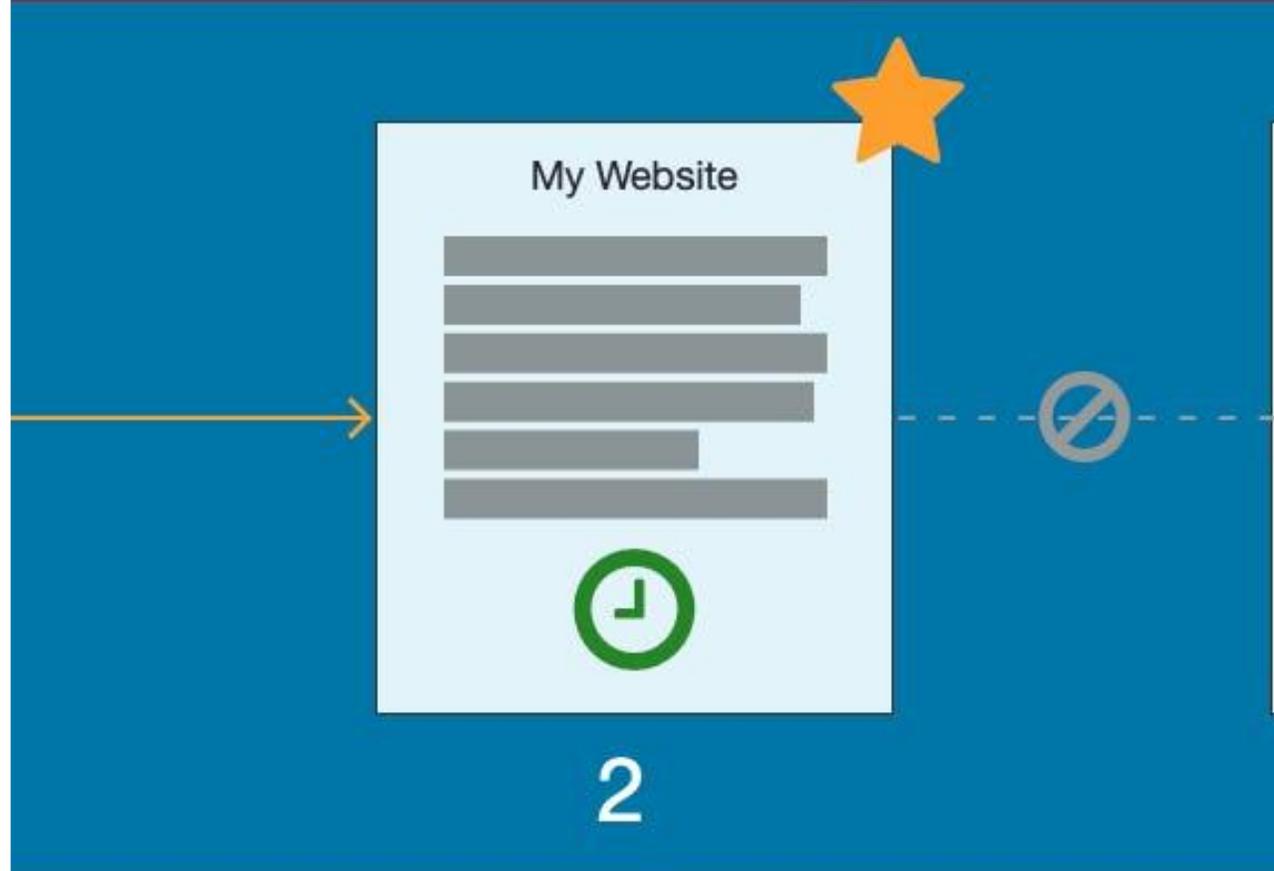
Yes... Click Signals



3 Types of Click Signals

1. Be the first click





2. Earn “long” clicks

3. Be the last click

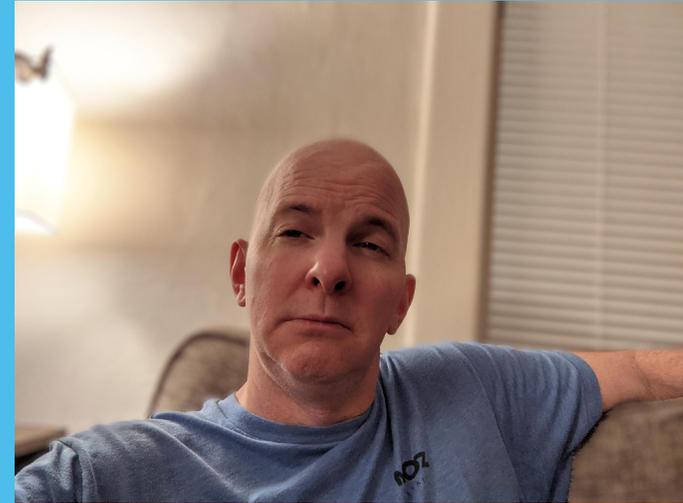




But does Google use
these signals?

"Beyond simple keyword matching, we use aggregated and anonymized **interaction data** to assess whether search results are relevant to queries. We transform that data into signals that help our machine-learned systems better estimate relevance."

– How Search Works, Google



SEO

Bing uses user engagement metrics for ranking websites in search

But Bing looks at these signals in a holistic manner for ranking purposes.

Barry Schwartz on August 20, 2020 at 9:26 am

Not too long ago, Bing documented [its search ranking factors](#) at a very high level. One of those signals I found interesting was the user engagement metrics; including click throughs, pogo-sticking, clicking on different results, changing the query and more.

So when I interviewed Microsoft's Christi Olson and Fabrice Canal, on [Live with Search Engine Land](#) about [What SEOs Need to Know about Bing Webmaster Guidelines](#), I specifically asked about this

Nearly every search engine uses click signals



By: Cyrus Shepard

April 7, 2021

3 Vital Click-Based Signals for SEO: First, Long, & Last

Search Engines | Advanced SEO

The author's views are entirely his or her own (excluding the unlikely event of hypnosis) and may not always reflect the views of Moz.

6



<https://moz.com/blog/click-based-seo-engagement-signals>



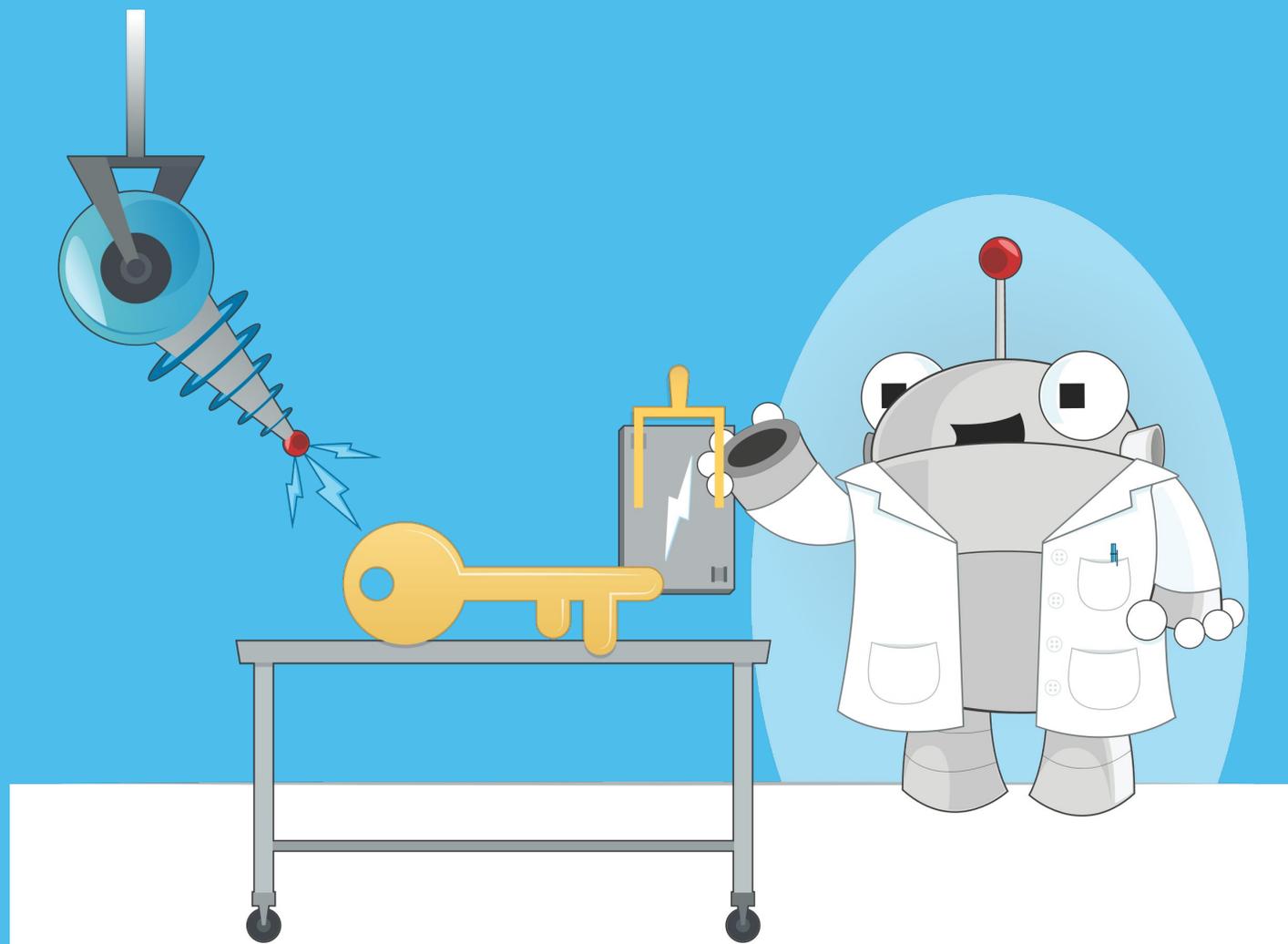
 **John**  
@JohnMu



I think Cyrus is using a long blog post to recommend you all make amazing websites that help to solve users' needs.

It's a good post - go and read it. Thanks for writing & researching this, [@CyrusShepard](#) !

Small-scale
SEO
experiments
are not proof of
Google's larger
algorithm!



Optimizing for First Clicks

1. Earning High Click-through Rates

The screenshot shows a search result for 'Hawaii Vacation Packages' on Tripmasters. The page URL is 'www.tripmasters.com > asia > Hawai...'. The title is 'Hawaii Vacation Packages | Vacations to Hawaii | Tripmasters'. The description is 'Best Hawaii Vacation Package · Flight into Hawaii Big Island and out of Maui · Hotel for 2 nights in Hawaii Big Island · Flight from Hawaii Big Island to Kauai · Hotel for 2 nights in Kauai · Flight from Kauai to Maui · Hotel for 2 ...'. The rating is 4.7 stars (1,714 reviews) and the price is \$689.00 to \$929.00. Annotations with green checkmarks and arrows point to various elements: 'Favicon' points to the Tripmasters logo; 'Brand' points to the Tripmasters logo; 'URL Keywords' points to the URL; 'Title' points to the page title; 'Rich Snippets' points to the star rating; and 'Description' points to the price range.

✓ Favicon

✓ Brand

✓ URL Keywords

✓ Title

trip www.tripmasters.com > asia > Hawai...

Hawaii Vacation Packages | Vacations to Hawaii | Tripmasters

Best Hawaii Vacation Package · Flight into Hawaii Big Island and out of Maui · Hotel for 2 nights in Hawaii Big Island · Flight from Hawaii Big Island to Kauai · Hotel for 2 nights in Kauai · Flight from Kauai to Maui · Hotel for 2 ...

Rating Price

4.7 ★★★★★ (1,714) \$689.00 to \$929.00

✓ Rich Snippets

✓ Description

What about Meta Descriptions?

<https://moz.com> › [SEO Learning Center](#) ⋮

Meta Description [2021 SEO] - Moz

The **meta description** is an HTML attribute that provides a brief summary of a web page. Search engines such as Google often display the **meta description** in ...

[How to Write Meta...](#) · [Title Tag](#) · [Alt text](#) · [Ranking Factors Home](#)

Meta Descriptions: Try #1

Before

https://moz.com › The Moz Blog

9 Simple Tips For Making An About Us Page For Your Website ...

Mar 15, 2015 — Your brand's About Us page is prime real estate for prospects looking to do business with the company. Reward visitors for their efforts by showcasing an engaging, insightful page.

https://moz.com › The Moz Blog

9 Simple Tips For Making An About Us Page For Your Website ...

Mar 15, 2015 — [About Us Page Best Practices] Your brand's About Us page is prime real estate for prospects looking to do business with the company. Reward ...

After

Top queries	↓ Clicks	Impressions
about us page best practices	62	99
why is an "about me" section critical to your website?	48	5,689
what does about us page contain	41	48

Meta Descriptions: Try #1

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https://moz.com › The Moz Blog

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9 Simple Tips For Making An About Us Page For Your Website ...

Mar 15, 2015 — [About Us Page Best Practices] Your brand's About Us page is prime real estate for prospects looking to do business with the company. Reward ...

After

-7.37%

Pages / Session

Test #8a - METAS 2

-14.61%

1.23 vs 1.44



Avg. Session Duration

Test #8a - METAS 2

-37.00%

00:00:58 vs 00:01:32



Bounce Rate

Test #8a - METAS 2

-0.08%

86.63% vs 86.70%



Meta Descriptions Try #2: Remove Description

Page Title	How to Achieve 100/100 with the Google Page Speed
Meta Description	Not found
Meta Keywords	Not found

https://moz.com › The Moz Blog

How to Achieve 100/100 with the Google Page Speed Test Tool

Apr 3, 2016 — One day, while playing with the **PageSpeed Tool**, I noticed **Google's website** had a terrible score for mobile devices, 59/100. The desktop version ...

Meta Descriptions Try #2: Remove Description

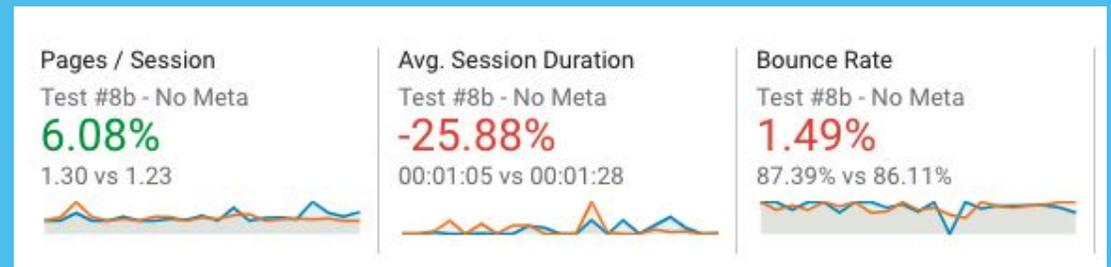
Page Title	How to Achieve 100/100 with the Google Page Speed
Meta Description	Not found
Meta Keywords	Not found

https://moz.com › The Moz Blog

How to Achieve 100/100 with the Google Page Speed Test Tool

Apr 3, 2016 — One day, while playing with the **PageSpeed Tool**, I noticed **Google's website** had a terrible score for mobile devices, 59/100. The desktop version ...

-2.99%



Meta Descriptions Try #3: Google Guaranteed

https://moz.com › The Moz Blog

Why Google AdWords' Keyword volume Numbers Are Wildly ...

Jan 12, 2018 — **GOOGLE GUARANTEED** Is Google Keyword Planner accurate? Broad and unusable volume ranges, misalignment with other Google tools, ...

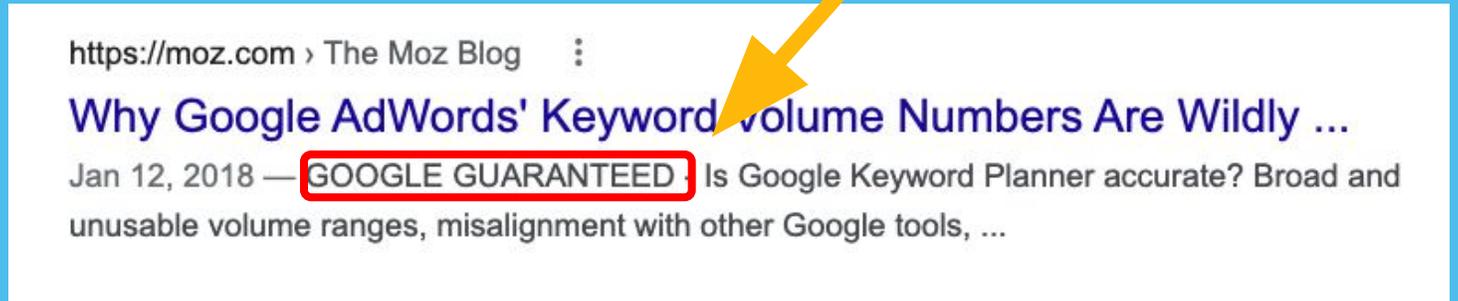


Meta Descriptions Try #3: Google Guaranteed

https://moz.com › The Moz Blog

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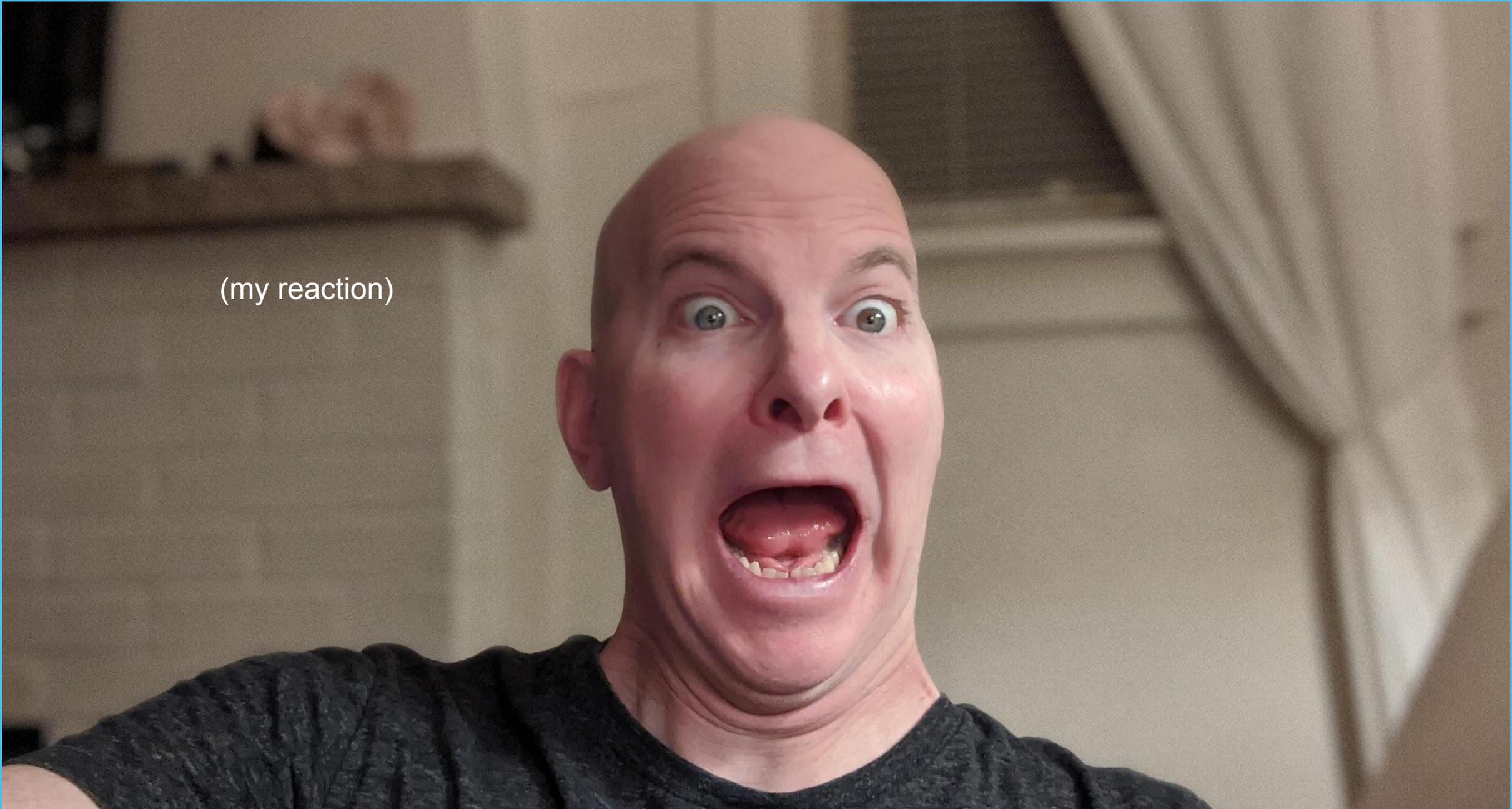
Jan 12, 2018 — **GOOGLE GUARANTEED** Is Google Keyword Planner accurate? Broad and unusable volume ranges, misalignment with other Google tools, ...



+7.09%



(my reaction)



Title Tag Experiments



moz.com › community › how-to-find-links-to-404-pages ▾

How to find links to 404 pages? | SEO Q&A | Moz

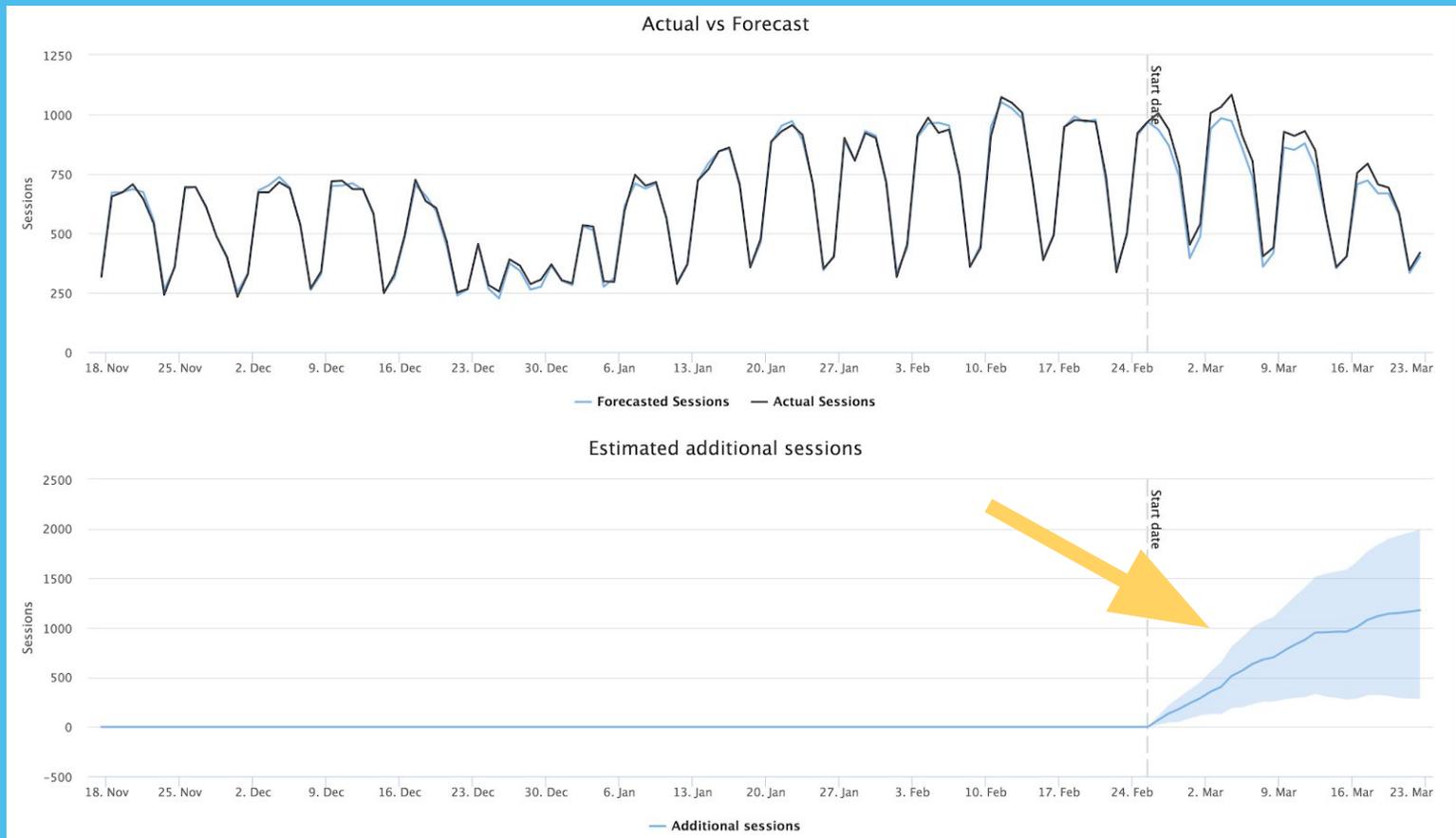
Feb 11, 2011 - I know that I used to be able to do this, but I can't seem to remember. One of the sites I am working on has had a lot of pages moving around ...

moz.com › community › how-to-find-links-to-404-pages ▾

Solved: How to find links to 404 pages? | SEO Q&A | Moz

Feb 11, 2011 - I know that I used to be able to do this, but I can't seem to remember. One of the sites I am working on has had a lot of pages moving around ...

7.1%
Uplift



Removing Title Tag Boilerplate

moz.com › blog › keyword-driven-personas-whiteboard-friday ▾

Keyword-Driven Personas - Whiteboard Friday - Moz

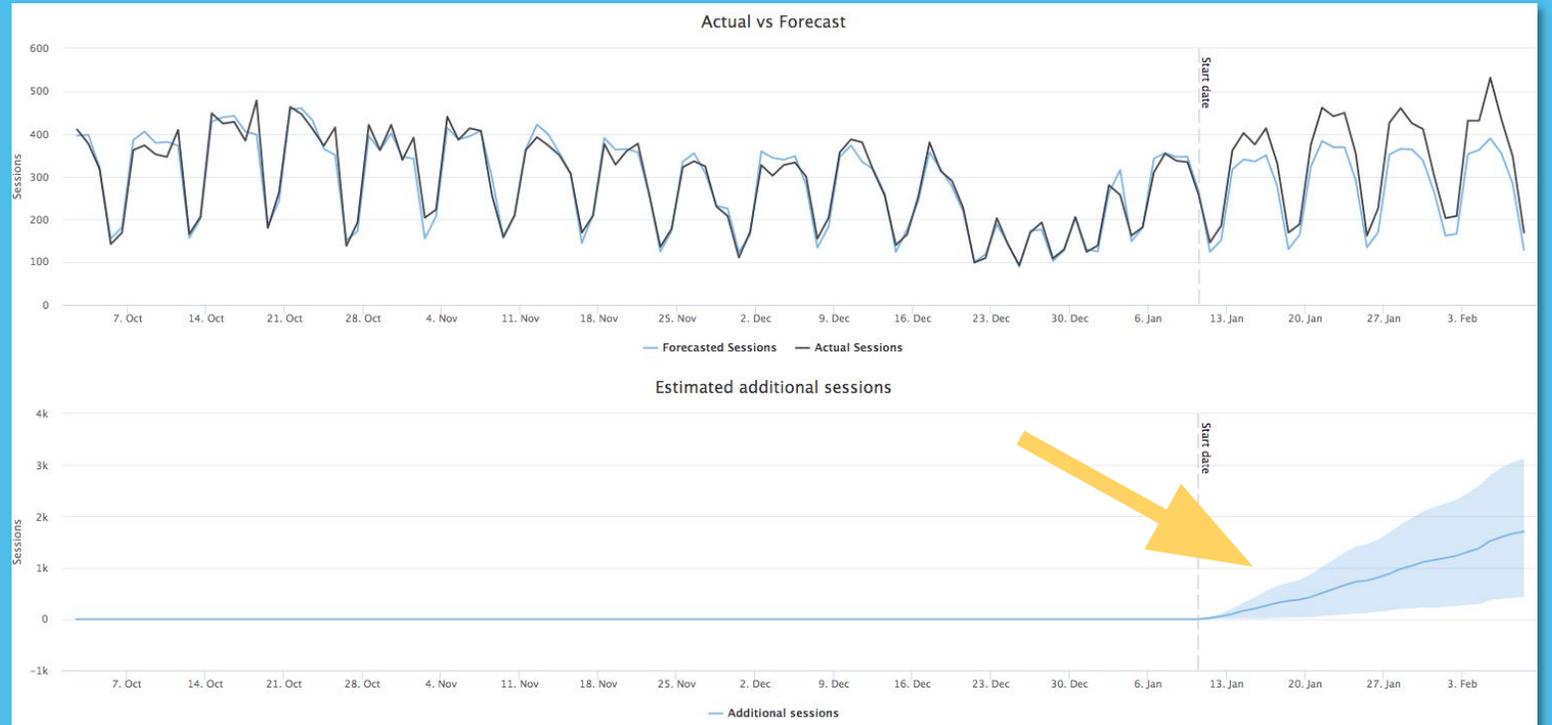
Apr 19, 2013 - In today's Whiteboard Friday, Ruth Burr discusses how you can use your **keywords** to **drive personas**, and ultimately affect your site mapping ...

moz.com › blog › keyword-driven-personas-whiteboard-friday ▾

Keyword-Driven Personas - Moz

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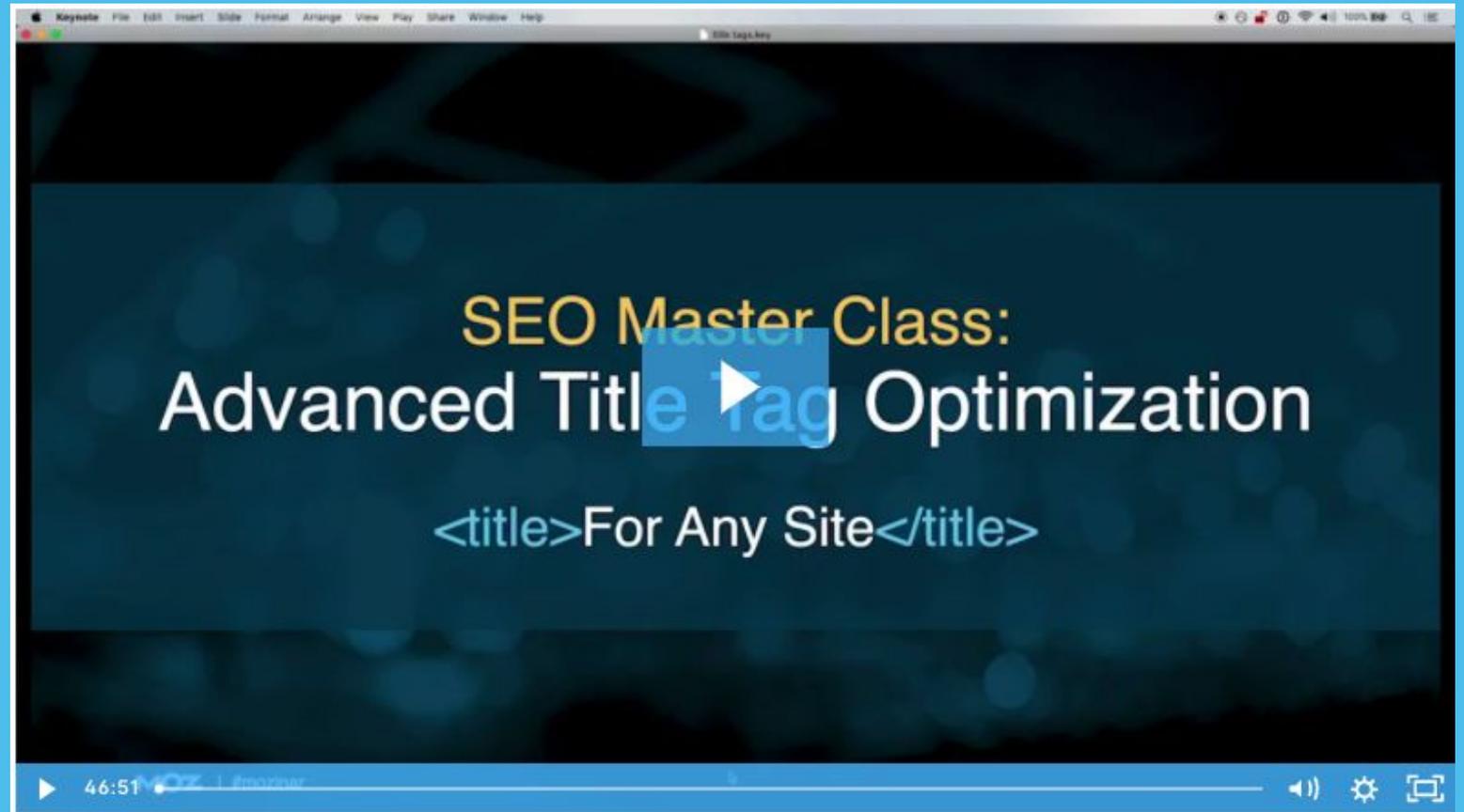
21%
Uplift



Beware of "Return-to-Earth" optimizations



Title Tag Webinar



Optimizing for Long Clicks

2. Long Click Ratios

$$\frac{LC}{C} = \frac{\text{Long Clicks}}{\text{Total Clicks}}$$


Pages that receive a high ratio of long clicks (LC) compared with total clicks (C) may be more relevant to certain queries than pages with lower LC/C ratios.

MOZ

I. Adding Videos

you're creating your title tags, in addition to optimization and keyword usage. The title tag is a new visitor's first interaction with your brand when they find it in a search result — it should convey the most positive and accurate message possible.



Why won't Google use my title tag?

Sometimes, Google may display a title that doesn't match your title tag. This can be frustrating, but there's no

Adding Videos

-1.39%

Pages / Session

Test #9 Videos

3.06%

1.62 vs 1.58



Avg. Session Duration

Test #9 Videos

2.20%

00:01:52 vs 00:01:50



Bounce Rate

Test #9 Videos

1.45%

77.53% vs 76.42%



II: Related Articles

Related Articles



How to Write a Blog Post: A Step-by-Step Guide [+ Free Blog Post Templates]

Since you're on this page, you probably already know how integral the process of blogging is to the success of your marketing efforts. Which is why it goes without saying that it's exceptionally...

How to Write a Blog Post Outline: A Simple Formula to Follow

What makes a blog post bad? There are lots of reasons a blog post could be less-than-perfect. Poor formatting. Poor grammar. Poor word choice. Poor shareability. The most pervasive problem?...

Which Format Is Right for Your Next Blog Post?

Choices are hard. And when it comes to choosing the right format for your next blog post, there's quite the smorgasbord to choose from. Perhaps how-to posts are your forte. Or maybe you just can't...



By: Rand Fishkin

March 2, 2010

Pagination: Best Practices for SEO & User Experience

Technical SEO

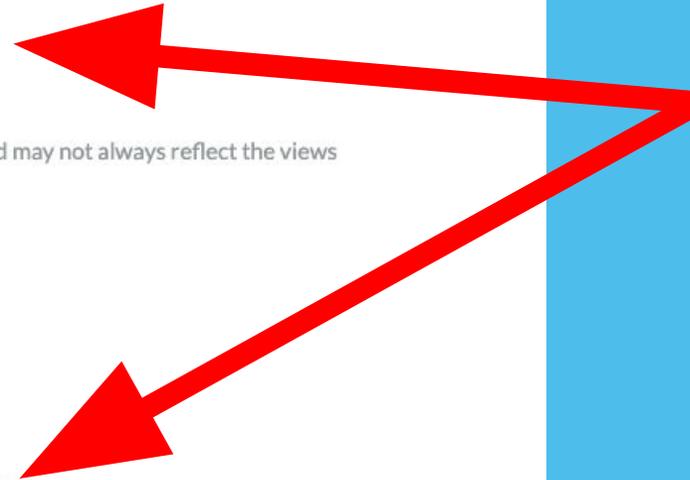
The author's views are entirely his or her own (excluding the unlikely event of hypnosis) and may not always reflect the views of Moz.

You may also like:

- [Why is pagination SEO such a mystery in 2021?](#)
- [Pagination attributes: link rel="next" and rel="prev"](#)
- [SEOs Are Breaking Pagination After Google Changed Rel=Prev/Next](#)

We've been getting a lot of questions in [Q+A](#) and on the road at events like last week's [Miva](#)

Move
Related
Articles to
the Top





By: Rand Fishkin

Pagination: Best Practices for SEO Experience

Technical SEO

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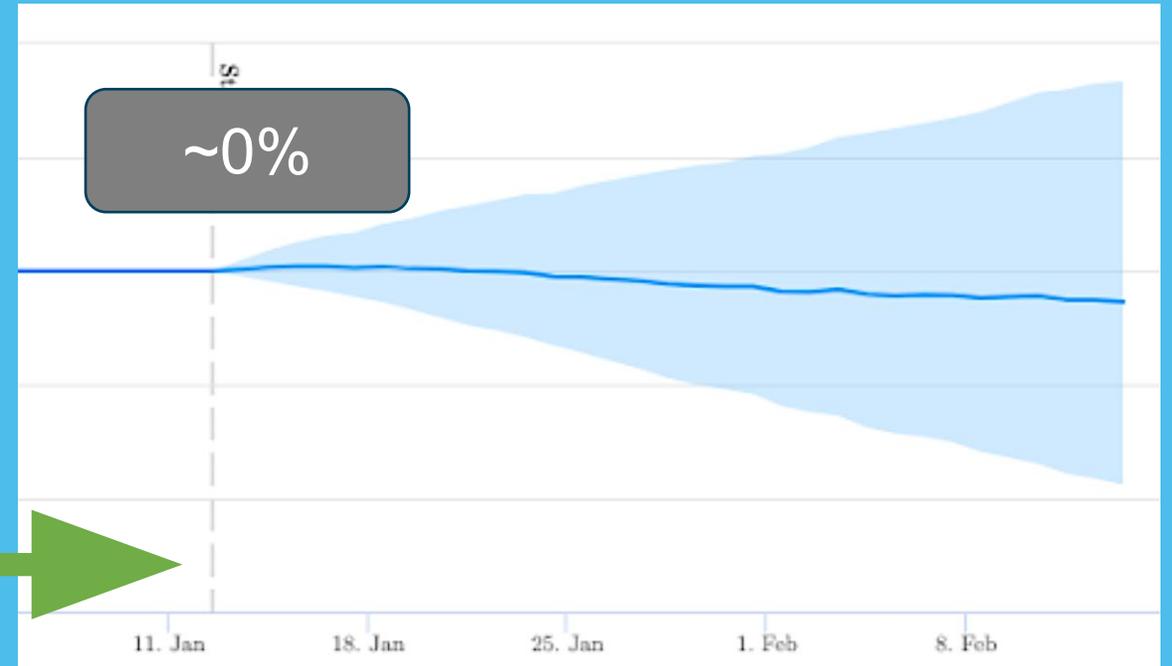
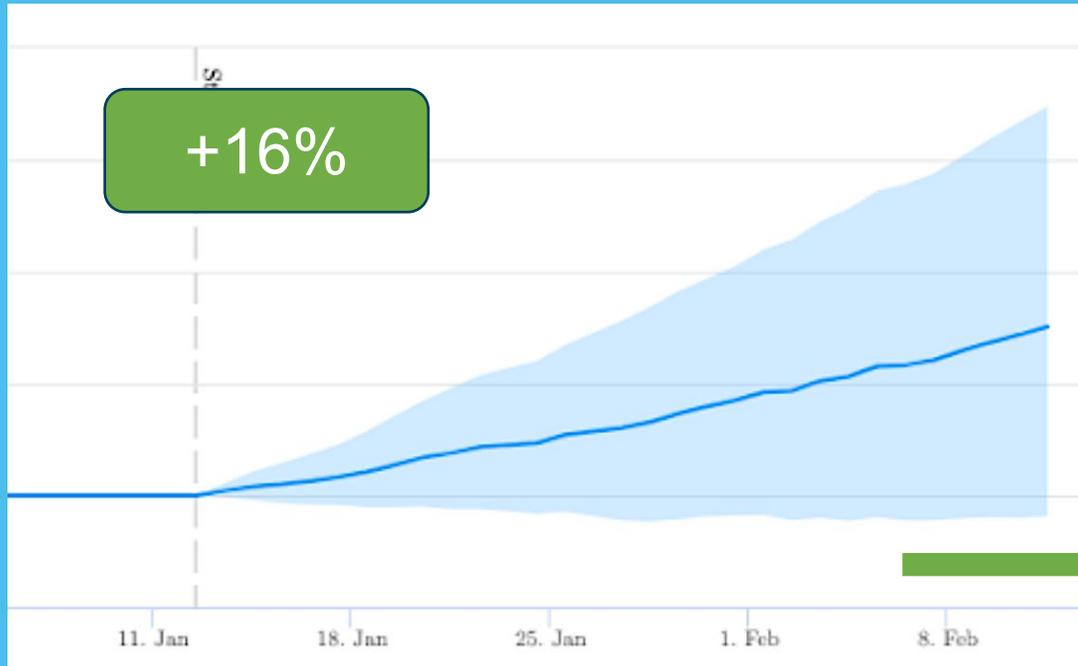
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+18.58%

Pages / Session	Avg. Session Duration	Bounce Rate
Test #10 - External Links -25.99% 1.31 vs 1.77	Test #10 - External Links -51.12% 00:00:58 vs 00:01:59	Test #10 - External Links 14.89% 84.45% vs 73.51%

SearchPilot Study

<https://www.searchpilot.com/resources/case-studies/seo-split-test-lessons-increasing-related-article-links/>



Donor Pages (outlinks)

Recipient Pages (inlinks)

Case Study: Domain Authority

Domain Authority

What is Domain Authority?

Domain Authority (DA) is a search engine ranking score developed by Moz that predicts how well a website will rank on search engine result pages (SERPs). A Domain Authority score ranges from one to 100, with higher scores corresponding to a greater ability to rank.

Domain Authority is calculated by evaluating multiple factors, including linking root domains and number of total links, into a single DA score. This score can then be used when comparing websites or tracking the "ranking strength" of a website over time. **Domain Authority is *not* a metric used by Google in determining search rankings and has no effect on the SERPs.**

You can use [Link Explorer](#) to check Domain Authority, or view a website's DA by using [MozBar](#) (a free Chrome-extension), the SERP Analysis section of [Keyword Explorer](#), and dozens of other SEO tools across the web.

How is Domain Authority scored?

We score Domain Authority on a 100-point logarithmic scale. Thus, it's significantly easier to grow your score from 20 to 30 than it is to grow from 70 to 80.

What is a "good" Domain Authority?

Generally speaking, sites with a very large number of high-quality external links (such as Wikipedia or Google.com) are at the top end of the Domain Authority scale, whereas small businesses and websites with fewer [inbound links](#) may have a much lower DA score. Brand-new websites will always start with a Domain Authority score of one.

Because Domain Authority is meant to be a predictor of a site's ranking ability, having a very high DA score shouldn't be your only goal. Look at the DA scores for the sites you're directly competing with in the SERPs and aim to have a higher score than your competitors. It's best used as a *comparative* metric (rather than an absolute, concrete score) when doing research in the search results and determining which sites may have more powerful/important link profiles than others. **Because it's a comparative tool, there isn't necessarily a "good" or "bad" Domain Authority score.**

How to use Domain Authority correctly

Case Study: Domain Authority

Before

Domain Authority

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You can check Domain Authority using Moz's [Link Explorer](#), the [MozBar](#) (Moz's free SEO toolbar), or in the SERP Analysis section of [Keyword Explorer](#). Domain Authority metrics are also incorporated into all [Moz Pro](#) campaigns, as well as the [Moz API](#).

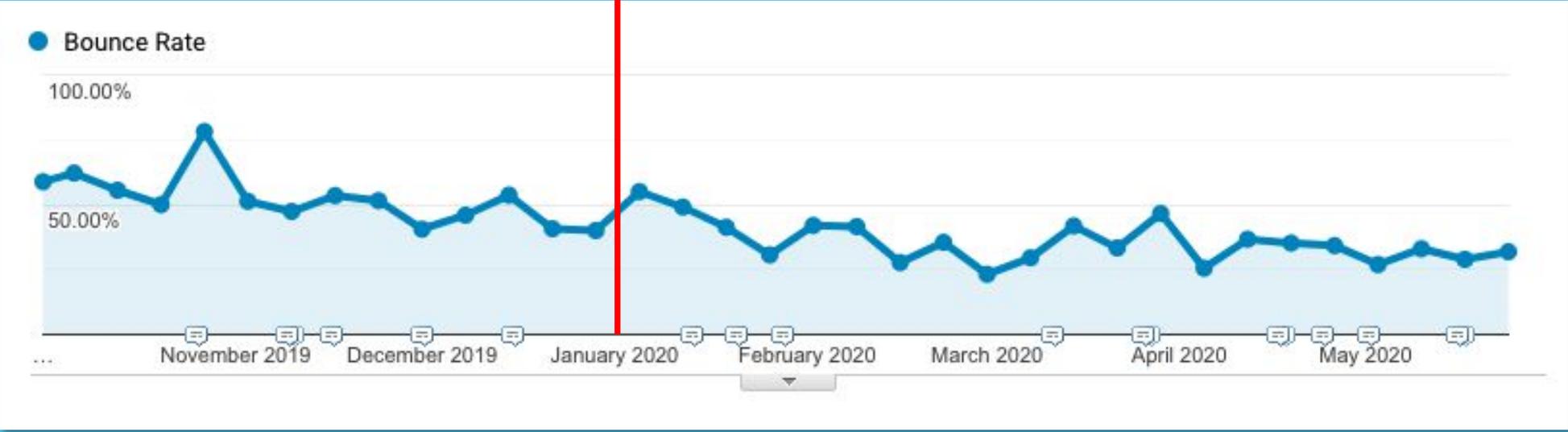
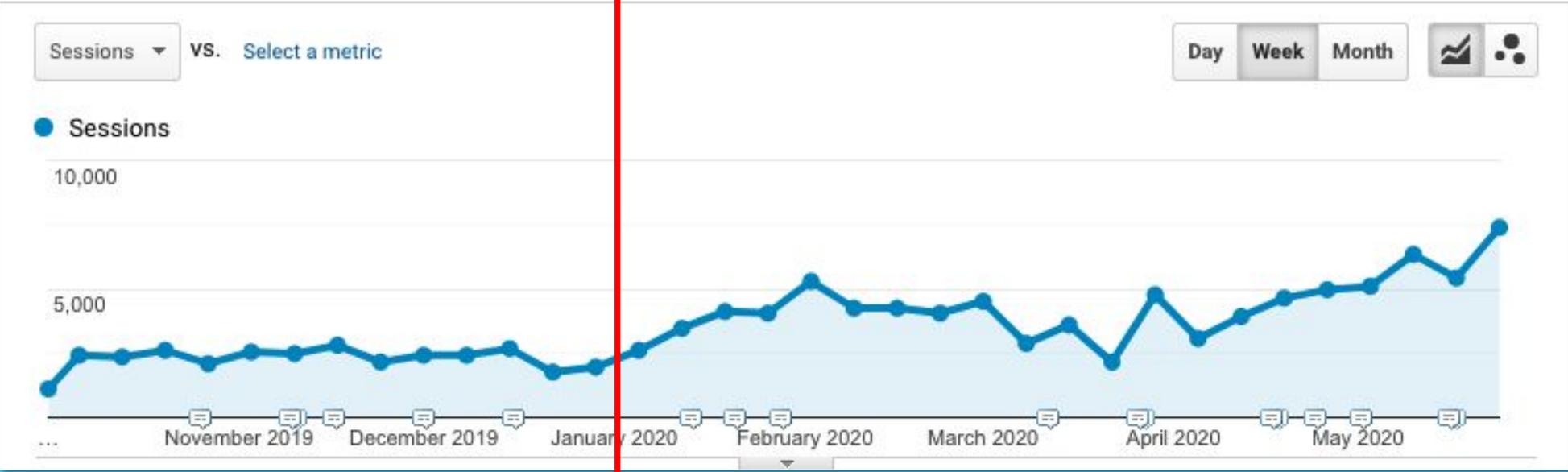
Domain Authority metrics are incorporated into dozens of SEO and online marketing platforms across the web.

Check your Domain Authority free:

Enter any domain, and we'll show you top competitive SEO metrics like Domain Authority, top pages, ranking keywords, and more.

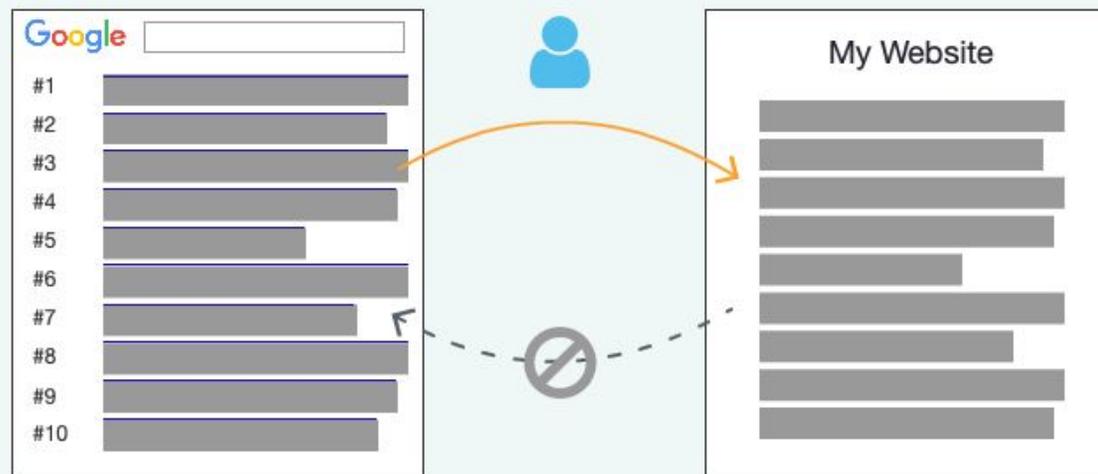
How is Domain Authority scored?

We score Domain Authority on a 100-point logarithmic scale. Thus, it's significantly easier to grow your score



Optimizing for Last Clicks

3. Be The Last Click



When you completely satisfy a user query, users are less likely to click back to Google to select another result. The "last click" a user selects can indicate satisfying content for a particular query.

MOZ

Frequently Asked Questions

Frequently Asked Questions

1. What is on-page SEO?

On-page SEO refers to the SEO elements you control on the webpage, or the webpage code, itself. Examples of on-page SEO include content, headlines and headers, image optimization, title tags, meta descriptions, structured data, and more.

2. What is on-page SEO and off-page SEO?

Off-page SEO (often called External SEO) refers to activities outside of the webpage you want to rank. Most often, off-page SEO refers to building links, but can include other activities such as social media, raising brand awareness, and PR efforts. This differs from on-page SEO in that the focus of the work does not involve working on the page itself.

3. Why is on-page SEO important?

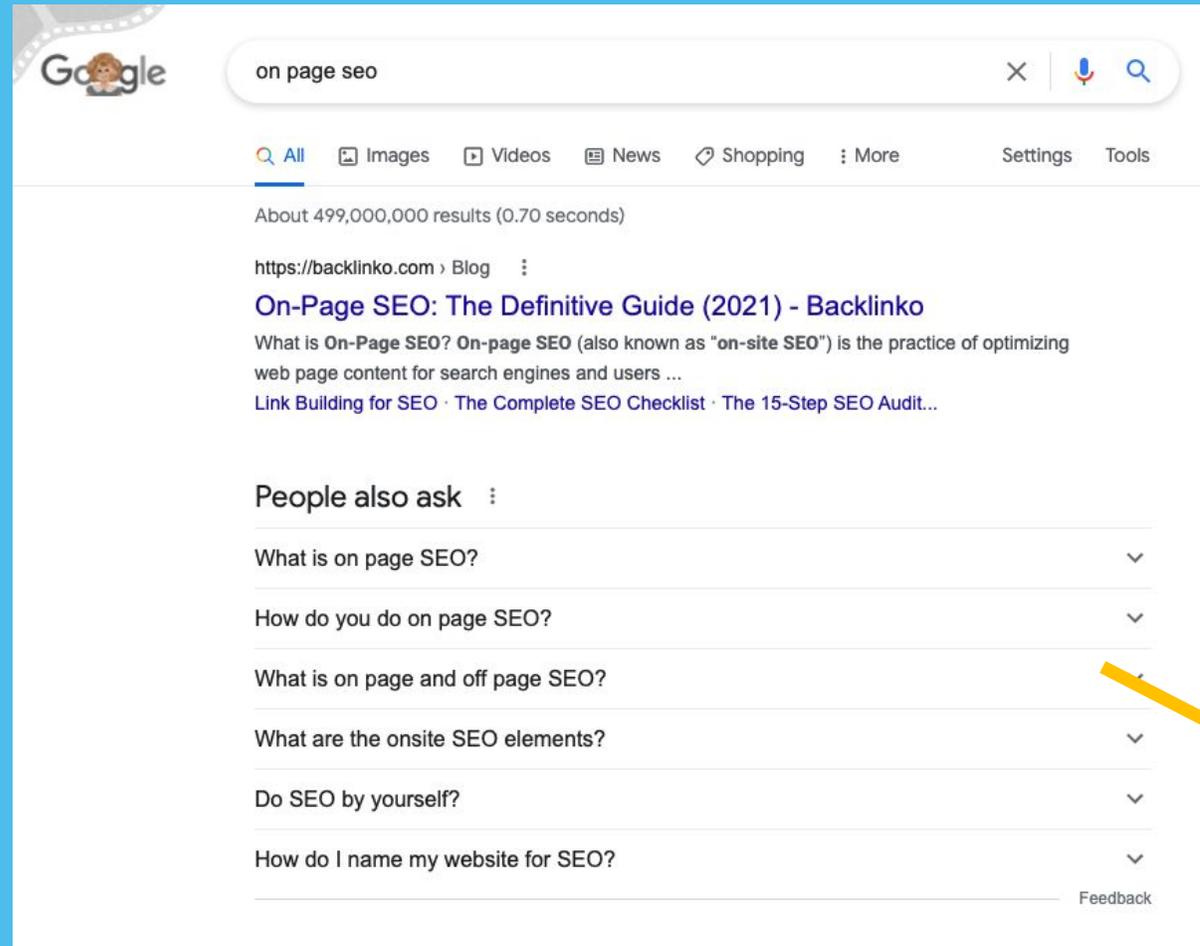
On-page SEO is important because many of the signals Google uses to rank web pages come from on-page elements. Most important is the content of the page itself. Because on-page elements are what your users most engage with, it's worth considerable effort to make sure your on-page SEO works well.

4. How long does it take for Google to rank your page?

Google can rank your page in hours, days, weeks, or months. A number of factors determine how long SEO takes to work, including the popularity of the content, technical considerations, crawl budget, and a host of other factors. For new content, there are a [number of legitimate SEO techniques](#) to rank faster.

Frequently Asked Questions

No FAQ Markup Used



Google on page seo

About 499,000,000 results (0.70 seconds)

<https://backlinko.com> › Blog

On-Page SEO: The Definitive Guide (2021) - Backlinko

What is **On-Page SEO**? **On-page SEO** (also known as **"on-site SEO"**) is the practice of optimizing web page content for search engines and users ...

[Link Building for SEO](#) · [The Complete SEO Checklist](#) · [The 15-Step SEO Audit...](#)

People also ask

- What is on page SEO? ▾
- How do you do on page SEO? ▾
- What is on page and off page SEO? ▾
- What are the onsite SEO elements? ▾
- Do SEO by yourself? ▾
- How do I name my website for SEO? ▾

Feedback



On-Page SEO: The Definitive Guide (2021) - Backlinko

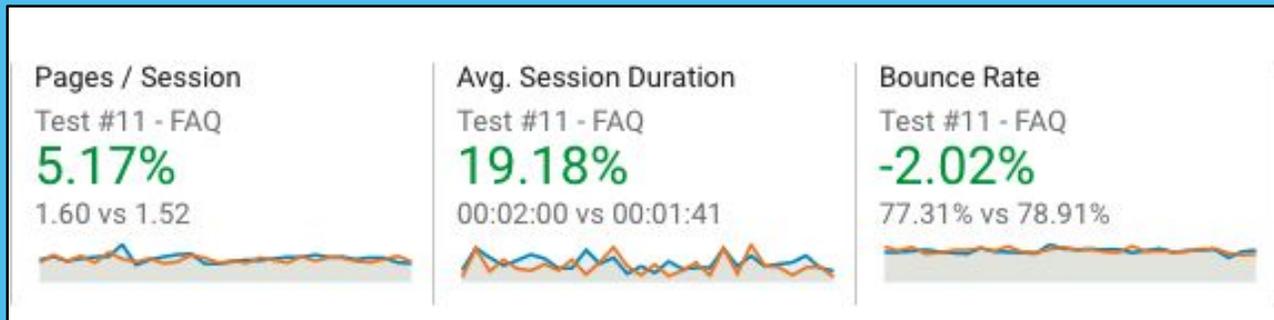
What is On-Page SEO? On-page SEO (also known as "on-site SEO") is the practice of optimizing web page content for search engines and users ...

FAQ

- 1. What is on-page SEO?
- 2. How do you do on-page SEO?
- 3. What is on-page and off-page SEO?
- 4. What are the on-site SEO elements?
- 5. Can you do SEO by yourself?
- 6. How do I name my website for SEO?

Frequently Asked Questions

+18.05%



Case Study: Moz Q&A

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The SEO Process

Whether you're an SEO pro or just getting started, engage with other marketers about the SEO process.

36.3k 166.6k
QUESTIONS POSTS



about 7 hours ago
Hi,
We currently have a

- Content & Blogging
- Intermediate & Advanced SEO
- Keyword Research
- Link Building
- On-Page / Site Optimization
- Technical SEO Issues
- Vertical SEO: Video, Image, Local



Moz Tools

Chat with the community about the Moz tools.

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3 days ago
Hoping someone can help us with Moz Pro reporting

- Getting Started
- Moz Pro
- Keyword Explorer
- Link Explorer
- Other Research Tools
- Moz Local
- API

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Browse Questions

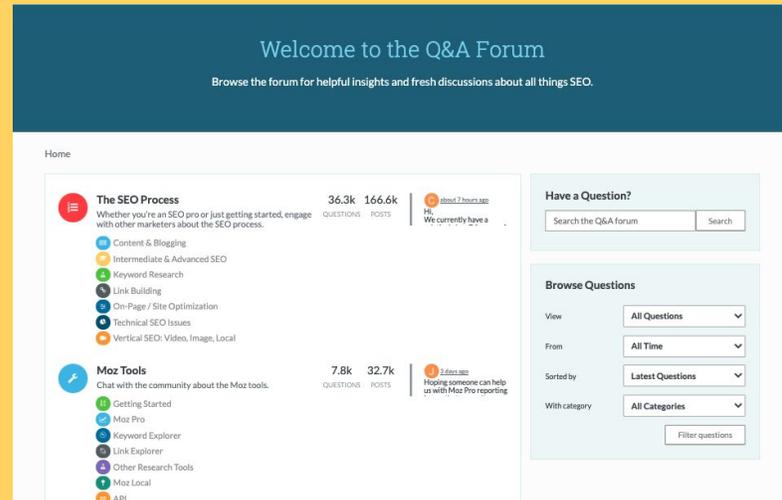
View

From

Sorted by

With category

Case Study: Moz Q&A



1. New Platform
2. Migrated > 100,000+ URLs
3. Speed Improvements
4. Better Sitemap Coverage
5. No New Content

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Christy-Correll Sep 29, 2020, 1:02 PM

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Reply Quote 7

8 days later

Danishali254 Oct 7, 2020, 10:48 PM

Thank you so much. really helpful

1 Reply Last reply Oct 9, 2020, 12:47 PM

Reply Quote 1

WebDaytona Oct 9, 2020, 4:46 AM

Never say never. I would be interested actually.

1 Reply Last reply Oct 9, 2020, 12:48 PM

Reply Quote 1

Christy-Correll Oct 9, 2020, 12:47 PM

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Jul 13, 2017, 8:42 AM | jon.white
- Our new index is live, and things are looking great for the new year!**
Jan 2, 2016, 4:47 PM | IanWatson
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- Increased relevant links:
1. Breadcrumbs
 2. Related Questions

Users ▾ VS. Select a metric

Hourly Day Week Month

May 2, 2021 - Jun 5, 2021: ● Users
Mar 28, 2021 - May 1, 2021: ● Users



+16.7%

Pages / Session

Community

9.38%

2.03 vs 1.86



Avg. Session Duration

Community

0.26%

00:01:20 vs 00:01:20



Bounce Rate

Community

-27.28%

57.15% vs 78.60%



Satisfaction is ranking factor #1



M



Thank You!

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