

User Behavior Data That Affects Search Rankings

NEILPATEL

neilpatel.com

a.Click-through rate:

Each click-through signifies a “user vote.” It means that search users have discovered a useful page that should be elevated. Users believe that the search result is the most relevant to their search query based on title and meta description.

If you want to increase your CTR, these resources will help:

- [How to Maximize Your Search Click-Through Rate in 9 Simple Steps](#)
- [How to Improve Your Click-Through Rate for Organic Search](#)

b.Navigation path:

- A navigation path is simply the channel by which search users came into your site, and the path of their departure.
- When you study your Google Analytics, you’ll gain insights on the navigation path. In turn, you can use these insights to increase your organic traffic, search rankings, and click-through rate.

Just follow this path:

- Log in to Google Analytics account, then go to > Behavior > Landing Pages:
- Next, click the “Entrance Paths” tab to reveal the landing pages that users entered your site from

The two important metrics to consider where navigation path is concerned are:

- Landing pages
- Exit pages
- The more landing pages users discover on your site, the more Google will reward you with **organic traffic**.
- However, you want to reduce exit pages and aim to lead visitors to your other pages and retain them when they come to your site through any of your landing pages.

c. Behavioral data that is influenced by search position:

- Your position in the search engine results pages to a large extent determines how many clicks and how much organic traffic your brand will get.
- Since you can’t manipulate Google or other search engines to rank your content pages higher within a short time, what you should do is make sure your headlines are compelling and include the main keyword that your targeted users are searching for.

d. How compelling results attract more clicks:

If you can **improve your organic clicks**, you'll definitely drive more customers to your business, because SEO leads are highly targeted.

So, tweaking your content to align with what search users want is the key.

The first thing that you've got to do in order to make your search results clickable is to write powerful headlines.

Here are some articles that can help:

[The Step-by-Step Guide to Writing Powerful Headlines](#)
[How to Write a Headline That Keeps On Earning Clicks](#)

Maintaining Your Search Rankings Long-Term

Content is the key to your SEO campaign. If you want to thrive, and build a real online business that attracts qualified clients and customers from search engines, the only way to succeed is to consistently create and promote the right content.

Here are the benefits of useful and practicable content:

- a. It drives your blog
- b. Content attracts natural editorial links
- c. Content encourages social signals

Bottom line: Focus on your users. Get to know them for who they are, and not the type of person you want them to become.