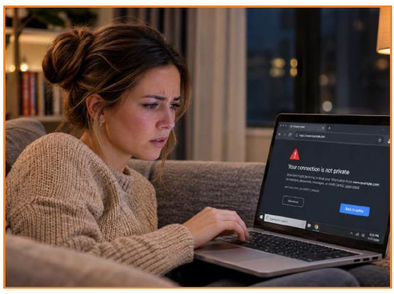


5 User Trust Factors for SEO and Conversions

1. Site Security Sets the Foundation for Trust

A security warning can stop a customer before they even see your site. Google has used HTTPS as a lightweight ranking signal, and automatic renewal can prevent an expired certificate. Old plugins and software need the same attention.





2. Show Customers Who They're Dealing With

Before anyone calls you, they want to know there's a real business on the other end. Real photos, clear contact details, and your service area help. E-E-A-T qualities can build credibility, but they don't guarantee higher rankings.

3. Make Sure Your Site Works When Customers Need It

Open your site on your phone with Wi-Fi turned off. Google considers page speed, and large videos and oversized images can slow pages down. Make sure customers can read the text without pinching the screen and tap the phone number easily.





4. What Gets Overstated About Engagement and Rankings

Google has said it doesn't use Google Analytics data, such as bounce rate, to rank sites. Bounce rate also needs context, since a short visit can still end in a call. Calls and inquiries tell you more than time on page does.

5. Keeping Your Site Trustworthy Over Time

Your site won't stay in good shape on its own. Certificates expire, and plugins fall out of date. Check your site on your phone every so often, or hire SEO specialists and ask how they'd check your site's security and which fixes should take priority.



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