The Perfect Guide to the Google RankBrain Algorithm

Google uses different algorithms to rate sites. One of the most important algorithms that Google uses for better semantic search is the Rank Brain algorithm. In this article, we want to introduce you to the Rank Brin algorithm in simple language. Stay with us.

As you know, Google uses different algorithms to rate different sites. These algorithms determine which sites will appear in the initial search results until the final results when you search for a keyword. Rank Brian Algorithm Rank Brian is one of the latest algorithms used by Google, which has greatly reduced the hands of black and gray SEO scammers from SEO scoring. If you have little information about this algorithm, join us to get acquainted with it in simple and fluent language.

What is a Rank Brain algorithm and how does it work?

The Rank Brain algorithm can be considered a more advanced version of the Hummingbird algorithm. Until years ago, Google's algorithms only paid attention to the number of keywords, and the more words in the written content, the more points and credibility that site gave. This paved the way for SEO scammers, as site owners filled their content, regardless of quality, with keywords to appear in

Google's initial results. When this became clear, Google engineers were encouraged to change the algorithms and update them. Rank Brain algorithm is one of the newest algorithms that analyzes your search term concept to give you the best and most suitable site. Let's give a simple example to get more familiar with conceptual analysis. Imagine we have a [high quality targeted website traffic](#) content site whose keyword is hairdresser, and you search for the keyword of a beauty salon. Do you think this site will be displayed for you? Yes, the Rank Brain algorithm, with its precise formulas and engineering, will review all the information and show you the best results.

History and mechanism of operation of Rank Brain algorithm

So far, we are familiar with the concept of this new Google algorithm. But when does its history go back and of course what is the process of measuring sites by algorithm? The year of construction and use of this algorithm dates back to 2015, which could greatly help to identify low-quality and good sites. Using this algorithm, many sites that were at the top of Google search results were moved to much lower results and replaced by lower sites that also had [high quality content](#).

Since 2016, this algorithm has been able to occupy more than 15% of Google page rankings, and after producing appropriate content and link building, it has been introduced as the third effective factor in measuring the site's SEO.

This algorithm is based on artificial intelligence and learning machine. This means that Google engineers have almost no role in measuring sites, and it is the machine and algorithm that scores sites. But what is artificial intelligence, machine learning or error testing method? We will explain these concepts to you in simple and tangible language. Imagine leaving a meal to a new machine to combine all the ingredients themselves, giving it the right cooking time and temperature to get the final result. Based on its artificial intelligence, the machine defines an appropriate function between input and output, and then changes the influencing factors. For example, once it reduces one food and increases it again. Once raises the temperature or lowers the cooking time. This trial and error method is done to the extent that the device can find the best and most appropriate method and amount of food composition to prepare the desired food, without human intervention. The same is true for the Rank Brain algorithm. This algorithm considers various factors for measuring SEO and tries to show the best site in the search results to the user by using artificial intelligence and error testing methods.

The important thing is that this algorithm is dynamic, that is, after Google finds the best site and content for a keyword, it does not stick to it and still scans sites, factors and search results. Interestingly, after the algorithm came into being, Google designed an experiment to compare the performance of artificial intelligence and learning machines with human performance. Therefore, in a period of time, the site [SEO](#) was done both by a number of its engineers and by the Rank Brin algorithm. At the end of the experiment, it was found that the algorithm was able to perform more than 10% more accurately and better than the engineers.

What factors does the Rank Brin algorithm examine?

In order for you to get an acceptable score from this algorithm, you only have to look for one thing: to satisfy the user and provide the right content to him. In fact, instead of filling the site with keywords targeted website traffic, see exactly what your user is looking for and try to incorporate them into your content.

So, the Rank Brain algorithm pays attention to your users' satisfaction with the content, but how? Retention time on the site

One of the most important factors that Google considers in Rank Brain is the retention time of users on your site. If all or a large number of users close your site shortly after entering it, it indicates that the content you wrote was not useful to them. Therefore, this algorithm considers the content of your site as poor quality and will not give it a high rating.

Number of sites searched after opening each site

Another important factor that this site considers as a sign of user satisfaction or dissatisfaction is the number of sites that users will open after your site. If after your site the user opens other sites with the same keyword, this algorithm will assume that your content could not be useful to the user. Pay attention to the comprehensiveness of the content

Another important factor that the Rank Brain algorithm uses to measure the SEO of sites is the degree of comprehensiveness of the content. How? Imagine that a user searches for the Hummingbird algorithm keyword and stays long enough on your site. Very good This is a good sign that your site has achieved enough user satisfaction.

But if the user, after reading your site, searches for the factors examined in the Hummingbird algorithm, it means that your content could not answer all the user's questions about the keyword. This indicates that your content is not complete enough, so this algorithm will not give you and your site a high score.

User satisfaction before entering the site

As mentioned above, the Rank Brain algorithm seeks to satisfy the user and show them the best and most appropriate result. Therefore, it not only considers the users 'satisfaction after entering the site, but also examines the users' behavior before entering! You ask how? Very simple due to factors such as site opening speed, download speed, full site load time and so on.

If users wait too long to open your site and are so late that they leave your site even before it is fully loaded, Rank Brain will consider it a negative impact factor. Sites should now have a minimum upload speed of 2 to 5 seconds. Statistics show that sites with longer loading times are slower than users and close the site before full loading.

Internal and external backlinks

Using internal and external backlinks is one of the most important and effective ways to improve your site's SEO. Doing so will not only increase your site's ranking in the ranking algorithm, but also have a

positive   effect   on   other   Google   algorithms. You can write a sentence about a related topic in an article and link it to the article on your site. For example, if you rank your content on algorithms Brin wrote, can do so by Penguin comparing it to the article Penguin on your site link. By clicking on it, users will enter the article page of Penguin Algorithm and   will   read   it   as   well. External backlinks will also be a kind of advertisement for you. For example, you can use it as an ad report, publish an article on a reputable site and of course related to the topic and link it to your site. By doing this, users will enter your site after reading the desired article and clicking on the link. The higher the number of backlinks you have, the higher your Google search rankings will be.

Observance of writing principles and simplification

It is true that some content and keywords require specialized content and articles but note that not all of your readers and users are experts in the field! For example, if you want to write an article about dowry rules on your site, if you fill your content with articles and comments, ordinary readers will not notice! A man or a woman with a completely unrelated field of study may want to know about this, if your text is hard and specialized, you may lose more than 90% of your readers and users! Observance of writing rules is another factor to which the Rankbrain algorithm pays special attention. The author of your content should be familiar with the principles and rules of writing and editing text and use them in the right place.

What can we do to improve the credibility of our site in terms of ranking algorithm?

After reading the previous cases, the question will probably come to you, what can we do now to improve the SEO of our site from the point of view of Rank Brain algorithm? The suggested solutions are very simple but can have a huge impact on improving the SEO of your site.

Write smooth, comprehensive, and SEO-friendly content

When writing content, try to guess all the possible questions users have about the topic and write a complete and comprehensive text about them. Follow the writing rules completely and do not misspell. Use enough keywords appropriately. Write fluent and understandable content. Use the H1 to H6 tags. Make sure your content is at least 1500 words.

Use relevant keywords

As mentioned above, this algorithm analyzes the concept, so if you want to find the right position for it, be sure to take the use of keywords seriously. For example, if you are writing about a shop in the content capital, be sure to include similar words in the text, such as shop, Tehran, capital, shop, boutique, and so on.

Have a user feedback section

Rank Brain algorithm seeks to find a site that can satisfy its users in the best possible way. One of your solutions can be to set up a user feedback section. If your site comments are high and users are satisfied with its content, Google will recognize your site as credible and valuable.

Use internal and external backlinks

As mentioned above, using backlinks is a quick and great way to improve your site SEO. The important point is that for external backlinks, be sure to choose reputable sites and do not overdo it. If you get a lot of backlinks from many sites regardless of their credibility, Google thinks you are trying to fool it. So not only will your site rank higher, but it will also fall lower.

Increase your click-through rate

The more clicks your article and site have, the more credible your site SEO will be. You can use different strategies to [increase the click-through rate](), the most important of which is the use of attractive headlines. Try to choose an attractive title for your content to attract users. You can also use words like best and newest or numbers.

Conclusion

You want to know some tips that can boost [targeted organic traffic of your website]() and that's Rank Brain algorithm is one of the newest algorithms used by Google, which seeks to satisfy the user and find the best search result more than anything else. This algorithm examines factors such as [click-through rate](), site retention time, content loading speed, etc., and automatically ranks and ranks sites using artificial intelligence.

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