



# Site Factors That Affect Your Rankings

Google's ranking factors will change from time to time in an aim for Google to deliver even better results to their users.

- **Optimizing your content for the right keywords/phrases.**
- **Content will always be king.**
- **Title and Header Tags.**
- **Use an XML Sitemap.**
- **Speed is important.**
- **SEO-friendly URLs.**

SEO is an ever-evolving entity that needs constant maintenance, research, and updates. If you're having issues with your rankings, or are looking for opportunities to improve your standings on search engines, then it is best suited to connect with an **SEO company in Westminster, CO.**