Content vs Links

The Answer to Which is More Important for Ranking

Are you aware of the ongoing battle Google is waging to make search results display the most relevant websites to the search query? Google's ever-evolving core algorithm updates are centered around providing the best user experience. So it makes sense that all research and algorithm updates have this primary goal.

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Google launches Florida, an algorithm update that introduced link analysis as a major ranking signal. SEO experts believe this was done to allow Google to better analyze inbound links and devalue those which are deemed irrelevant.

2003 "Florida"



2012 "Penguin"

Penguin, another major Google update which would later become part of their main algorithm, targeted link schemes and keyword stuffing. In the span of about four years, Penguin went through several updates as Google gathered data about links to find patterns around link quality and relevance.



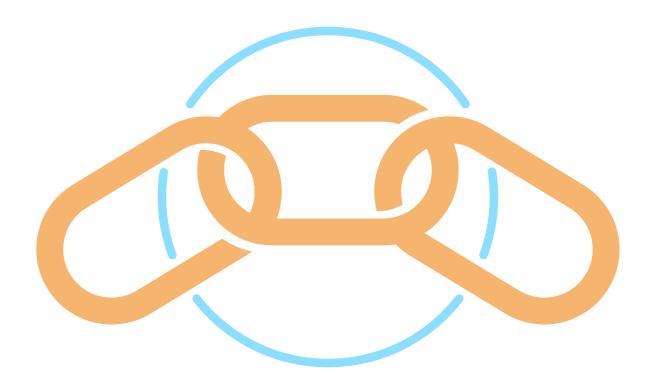
2013 "Hummingbird"

Hummingbird focuses on content, conversational search, and topical relevance rather than specific keywords. This made quality and engaging content even more important to website rankings. This means it's important to have comprehensive content which answers a website visitor's questions.



SEO Experts

Experts support the importance of topical relevance for search engine rankings and believe its more critical than inbound links. Comprehensive and engaging content, which satisfies the user intent can help a website to outrank competitors with more inbound links and a higher domain authority.



Don't Discount Links

Sites with very few links still showed a pattern of struggling to outrank those with higher domain authority. However, Hummingbird is helping Google accomplish its goal of making search results more relevant to user intent. Now quality content is the most important factor for ranking. When focusing on engaging content centered around a relevant topic, links come naturally users engagement.