

Insights from
1000+ Websites

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GOOGLE RANKING FACTORS 2025

An AdLift
Research





WHAT REALLY IMPACTS YOUR GOOGLE RANKINGS IN 2025?

AdLift analyzed over 1000 websites across industries—ecommerce, BFSI, SaaS, healthcare, and B2B tech—to determine the most important SEO ranking factors today. Here's what we found.



THE GOOGLE RANKING FACTOR PIE



This pie reflects the weighted contribution of each category to Google's algorithm in 2025.



BACKLINKS (40%)

Still the strongest ranking signal—but it's not just **about volume.**

Quality of Backlinks (15%)

Authoritative and relevant sources.

Anchor Text Relevance (10%)

Authoritative and relevant sources.

Backlink Diversity (10%)

A mix of referring domains and link types

Link Velocity (5%)

Steady, natural link growth over time


AdLift Insight:

Sites that earned links to both their home and sub-pages—using diverse anchors—outperformed competitors.



TECHNICAL SEO (25%)

Your site's **infrastructure** matters more than ever.



Top-performing websites consistently prioritized:

Core Web Vitals (Page Speed) (10%)

Fast load, stable layout, and smooth interaction

Mobile Optimization (5%)

Fully responsive experiences

Crawlability & Indexability (5%)

Seamless navigation for search bots

Structured Data (Schema) (5%)

Enhanced interpretation and visibility in rich results

AdLift Insight:

Schema and Core Web Vitals compliance led to better rankings and higher SERP presence.



CONTENT (20%)

Content has evolved—it's now about  **quality, trust, and relevance.** 

High-Quality Content / E-E-A-T (8%)

Expertise, experience, and authority

Content Freshness (5%)

Regular updates outperform stale pages

User Intent Alignment (4%)

Pages that solve what users are actually searching for

Content Depth (3%)

In-depth coverage beats shallow content

AdLift Insight:

Content that reflects user needs and expert insights ranks higher—even with fewer backlinks



SEO HOUSEKEEPING (15%)

The basics
still matter.

Optimized metadata drives
clicks and relevance

Title &
Meta
Tags (5%)

Internal
Linking
(5%)

Boosts authority flow and
improves crawl paths

Reduces SEO dilution and
improves clarity

Duplicate
Content
(5%)

AdLift Insight:

Many quick wins come from simple fixes: stronger meta-data, eliminating thin content, and improving interlinking.



SEO SUCCESS= SYNERGY

Ranking today isn't about one magic tactic. It's about orchestrating backlinks, technical foundations, content excellence, and clean on-page structure.

The best-performing sites in our study excelled across all major Google SEO ranking factors—and yours can too.

READY TO RANK SMARTER IN 2025?

AdLift's data-driven
SEO strategies are built
on real insights—not guesswork

Q Let's build your **SEO roadmap** together.