

Ph.Creative presents

Professional Secrets

Google Professional Secrets to help get you to the top of Google

If you're serious about finding the people who are already looking for you, Search Engine Optimisation is a crucial element of any search marketing campaign when looking to capture your target audience.

We're constantly asked... "How do you get to the top of Google?"

So we thought we'd provide you with 'real' tips that work. Below are some of the tactics and techniques we use to help our clients.

However, please remember... there are over 150 factors that influence where your website ranks within the key search engines and it's the 'sum of its parts' that gets you long lasting results.

> 1. Keyword analysis - SEO begins with the end in mind

Ask yourself the following question... “what would people type into a search engine to try and find what we offer?” Put yourself in the minds of your customers. Ask your current customers or carry out a survey? Brainstorm in the office.

Once you’ve done this you’ll have a basic keyword list to work from. There are a variety of methods to assess how many people are searching using these keywords (and similar ones!). Not only that, we can actually see how effective they are from an SEO perspective.

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Click the link below and type your keyword list into the Google keyword tool and find out how many people are looking for you already!

<https://adwords.google.com/select/KeywordToolExternal>

➤ 2. Assess your competitors keyword list Search Engine Optimisation tactics

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Using your SEO keyword list, search in Google.co.uk and see who ranks on the first page. You can then look at you competitors meta data for some hints on their keywords (they have probably invested in discovering there own keyword mix... you may even discover some more keywords you hadn't thought about).

➤ 3. Assess you competitor's websites – learn, improve and apply.

Have a look at their websites to gain intelligence on what works well (and not so well!). Things to look out for:

- Website navigation and structure – can search engines 'read and rank' all the pages?
- Page titles – what does the writing say across the blue bar at the top of your screen
- Content quality and it's relevancy and prominence to your keywords
- Page rank & 'natural inbound links' – (you'll need the Google toolbar for this – do a Google search to find it!)
- Is there any anchor text within the main body content of the websites? Clickable links within the content of the site.
- 'H' tags, alt tags (hover your mouse over the graphics – does anything 'pop' up?)
- And many other factors (remember there are over 150!)

From this you can assess where your opportunities are and plan you search engine optimisation campaign accordingly.

➤ 4. Build your website with Search Engine Optimisation in mind.

SEO and website design go hand in hand. Not only does your website have to work to engage and be relevant to the user, the navigation and internal link structure is crucial for the search engine spiders to be able to 'read' and understand what your website is all about.

If they struggle to access, move around and read what your website's about, then this will have a negative effect on the success of your SEO campaign.

Other factors that effect SEO success: page size, flash movies and graphics; are you using frames in your design? Does you website design use JavaScript?

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When you look at the websites that are listed in Google's search results, click the 'cached' link – this is what Google 'sees' when it 'reads' a website. Providing a crucial insight into what's required to beat your competition.

So see your website through your customer's eyes... and the search engine, spider senses!

> 5. Content is 'king' for quality Search Engine Optimisation

Target your website pages to specific themes and keywords as an integral part for your search engine campaign.

Provide the user with what they are looking for on particular search phrases and the keywords you are targeting.

Be relevant and offer quality - Google's mission is to give the user the most relevant information based on what they have asked for. Therefore be informative and educate.

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250 – 500 words per page

> 6. Search engines idea of networking - Link building

In business networking is an excellent method of building relationships with like minded people, forming alliances and generating business opportunities.

Likewise online. A core factor for search engine optimisation success and increasing your website visibility is Link Building.

In business, recommendation is a powerful method for gaining new business. In SEO campaigns, link building is equally as powerful in improving your search engine rankings.

The major search engines recognise and reward those sites which have quality links pointing at them.

There are many factors in implementing a link campaign. One-way, in-bound links, anchor text, the relevant keywords surrounding the anchor text. Have they appeared naturally and are they from like minded, relevant themed sites?

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Go to yahoo.co.uk – type in linkdomain:
www.competitorswebaddress.co.uk/.com

This will then show you how many and more importantly; who is linking to your competitors website. You can then consider approaching them for links to your webpages.

> 7. Keep adding fresh content

It takes time for you to build trust and integrity with Google. One way of doing this is to keep your website 'alive' with fresh content and new pages.

Review and improve, add and change... SEO can be like child's play. If your website becomes boring, the search engine spiders will not visit your website as often and this impacts your search engine rankings.

Be relevant & beneficial and be informative & useful. This will help you become a recognised leader in your field and an authoritative website. This results in trust, integrity and high rankings.

Don't become boring. There are various search engine optimisation tactics that can have a positive effect and keep the search engine spiders asking for more!

Want to know more?

Getting to the top of Google is both a science and an art. It's not the tools you use, but how you use them that makes the difference in finding creative solutions that work.

If you'd like to know more and discuss how we can help you be found by the people already looking for you... simply get in touch.

Don't be invisible. Be visible.