



Get to **the top** on Google

10 tips to get your website to the top of the major search engines

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1. See the size of the prize

The (real) dotcom boom has only just begun

- Internet Sales are expected to reach 40% of all sales by 2020
- 90% of all website visits originate from the Search Engines
- Google's market share is over 75% on most measures
- 84% of searchers never make it past the bottom of page 2 of Google's results (before finding what they need)
- 65% of searchers never click on paid (or 'sponsored') results from the Google Adwords Programme



"Internet Prices on the High Street"



"The Best of Both Worlds"

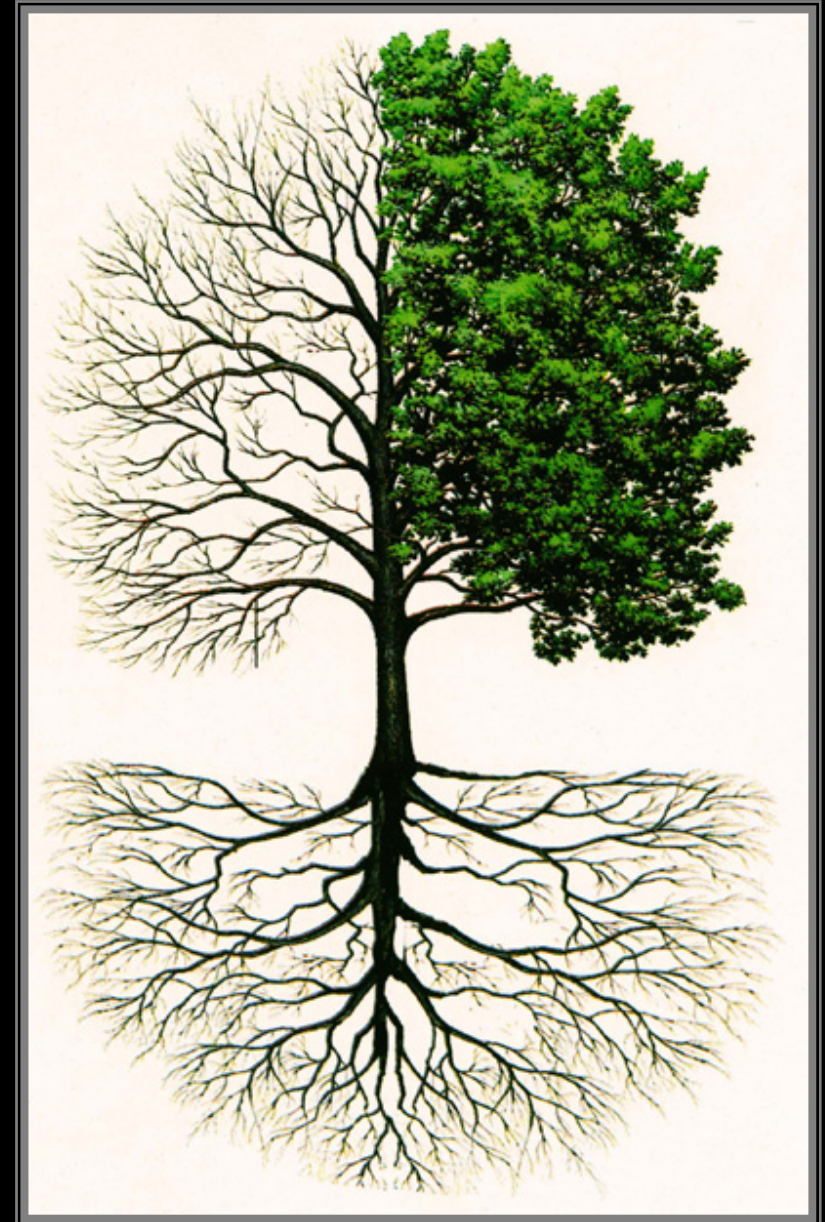
Where will we be in 2020?



2. Court the Crawl

How to get listed by Google

- Search Engine Submission Services now obsolete
- 90% of the market now controlled by the big four
- All you need is at least one link from a listed site
- And ideally to submit your SiteMap to each of the big four (see sitemaps.org)
- Most important thing, however, is to ensure Google ascribes the right "weight" (PageRank) to each of your pages
- Try to make your site like a tree; symmetrical and not too many branches before you get to the leaves





3. Find phrases that pay

Mine the biggest marketing database in the history of mankind

- What do you want to be top for? Many businesses are simply not ambitious enough!
- Thoroughly research keyword popularity and competition
- There are free tools available as well as specialist software
- Look for phrases that are in relatively high demand but relatively low supply
- Think of these as “holes in the market” or (as I call them) “phrases that pay”
- As an example... imagine you are a carpet retailer

“carpet”

daily searches (P): 2,300
competing pages (C): 82,600,000
KEI (P^2/C): 0.064

“rug”

daily searches (P): 10,400
competing pages (C): 35,200,000
KEI (P^2/C): 3.073

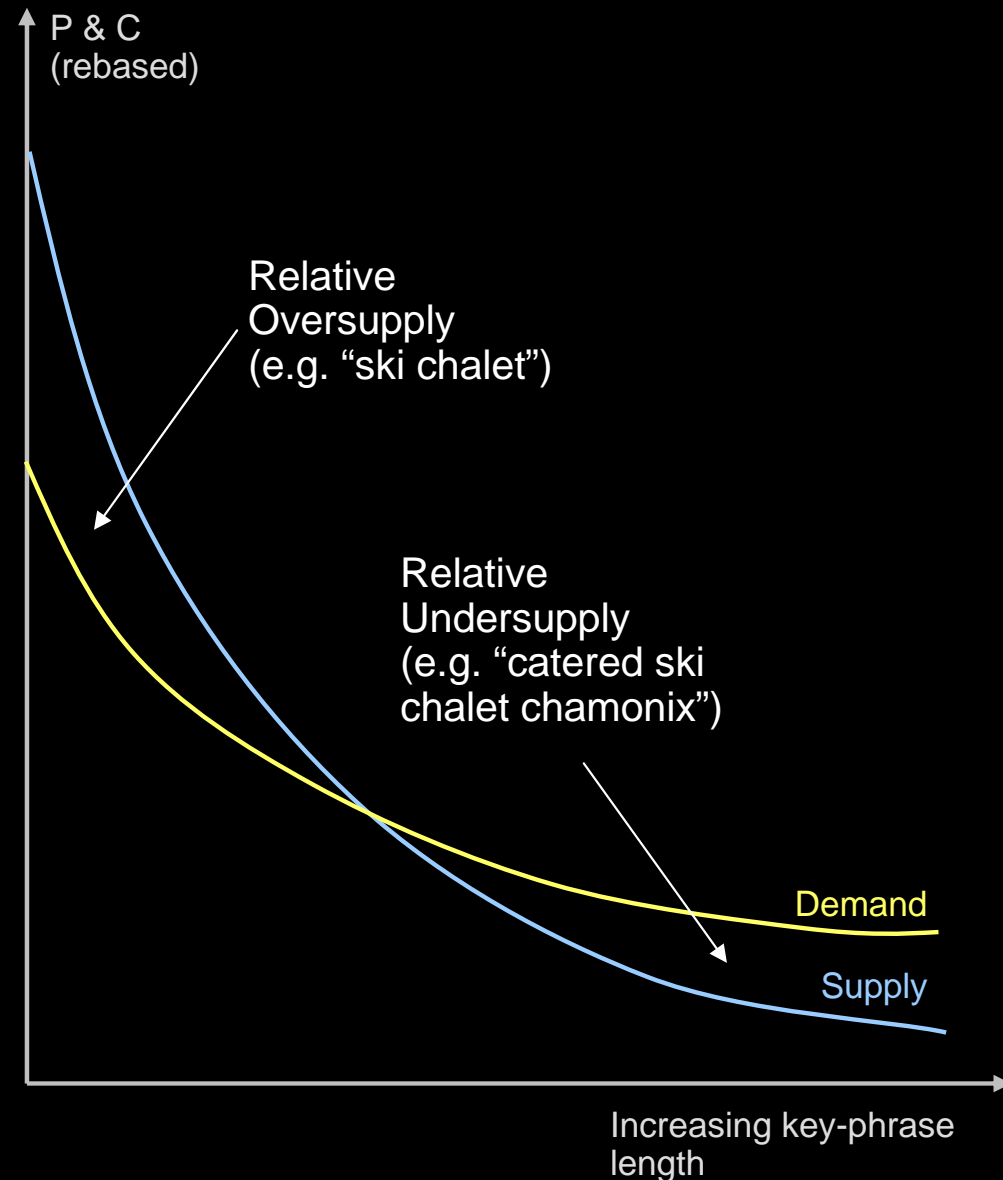
Rug is more than **4 times** as popular a search, but present in **less than half** the number of pages



4. Target the long tail

And reduce your Cost of Acquisition substantially

- Half of all searches on Google contain three or more words
- After all, “ladies hairdresser southend” is a more useful search than “barber”
- However, businesses tend to be lazy when targeting key-phrases and focus their aim too narrowly (particularly in paid results)
- For shorter phrases, the market is saturated but, for longer ones, there is plenty of opportunity
- And improved conversion rates!
- Imagine you are buying adwords to market your french ski chalet...





5. Prime your Pages

The art of SEO Copy-writing & three simple rules

- The part of SEO that everyone knows about (but is less important than you might think)
- Firstly, realise that every part of your page is a text block that is consumed by Google
- Title, full URL & page headings are the most important
- Meta-tags are least important (but everything counts!)
- The three principles are prominence, proximity and density (in that order!)
- Let's look at some examples...

1

Keyword Prominence

text nearer to the front carries more weight

Good: "business printing from Chambers"

Bad: "Chambers: we offer business printing"

2

Keyword Proximity

text closer to each other carries more weight

"business card printing & leaflet printing"

Better than: "business card & leaflet printing"

3

Keyword Density

reduce incidence of irrelevant & filler words

Good: "business printing"

Bad: "business printing and more"



6. Land the Links

At it's heart, the Google Algorithm is really very simple!

- Google started life as “backrub” – a PHD thesis at Stanford
- Theory was that you could rank websites like academics
- A good academic (a) writes great content, that is (b) naturally cited by others, (c) over a sustained period of time
- The Google algorithm does change often – but always retains this core theorem
- Priming your pages just gets you to the starting line – it is landing the links (or citations) which wins you the race!

1

Link Quantity

the more links the better (up to a point)

Google is like a digital democracy – where a link from another site is like a vote for yours

2

Link Quality

some votes carry more weight than others!

Votes from well-established sites in a similar niche and using keyword-rich text are the best!



7. Pay only for campaigns

Or you will be dependent on Adwords for the rest of your life!

- Buying links from Google is like renting a car, whilst a good organic rank is like buying one!
- Paid results are like advertising, whilst organic rank is like a brand (built through good marketing and PR)
- Just like the offline world, ads work best for short-term campaigns and offers
- Realise that Google gives your ads a “quality score”, based on the ad itself & the landing page
- The higher the score, the more often your ads will be served and the lower the cost per click

Going broke on Google Adwords?

If you think it costs a lot to buy paid positions now, just wait until the internet delivers 40% of all sales!



8. Get your business on the Map!

Where's the web going? It's going local!

- When phones first appeared, you could fit everyone in London into one Directory
- In 1992, every decent website in the world could be too
- Looking forward, many more searches will be locally qualified and made on the move
- Forget Google vs Microsoft and watch Google vs Apple / O2 etc.
- Have you considered the local angle to your business? Have you looked at Google Maps?
- An interesting area to look at is the use of virtual branch offices



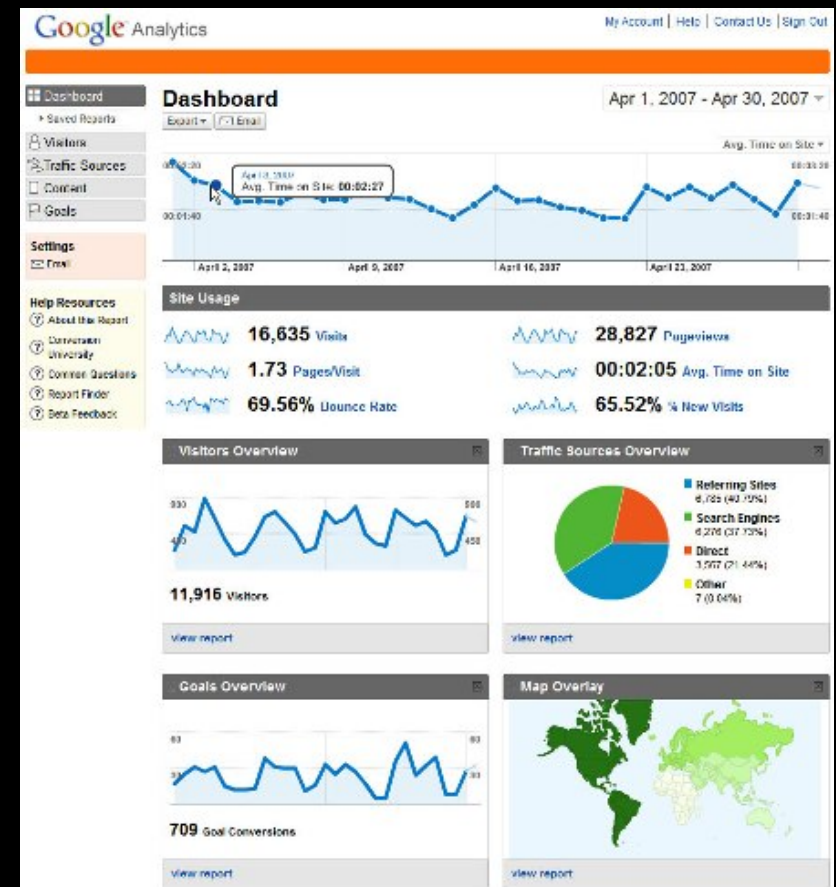
Ever heard of Google Ride Finder, Google Transit or Google Street View?

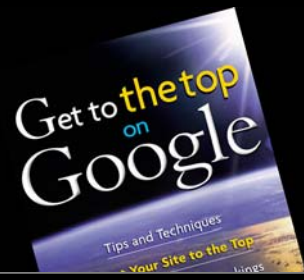


9. Continually Tune & Tweak

SEO is less like a battle and more like a war

- No webmaster should be without Google Analytics & Google Webmaster Tools
- Discover how people are finding your site, how Google is crawling your pages and how many inbound links you have
- Track return on investment from your ad campaigns and see instantly where you rank for popular searches
- Continually do more of what is working well and address poor performance in other areas
- You will need to sign up for a Google Account to get started and add code to your pages

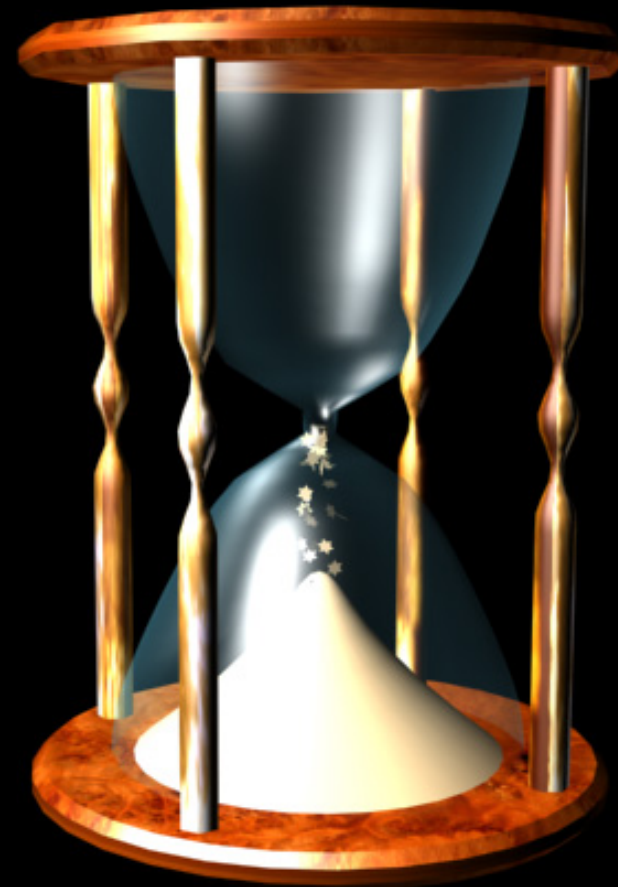


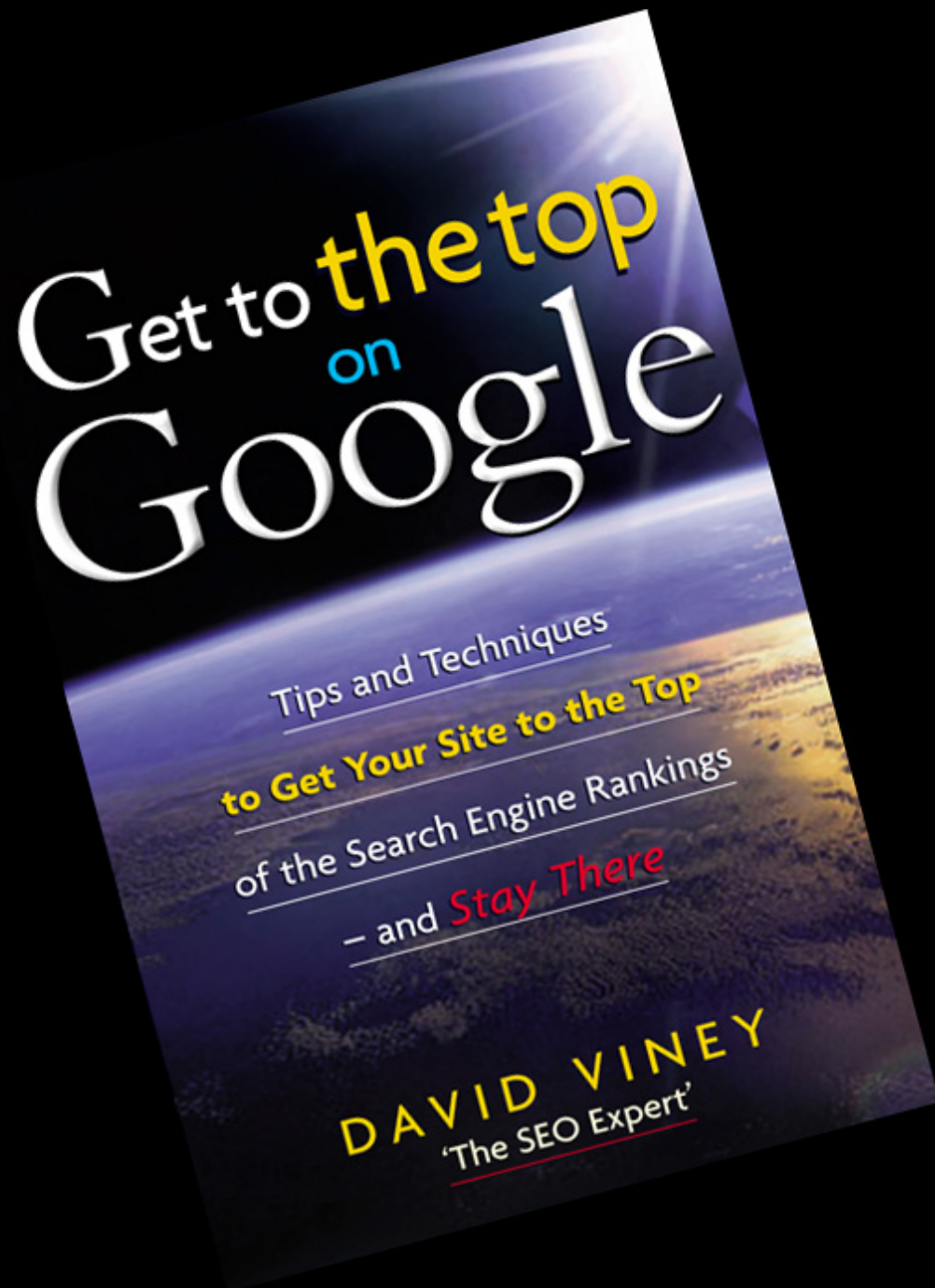


10. Play the long game

It's not the hare that wins the race!

- Did you know that Google deliberately deflates the value of links & pages, based on how long they have been in place?
- It can (and often does) take over a year for a new site to rank well or the full benefits of an SEO campaign to kick in
- As Churchill once said, “never, never, never give in”
- SEO is not for the faint hearted but no effort is ever really wasted in the long run





Above all...

Remember SEO is just one aspect of marketing...

...which is, in itself, just one aspect of running a successful business...

Don't get obsessed!

After all, that's what people like me are for!



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