7 PROVEN TIPS

GET MORE BUSINESS ONLINE

A beginners guide to better SEO

> As website owners, we have all been through it. Check, check and check again to see if our website has risen up the search engine ranks. Most of the time we are rendered disappointed and find ourselves muttering something like; "why isn't my website on page 1?"

My WEBSITE SOLUTIONS

www.mywebsite.solutions

About The Author

Damien is the award winning Managing Director of My Website Solutions where he overlooks the design and creation of websites for company clients. He is in charge of quality control and delivery. Damien is an esteemed website consultant, a passionate entrepreneur and is fanatical about supporting small business.

Damien Wilson
Author

"

My Website Solutions created the Virtus Marketing Platform – an online marketing tool and website builder for small to medium business.

Introduction

It's a general misconception that websites can magically gain top ranking positions on their own. Owners are left with a grand smile on their face whilst a vision of a high ranking website equals a mass of new business. This is very rare!

So why are you NOT taking a top ranking position in search engines? There can be many reasons but there is one that is overarching… your competitors are making changes to take the top ranking positions – it is time for us to make a change too.

> " *The definition of insanity is doing the same thing over and over again and expecting different results* "
>
> *-Albert Einstein*

● Action

Today, we are going to start making some real changes that are tested and proven to make a positive difference to your search engine rank.Potentially, you'll get some new sales and/or enquiries out of it so let's get started.

But before we do, I would like to show the effect of what implementing the TIPS in this guide can do for you. I'll use my company website as an example so humour me for a moment…

● Task

If you haven't already, open your favourite search engine and search using this keyword (phrase): 'fixed price websites'

How did My Website Solutions stack up?

At the time of writing I found the following results:

- Google = position 1
- Bing = position 2
- Yahoo = position 2

Fixed Price Websites is the main sales page on our company website and you know what? It is no accident that is gets amazing rankings; the page was written to please our site visitors.

The real reason the greatest search engine in the world ranks us the best is because we out-perform our competitors in terms of page quality – it is that simple.

The golden nugget of goodness

What I am about to tell could be the most valuable piece of knowledge you will ever learn to successfully optimise your website pages every time for search. Are you ready?

Know your customer, know what they need and give it to them in beautifully displayed plain English.

Here is an example of beautiful plain English: EMS Fit – The 20 Minute Fitness Program

NOW LET'S GET STARTED, CONTINUE FOR THE

7 PROVEN TIPS

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Hot Resources

To begin, we need an extra resource to help us along our way. Click the following link for instant download:

- ✔ Google Analytics: Goal Setting for Lead Detection (a step by step guide)

Later in this guide

We will be discussing how to improve your SEO using the help of an online tool. . For reference, I've listed this below:

- ✔ Readability Score: is your content working for you?

NOTE:

Use the above tools with your most valuable web page – by most valuable I mean the one that gives your prospects (potential customers) the most value.This page will also be the most valuable to you as it will get you more leads. For instance; your prospect is looking for your product or service so be sure to test a page that displays great information about your product or service and, gives them an opportunity to contact you about, or purchase it.

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Setup and Monitor a Goal in Google Analytics

Do you have Google Analytics? It is a free resource and totally amazing!

The reason I love it is because; for nothing more than a little bit of time, you can begin to monitor how successful your website really is. Without this tool (or something similar) you cannot measure the impact of the changes we will make
.
If you don't have Google Analytics don't worry, we have put together a separate guide that tells all and walks you through the setup process and actually helps you set the goal, step by step.

There is a simple code amendment to be made in your content but again don't worry, if you are a client of My Website Solutions simple contact our dedicated support team who are more than happy to assist. Otherwise contact your own support team for help – it should only take around 5 minutes to get the code added.

DOWNLOAD: Google Analytics – Goal Setting for Lead Detection

Add more value than your competitors

Sounds simple right? It is 😊 Let's begin with a bit of research.

Open your browser and perform a search with your business keywords using Google. Who shows up first, second and third? These are your competitors. If you show up first great job!...choose a different keyword and search again.

1. Make a note of your competitors – a competitor is anyone that organically fills the space around you – we are interested in the ones that sit above you.

2. Put some time aside to look at their pages.

3. Compare them to similar pages of your own and make notes:
    - Which page has the best content? Why?
    - Which page gives visitors more value? Why?
    - Which page is more engaging in terms of readability? Why?
    - Which page looks the best? Why?

ATTENTION: When searching, don't includeor consider the adverts at the top of the search results page, these adverts are placed by businesses that have paid to appear there and are outside the considerations of this guide – we want you to succeed through organic search. Organic means your rank is natural and your presence is awarded due to quality and delivery of information.

ATTENTION: 9 times out of 10 your competitor will be getting a better ranking because their content is higher quality. With that said there are a number of other ranking factors that can make a significant difference - but not as much as the content itself.

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Put your business address on every web page

Back in the days when My Website Solutions was learning to walk, one of our dearest clients launched their website with no business address in the footer of their website. A couple of months had passed and I received a call from them. The conversation went like this:

Client: "Hi Damien, our website has been online now for quite a few weeks and we are still not appearing on the first page of Google. Do you know why?"

Damien: "Let me take a look… I can see that you don't have any differentiating information between you and your competitors so that is something to work on but more importantly, I can't find your address anywhere apart from your contact page. Is there any reason for that?"

Client: "No, should we put it on every page?"

Damien: "ABSOLUTLEY! It is one of the ways search engines can pick you out in local searches. Leave it with me, I'll update it for you…".

I then went ahead with the updates. I put their address in the footer of their website so it showed up on every page. Within 2 weeks they were showing up on the 1st page for locally searches.

THE TIP

The following text (HTML) should be placed in the footer of your website, update the text before pasting to your website.

Nb. leave the brackets and the text inside them (<text>) as they are. Just replace the address text:

<address>The Business Name
Address Line 1
Address Line 2
Town
County
Postcode</address>

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Improve page content– keywords and readability

Pages, articles etc. on your website should have a keyword that sets them apart from other content on your website. This keyword is usually a descriptive term focused on what the page is referencing. Remember; search engines list pages in their search results, not websites – each page should be unique.

Your keyword will help search engines rank you for the searches their customers (the searchers) are making and believe me when I say this; search engines like Google want to give their customers (searchers) the most relevant results for their search. Truth be known, keywords in your copy* are not important. Include them by all means but don't go crazy.

With that said, please do not keyword stuff or over-optimise a piece of content. A high ranking factor is readability so make sure your content flows and reads as if you were actually talking to someone.

TIP. if a 12-year-old can read and understand your copy you're on to a winner ☺

Check out the Readability Score tool to test the effectiveness of your copy and aim for a score above 60%.

THE TIP

1. Page copy* should be no less than 200 words, it can be as long as needed.

   Blog/News articles are different; between 1800 and 3000 words attract more than 15 times the interest than a post with less than 600 words. source: moz.com

2. Write a meta description for each page – search engines will use this in their index.

3. Check your copy in the Measure Text Readability tool.

4. Include at least one image in your copy to summarise the words

*The term copy refers to the words that are on your web page. Content refers to everything you can see on a web page – including words, images, video and audio players.

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– search engines are very intelligent.
Do not try out-of-date SEO tactics.

What's keyword density!? Keyword density refers to the ratio between copy and keyword repetition.

Repeating your keyword through copy is a way for search engines to determine what your page is about. Let me explain further with a suggested workflow for arranging keywords:

1. Page URL –put keyword in here ★★★★★
2. Title –put keyword in here ★★★★★
3. Heading –put keyword in here ★★★★★
4. Images –put keyword in the alt tag ★★★★★
5. Content –put keywords in here ★★★★★

In your page URL, title, heading and image, only mention your keyword once. Any more than that and it will generally appear unreadable and 'artificial'.

Your content is a different beast all together. Over the years many have simply repeated their keywords throughout content in the hope that search engines will boost the page to number 1!

Well, that isn't reality. Reality is your copy must be readable. Repetition of your keyword (which is often the topic of your page) can make your copy artificial, which is not good practice at all.

THE TIP
Your content should repeat your keyword as many times as is necessary but only to help the reader clearly understand the message. Remember that, as many times as is **necessary.**

That meaning, don't overdo it. The copy needs to read well. Readability is the most important factor for awesome on-site SEO.

Link building? STOP! Focus on content and social distribution instead

It was mentioned on the **Google Webmaster Blog** not so long ago that back-links are becoming less and less important when considering ranking.

In fact, **Matt Cutts**' suggested that in the not so distant future back-linking from other websites will be seen as a 'spammy' approach.

Therefore, focus for website owners should be on quality content and social distribution / sharing.

What does this really mean?

We are all living in the information age and have been for quite some time. The internet is all about sharing information and with the up-rise in social conversation, search engines are looking at content authors and the impact their articles are having on the greater population.

Think Content Sharing

In the most basic of language; if others share an article from your website or social media pages, search engines can look at this and say "Huh, that's a popular article! Looks like that website author is producing great content, let's give them a good ol' thumbs-up and a better rank!".

You see, you can't argue with the masses. If people are sharing your content, then you are on to a sure-fire winner.

So in closing for this little nugget of juiciness...

THE TIP

Stop building reciprocal links and get a great copy writer on board. They have the ability to do wonderful things for your business and can future proof your online marketing efforts for years to come.

ATTENTION: Average content isn't acceptable! Average content from an average copywriter is useless! People don't share average content
– they share GREAT content!

Conclusion

Throughout this guide I may have repeated myself a little. Apologies for that however, it wasn't without reason.

The best SEO advice I can give you on top of what these 7 Proven Tips offer is that; Content is King.

It is King because your website must please the prospects that come to visit. Those prospects expect information and they expect to consume it with ease. And if that happens, they will share it and you will get noticed.
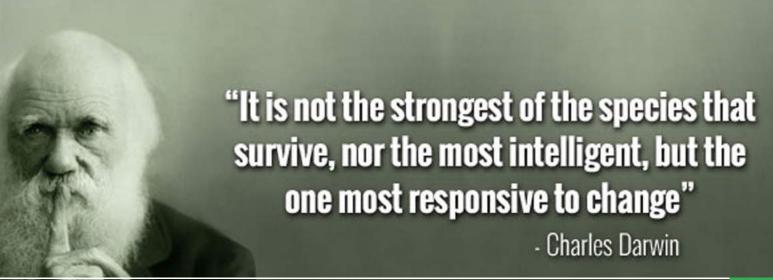
Follow this guide, start to make a difference today.

Support

Help is always at hand. Don't suffer with technical difficulties.

Choose the best option for you:

1. I have a website on Virtus with My Website Solutions

   Click the following link to send an email, someone will call you back ASAP. support@mywebsite.solutions.

2. My website is hosted with another provider

   Please contact your provider for support in the normal way.

"It is not the strongest of the species that survive, nor the most intelligent, but the one most responsive to change"

- Charles Darwin