

# 10 Tips to get Your Website on the 1st Page of Google

by Leonardo Wood

*A message from Leonardo Wood*

Please do not underestimate the importance of Free Traffic to your website from Google and the other Search Engines, once you get your website optimised for a particular Keyword or Phrase you will receive a constant stream of potential customers to your website.

I have spent 18 months testing and measuring various Search Engine Optimisation techniques that have helped me to get hundreds of websites on the first page of Google.

If you just follow the simple steps in this report and you will soon see your website appear on the 1st page of Google and the other search engines, guaranteed.

*For the purpose of this guide, imagine your name is Joe Bloggs and you are Builder based in a Town called Chelmsford.*

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1. Don't be greedy - If you start by trying to get your website listed on Google for loads of different keywords (keywords are the words you use when you search on Google) nationally, you are going to find it very difficult. For example if you were a Builder based in the Town of Chelmsford and you tried optimising your website for the keyword **Builder** you will face some very stiff competition from some very established and well optimised websites. Your website will not be found by anyone. However, if you optimise your website for the keywords **Builder Chelmsford** you are in with a much better chance of being listed on the 1<sup>st</sup> page of Google.
2. Your page titles - Have you noticed the page titles at the top of every webpage (the blue bar at the top of the webpage). When you search on Google for the keywords **Builder Chelmsford**, the first thing that Google looks at is all of the page titles of the web pages in its database. If the words, **Builder Chelmsford** are in your page title this will make it easier for Google to find your site. If your page title consists of only your company name, **Joe Bloggs Builders**, it is not going to be much use to Google when someone is searching for the keywords **Builder Chelmsford**. Make sure your page titles include your keywords; you can also include your company name after your keywords. For example your page title could be as follows: **Builder Chelmsford - Joe Bloggs Builders Chelmsford** this title includes your keywords and your company name, Google will be happy.
3. Promote your keywords - Let's look at the words on the page. Make sure your keywords are at the top of page, in the middle and at the bottom of the page. For example, you would start your page with something like

*“Welcome to Joe Bloggs Builders, we are a building company based in Chelmsford and we have been supplying quality building works in the Chelmsford area for many years. All of our Builders are fully trained and qualified”*. As you can see your keywords are repeated a couple of times in the opening paragraph, this is very easy to do and should be done a few times across the whole of the page. The reason why Google is the most successful search engine is because they have built their search engine on relevancy. If your webpage is relevant to what is being searched then you are far more likely to end up on the 1<sup>st</sup> page of Google.

4. Get a Site Map - To help Google reach all of the pages on your site you need a site map which is basically a page with links to all of your other pages. If you put a link on your home page to your site map this will make it easy for Google's software to find all of the pages on your site. If you are unsure about how to create a site map simply create a new page called 'Site Map' and put a link on your home page linking to your new 'Site Map' page. Then, go to your 'Site Map' page and put links on that page linking to all of the other pages on your site. Now, when Google's software comes to your site it will click all of the links on your home page including the link to your 'site map' page. Google's software will then click all of the links on the 'site map' page, so after 2 clicks it will know about all of your pages on your site.
5. Get connected, it's all about the links - If you are not well connected to other websites Google may not even include you in their searches. Google wants to give the best service to its users so they will prefer to index websites who are well connected to other websites. The best way to get connected to other websites is to get as many 'incoming only' links to your website. Reciprocal linking (I link to you and you link to me) is OK but to really help your search positioning you want incoming only links. You can get these links from online business directories, your customers or suppliers etc. Another great way of getting links to your site is to write some articles relating to your business and get them published online, and at the end of each article you would include a link back to your site. To see examples check out my articles, click below: [http://ezinearticles.com/?expert=Leonardo\\_Wood](http://ezinearticles.com/?expert=Leonardo_Wood)
6. Fine tune those links - Look at the following:
  - To visit Joe Bloggs Builders website [click here](#)
  - To visit Joe Bloggs Website click here > [Builder Chelmsford](#)

The text used in the 'blue text links' above, is called the 'Anchor Text' and these are links you click to visit other pages or websites. The wording you use in these links is extremely important. If you had say 25 incoming links to your site with the anchor text reading '[Builder Chelmsford](#)' that would probably be more useful than having 100 incoming links reading '[click here](#)'

Even within your own site you should have text links on every page linking back to your own home page with your keywords as the anchor text. For example you could have the following links on the bottom of every page:

[Builder Chelmsford](#) [Builders Chelmsford](#) [Builder in Chelmsford](#) [Builders in Chelmsford](#)

Put all of the above links on every page and link them back to your home page. Google indexes 'web pages' as opposed to 'websites' and they may not pick up on the fact that the above incoming links to your home page are coming from your own site, and these would be treated as if they were coming from elsewhere.

Be proud of your links, if you hide them Google may ignore them.

7. Content is King - Google still loves websites that are fresh and up to date with plenty of quality content. If you regularly update your site with keyword rich content it is going to keep Google and your visitors happy. Remember people primarily search the internet for information so give them a reason to stay on your site, keep your site easy to read (black text on white works best), easy to navigate, and regularly update your content.
8. Don't get Too Flash - Some flash based websites or flash links can be ignored by Google, they may look amazing but if nobody can find your flashy website what is the point of having it. Also, when visitors arrive at your site if they have to wait whilst your flash intro loads they may soon be off searching other websites. Be sensible, do you want a lovely animated site with bells and whistles so you can show it off to everyone you know "oh look at my site, isn't it amazing?" or do you want a serious business website that is going to become a great marketing tool for your business and earn you money.
9. Google Tricks - I say don't even go there. There are many people who claim to have secrets about getting to the top of Google using various secret tricks, whilst some of these may work in theory Google is constantly spending millions on improving their software and if your site is part of a scam you may just find your site is excluded from their search results. If this happens all of your hard work will be wasted. Follow the steps above and gradually build up your incoming links and you will soon get your site on the 1<sup>st</sup> page of Google.
10. In the meantime - Want to get your site on the 1<sup>st</sup> page of Google today? Try Google Adwords (pay per click advertising on Google) If you set up a Google Adwords account you could have your website listed on the 1<sup>st</sup> page of Google within a few hours. These 'sponsored listings' often appear right at the top of the screen or down the right hand side of the screen (to the right of the free listings). It may cost you £1 per click or you may even get

away with paying as little as 10 pence per click for your chosen keyword, it all depends on how many other people are bidding for your chosen keywords. It will cost you nothing to appear in the listings, it only costs when someone actually clicks your ad and goes through to your website. It's a bit like advertising in the local paper for free, and you only pay a small fee to the paper when someone contacts you as a result of seeing the ad in the paper. You can determine a daily budget and you can even target a specific area in the UK. To find out more visit [www.google.co.uk/adwords/jumpstart](http://www.google.co.uk/adwords/jumpstart)

Action Steps to get your site on the 1<sup>st</sup> page of Google using SEO:-

1. Decide what keywords you are going to target e.g. Builder Chelmsford
2. Get your keywords in the page titles of your site and on the pages.
3. Get your Site Map sorted
4. Load your site with keyword rich content, you have no excuse here, the internet is full of information you can put on your site, go and research some other sites and re-write the content in your own words.
5. Cut down on the flashy bits and animated links, keep it simple.
6. Avoid tricks and hidden links.
7. Once you have all of the above basics in place concentrate your efforts on the task of getting incoming only links to your site paying attention to the Anchor Text. A few incoming links to your site every week will make all the difference. Don't be tempted to buy incoming links, Google may not recognise them and the links may not last very long.
8. Once your site is optimised for your local search term you can then start targeting other keywords/areas.

Once mastered, Search Engine Optimisation will bring you a never ending stream of potential customers into your business for life, for free.

Whilst you are waiting for your SEO to kick in why not give Google PPC advertising a try, it is well worth it.

Good luck with your Search Engine Optimisation.

Best wishes

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