How to Rank Higher on Google & Get More Leads

Alec Shekhar

GainWebsite.com
Gain More Customers
Search Results

Cost Per Click = $2.00 (Avg)

Organic or "Natural" Search Results

Cost Per Click = $0.00

Ads
Search Engine Market Share

- **Google**: 67%
- **Bing**: 18%
- **Yahoo**: 11%
- Others: 3%

How Many Search Queries?

- 60 Thousand per second
- 5 Billion per day
- 2 Trillion per year
Is Page Placement Important?

Percentage of Google Traffic by Results Page

<table>
<thead>
<tr>
<th>Percentage of Google Traffic</th>
</tr>
</thead>
<tbody>
<tr>
<td>Page 1</td>
</tr>
<tr>
<td>Page 2</td>
</tr>
<tr>
<td>Page 3</td>
</tr>
<tr>
<td>Page 4</td>
</tr>
<tr>
<td>Page 5</td>
</tr>
<tr>
<td>Page 6</td>
</tr>
<tr>
<td>Page 7</td>
</tr>
<tr>
<td>Page 8</td>
</tr>
<tr>
<td>Page 9</td>
</tr>
<tr>
<td>Page 10</td>
</tr>
</tbody>
</table>

Data Driven by Chitika Insights June 2013
Data is representative of Google search traffic within the U.S. and Canada only
Is Position Placement Important?

Percentage of Traffic by Google Results Position

Data Driven by Chitika Insights June 2013
Data is representative of Google search traffic within the U.S. and Canada only
Mission

• Get you the best, most relevant results
• As precise as possible regarding what they think you are looking for
• So that You keep coming back to them
• So that you click on their ads...and they make more money
Early Search Engines

• Early Search Engines were listings of favorite websites and directory of websites

• Then in 1996 – Two guys working on their PhD at Stanford had an insight...
References and Citations

Bibliography


Pg. 36
References and Citations

Bibliography


Pg. 36
High # citations = High Authority

Bibliography


Pg. 36
Same Concept for Websites

- Why not rank the authority or importance of a website based on the number of citations on other websites?

- Citations = “back links”

- Concept of “PageRank” was born
“Page Rank” = Website Backlinks
Invention of “Page” Rank

Sergey Brin and Larry Page
• Google catalogs the world wide web by using a spider, or **web crawler**.

• Spiders scan and assess the content on pages and information archives across the web.

• These robots index this content and store it.

• Google Analyzes this website data using a complex computer **Algorithm** or Formula to determine your site’s position.
The Algorithm is the Key to Cracking Google

- Highly sophisticated
- Has been significantly upgraded and honed in the past 3 years.
- Precise Formula is a closely guarded secret
What is Google’s Formula?

- Google rewards high quality websites, with compelling, relevant and dynamic content that people stay to read or view, come back to over and over again, share on their social networks, and that other good sites refer to.
Google Ranking Factors Today

- Site Content
- Site Quality
- Back Links (Page Rank)
- Social Signals
• Google rewards **high quality websites**, with compelling, relevant and dynamic content that people stay to read or view, come back to over and over again, share on their social networks, and that other good sites refer to.
Quality Factors

1. Site Speed (fewer images, video, hosting, plugins)
2. Text/HTML ratio – more text is better
3. Terms of use page, privacy policy page.
4. Domain name - renew for max years, public not private
5. https:// -- SSL certificate
• Google rewards high quality websites, with compelling, relevant and dynamic content that people stay to read or view, come back to over and over again and share on their social networks, and that other good sites refer to.
Compelling, Relevant and Dynamic

1. In-depth, thorough text – 700 words minimum
   – Write naturally, NOT for SEO – synonyms of keywords
   – No spelling or grammatical errors
2. Use internal linking.
3. Readability - Use Headings, Bullet points, images
4. Do not copy content from other websites (copyscape)
5. Add new content as often as you can.
• Google rewards high quality websites, with compelling, relevant and dynamic content that people stay to read or view, come back to over and over again, **share on their social networks**, and that other good sites refer to.
Social Networks

1. Google Places (Google My Business)
2. Google +
3. Facebook (Shares >> comments >> likes)
4. Pinterest
5. Twitter - # of tweets (Tweet your blog, hashtags, bloggers have alerts)

(*Hint – Prioritize whatever you do well)
Google Places – huge for local SEO

Tips
• Get 5 reviews minimum
• Match Everything with your website
Google rewards high quality websites, with compelling, relevant and dynamic content that people stay to read or view, come back to over and over again and share on their social networks, and that other good sites refer to.
Backlinks

1. Build your citations
   – Google Places, Yelp, Bing, YP, Youtube, Twitter, FB, Industry directories, Linkedin, Thumbtack

2. Positions 1-4 are reserved for big brand names – Get your name on them
   – Amazon, Ebay, Google Shopping, Groupon Wikipedia

3. Put link in your Gmail (Google reads this to determine what ads to show)
4. Find competitor backlinks and replicate them (backlinkwatch.com)
5. Submit site to DMOZ

*Hints
Links - 100 links from 1 site not as good as 100 different links,
Google Ranking Factors Today

- Site Content
- Site Quality
- Back Links (Page Rank)
- Social Signals
Q & A

What Questions Do You have?

alec@GainWebsite.com
302-584-5612
Things you should NOT do

• Don’t get cheap backlinks
• Don’t stuff a page with your keywords
• No thin content – make it deep, extensive, detailed
• Avoid putting ads on your site (Adsense)
• Don’t use site builders like wix.com, web.com, godaddy website builder etc.
Things You Should Do:

• Do Keyword research before doing any SEO
  – Look at dropdown list in Google
  – Use Google Keyword Tool
  – Analyze competitors to see what keywords they are using

• Ask for likes from Friends, customers, business partners, employees
Google Places Tips

Google.com/places

- Match your website info EXACTLY
  - Name, Address, Hours
  - Capitalizations, spaces, commas, etc.
- Make it as complete as possible – add max # of images, videos, links to your social networks
- Reviews are the biggest ranking factor (need 5)
- Be active on it as much as you can
WHO'S AFRAID OF GOOGLE?
SEO Guerrilla Tactics

Youtube videos
- 2nd largest search engine
- Google loves videos
- Gets you Youtube traffic AND Google Traffic
- instructional videos work best
- Put your website on the first line
- Name the video the same as the keyword when saving it (ex: instead of video1.mp4, call it “Best-Salon-DE.mp4”)
How do Search Engines Work

A computer program that searches the web for sites based on your keyword, and returns a list of sites it deems most relevant to that keyword.