

SEVEN SIMPLE ACTIONS TO GET NOTICED BY GOOGLE

The development of more customised and localised search results means all businesses can get noticed by Google and have the chance to appear at the top of search results listings.

There are no quick fixes these days but the requirements are relatively transparent.

Put all the following points into action and maintain the activity over time and your business will see a dramatic improvement in search rank on Google.

If you'd like to talk further or have specific questions, just call Gary Kimberley on **020 3735 7977**

1. USE ORIGINAL, RELEVANT CONTENT

Ensure **priority keywords** are prominent in first 100 words.

Avoid 'keyword loading' - repetition of keywords - and **use similar meaning words** to your priority keywords to help search engines identify relevancy. This is called Latent Semantic Indexing (LSI).

Keywords should constitute **no more than 5%** of total content.

Post longer content if possible as this tends to have a higher search rank than shorter content.

Optimise **images with file names** that include target keywords.

2. CONNECT YOUR SITE TO SEARCH CONSOLE

Ensure you have registered a **site map for all domains** with search engines (http and https if you have them).

Enable **Googlebots to crawl your site** and submit to index. Do this for both content and images.

Connect to **Google Analytics** so you can see how your site is performing.

3. KEEP VISITORS ON YOUR SITE

Provide reasons for a visitor to **'dwell'**. Have engaging written content and add quality images and videos.

Site speed (time for page to load for a visitor) is a ranking factor, so compress images, have a responsive site and keep an eye on upload times.

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JUST
FOLLOW
OUR 7 EASY
STEPS

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PAGE 2

THE CREATIVE MERCHANTS FACT SHEET

4. USE SEO-FRIENDLY URLs

Keep them **short and keyword rich** e.g. www.You.com/your keyword!

5. START YOUR TITLE TAG WITH KEYWORDS

If you can, **start the title tag with your most important keywords** as the closer the keyword is to the beginning of a title the more weight it has with search engines.

Wrap your **title** in an **H1 tag**.

Subheadings should include priority keywords and be wrapped in an **H2 tag**.

Add **title modifiers** like 'best' or 'guide' to **improve ranking** of long tail keywords.

6. MAKE USE OF LINKS

Use **outbound links** as they help search engines **establish relevancy** and sites with outbound tend to have a higher ranking than those without.

Internal links help dwell time and **reduce bounce rate** so also aid search ranking.

7. MAXIMISE GOOGLE SERVICES

The more you use (**and link together**) the better, as you're uploading content **directly onto a Google platform** and it will help to get you noticed. So sign up for Google My Business, Google Plus etc.

Advertising with **Adwords** or **Shopping ads** will drive up traffic and indirectly aid search rank.

You Tube activity currently seems to significantly improve search rank.

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