



## **5 Practical Tips on Increasing Your Chances of Ranking on 1<sup>st</sup> Page Google**

Traditional SEO (Search Engine Optimization) is a long-term strategy to accomplish 3 different things:

1. To increase rankings
2. To increase traffic
3. To increase conversions

The key word here is “long-term”. This is especially true in highly competitive markets who’s advertising is oversaturated on the web. For example, highly competitive keywords such as lawyers, doctors and financial services may be difficult to rank for, much less gain 1<sup>st</sup> page position on Google. It will take keyword research, high quality content and a strong backlink strategy to out rank big box directories who have more money to spend and full time SEO’s writing and submitting content on a regular basis.

SEO is not dead, it just takes longer and more resources for your website to get to 1<sup>st</sup> page Google. And this, of course, is what we all want. No one goes to page 2, 3, or 4 of Google. So our SEO strategy must be focused on valuable, low-competitive search terms that we actually have a chance to rank for. In this white paper, I will give you 4 practical tips on increasing your chances of ranking on 1<sup>st</sup> page Google.

### **1. Find targeted keywords that prospects will use when finding your local business online.**

I know this might sound elementary, but it’s an overlooked technique

many businesses forget these days. It would be helpful to start with trying to rank for keywords people will use when finding you locally. Target traffic in the city tied to your local business address. From there, you can target regionally after you're dominating search results for your hometown. Do the appropriate keyword research to find out what the competition is doing on first page Google, what keywords you have a chance ranking for and the potential search volume Google says people are searching for. Google Keyword planner is a helpful tool in this regard.

## **2. Clean up your location data.**

Make sure your business information is consistent across the web. Update all addresses, phone numbers and completely fill out all listings like Google maps, Yelp, Yahoo maps etc. Ask your clients for reviews on your Google business page. When someone searches locally for your product or service, Google will give you a map listing and side bar real estate that will put you ahead of the competition. If your listing has several positive reviews, this increases your chance of click through.

## **3. Create A Blog Section**

If you don't have a blog section, this is a must have in order to draw more traffic to your website. Title the blog posts with relevant keywords that will get ranked and found. Sometimes your actual website might not be found on 1<sup>st</sup> page Google for the keywords you're looking for, but a blog post that you write using long tail phrases that people will run across will. Google likes to know that you are providing content that is helpful, resourceful and relevant. Google is so smart, they can even predict the users intent when searching using the Google directory. Having a robust blog is vital to a healthy optimized website. If you already have a blog, hopefully you are tracking analytics to see which are the most popular blog posts. Figure out what blog posts are soaring and write more of those types of posts. Make sure there are clear call to actions on those blog posts that will guide the user into your relationship funnel.

## **4. Optimize for mobile**

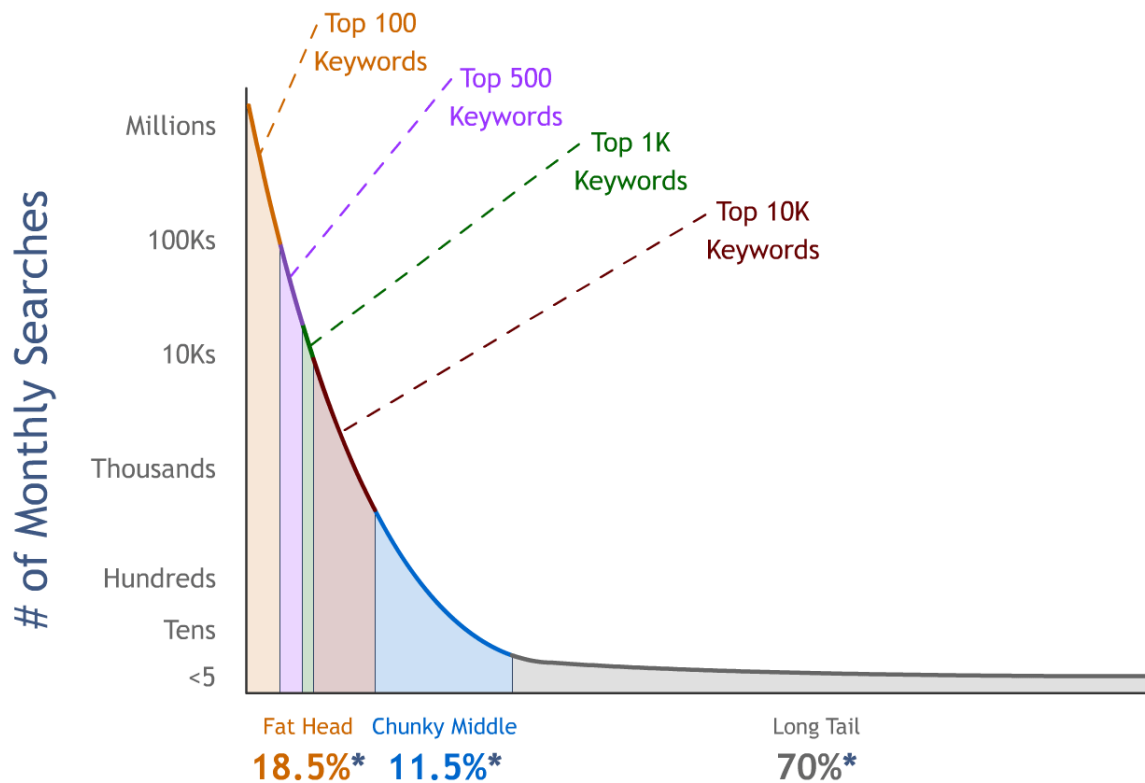
By now you should have already optimized your website with responsive design. It should hardly have to be said, but another overlooked factor in your SEO results. If your website is not viewable on

mobile devices and tablets, you are not only missing out on valuable traffic to your website, Google will actually penalize you for not having a responsive website. Websites that are not mobile optimized cannot be clicked with a finger, the navigation is too small and users need to pinch to view important information. If people do find your website, they will just click the back button. Mobile search is becoming more and more prevalent. The top 3 search positions on Google are more valuable on mobile seeing that the viewports on mobile devices are a lot smaller.

## **5. Go after long tail keywords**

This is probably the best piece of advice I can give you when it comes to cracking the SEO code. 70% of all search traffic today comes from long tail keywords. Trying to rank for big, anchor words like “shoes” is highly difficult. But more detailed, descriptive terms such as “blue Nike running shoes size 9” might actually be a possibility. These are more relevant searches as well. Who knows what you might attract with trying to use the singular term “shoes”. You could be a men’s athletic shoe store, but because your content is not specific enough, you are attracting young women looking for high heel shoes! This is a good way to be frustrated in your SEO plans and get nowhere fast.

# The Search Demand Curve



Data Source:  
Experian  
Hitwise



# of Keywords

\* % of search traffic

1<sup>st</sup> page Google is some valuable piece of real estate on the internet highway. Thousands of eyeballs are online searching for the products and services you provide. The fact that you're even thinking about SEO communicates that you understand the marketing landscape and the potential to find new customers capitalizing on the power of the internet. Like I said, traditional SEO is not dead, just a long-term strategy to getting found by the people that are searching for what you provide.

There are other ways to get to first page Google, quicker. You could have traffic going to your website within 24 hours. This is a smart strategy for businesses building their SEO campaign, but need the traffic in the mean time. Would you like to find out more? Schedule a free consultation with a Severity Design SEO monkey to take a look at what you're currently doing and how you could improve. We can also discuss a fast track to traffic so you can begin to take advantage of all that Google has to offer businesses who are being found on the internet!

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Severity Design is a digital marketing studio located in Elgin, Illinois, a Northwest Suburb of Chicago. We help small businesses get the word out and gain attention.



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