

**FREE  
GUIDE**

# **SEO**

# **EASY!**

8 simple steps to improve  
your website ranking

**BY CHRIS BOURKE**

# SEO EASY

## 8 steps to improve your website ranking

### OVERVIEW

In this day and age, and with so much online competition, ensuring your website ranks well and how your website performs overall should be a primary importance of your business.

Not only does a website with a high organic ranking mean you spend less or possibly even no money on your online advertising to be on the first page of Google and other search engines, but it also ensures you a massive amount of visitor traffic.

The old days of searching the Yellow Pages for businesses are gone. These days, it's all about being found online, through Google and other search engines and directories.

The biggest problem is how do you compete when there are only 10 first-page listings on Google (not counting paid advertisements), and most people search no further than the first two pages of Google?

It's actually not that hard at all to get your business ranking on the first page of Google, when you understand the science of how search engine rankings work.

And while it is a science to it, it's not rocket science. In fact, anyone with a little basic knowledge can grab one of the top ten first page spots on Google and drive massive amounts of traffic to their website for nothing.

As a web developer for over a decade, and professional search engine optimiser, I have provided coaching for many individuals in this area and most have achieved high positions on Google, and now I'd like to share these tips with you.

You don't need to be a genius, and you don't have to even know that much about the internet, but if you follow some of the tips in this ebook you should see considerable results in your website rankings and increase in your business within no time.

## **1. Setting Your Goals**

Like any project, unless you have a goal in mind, you'll never reach one.

With all my clients I recommend a quick review of their online business strategy. It's amazing how many business owners don't have a goal or strategy in place for their online marketing, yet it is the most powerful, cost effective form of marketing in the history of man, and also the most measurable.

When you consider other forms of advertising, such as Yellow Pages, TV ads, press advertising, etc, how many of these can tell you exactly how many people read your advertisement, how long they read it, where they were from, did they respond to it, etc/

The great thing about online marketing is it is fully trackable and measurable.

With a few free tools you can easily track your visitors right down to the demographic, including age, gender, region, and even lifestyle.

When you compare this to the other traditional forms of advertising, it kind of makes them look dead in comparison.

### **So getting back to goal setting, you first want to do a few things:**

1. Ensure you have Google Analytics set up and linked to your website, and ensure you have set up some of the advanced widgets to view more of the results mentioned above rather than just the basic number of visitors.
2. Ensure your website is mobile-friendly. Almost 60% of all websites are now viewed from a mobile device such as a smartphone or tablet, so ensuring your site is easily accessible is critical. There are other SEO related reasons, which I will explain further in this guide.

### **With these two important factors in mind, you are now ready to look at setting your goals and strategy.**

When I ask most people what they want to achieve from their website they usually say 'To Make Money'. That is like a real estate agent asking a potential customer what they want out of a house and getting the response 'Somewhere to Live'.

Be specific with your goals, so that you can plan a strategy that attracts your target audience, which will in turn generate the income.

For instance:

**1. Who is your target audience?** Eg, male, female, middle age, young, Australian, international audience, tech savvy, etc?

**2. What is the aim of your online presence?** To create an online advert, provide a tool for your clients, sell products, be an information hub, etc

**3. What unique experience does your website and business provide or offer?**

Free downloads, special deals, unique information, etc

These are just a few of the questions you should be asking yourself before working on your online strategy. I'm sure you will think of many more questions and answers relating you you business.

## **2. Creating a Traffic Funnel**

Once you have worked out your point of difference, plan on adding these into your website if you haven't yet, but add them in as a way to funnel traffic.

For instance, if you are offering a free ebook, ensure you capture their email address first before giving them the download. If you are sharing articles from your website, ensure you share them through social media channels such as Facebook or Twitter, encouraging people to like and share your page, as well as driving traffic from outside forces.

This may all sound a little off-track from the topic of Search Engine Optimisation, but in fact it all plays a huge part.

See, these days SEO is not about just filling your site with popular keywords and hoping that your site will have more than the competitors. this practice now will get your site blacklisted!

## **3. Become an authority in your niche**

Now, Google are looking for sites that have high relevance and value to it's visitors, and one of the best ways to achieve this is to become an 'authority' in your niche.

Giving away and sharing content, especially content which people are willing to share online with friends, promotes you as an authority and a person or business of value. The more value you can offer Google's visitors, the more they will reward you with better rankings.

Simple, right?

So, with this in mind, ensure your content is always informative, interesting, and unique, and something people WANT to share. If you are using images, ensure you didn't 'borrow' them from another website as content and images obtained from another site is viewed upon as duplicate content and you could be penalised in your rankings for it.

A good example of where many businesses come undone in this area is in the accommodation industry. Many accommodation sites use content from their own website and add it to tourism directory services or booking systems which are marketing their business for them.

The problem is, even though it is their own content, if the accommodation directory has a better ranking than the original content site, the original site could find themselves being seen as having duplicate content, and get themselves demoted in the process. So if you are using an external service to market your business, always ensure you provide all associated sites with their own unique content to promote your site/business.

#### **4. Being Mobile Friendly is being search engine friendly**

A few paragraphs ago I mentioned the importance of being mobile responsive.

Sure, it's important as more than fifty percent of all internet users now use a mobile device of some kind to view the internet, but there is also another very important reason.

You'll find Google is smart enough now to recognise if your site is mobile responsive or not, and if your website is not developed on a mobile responsive theme, in most cases it won't rank as well on a mobile search result than it does from a desktop computer. Google measures information such as the width of your theme, fixed navigation sizes, etc and determines what will be the best results to give it's audience.

So if you are a business which benefits from a mobile audience, such as most online stores, the accommodation industry, tourism directories, or pretty much any business where people come to you, then being mobile-responsive is critical.

If you are not mobile-responsive you are probably missing a lot of visitors and sales.

## **5. Knowing your competitors**

Like any race, knowing your competitors, and their strengths and weaknesses is critical to win the race to the top of Google.

While it can be hard to know everything about your competitors online marketing, there are a number of tools which can help provide a thorough overview of them to then work out how to beat them. Information such as how and where they rank for specific keywords, what online advertising they are doing, the keyword density of their site, number of backlinks and who they are linked to can all be easily generated, which can then be used against them to improve your own site and push them off the leaderboard. Sure, it sounds a little harsh, but when so many are competing for that first page of Google, you need to have the advantage.

**Request a free website audit of your site and your competitors at:**

<http://www.smartfish.com.au/free-website-review>

This initial free report will provide you with all the general details you need to see how you are positioned against your competitors.

Then you can work on a strategy using this information, to improve your lead.

## **6. Obtain Quality Backlinks**

Back Links are the process of getting links back to your website from high quality sites. There are many online services which offer backlinking services, but you need to check that the quality of the sites is good or it could have a negative effect for your ranking.

How backlinks work is a bit like being friends with the popular kid at school.

If you hang around with the popular kid then it is a perception that you much also be popular and then you you find yourself with people wanting to associate with you have improved your perceived value.

If your website is directly associated with sites that have a good quality value with Google, then your value increases as well usually, providing you have good content as mentioned above. An easy way to find good quality links in your niche is by generating the report mentioned above and then work on getting a link from your competitors quality links, and then work on obtaining more gradually. You don't want to get too many links all at the same time or Google will know this is not natural and could penalise you.

## **7. On Page SEO**

This is one of the easiest areas of SEo that anyone can work on, especially if you have a Wordpress website.

Most good web developers will add one of the SEO plugins into your site when they develop it, and hopefully optimise it as well at the same time to get you started.

You can update and refine your on-page SEO simply by changing the general content of your website and also the content fields that the SEO plugin generates, so that it is more relevant to the search results you want to be targeted for.

Some plugins will provide you with a keyword density measure as well, so you can see how you are traveling for particular keywords, or alternatively, an SEO report can be provided to regularly track how you are doing in terms of keyword density, page titles, duplicate content, broken links, and content in general.

The kind of reports Smartfish create instantly show you the areas you need to work on to improve your website.

SEO is a little like a gym membership; you need to regularly work on improving it to see a real result. You can't do search engine optimisation changes to your site once every three months and expect to see great results!

## **8. Blogging**

As mentioned back at the start, your authority is now an important aspect of a good result on the search engines, and one of the best ways to build authority as well as giving your website fresh content for Google, and your audience, is by Blogging.

A blog is simply an online news area on your site where you can share interesting articles and tips for your target audience. If it's a travel related site, you might want to write about your area, the tourist attractions there, etc. Information people will gain something from and want to share with others, as well as the content relating directly to your business and niche.

the other advantage of regularly adding blog posts is that each time you add a new one to your site it can ping Google and tell them something new has been added, and re-submit your revised sitemap to Google's webmaster tools. A site that is regularly being updated will always outrank a site that has little or no care given to it.

Remember, Google is an information guide, so the more information you provide Google with, the more they will reward you as it's your content which makes Google such a successful tool.

To give your blog posts a real boost, ensure everything you post a new article to your site, you also submit them to your Facebook business page, Google+ and Twitter accounts, and even article directories. always include a link back to your website in the article to give readers the chance to view your site. This also allows for people to share your article from the social media or directories and you still regain the links plus build up authority.

So, there you have it! A few handy SEO tricks to help get your site to the top of the search engines.

There is a lot to do, but you'll find it's actually not too hard to do, and with a little practice regularly you'll see results in no time.

If you need more help on your search engine optimisation, contact [Smartfish Creative](#) for advice, services and even SEO training to help your site attract more visitors!