

5 STEPS TO "DOING BETTER IN GOOGLE SEARCH"

1

DEFINE

2

OPTIMIZE

3

MOVE UP

4

**ENCOURAGE
CLICKS**

5

**KEEP VISITORS
ON YOUR
WEBSITE**



HOW IS MY WEBSITE DOING IN GOOGLE SEARCH?

We get this question a lot from any business owner who has a website.

Our first response to that question is to ask back:
"FOR WHAT?"

1

DEFINE

Asking how your website is doing in Google search is much too broad. Are you wondering how it is doing for the words "computer for school?" or how about "the best way to fertilize my hydrangeas?" As you can see, you need to define first what keyword phrases you would like to measure the performance of your website against. At TechCare, we will research and find the best keywords to optimize your site by looking at the current traffic on the Internet in your service area for those words.

Once you have your keywords defined, **OPTIMIZE**

2

OPTIMIZE

Using the best keywords that are relevant to your services or products, TechCare will help you optimize the pages, posts and products on your website. Google is looking for keywords in particular areas on your website, including the URL of the page, the title of the page, subheadings on the page, content (text) as well as other places on each page. Optimizing each page, post or product on your website gives Google a better understanding of what you are offering, and will make it easier for Google to return your site when the general public is searching for those same words.

Once Google knows what your business is all about, it's time to try and **MOVE UP** in search, ideally to position 1, 2 or 3.

3

MOVE UP

This requires a few things, one of which is quality content. Adding new quality content, which can come in the form of text, new pages or products, blog posts, videos, etc., will really help boost your site. Trying to get as many links to your website from quality organizations is a very good strategy as well. Adding links to your content to other content in your website or outside your website is helpful. If you are a local company, paying for directories and citations is very helpful. For all companies, working on your Google My Business listing is really important.

Once you move up in search, your job is not over. You need to **ENCOURAGE CLICKS!**

4

ENCOURAGE CLICKS

How do you do this? The answer is to write amazing, intriguing, and exciting titles and meta descriptions for each page, post and product on your site. There is a lot of research on what is called "title and meta descriptions" and a simple google search will give you some great tips. Think about the real reason a visitor should view your website, talk directly to that pain point that your company or organization solves, and use those words in your titles and meta descriptions.

Finally, prove that your site is amazing and Google got it right to put you at position number 1.
KEEP visitors here!

KEEP VISITORS ON YOUR WEBSITE

You have done so much work: you have **Defined** your keywords, **Optimized** your website, **Moved** up in search, **Encouraged** people to click on your website listing, now the final and sometimes really difficult task: **KEEP** visitors on your website! When a visitor arrives at a particular page, post or product, is the information clear and easy to read? Does your website look modern and friendly on desktop, tablet, and phone? Is there something to do on your website such as watch a video, download a PDF, click through to other related articles? The goal is to keep visitors on your website for at least 3.1 minutes. If you have done all this work and Google has moved you to position 1, and then no one stays on your website for very long, Google will make the determination that they got it wrong and that what people are looking for is not found on your website and so Google will move you down the list again. Don't let this happen!



BUILD IT TO LAST

One final thought to tie this all together is to think about Google's business model. They are in the business of returning great results for people looking for something on the Internet. If every site you found in Google was lacking in information or incorrect for your search terms, you would be frustrated and use a different search engine such as Yahoo, Bing, Duck Duck Go. Google's secret sauce is returning great website and keeping people searching on the Internet happy! So keeping that in mind, keep Google happy by keeping your potential customers happy!

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