

„HOW TO GET ON THE FIRST PAGE OF GOOGLE“

VICTORIA

==WEBSITE DESIGN==

Finest ★ *Quality*

With around 70% of people not clicking on paid ads, your organic ranking is more important than ever...



Victoria Website Design is a newer web design agency founded in late 2019.

Most of our web experts have over a decade of experience with other companies or in different ventures.

Our Founder has been in and around website design for nearly 20 years.

JustinMayer

Advertising is still King, but organic searches on Internet giants have become a steady and strong source of consistent conversion and revenue for many companies and people.

The Problem is that the top 5 results make up the lion share of the clicks. In fact *over 55% of the clicks go to the top 3 spots...* In some studies it even suggests **OVER 95%** of people don't make it past the first page!

So unless you are showing up on the first page of a search result, you are screwed!

There are at least 1.74 billion websites.

And only 10 spots, the top 3 if you want real action, that matter for any given search term!

Those are terrible odds!

To compete globally for any main keyword is impossible for anyone but the biggest, most famous and best funded.

It is even getting extremely difficult to rank locally for most main keywords in all industries especially if you haven't been around for a decade.

With Google the top ad seller on the planet and biggest search engine by far, ranking high on Google has become a big-time competitive advantage!

**„The best place to
hide a dead body
is the second page
of Google search...“**



Is it all bad?

or is there still hope?

VICTORIA WEBSITE DESIGN

Yes it seems all bad...

No not all hope is lost, there is still a chance!

It is important to understand the reality of the situation you are facing.

Oftentimes simple reality can get taken as fear mongering, when it's really just taking a look at what is actually going on.

For advertisers and companies looking for customers, the modern reality is companies like Google.

That new reality takes the form of paid advertisements and organic methods.

For Google the Organic methods, while providing long-term returns if done right, have gotten extremely competitive.

Even so there are still a lot of great opportunities to build a strong collection of ranking search terms that bring you solid, consistent and high-qualified traffic and leads.

**„The real secret is
in putting your own
system and strategy
together based off of
best practices...”**

- Justin Mayer



HOW TO GET ON THE FIRST PAGE OF GOOGLE - A STEP BY STEP PROCESS



STRATEGY - UNDERSTANDING YOUR SITUATION

Before doing anything you need to figure out what your goal is and your current situation. This will help you create the right strategy that will be successful.



RESEARCH & WHAT ACTUALLY MATTERS

Good research on sites like Ahrefs and SemRush are imperative now. Things that actually matter are your URL rating, your domain rank, content and back-links but surprisingly not a ton more.



SMART KEYWORD SELECTION - LONG- TAIL PREFERRED

Choosing the right keywords to target is super important. Choose wisely and you will rank, choose poorly and you will die!



RELEVANT CONTENT

This is one of the most important factors, actually relevant and great content. This is an area where you can still really set yourself apart.



ON PAGE OPTIMIZATION

This is mostly painting by numbers. There are certain rules and parameters you must follow and meet. Things like alt image tags and H1 tags.



TECHNICAL SEO

This has a lot to do with your speed and user experience. The faster your website loads the better search engines will rank it.



SUBMISSIONS

This isn't as important as others make it out to be however is still important. You should at least double-check that your fresh updates are rolled out on-line.



SPECIAL EXTRAS

These are special techniques experts have found that differentiate their SEO and help put together a more cohesive overall strategy and plan that helps to increase score.



MAINTENANCE

You have to make sure you stay up to date on your SEO, just in case. Things on the Internet change especially search engine algorithms, so staying up to date is critical.

Strategy - Understanding Your Situation

Some people think there is a magic pill or a secret unknown holy grail for good SEO. That is a lie!

It takes a basic understanding of the Internet and how Websites work and then quite frankly just smart writing, good technical structure, following a simple system and understanding your own personal situation.

It's not much more than that.

It's mostly pretty boring stuff that agencies and desperate freelancers have tried to make into this impossible quagmire of complexities, all so they can rope you into term contracts, large monthlies and zero guarantees...

Google rankings are not only about the Globe! Local rankings are vital and key to many smaller businesses, it is one of the only things that actually gives them any chance of competing with larger competitors for SEO.



What is so important about understanding your personal situation?

Quite frankly it can help you make decisions so you can put the right strategy together. It can also save you money and time and help you avoid hair pulling problems.

For instance if you don't take the time to figure out your situation, you could spend all your time chasing search terms you have zero chance of ranking for!

What a waste of time and money...

Deciding whether you want to rank locally, nationally, globally or some combination of the three is one of the first choices you should be making.

This will help free up your campaign to make all the right decisions and save you time and money.

Next you should look at your competition. It's not only about seeing who they are and what they rank for, it's also understanding what they offer and how they offer it.

More than anything you need to study their numbers, or rather, research their websites.

Don't get too excited if their numbers or SEO suck and don't get too down and depressed if their numbers and SEO are great, in many cases you can always get to the top locally, it's the global and national rankings that become a lot more difficult.

Once you have a clear picture of not only what you want to achieve but also of where you stand compared to the competition, then you can go ahead and map the proper plan.

Research and What Actually Matters

Taking of from the previous step, it's important to do thorough research.

This isn't just for keyword research, it goes a lot deeper than that.

You need to intimately understand why and how each top 10 page is ranking for the specific search term, and what you have to do in order to compete.

This takes hours to even days for each specific batch of keywords. Once you have this done you can dig into the actual meat of what matters.

The Internet will tell you there are secrets and endless steps that are extremely important, making it seem like an impossible mountain to climb, but effective SEO is really comprised of a handful of important steps and a bunch of little things that don't matter as much...



When it comes down to it what really matters for good SEO?

There could be 200 ranking factors that Google takes into consideration when scoring and ranking your website.

There is a lot of misinformation on the Internet, so use careful browsing techniques.

They will try to sell you on every last thing being important or more important than the other.

A plethora of companies selling their SEO software or little app telling you how critical whatever issue their product fixes is to the overall SEO scheme.

Ultimately what we have found through years of research and experience, is that there aren't a ton of things that have significant impact on your page ranking.

There are however a lot of little micro things that if completely ignored can and will hurt you a bit, but it's probably a lot less than you think!

So what are the most important things when it comes to ranking your pages on the first page of Google?

1. Good traffic
2. Relevant Content that is long and well written
3. Back-links
4. Putting the content together properly

What are the numbers that really matter?

1. URL Rating
2. Domain Authority

The above are the 6 things that Trump everything else. So if you are missing one tag, don't fret, it's not what is causing you to fall short.

Yes all the other things are still important, it's 2020 so I left out https as that should be standard now, and should be followed to create the best strategy, plan and collection of ranking search terms.

Knowing what is important and what is only a small help will save you tons of time and money!!!

Smart Keyword Selection - Long-tail

This could be the most important point in this whole report yet has zero impact on anything to do with your score.

Without awesome keyword selection you just won't stand a chance to rank on the first page of Google.

Strong research is needed and an understanding of what the numbers mean and how to apply them to your choices are imperative.

If you spend too much time on main keywords that multinational conglomerates and keyword stacked high authority websites rank well for, you won't be able to compete.

Strong research is needed and an understanding of what the numbers mean and how to apply them to your choices is imperative.



The reality is that unless you are a multinational conglomerate or a website with an extremely high domain authority, you will have to stick to long-tail keywords for any chance at ranking pages.

This does not mean you cannot have keywords that are main keywords, it just means they can't be your focus for ranking pages.

It is ultimately mostly a numbers game. The higher your URL rating, domain authority and back-link score, the better chances you have at ranking pages. Oh and good traffic helps too.

Depending on the above numbers you should target keywords with a certain difficulty level. For websites with under 50 DA, you should stick to KD (Keyword Difficulty) under 40 and better yet under 30.

This is positive, the veil has been

removed and there are no secrets.

There are however some mysteries that are guarded by search engines not saying what their algorithms are doing.

Staying up to date on the modern trends in search engines and their algorithms will help you make better keyword choices.

You should be using various techniques in finding keywords and they can include :

- Google keyword finder
- Google search suggestion
- AHrefs
- SemRush
- Keyword Pro
- Competitors Websites

There are a ton of other tools to the point it is almost endless, however the few above should ultimately be all you need to create sharpshooter keyword plans.

Relevant Content

Listen to any Google webinar or read their own material on search engines and ranking pages and they will say the same thing.

Content is King!

What they really, really want is the greatest content, so they can satisfy their customer, the person searching, with exactly what they are looking for.

Relevant content is one of the most important factors in ranking your pages.

Relevant content is one of the most important factors in ranking your page...



Content may be the most important factor when talking about ranking pages.

There really shouldn't be any question but unfortunately the truth is a bit different.

It isn't quite what you'd think as you can find many number one ranking pages that fall well short in their word count. These articles are often void of a lot of high quality content.

They achieve the high ranking for other reasons such as back-links and domain authority.

So it is a sad reality of sometimes the best content and/or best company, service or product doesn't win and ends up further down the page.

So digital has made it better for advertisers but it is still far from perfect.

To mitigate these issues you should

adhere to the following practices.

In general you want to focus on good strong content that is long in nature. It should not be forced to be long and it should remain relevant and full of good information the whole way through.

This content should be specific to the main keyword. Google has changed so it is no longer about just one keyword. The algorithms are now smart enough to look at the bigger picture and this actually makes things a bit easier.

The relevant content should be site wide. The more you can fill your site out with high quality relevant content and keyword use, the better.

Regardless what the Internet says you want your articles to be 2000 minimum. Do not copy and paste.

I repeat, do not copy content it will hurt your score and maybe blacklist your whole site.

On Page Optimization

While on-page optimization is extremely important, it is not quite as special as it is hyped up to be!

Yes proper formatting and structure will help elevate your page and score and thus give you a higher ranking, it's just not necessarily numero uno when it comes to ranking on page one.

What words and where you put them on the page will be a bit more important than ensuring the proper amount of header tags.

That being said you should 100% be aiming for the best on-page optimization you can achieve.

Studies have shown that when writing for the Internet that simple straight forward short sentences work the best for humans...



There are some rules when it comes to on-page optimization.

These are generally well-known and easily found formatting and writing rules.

You need a certain amount of words, generally over 2,000, unless it's an article with a different purpose, such as guest posts or blogs wherein you receive a link-back.

Short sentences are King and how you interpolate them is Queen.

You shouldn't be trying to impress with your wordy eloquence.

Studies have shown that when writing for the Internet that simple straight forward short sentences work the best for humans.

Using a software program that can help you write your sentences, by giving suggestions geared towards specific SEO rules, can help your

score when search engines scan your website.

Things such as the Flesche reading score can elevate your on-line writing.

Technical rules to follow such as h1 and h2 tags, alt image tags, not using too many of the same words to start a sentence, not stuffing your article with your keyword and breaking paragraphs up are all basic tasks that need to be accomplished.

Other important things you will want to implement are outbound links, internal links, title length and keyword included, meta description, key-phrase length, your passive voice, paragraph length, subheading distribution, and transition words.

While you can rank with poor on-page optimization, if you don't have the other numbers that allow this to happen, than you will be screwing yourself to ignore on-page optimization.

Technical SEO

Different than on-page optimization the Technical SEO deals with your Website, its speed and user friendliness.

Search engines will scan your website and give it a score, some of this score will have to do with your technical SEO.

Search engines like Google want to provide a great experience to people using their search engine.

Fast Websites that load quick without any scam tactics are what Google is really pushing hard for.

Because of this it is no surprise that they reward good technical SEO and punish bad technical SEO.

There are about 84 technical aspects that you might need to take into consideration.



There are about 84 technical aspects that you might need to take into consideration.

BUT before you start attacking all 84 aspects head-on, you should first decide what your goal is and what compromises you are and aren't willing to make.

There are numerous tools that can be used such as page speed insights, gtmetrix, webpagetest and pingdom. These four alone will give you all the feedback you need to make the changes necessary.

Just because there is a score that Google generates, based on data from a company called Lighthouse, doesn't necessarily mean you should compromise your website in order to increase your score.

For instance, if your website is reliant on high definition, big and pretty photographs, there is only so much

you can do to increase your score.

In another situation you might need to integrate social media and embed videos and other 3rd party plugins. This can impact user experience and interface and you have to compromise by dealing with a lower score.

That being said, you should be very careful. Most users surfing the Internet have zero time to wait. They demand websites load in around 3 seconds to a maximum of 3.

This means they need to at least have a first content paint quick but also be able to start using the website within 3 seconds.

Unless you are companies like Amazon who can get away with making people wait longer than 3 seconds for the site to load, your best bet is to make sure most of your website is returning good scores in the time suggested earlier.

The better the score the better the user experience and ultimately the

Submissions

This is a fairly easy step and one that you shouldn't overthink.

So basic a step submissions is but one worth mentioning just as a simple reminder.

One thing important to keep in mind, is submissions in regards to your website really means submitting your sitemap to search engines.

There are only a handful of search engines you need to submit to.

This just helps them know your website exists and the structure of it which helps the search engine scan it.

One thing important to keep in mind, is submissions in regards to your website really means submitting your sitemap to search engines.

Submit your material to search engines to give them a helping hand in locating and understanding your website.

While you don't necessarily need to submit your website, as google is crawling the Internet every second of every day, it is still smart and safe practice to get in the habit of immediately submitting your website.

Submitting your website is not difficult.

For Google you just need to have a gmail and google account and go to google search console.

In the search console you can add your website, make sure to add each extension of it such as http, https, www and no www.

Then all you really need to do is tell it where your sitemap is located.

In the index tab on the left of the search console there is a sitemaps section.

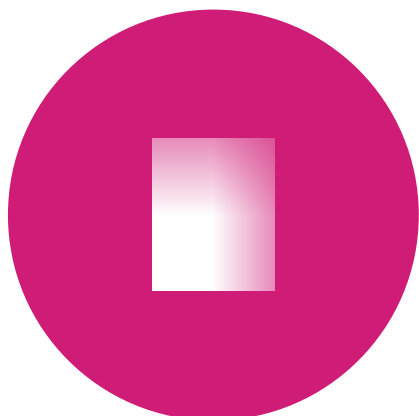
Submit the URL to your sitemap.

That is it.

Do this for each search-engine. Bing is similar to Google and in many instances you can just important everything from Google into Bing, if you have a google my business account.

You shouldn't fall for most of these directory submission of ers, none of them are going to help your website much, it will just raise your expenses and lighten your wallet!

One thing you need to make sure is to get everything just how Google wants it. If you screw around and get your account, any of them, blacklisted by them it will be a real pain in the butt to get it back in good standing.



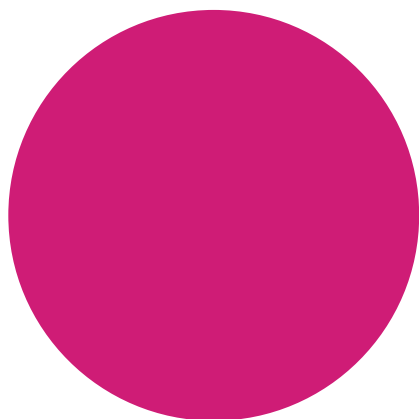
Special Extras

Now before you go and get all excited, there aren't actually really any special secrets or anything.

These are just some special extras that Victoria Website Design uses but are generally things you won't find on the Internet or for free.

These are tricks of the trade, things you either learn through slugging through the muck or by paying someone who tells you about them.

The real secret is in putting your own system and strategy together based of of best practices...



There are no magic pills for SEO ranking.

The real secret is in putting your own system and strategy together based of of best practices.

These best practices should be derived from the essentially head of states and those experts who have been involved in not only dissecting search engines but also their algorithms.

One special extra is to use Infographics. This while not a secret is not always mentioned as an SEO tactic to ranking pages.

It ultimately takes a wide spread of links and there are some infographic sites that have high domain authorities.

The unfortunate part is that until you go through the process you won't know for sure which infographic sites will create a scanned registered back-link which contributes to your URL rating and domain authority.

Here are some other special extras:

- You don't need as many back-links that you think.
- An older tactic was to buy old domains and host websites. It's still around, it's best to find a way around it though and make it legit.
- Check the top 10 Websites ranking for that search term and dissect their page/article. Don't copy and paste but make a better article. This is one of the main keys.
- Pay someone on Fiverr or do it yourself to get you some different links, even backlinks. This may be a user site created on MySpace including a link. They won't all be noticed, or great, but every little bit helps. DA 60+ links are ideal.
- You need people searching for it, try getting your buddies and family to search your keyword and click the website.
- You need to keep a strong URL so keep it as white-hat as you can.
- Don't keyword stuff. Find relative and similar words that will work around your main keyword.

Maintenance

The final step in ranking on Google is in SEO maintenance.

Getting something done and leaving it can lead to disaster.

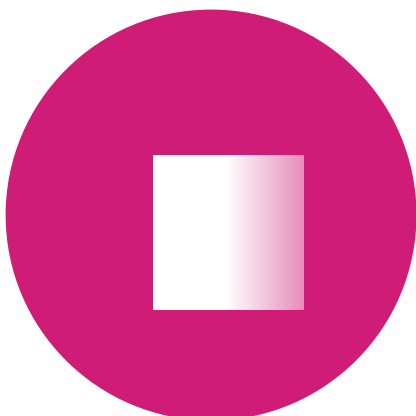
It is always important to ensure you are doing some minor maintenance, even if that is in just checking that everything is still okay!

Search engine algorithms change at least a few times per year.

When these changes occur, quite frankly, anything can happen!

If your website is well built and fully white-hat, there should be zero problems, if not you could be in for a big shock.

It is always important to ensure you are doing some minor maintenance, even if that is in just checking that everything is still okay!



Maintenance ultimately has little to do with maintenance work.

There isn't any sweeping or mopping or cleaning but you do have to look at a few different software tools and keep up to date on what is happening.

Maintenance is actually more about observation of technical SEO and changes from algorithms. The last part is about monitoring your website in regards to its activity and of course its rankings, regardless the tools you use.

This allows you to make adjustments or take advantage of opportunities. It keeps you focused.

You should check for any errors in google search console, as sometimes new scans will result in errors which will hurt your score.

Sometimes things also just break. If

you don't fix these "things" they will eventually hurt more than just your google score.

If you have a lot of external links on your Website there is a good chance you will suffer a broken link. Same goes for internal links.

If you never check these they will go unfixed and google will know! While it might not hurt your score a tremendous amount, every little bit can help when you aren't a multinational conglomerate.

Another thing to consider with maintenance is the updating of content. If a page becomes outdated or information becomes outdated and it is affecting the quality and the score of the page, then updating the content is a great idea to help refresh it.

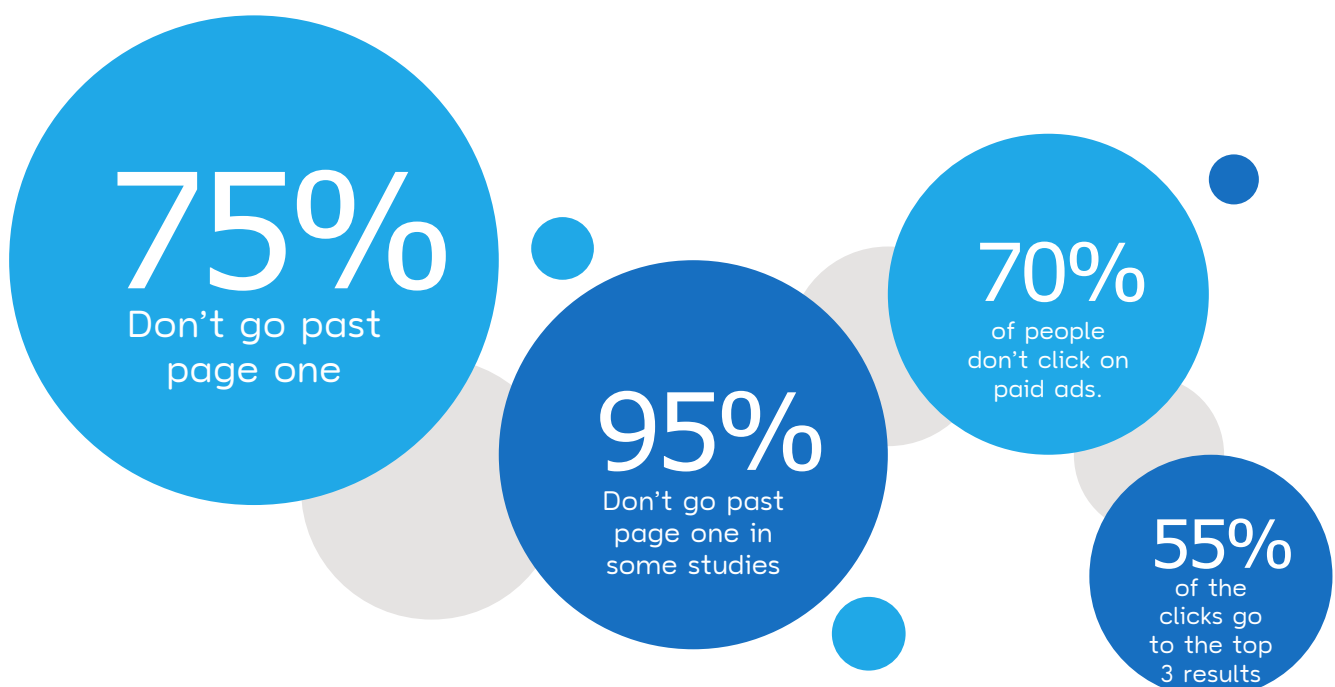
Google at the end of the day likes new content and activity on your website that is legit.

Conclusion

Organic searches are extremely important. Unfortunately it is becoming difficult to compete for most companies, even in long-tail keywords.

The sad reality is it is a top heavy game, similar to North America class structure. The top three search results get the lion share of clicks and thus conversions... Once

you hit the 8th search result you are already dealing in the low single digits for overall percentage of click share. Think what happens when you are on page two or three. Let's just say you better have some other ways to get customers...



As you can see the numbers are not very inspiring.

The secret is to target the right keywords and put together a workable plan.

Ultimately for most companies there is a chance locally. Most of your competitors will have low to mid domain authorities and their URL rating will generally still be reasonably low.

For local searches there is still a chance to compete, even with main

keywords.

So ultimately everyone who is not Apple should feel lucky that there are ways to still rank and compete.

In general you shouldn't be confused about SEO, it's really just basic straight forward stuff that takes some time.

It's mostly elbow grease stuff, nothing too strenuous.

The research you do, the keywords

you pick and the strategy you decide upon will be that unknown quantity that will make or break your page ranking.

If you get those three right the rest is all downhill and mostly painting by numbers. So long as you do the work and follow the steps you will be on your way to ranking pages.

Just remember, the secret to ranking pages is in making smart choices before you start.

Go after the low hanging fruit.

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How to get in touch with Victoria Website Design

You can reach us in a bunch of different ways. We are easy to get in touch with. Besides the usual address, phone and email we are available on all our social media sites:

Facebook, Instagram, Twitter, LinkedIn and Youtube.



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