

Top Ten ways to get better rankings on Google

By Andrea Wagner, CEO Wagner Web Designs, Inc.

1. Age

Age does matter. While other factors can certainly trump age, it's important that you create a great track record with your domain's content. You can't rush it. The indexed age simply refers to the original date that Google discovered the site or the content itself.

2. Speed

Use Google's [Page Speed Insights](#) to determine the areas of improvement required for your domain. By increasing your site's page speed, you can improve your potential visibility. You can also use tools like [Pingdom](#), [GTMetrix](#) and [Varvy](#).

3. Create great content

The content of a site is crucial when it comes to ranking in 2018. In fact, the importance of this has increased dramatically over time. Your content has to add value and engage the visitor. The more engagement, the more users will share that content, and in turn, the better it will rank.

Google's ability to sniff out great content is getting better and better. Great content will engage visitors and will invite them to share it.

Focus on these elements when building your content:

- Use internal links and relevant outbound links.
- Section off your content and make it easy to read.
- Utilize keywords but don't overuse them.
- Build content that's instructional and helps solve a problem.
- Write your content for humans by making it sound natural.

4. Ensure **mobile** responsiveness and usability across all devices.



5. Easy

Make your site easy to use. Make it easy to navigate. Make it easy to search for and discover the right type of content.

6. Site engagement is a big deal. Google is concerned with the amount of time that users spend on your website. So, when you build useful and engaging content, people want to stick around longer. That's where **great text and video** comes in.

7. **Utilize Latent-Semantic (LSI) Indexing** for keyword diversity. LSI allows Google to serve relevant content by understanding what the user is searching for rather than trying to return back content based specifically on the keyword itself. LSI is also just a fancy way of saying the same thing in another way.

For example, "make money online" could be said in a number of ways like "generate cash on the internet" or "earn an income on the web" and so on. Google knows it's the same keyword. Utilize this for all your content. This will allow you to create organic and natural-sounding language without having it appear keyword-stuffed.

8. Create clear **Calls to Action**.



9. Leverage **Social Media** to build viral content that links back to your domain. Social media can drive a tremendous amount of user traffic when done right. Social media content should not be business-focused, but rather adds some sort of value, whether it's entertainment value or informational value in one way or another. Use platforms that your demographics use.



Facebook, Blogging, Linked In, Twitter, Instagram, Pinterest, Youtube
Snapchat, etc

10. Hire a professional to do steps **1-9**.

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