

Easy Tactics to Rank **FIRST** in Google



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SEOCOACH

Lassen Sie sich finden!

SEO Agenda



1. What to rank for ? Keyword magic...
2. The easiest way to the top - your URL
3. Page titles in 2014
4. Speed - faster is always better
5. Penguin-safe links

Useful tools / plugins

What to rank for ? Keyword Magic...



- To find keywords you need AdWords keyword planner (only with AdWords account)

The screenshot shows the Google AdWords Keyword Planner interface. The search term is "webdesign wien". The targeting is set to "Austria". The search volume trends chart shows average monthly searches from July 2013 to June 2014. A callout for May 2014 shows 23,760 searches. The interface includes a "Tools" menu, "Get ideas" and "Modify search" buttons, and a "Download" button for the results.

Search terms	Avg. monthly searches	Competition	Suggested bid	Ad impr. share	Add to plan
webdesign wien	880	High	€3.52	0%	✓

Keyword Research - Competition



- Take your keyword list and look at the top competitors for each term
- What keywords do they use in title?
- What words in menus, meta-tags, headings?
- Enter your competitors URLs into Google Keyword Planner for even more ideas!

The easiest way to the top - your URL



- Exact match and partial match domains continue to dominate the results
- If you want to get to the first page for keyword / phrase make sure you include this in URL of your website

For “zahnarzt wien”

- Best: www.zahnarzt-wien.at or www.wienzahnarzt.at
- OK: www.zahnarztwien.biz or www.zahnarzt-name.at/praxis-wien

Page Titles



- This element is critical to both user experience and search engine optimization.
- Keywords ARE very important in title.
- Should be readable and made up of keyword phrases of value and/or high search volume
- Title should be **UNIQUE** on site

Speed - faster is always better



- FAST is important for Google ranking and users!
- In 2006, 40% of online shoppers were abandoning a website if it took more than four seconds to load.
- Minimize images – major culprit
- Install a caching plugin
 - <http://gtmetrix.com/>
 - <http://tools.pingdom.com/fpt/>

Penguin-Safe Links #1



- Professional
 - <http://firmen.wko.at/>
 - <http://www.praxisplan.at/>
- Regional
 - Google Maps / “My Business” (especially for mobile search)
 - Government / Gemeinde: www.wien.gv.at
 - Local paper
- Top quality directories (still)
 - www.tupalo.at www.yellowmap.at www.hotfrog.at
 - www.herold.at

Penguin-Safe Links #2



- **Social platforms (Link in profile)**
 - Foursquare
 - Facebook
 - Google+ also for authorship
 - Twitter
 - Linked In / Xing
 - Youtube
 - Pinterest (post photos from Website)
- **Sharing / Liking has little SEO benefit in most branches**

SEO Tools



- **Wise SEO - from €9.99 / month (5 websites)**
 - Ranking, keyword research, reporting
- **Market Samurai - A\$149**
 - Competition analysis / keyword research...
- **Screaming Frog – free for 500 URLs - £99**
 - Website crawler, structure, broken links etc.

WordPress Plugins



- Yoast SEO plugin
- W3 Cache (performance)
- Limit login attempts (security)
- Duplicator - transfer WordPress site
- WordPress database backup (Matzko)
- Simple 301 redirects (if you rename URLs)

Browser Plugins



- Sitemetrics SEO - www.sitemetrics.de
- Redirect path - Ayima - only Chrome
- Sitewert SEO - www.seitwert.de
- Tag assistant (by Google) - only Chrome

Google Tools



- **Google Analytics**
 - Track traffic, events (downloads, newsletter signup)
 - WordPress Plugin - Google Analyticator
- **Google Webmaster Tools**
 - Check all pages are indexed! Submit your sitemap
 - Check for warnings and “HTML Improvements”

Useful SEO Information



- Google SEO Guidelines

- <http://static.googleusercontent.com/media/www.google.com/en/webmasters/docs/search-engine-optimization-starter-guide.pdf>
- <https://yoast.com/articles/wordpress-seo/>

- SEO Blogs

- <http://moz.com/blog>
- <http://searchenginewatch.com/seo>

Thanks for your attention



QUESTIONS?

DOWNLOAD SLIDES:

WWW.SEOCOACH.AT/RANK-FIRST-IN-GOOGLE/

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