

How to boost your company's website search rankings?

A useful guide

introduction 2

#1 meta data 3

#2 optimised website 4

#3 google my business 5

#4 google adwords 6

#5 social media engagement 7

#6 active blogging 8

in conclusion 9

How to boost your company's website search rankings?

e info@waypointdigitalmarketing.com
t 01962 862760

www.waypointdigitalmarketing.com

19 Southgate Street
Winchester
Hampshire
SO20 9EB

introduction

Today at least 95% of all searches for a product or service start online, and in the UK that is overwhelmingly via Google.

If your business is not on the first page of Google for its most common search keywords and phrases you are not going to get many enquiries, it's as simple as that.

This ebook provides 6 ways of making sure your website sits ahead of its competitors, gets found and therefore generates more leads.

We hope you find it useful and if you have any questions or would like support with your digital marketing please do get in touch.

Adam Richards
Managing Director
adam@waypointdigitalmarketing.com
+44 (0)7780 703212



Waypoint Digital Marketing



The days of black hat techniques to get your website to the top of the search rankings are long gone. The search engines got wise to these techniques and started penalising websites that practised the dark arts.

Meta data is visible to search engines but not to regular visitors. Comprising of hidden descriptions and page titles it helps Google understand what the content of the website is and determines where the website will be ranked for relevant search phrases.

Therefore, it is important to get it right!

On its own meta data won't ensure that your website is on the first page of Google but without it your chance of success is close to zero, especially if in a competitive market.

Check List

- ✓ Keywords in Page Titles
- ✓ H1, H2, H3 Headline Structure
- ✓ Webmaster Registration
- ✓ Location Information Inserted

There are a few key things that your website must be for it to rank well.

1. Lightweight

Large images and embedded video can be difficult to download and render on a slow connection. Google will penalise websites who haven't compressed their files to the optimum size.

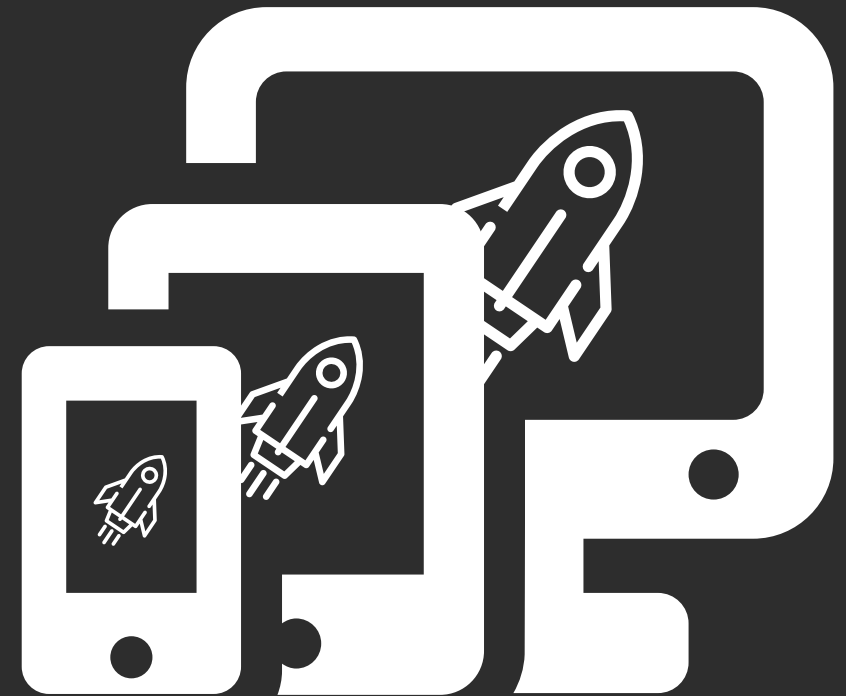
2. Mobile Responsive

If your website has not been built so that it can be read and navigated easily on smaller screen sizes it will not be shown, simple as that.

3. Alt Text

The search bots read everything and so if you haven't provided alt text (names for images) then they won't know what the image is about and mark you down accordingly.

The more competitive your market is the more important it is to make sure you have all the bases covered as Google will show you preferential treatment.



A Google My Business account is another very important piece in the jigsaw if you want to improve your businesses online presence.

Setting up an account is relatively straightforward and will mean that more information about your business will be displayed next to your search listing, including customer reviews, opening times, contact information and the like, as well as enabling your business location to be displayed on Google Maps.

Regular posting of up to date relevant content is one of the many ways that Google and the other search engines determine how to rank businesses and creating a Google My Business account will immediately improve your online visibility.



In 2018 Google received \$116 billion of revenue from its advertising platform.

Whilst many people have a hunch that Google favours those listings that are running adverts, the consensus is that simply giving money to Google will not boost your search rankings. However, running a Google Ads campaign will indirectly boost your search rankings because:

1. The more people who click through to your website from Ads, the higher you will rank
2. Moving up just one place in the search rankings will mean you get more clicks which will mean your ranking will improve.
3. The more familiar visitors become with your listing by seeing your ads the more likely they are to click on your natural listing in the future, again increasing the number of visitors to your website.

So, in a nutshell the more visitors to your website the higher your ranking and the higher your ranking the more visitors to your website!

Whilst we don't want to give Google any more money a Google Ads strategy is an important part of the mix when wanting to improve search rankings, especially for new businesses who are not performing well.



Social media presence and activity amplifies the ranking factors that Google does consider and is an essential part of increasing your search visibility.

The more hits to your website, the higher that Google ranks you so sharing content on social media is an excellent way to drive referral traffic to your website. If you post interactive content on your social media sites that links to your website, then more people will visit your website, boosting your rankings.

Social media profiles also rank in search engines and are often amongst the first-page search results. So having a social media profile provides another platform for you to appear on Google search results, boosting your online visibility.

Social media will help your search engine rankings, but only if executed properly with engaging content that encourages interaction.



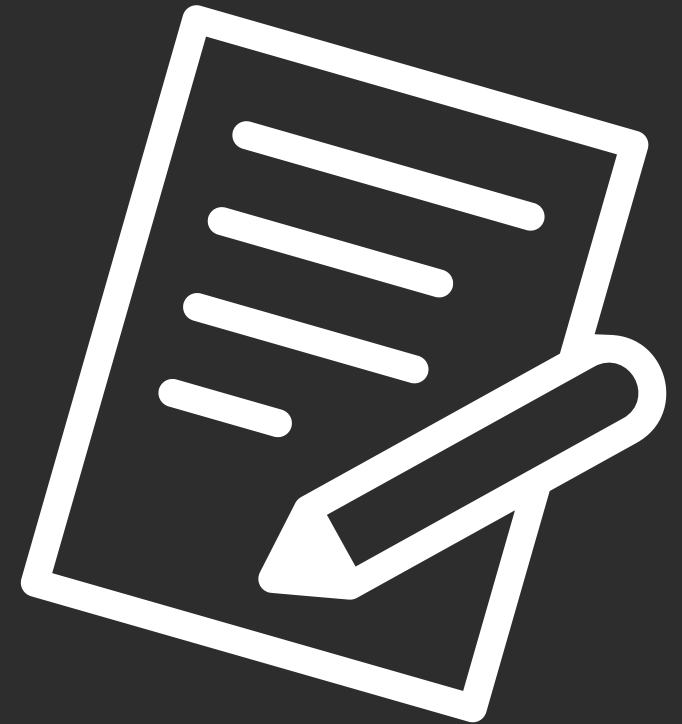
As discussed in our ebook on lead generation, well written, informative blogs and articles that position your business as subject matter experts are key for lead generation.

However, they are also another vital ingredient when working to improve your search rankings.

Essentially, when you write a blog and post it on your website in the eyes of Google search you are creating a new page containing words and phrases that match those being used by your potential customers.

Therefore, Google will list the blog page independently widening your net of pages to attract visitors. The more visitors the higher your ranking and so it goes on.

Just the very fact that you are actively blogging and creating new pages is liked by Google because it tells them that you are an active company and they will list you higher.

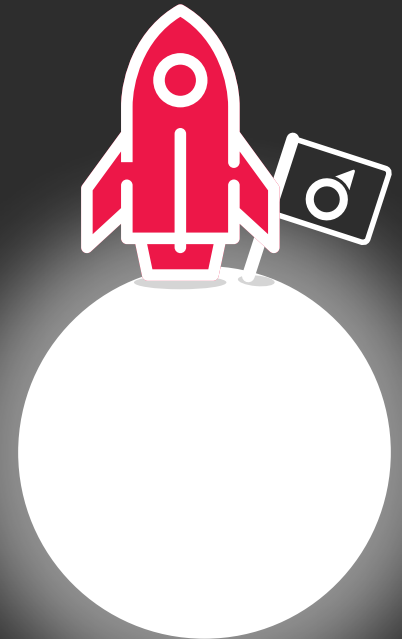


in conclusion

If there is one message to take home from this ebook is that you don't need to be an expert in coding and a web master in order to improve your search rankings.

At the heart of search engine optimisation are words and content.

Whilst there is not one silver bullet that will propel your website to the top of Google by following the steps outlined here and joining up all the dots you will undoubtedly see a dramatic improvement.



talk to us about how we can help



Waypoint is a digital marketing agency focussed on lead generation for clients. We achieve this by making sure that your potential customers find you before your competitors when looking online.

We have a team of experts, specialising in digital strategy, blog writing, social media management and much more all working towards the same goal which is to maximise lead generation.

If you would like to talk to us about how we can help, please get in touch.

info@waypointdigitalmarketing.com

01962 862 760

www.waypointdigitalmarketing.com