

the web *Club*

PRESENTS

**10 WAYS TO HELP YOU
TO GET FOUND
ON GOOGLE USING**

SEO 

START GETTING FOUND ONLINE TODAY

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1. Ensure Your Website is Optimised for Mobile

Google now prefer websites that have been optimised for mobile viewing. They call it 'Mobile First' and will produce results from these websites first. This includes responsive websites and AMP (accelerated mobile pages) ready websites. Check with your web designer to ensure that your website is mobile optimised.



2. Complete the SEO Package on your Website Platform

Whether it's Wordpress, Wix or Squarespace, your search engine optimisation (SEO) package should have a place for the meta data, ie SEO Title, Focus Keyword, Meta Description. These are the bare essentials you need to complete for each page & post on your website in order to get found, and get clicked, in Google. This is called on-page optimisation and helps hugely in growing your website visibility.



3. Create Content that Answers your Customers Questions

Write out 12 questions your customers or audience typically have and answer each one in a blog post. Google will identify that you are adding new and relevant content to your website and will reward you with a better placement on its search engine results page! Winner!! Plus add images and video for extra kudos.



4. Ensure your Site Map has been Submitted to Google!

It might sound obvious but so many people assume their website has been submitted to Google and it actually hasn't. Has yours? If you use WordPress and Yoast SEO your XML site map (which Google needs to crawl your site) will have been submitted automatically.



5. Optimise your Images for Google

Most SEO packages have somewhere you can add 'Alt' text for images. Short for 'Alternative' this does two important things: (1) it describes the image for anyone using voice software due to visual impairment and (2) it tells Google's spider bot what the image is about, as it can only read words not images. Makes sense! Also add your keywords in the image title and Alt text, it will help that image to get found too.



6. Get Backlinks to your Website

Google loves backlinks – ie when another website links back to yours. And not any old link, only from relevant websites, ie where the web traffic is similar to yours or where the information is complementary. Eg a business information website linking to a HR website or blog. This shows respect and authority for your website, which Google sees as a good thing for your audience, and so they like you for that.



7. Check your Website Speed

Google does not like slooow loading websites! They like well structured, clean, quick loading websites. What can slow a site down? Examples are if your images are too large, or too many unnecessary plugins in the backend. Type in 'check page speed' to the search engine and there are many tools to help you check this out.



8. Complete your Google my Business (GMB) Profile

By doing this your website has an increased chance of showing up on the map for local search, plus may be in the knowledge panel on the right of your desktop or top of mobile search. Sometimes people think they are on GMB as they see their business on the local search map. However you need to check that YOU are the registered owner of the 'place' as sometimes your business is listed but not verified by you. You can add events, posts, images and loads more; all to help you get found on Google!



9. Promote your Website on Social Media

Promoting your website with interesting and relevant content to your social media followers will help drive traffic to your website. If readers stay on to read your content, this will increase the time visitors spend on your website. This is a ranking factor on Google, so ensure the content is worthwhile! Make sure your social media profiles are complete also as you can get found on Google via your profiles, especially LinkedIn.



10. Finally...Create and Publish Unique Content Consistently!

Google can tell this is fresh content and will love you for it. Your chances of getting found for long tail keywords increase and you add tremendous value to your website visitors and customers. Plus if it's sharable you will get more visitors coming back time & again to the same pages, a great ranking factor.

Are you ready to get your Website Rocking on Google?
Or do you need a new website or a revamped one.

Just drop a line to me at patricia@thewebclub.ie, join me on social media or call me on (+44) 077 49407634

