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Article from Susan Jones June 2010

How to rank well in Google

e: info@keystosuccessclub.com
w: www.KeysToSuccessClub.com
m: +61 424 191 370

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Content is king

When I first heard about internet marketing I was fortunate enough to get good advice about how to get top rankings in Google, Yahoo or MSN. I am not talking about Adwords here, as that is paying for your ranking on the page. It can be a very expensive exercise if not done correctly.

But this advice about how to get ranked well naturally (organically), was very good information.

Did I follow it immediately?

Nope!

Did I waste time straying down other paths ? The "quick and easy" road to riches....

Yes, I confess I did.

But you know what- even when I was following these other paths (and learning a lot along the way), one message was repeated by each new "guru".

That message is..... Content is King

There I have said it – you don't have to read the rest.

Content is King. What this means in bricks and mortar operations, is if you are in business, no matter how you are making the money – you must deliver substance. The provision of quality products or excellence in the delivery of services is imperative to being successful. If, as a business owner, you consistently deliver value for money, your customers will come back time after time and refer you to their friends via positive word of mouth.

Believe it or not the true is same for the internet.

Only on the internet you not only have to satisfy your customers (those are the people coming to your web site – the exchange is now valued in their time), you also have to satisfy the spiders and bots sent out from the major search engines (read Google, Yahoo, MSN, Alexa, etc.) by providing large quantities of genuine relevant information. I like to think of it as spider.

I thought I understood this. So when I bought some pre-made sites that "only needed the content changed a little bit and you will be making masses of money" and I DID re-write the content initially, and matched the keywords, and then left it thinking it would just make money – nothing happened. The adsense ads languished



– a few clicks and results early in the piece – but then zero. I later found out that the code (I learned how to decipher code with this experience), was pointing any traffic my attempts may have gotten to another site. And the code for the paypal payment went to another ebook!!! Another great lesson.

The same thing happened when I tried writing and selling ebooks, put up a sales page and that was it, right? I later learned that the long sales pages are not liked by the Google spiders in particular – or bots in general. Try again.

So, what do these spiders and bots like?

Consistently updated, well written and relevant information.

Have you set up your web site correctly?

If you want to get seen online it is important that you consider a few things about your web site.

Can you update the information easily? More to the point will you update it regularly? Regularly here means at least once a week if you really want to get seen. It needs to be a habit that is followed through each week.

Are you already online but don't feel you are getting enough traffic to your site? Or your site isn't converting new customers.

Are you sure your site is set up the do the job you need it to do?

Just for an exercise – imagine what your "presence" online should look like. Is it just a few lines in a local directory letting people know where your premises are? Or is it a bit more?

Is it a web site? And what does that web site look like – does it have pictures of you? Does it have pictures of your equipment, your shop or examples of the services offered? Or, is it just a picture of your brochure and some contact information?

What do you want your site to do? Is it for generating leads while you are out working? Or is it delivering information – this information can be in the form or text, audio or video, or any combination of the three.

If you have an existing site, is it set up to do these things?

Are you expecting people to find you through internet search engines? Would it help to bring more customers in the front door or online?



These are all questions that need to be answered – whether you have a web site or not – your existing site may be cool – but does it deliver what you need?

How do you influence your Google ranking?

Ok, your site is up and you are ready to be found. How do you make this happen; can you influence your positioning in the search results?

The answer is yes, and it isn't hard and it DOES take time. In the beginning it is important to give the spiders and bots an excuse to come back. When a web site is first indexed by the spiders they will crawl all over it remembering what is there and reporting back to the "Search Engine Head Office". No one quite knows how often the spider/bot return is set. Once they have visited your site they will register that information they found and cache (store) the pages of your site. This "indexing" of the site will continue through the life of the site. If the spiders come back in a week or two and the site hasn't changed they will delay their next visit.

However if they come back and you have updated something they will come back sooner. If you update your site a lot, they will come often. You need to train them to come back. Make them worry they are going to miss something.

An example of how much spiders like the "food" content provides is Facebook. At Facebook the spiders live on the site – constantly getting current updates, never leaving, just sending the indexed information back to the search engines to be cached and served up when asked for.

But Facebook is huge – how can a regular business compete with the continuous flow of "stuff" being generated on Facebook?

The Power of Business Directories

With the vast options available to small business out there in business advertising mediums on the web, to succeed you need to be able to distinguish yourself and there is only one way to do that by providing immediate results. The problem is that many people have either a website that is not built to take advantage of Google, or they simply do not have the time to produce enough good quality content to influence the spiders and rank well on Google.



In many cases, a small business may not even have a website, but people would still expect to find them on Google.

Business directories can be a powerful mechanism if they are set up to be optimised for Google.

A good directory site has content being added to all day long and being searched and looked at all over the world. Multiple streams of information are creating a perfect environment for the search engines.

One of the keys to getting your online advertising right is to be specific about the products or services you deliver and use qualifiers. A qualifier is a word to identify brands, specific types of services, location, etc. So, for instance, Not just a waxing salon but a leg, eyebrow and brazilian waxing salon.

Details are used by searchers so you need to use detail in your web pages. If you sell many items in the same brand – say pool pumps and parts, list them all. Repeat the brand name each time you list a part number. Use the description to give more information and detail. -

Susan Jones is the founder of **cOZport.com.au Australia's newest Business Directory:**

e: Susie@cOZport.com.au
w: www.cozport.com.au
m: **+61 07 3893 1547**

Using information targeted to a specific type/classification, the business information itself and companion products being showcased on the site, mean businesses can be found when people search for them. !



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"Emptiness is a symptom that you are not living creatively. You either have no goal that is important enough to you, or you are not using your talents and efforts in a striving toward an important goal."

Maxwell Maltz