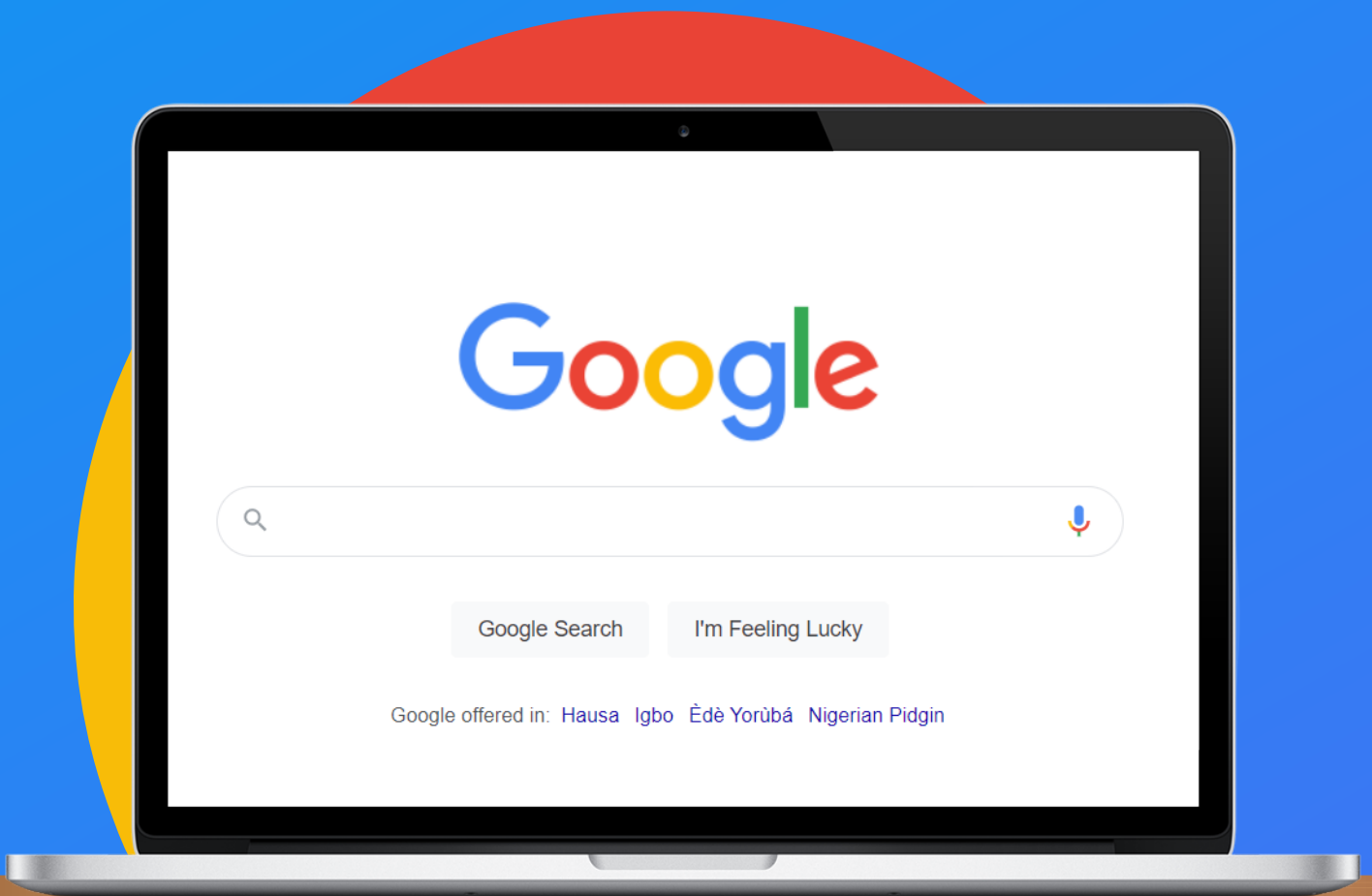


10

Tangible Ways to Get on the First Page of Google



If you're actually serious about getting your products, services, and business found these days, knowing the ins and outs of solid search engine optimization (SEO) isn't just a good idea.

It's an absolute MUST.

Having the best products and services in the world won't help your business prosper if no one can discover them, so understanding how to dominate Google SERP results is critical. These top first-page SEO tips will help you get noticed and ahead in the game.

1. Mobile Optimization

A website that is not responsive will not appear at the top of a Google search. Phones and tablets are being used by customers more than PCs and laptops, and mobile devices are used for the bulk of local searches. As a result, Google prefers websites that are mobile-friendly. In reality, mobile-first indexing is now used to index all sites.

Responsive design is ideal since your website will adjust to any screen size while maintaining functionality. If you don't have a responsive website, there are several changes you may make to offer the most seamless experience for a mobile user.

2. Pay attention to the user experience

Being mobile-friendly is insufficient for a website. It should also be visually appealing and user-friendly. A website with easy navigation, clear calls to action, and answers to your visitors' most pressing problems will keep them on your site longer and return later, which Google will notice and rank you higher for. The higher you rank, the more traffic your site will receive and the more likely it will be on the first page.

3. Write for HUMANS

Of course, the most crucial place to put the keywords for which you're attempting to rank is in the body of your page's content. However, it is critical that these keywords are not introduced methodically and excessively, but rather naturally.

In reality, Google can now detect term stuffing and will banish you off the first page of its results if it detects it.

The secret to ranking on Google's first page is to provide valuable, trustworthy, easy-to-read, but informational content that keeps your target audience on your pages and returning for more. And conversing with others about what you already know is both free and simple.

Remember that if you want to rank on Google's first page for a certain keyword search, your page must deliver the information, not just the keywords, that visitors are looking for when they input that search into Google.

4. Master the use of long-tail keywords

Getting to the top of Google's most significant search results is all about understanding how people use search engines to locate what they're looking for. They may occasionally enter a single word into a query, but they are far more likely to enter phrases.

Long-tail keywords are phrases that appear in approximately 92% of all searches, so they're something that every business owner and SEO expert should be familiar with.

Long-tail keywords are typically lengthier and more detailed than standalone keywords. They are also associated with lower average search volumes.

Targeting them, on the other hand, significantly increases your chances of receiving focused, highly convertible visitors, therefore include them in your approach.

5. Create KING-LEVEL content

Not only is content still king in Google's eyes, but it's more vital than ever in getting top SERP ranks.

Google is in the business of giving its users the greatest experience possible. That means the information on the other side of those search results has to be top-notch all the way through.

You may capture Google's attention by creating meaty long-form content that delves deeply into issues important to your audience and thoroughly answers frequently asked queries. (For optimal results, aim for 1,500 to 2,000 words.)

Use headers and subheadings to increase readability and organization. In a natural approach, sprinkle pertinent keywords and beneficial links throughout.

6. Explore various content formats

Changing up the media types you use is an excellent first-page SEO tip to keep in mind. A solid content strategy nowadays extends much beyond written blog posts and isolated web pages.

Because online material is growing increasingly diversified, incorporating numerous media kinds within your strategy is a brilliant idea.

Google adores content that takes advantage of the power of photos, video, music, and other media, so seek methods to incorporate them into your pieces. (Just make sure the alternatives you include compliments and add to the content.)

Multimedia alternatives can also be excellent methods to repurpose and revitalize outdated material, giving it a fresh chance to rank.

7. Target Google SERP features

You've probably noticed that Google search results are a lot richer, more diversified, and more fascinating than they used to be.

You may now explore SERP elements such as rich snippets, information panels, and "people also ask" banks in addition to the regular list of search result links.

These features provide your content several chances to rank well and capture the attention of an information seeker, so it's important studying how to target each one.

You can, for example, target feature snippets by directly (and succinctly) answering key queries that searchers are likely to have.

Adding structured data markup to your site can help you get a visually appealing rich snippet while adding alt tags and captions to photos can help you get a spot in a Google image pack.

8. Obtain high-quality backlinks

Google's algorithm has undergone numerous adjustments over the years, but high-quality backlinks have remained a significant ranking indication throughout, and it's easy to see why.

A backlink is a vote of confidence from another web user, showing that they value it enough to suggest it to their own audiences, therefore obtaining more of them should be part of any first-page Google SEO strategy.

Because they must be earned, organic authoritative backlinks are the best and most valuable connections to have.

Produce amazing material, share it to increase exposure, and establish positive relationships with your peers in your business. Guest posting on authoritative sites can also help you grow your backlink catalogue.

You should also review your backlink inventory on a regular basis for poisonous backlinks that could be harming rather than aiding your SEO strategy.

Remove or disable them as soon as possible, ideally before they impede your other attempts.

9. Target Location Based Keyword

Targeting location-based inquiries is another free technique to get your website pages on Google's first page. Make sure your website clearly displays your city and/or geographic location on your contact page, as well as perhaps on blog posts and service sites.

As a result, when consumers search for "your industry" + "your city," Google will pick up on that information and display your firm as a "near me" search result.

Even if a user does not search for a specific place, Google will nevertheless bring up geographically relevant results based on their IP address, implying that local SEO is not only free but always necessary (even during a pandemic).

10. Find (and Eliminate) Keyword Cannibalization

You could assume it makes sense to have multiple pages ranking for the same keyword at first. But it isn't.

For starters, Google has no idea which of the pages should be ranked first. In some circumstances, it chooses to disregard both pages.

Second, backlinks and shares are divided among the pages, resulting in reduced authority for each. (This is unfortunate because, as we've seen, pages with higher authority tend to rank higher.)

In short, when your website competes with itself, your chances of ranking at all are dramatically reduced!

So, how do you detect and avoid keyword cannibalization?

- Semrush, Ahref or Ubersuggest will help you determine the keywords your website ranks for.
- Examine for keyword duplication (i.e. multiple pages ranking for the same keyword).
- Fix the problem by merging the two (or more) resources or eliminating one of them. (Note: Only do this if the page has ZERO links/traffic/conversions or serves a different purpose, such as a support resource.)

Here's how to go about it:

In Semrush, Ahrefs, or Ubersuggest:

- Enter your domain URL, for example, "socialander.com."
- From the sidebar menu, choose "Organic Research or Organic Keywords."
- Select the "Positions" tab:
- Export the CSV file

You now have a couple of alternatives based on the results.

- If two competing pages for the same term are highly similar and both provide distinct value, consider merging them into a single canonical resource. Note: If the unused page has backlinks, make sure to add a 301 redirect from it to the new canonical resource.
- Otherwise, if the competing page provides no distinctive value, you can

On Your Mark. Get Set. RANK.

Now you have 10 Tangible Ways to Get on the First Page of Google. Implement one approach at a time and track the results.

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