How To Get On First Page Of Google - 2023

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Importance Of Ranking Higher On Google

Google is the most visited website globally with over **95 billion** monthly visits, surpassing Facebook, Instagram, and Amazon. It has maintained its position as the top website for the past decade.

- The top 5 search results on Google account for about **67%** of the total clicks.

- **53.3%** of all website traffic comes from organic search.

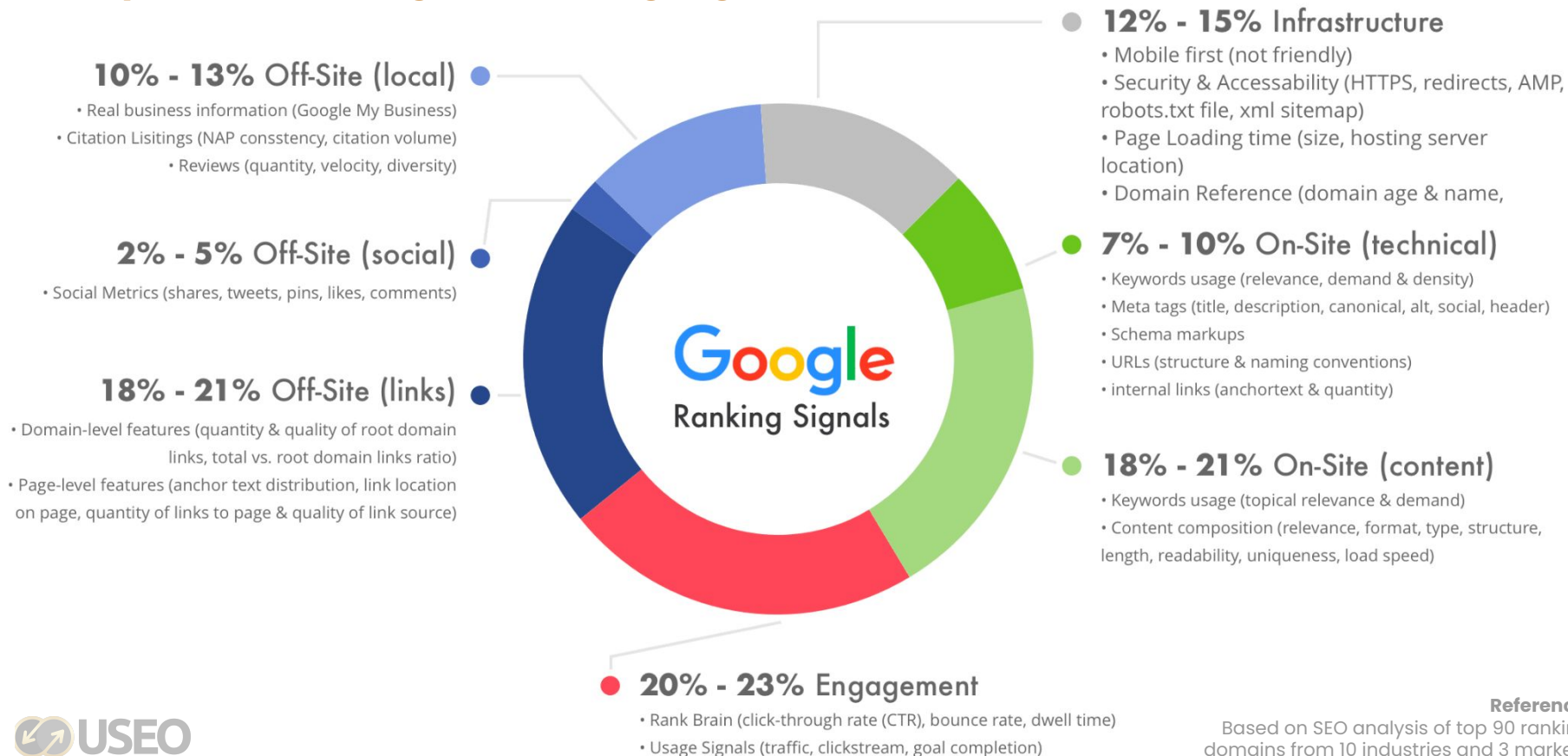- The top three Google search results get **54.4%** of all clicks.

Google gets more than 95 billion total monthly visits

67%
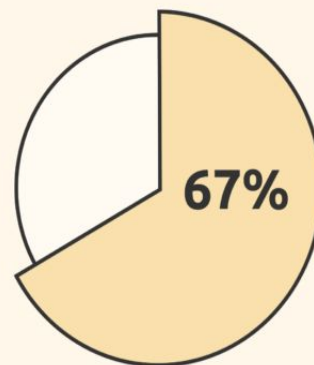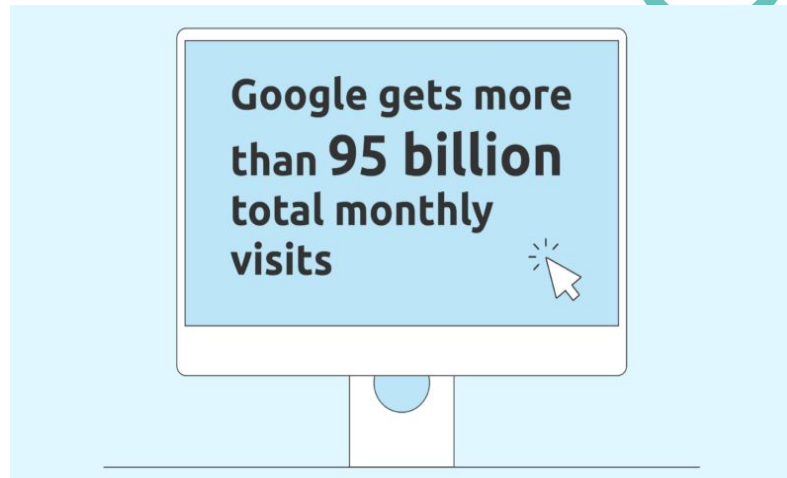
The first five organic results on the first page of Google generate more than 67% of all clicks!

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Increased Visibility + Organic Traffic = Business Opportunities

- Ranking higher on Google builds trust and credibility, leading to more **potential customers**.

- Improved search engine rankings can result in a **competitive advantage** over competitors.

- Organic traffic is **cost-effective** compared to paid advertising, offering long-term benefits.

- Business growth and revenue potential are directly influenced by **increased visibility and organic traffic**.

- Increased organic traffic can result in higher **conversion rates** and business opportunities.
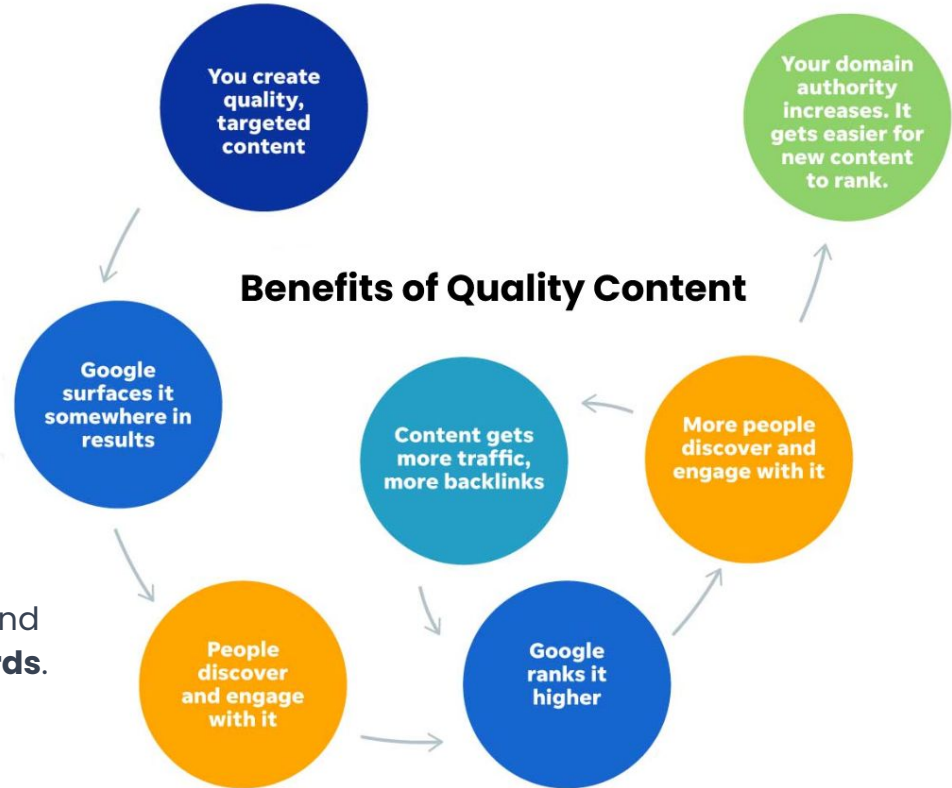

INCREASE
Targated
Traffic

IMPROVED
SEARCH ENGINE
RANKINGS

BRANDING
BENEFITS

REDUCE
DEPENDENCY
ON PPC

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Components of Google's Ranking Algorithm

12% - 15% Infrastructure
- Mobile first (not friendly)
- Security & Accessability (HTTPS, redirects, AMP, robots.txt file, xml sitemap)
- Page Loading time (size, hosting server location)
- Domain Reference (domain age & name,

10% - 13% Off-Site (local)
- Real business information (Google My Business)
- Citation Lisitings (NAP consstency, citation volume)
- Reviews (quantity, velocity, diversity)

7% - 10% On-Site (technical)
- Keywords usage (relevance, demand & density)
- Meta tags (title, description, canonical, alt, social, header)
- Schema markups
- URLs (structure & naming conventions)
- internal links (anchortext & quantity)

2% - 5% Off-Site (social)
- Social Metrics (shares, tweets, pins, likes, comments)

18% - 21% Off-Site (links)
- Domain-level features (quantity & quality of root domain links, total vs. root domain links ratio)
- Page-level features (anchor text distribution, link location on page, quantity of links to page & quality of link source)

18% - 21% On-Site (content)
- Keywords usage (topical relevance & demand)
- Content composition (relevance, format, type, structure, length, readability, uniqueness, load speed)

Google
Ranking Signals

20% - 23% Engagement
- Rank Brain (click-through rate (CTR), bounce rate, dwell time)
- Usage Signals (traffic, clickstream, goal completion)

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Create Next-Level Content

content still king when it comes to Google, but it's more important than ever when it comes to achieving top SERP rankings.

- Search engines value valuable, unique, and relevant content for **higher rankings**.

- Relevant content establishes **credibility** and **authority** in your niche or industry.

- Create content that provides value to the **audience**.

- Create content that answers the questions and needs of users searching for **specific keywords**.

Benefits of Quality Content

You create quality, targeted content

Your domain authority increases. It gets easier for new content to rank.

Google surfaces it somewhere in results

Content gets more traffic, more backlinks

More people discover and engage with it

People discover and engage with it

Google ranks it higher

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Keyword Research + Keyword Intent

- Identify **relevant keywords** and phrases that align with your content and business goals.

- Understand the intent behind keywords: **informational, navigational, transactional, or commercial**.

- Analyze search volume, competition, and relevance to **prioritize keywords**.

- Consider **long-tail keywords** for specific and targeted search intent.

- Match your content to the intent of the keywords to provide **relevant and valuable** information.

Informational	Navigational	Commercial	Transactional
Looking for answers to a question or general information.	The searcher is trying to find a website or page.	Searchers are looking for information about products, services, or brands.	Buy something.
• how to play guitar. • how to do a kickflip	• Clarks men's shoes • under armour men's t-shirts	• best golf shoes for under $200 • best skateboard shoes under $100	• buy iPhone 13 • buy blue yeti microphone.

Tips:
Use keyword research tools like Google Keyword Planner, SEMrush, or Moz Keyword Explorer.

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On-Page Optimization + Technical SEO

- Optimize your website's on-page elements, such as titles, headings, and meta descriptions, with **target keywords.**

- Avoid keyword stuffing.

- Don't have any plagiarized content or similar content on different pages of your own site.

- Make sure all the links work

- Fix technical element such as broken links,, canonical tags, sitemap.xml etc...

On Page SEO

Site content

Title tag and meta tag optimization

H tag optimization

Internal linking

Image optimization

and more

Technical SEO

Site speed

Structured data

Canonicalization

XML Sitemaps

Hreflang

and more

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User-Experience (Website Speed, Architecture, Navigation Etc...)

- Website **loading speed** is crucial for a positive user experience.

- Intuitive **website structure** enhances user navigation and reduces confusion.

- **User-friendly navigation** menus and search functionality enhance usability.

- **Mobile-responsive** design ensures a seamless experience across devices.

- **Well-structured** content with headers and bullet points improves readability.

- Positive **user experiences** lead to increased time spent on the website.

Core Web Vitals

Loading
Largest Contentful Paint (LCP)

Interactivity
First Input Delay (FID)

Visual Stability
Cumulative Layout Shift (CLS)

Mobile Friendly

Safe Browsing

HTTPS

No Intrusive Interstitials

Search signals for page experience

(loading)
LCP
Largest Contentful Paint
GOOD | NEEDS IMPROVEMENT | POOR
2.5 sec   4.0 sec

(interactivity)
FID
First Input Delay
GOOD | NEEDS IMPROVEMENT | POOR
100 ms   300 ms

(visual stability)
CLS
Cumulative Layout Shift
GOOD | NEEDS IMPROVEMENT | POOR
0.1   0.25

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Earn Quality Backlinks

- Earning backlinks from related niche & high authority websites.

- Do Outreaching, influencer collaborations, and content promotion.

- Brand building & unlinked Mention.

- Review your backlink frequently for toxic backlinks that could be hurting your SEO strategy instead of helping it.

- Related local listing

(Experts' Choice)

Guest posting	●	●	●	●	●
Replicating Competitor's Backlinks	●	●	●	●	
Resources and Links List Pages	●	●	●	●	
Business Directories and Local Citations	●	●	●	●	
Broken Backlinks	●	●	●	●	
Adding URL to a post	●	●	●	●	
Social Media	●	●	●	●	
Unlinked Mentions	●	●	●		
Public Release and Content submission	●	●	●		
Interviews / Product Reviews / Testimonials	●	●	●		
Forum and blog comments	●	●			
Mentions or reviews by Opinion leaders / Bloggers	●	●			
Skyscraper technique	●				
Reciprocal links	●				

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Learn From Your Competition

- What are they doing that you're not, and how can you improve your own content to better compete with theirs? Assess their content format, style, and tone to understand what resonates with their audience.

- Monitor their backlink profile to discover potential link-building opportunities.

- Evaluate their user experience, website design, and functionality to improve your own site.

- Benchmark their performance metrics, such as organic traffic and conversion rates, against yours.

Research the Competition
The first thing you'll want to do, if you want to learn from your competitors, is to find out who they are.

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Thank You!

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