



**FREE GUIDE**

**GET YOUR WEBSITE  
FOUND IN GOOGLE**

[Quality-website-design.co.uk](http://Quality-website-design.co.uk)

# INTRODUCTION

As you are probably well aware, a high ranking in the search engines (in particular Google) can send a lot of visitor traffic to your website, which in turn can give a massive boost to your business.

For several years our own website outranked every other web designer in the country as we achieved the top position on the first page of results in Google UK for the keyword search phrase “website design”. Due to complacency we have lost that position, but plans are a foot to regain it!

So, the question on your lips is how is it done? How can you get your website to change its Google ranking status from zero to hero? Before we go through the specific and individual steps, it is useful to understand how Google thinks.

## GOOGLE

When Google started in 1996, their algorithm was not very advanced. If for example you wanted to search for websites about dog pet food, Google would return to you pages of results that weren't particularly relevant, Sure, there would be websites directly related to your search query, but mixed in with the results would be websites that had nothing to do with dogs, only pet food, and websites that had nothing to do with pet food, only dogs and quite possibly there would have been a few websites that had nothing to do with dogs or pet food and would have been about cats.

Essentially the problem of relevancy is what Google have been trying to solve over the last 20 years and for the most part they have been successful. Google's ability to weed out the non relevant sites and provide users with exactly what they are searching for is what has propelled Google into the stratosphere and put them in a different league to all the other search engines.

And so right there is the key to it all. If your website is the best it can be, if it provides users with the information they are looking for, if it loads up fast on screen, if it's easy for visitors to navigate between the pages, if it's perfect in every way, then Google will rank it highly in the search results. It really is as simple as that. If your website is a little thin on content, not well put together, full of advertisements, this is not what users want and if users don't want it, Google doesn't want it either and so you'll never have high rankings.

So lets take a look at exactly what steps we need to take to get the ball rolling .....

# STEP 1 - CONTENT

Going back to the point raised on the previous page, imagine you tried to search for a particular topic in Google, and all the websites that popped up were in your opinion not relevant to your search, or perhaps relevant but for one reason or another just not very good. You might decide to try your luck in another search engine. Now imagine your new search engine of choice did provide you with exactly what you were looking for. This could create an end-of-the-world scenario whereby you might no longer use Google.

Google are paranoid about this type of scenario so their mission is to make sure 100% relevant sites pop up. Relating this back to your website, you therefore need to produce the most relevant content of all time! If for example you are a plumber, simply having a website with your phone number and a picture of a toilet is not even going to come close to pleasing Google. You've got to look at what all the other high ranking plumbing websites are up to and match what they've done.

Your website needs to be bigger and better than your competitors, it needs to contain more information. If you are a plumber, don't just mention on your website in a single sentence you fix toilets, rather have a whole page of your website devoted to that. Have another page devoted sinks, and another page devoted to radiators. Have a testimonials page and fill it with testimonials. Have a section on your website explaining not just how you can fix any problems, but what the causes of the problems might be.

Spend £50 on a cheap 1 page website, you'll never rank on page 1, spend £5000 on a website with 100 pages, lots of content and information your chances are massively increased.

# STEP 2 - STAY FOCUSED

It is essential to focus the theme of your website on just one area. If for example you have 2 businesses - one sells cakes, the other sells shoes, combining both of those onto the same website will do nothing more than confuse Google. But also it will confuse the visitors to your website. Going back once again to the topic of relevancy, if someone is searching for cakes and they stumble across your website, 50 percent of the content is devoted to shoes. So, that means half the content of your website is not relevant to their search query. Instead of ranking for cakes or shoes, your website will rank for neither.

Google have recently introduced the concept of "bounce rate" into their algorithm. A bounce is defined as a visitor to a website who only stays on that website for a short period and then bounces straight off without clicking on anything.

If a website has a high bounce rate, that means people are visiting the site and within seconds realising the content is not relevant to their search, and so leaving it straight away.

Google are able to detect high bounce rates, and a high bounce rate will lead to a fall in rankings. If you stick to only one theme and that theme matches what your visitors are searching for, they are more likely to click around your website, this in turn will reduce your bounce rate, and you'll notice an increase in rankings.

## **STEP 3 - SOCIAL MEDIA**

Google don't just look at your website itself, they take into account many external factors, especially social media activity.

If you've got a lot happening in your social media world, that is a big indicator to Google that you are popular and going places! And so, as you would expect, not only do Google want relevant websites in their search results, but they also want popular ones.

It is important on Social Media to distinguish between personal profiles and business profiles. Where the two exist, it's business profiles that need to be created. Only where there is no option to create a business profile will a personal one do.

And so you need to create accounts/profiles on as many social media platforms as possible - Facebook, Twitter, LinkedIn, Google Plus and so on. But, just creating these profiles is not enough on its own. On Facebook you need to be creating posts every day and gaining likes, on Twitter you need to be tweeting every day and increasing your number of followers, on LinkedIn you need to be increasing your number of connections and so on.

It's nothing short of a full time job doing all of this, There are plenty of companies that will do all this for you on a monthly basis, including ourselves, but it's very time consuming. If you can do it yourself you might be saving in the region of £1000 per month.

## **STEP 4 - LINK BUILDING**

Link building is quite simply when you request for another website to place either a line of text or an image on it's own pages which links to your website. The concept behind this is simple ... If Website A decides to link to Website B, that must mean Website B (at least in the eyes of Website A) is special. We all want to be special!

If Google perceive you to be special, then they perceive you to be popular, and Google want popular websites in their search results. The more websites that link to you, the more popular Google will think you are.

It's widely considered that the number one factor in getting a website to rank well is links. However Google have thrown a slight spanner in the works. As of recently, it's not so much about how many links there are to your website, but what those links are. In other words it quality not quantity.

A high quality link is defined as one which requires a lot of effort to get, and which most others can't get. So for example, lets say the BBC made a documentary about web designers and we were featured in that documentary. If the BBC were then to mention us on their website and provide a link back to our site from theirs, Google would consider that link so high quality it's off the scale!

Another example of a good link ... we used to design our websites using software purchased from a company called Virtual Mechanics. Because we made so many websites using their software, they now link to us, as can be seen here:

<http://www.virtualmechanics.com/products/gallery.html>

By contrast a low quality link would be for example a link from a website that has no relevancy to your line of business and itself has no ranking in Google. If you are a plumber and a family member or friend is a hair dresser and their newly created website links to yours, that will carry no benefit at all.

There are companies whom you can pay to acquire links to your website for you. Their methods include getting articles about your business and press releases published on news websites, writing blogs about your business and posting them on blogging websites. However to make things even more difficult, Google state in their official guidelines that paying for links is a violation of their terms, so if you go down that route you need to be very careful. We would suggest paying for perhaps as little as 1 link every few months.

A safer bet is to place a link to your site in free (REPUTABLE) directories such as Scoot, or a free listing in Yell.com

To give further inspiration, we tried to gain a very high quality link by contacting Barnet Council and asking them to place a link to our website in the business start up useful resources section of their website. Again this is a link that is difficult to get and it is from a reputable website. In fact this link was so difficult to get, we didn't actually get it! So the Barnet Council website is not linking to us, however it is this kind of out the box thinking that is required.

As a free tip, submit your website to dmoz.org - this is a directory owned by Google. Websites listed in DMOZ tend to rank well in Google.

A quick and easy way to get your website submitted to all local business directories is to use the service provided here:

<http://fatjoe.co/local-business-citations/>

## **STEP 5 - YOUTUBE**

Google are a big fan of businesses with their own Youtube channel and lots of videos on that channel. This is because Google owns Youtube. Making lots of videos is not practical or possible or even relevant for a lot of our clients, but if it's something you can do and if you can get a lot of subscribers to your channel and a lot of views of your videos, you can experience a boost in your Google rankings.

## **STEP 6 - PATIENCE**

At any given second, Google is trying to decide how to rank nearly a trillion web pages. YOU are the least important person to them. Once your website is made and all the right steps have been taken, all you can do is wait. It's a slow process, and remember you don't pay Google anything, they owe you nothing. Their technology will in it's own time start to rank you in the search results. Our website took nearly 2 years to reach page 1, but we are in a very competitive industry.

It's also important to remember, all the steps outlined in this guide are being taken by other website owners and not just you. If you have the most perfect website ever, but a month later all your competition re-design their websites and make their's more perfect than yours, then that will render all your efforts a waste of time.

Our own website was the most perfect in England! We were at the top of page 1 in the search results for countless phrases. Once at the top spot we did not actively increase our social media activity, build more links, etc etc, but at the same time our competition were doing all of that, and so we have slid down the rankings a little.

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# GOOGLE ADWORDS

Not always, but most times when you do a search in Google, you will notice the first 4 websites at the top of the page, and last 4 at the bottom have a little green box next to the website address with the word "Ad" in it. Ad stands for advert. These sites are paying to be there. Quite simply they have given Google their credit card details, and every time someone clicks on their advert they get charged.

The charge is determined by how many other Adverts there are, and what position the advertiser wants their advert to appear on the page. If for example there are 100 adverts spread over 20 pages, and you want your advert to be at the top of page 1, expect to pay perhaps £10 per click. If you are in an industry where there are hardly any other adverts, then to have your advert at the top of page 1 might only cost you 50p per click.

You are in full control how much you want to spend per click, and how many clicks you want to pay for. This whole scheme is known as Google Adwords, follow the link below to the introduction page and then click on the blue start now button:

<https://www.google.co.uk/adwords/>

# GOOGLE BUSINESS

Sometimes when you type a search phrase into Google, a map appears at the top with all the local businesses pin pointed on that map. Not only can you get your business listed on the map, but this is one of the few things that is free to do! Follow the link below to the introduction page and then click on the green start now button:

<https://www.google.com/business/>

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