

How to Get on the First Page of Google



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I've been doing Internet marketing since 1995 and back then, there were dozens of search engines and lists. I actually remember when Yahoo first started and then Google came along. Yahoo was a list or directory where you could search by categories. However, with Google, you could search the whole World Wide Web. Back then, you had to register your website with every single list, directory and search engine. Now the search engine finds you and you want to be found when someone is searching for what you have to offer.

Google Owns Search



Interesting: Google went down, Bing and DuckDuckGo went up.

Google wants fresh, relevant content written for the human reader in natural language. It will pull up the freshest content that most closely matches the search query. The idea is to come up on the first page when someone is searching for what you have to offer.

Source: <https://gs.statcounter.com/search-engine-market-share/all/united-states-of-america>

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FOCUS ON THESE



Critical Factors

These are the factors you must achieve to earn high rankings. Sites at the top of Google search results typically score well in most, if not all, of these success factors.

1	Content that Targets User Search Queries	6	Expertise, Authoritativeness, and Trustworthiness
2	Crawlable + Accessible to Search Engines	7	Freshness
3	Quality & Quantity of Links	8	Click-through Rate (CTR)
4	Satisfies User Intent	9	Speed
5	Uniqueness of Content	10	Built for Multiple Devices



1. Content targeting User Questions



- ◆ Think like the searcher
- ◆ Keyword Research
 - ★ Keywords
 - ★ Phrases & Questions
 - ★ Geographic
 - ❖ Local
 - ❖ National
 - ❖ Global

<https://ads.google.com/home/tools/keyword-planner/>



You have to think like the searcher. The consumer is in control. Put yourself in their shoes. What are they going to enter into the search box to find you? What are they going to ask Google? You want to find the right keywords and phrases, but you need to use them in your content that makes grammatical sense to the human reader. Google Adwords Keyword Planner will help you find the most popular searches for your particular business. It's free to use, but you have to set up an Adwords account. At the point when it asks you for a credit card, click on this link again and you'll go to the tool. <https://ads.google.com/home/tools/keyword-planner/>. It allows you to choose 10 keyword phrases (recently increased) and add your website – which is optional. Caution, if your website isn't optimized for the keywords you're trying for, it will skew your results. Try different phrases. You can download your results and use them as a guide for not just the content on your static pages of your website, but what to blog about.

AI



AI - Artificial Intelligence - This is getting spooky. Not just robotics...

“Computer”



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Google wants it to be like Star Trek when Capt. Kirk said, “Computer”, you heard a beep, then he asked a question and the computer responded. That’s where voice search is going.

“OK, Google”



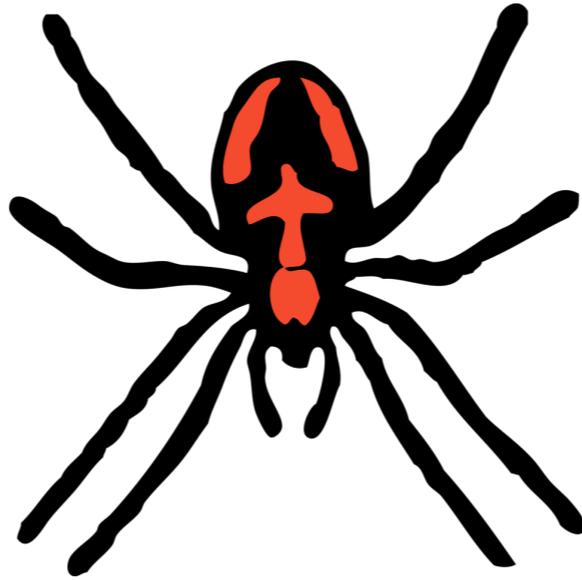
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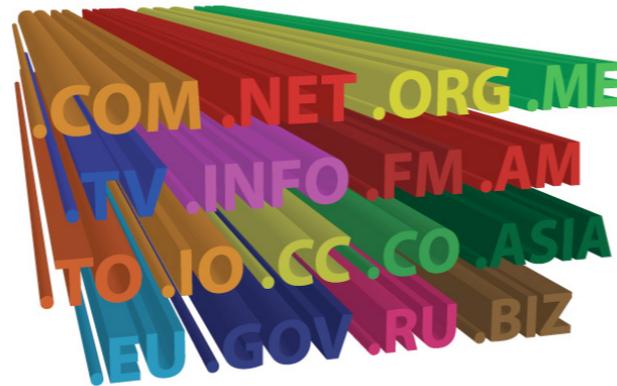
Google AI, has gotten so sophisticated that it can tell nuances in human language. You'll see “people also searched for...”, or featured snippets answering questions. It tries to anticipate what else you may be interested in. It also seems to follow you all over the Internet. It seems like you only have to think of something and you're seeing ads for that.

2. Crawling



The search engine crawls each page of your website, like a spider, looking for text and links. It indexes pages not websites. Each page and blog post needs to be optimized. It constantly crawls the web. The spider doesn't see pictures and videos, just text and links.

Website Domains



https://

- ◆ Keyword-centric
- ◆ If local - include city or state
- ◆ It's part of your Branding!
- ◆ Easy to remember
- ◆ You can have more than one.



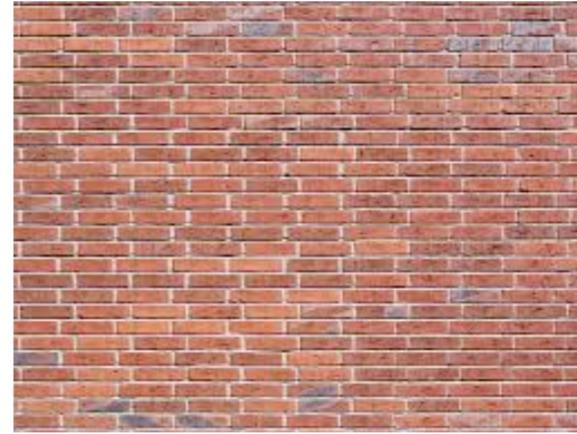
Let's go over some of the website SEO basics that still haven't changed. You need a domain name. That's your web address. Think Keyword-centric. If local - put city and/or state - helps with local SEO, It has to make sense to the searcher. It's part of your Branding - it will be on your business cards and email - make it easy to remember, not too long - not easy to typo

You can have more than one - pointing to your website.

Also, you must have it secure on the server side. This is through your hosting service. Your website will begin with HTTPS. If your website still just has HTTP, your rankings will suffer and in the browsers, when someone goes to your site it will have an error message that this site is not secure. If you're a startup, you need to grab this as soon as you come up with your company name. I have a planning class on the 13th for SCORE where I go into more detail on this and websites in general.

Road Blocks

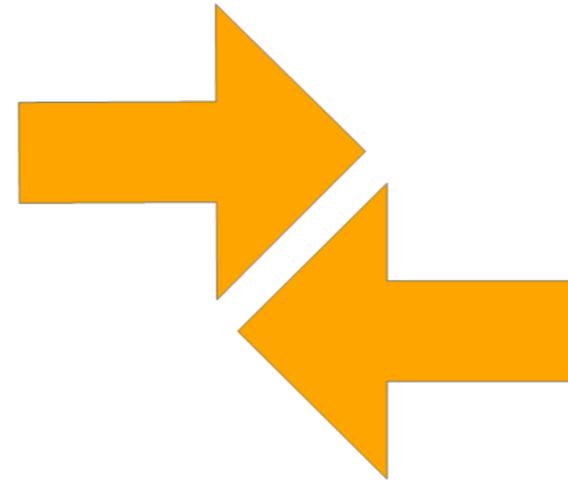
- ◆ Frames
- ◆ Flash
- ◆ PDFs
- ◆ A lot of code



When the spider encounters these “brick walls” it bounces out and doesn’t register the good text under it. Any websites using old, out-dated features like frames, flash, PDFs are useless. As well as those that use a lot of code — which is usually found in do-it-yourself, drag-and-drop, “free” sites like Weebly, Wix or a website builder. If you’re considering using one of these for your website, just to save money, don’t. To give you an analogy, these DIY sites are to WordPress what a golf cart is to a pick-up truck. The cart will get you where you’re going, eventually. If you want to move stuff, you have to make several trips. With the pick-up, you’ll get there faster and more effectively. It behooves you to invest in a WordPress site with hosting. If you’re on a tight budget and want to start for free, use the free [WordPress.com](https://wordpress.com) — you are limited in customizations, but you’ll be able to easily export your content when you’re ready to go to the self-hosted. <https://azsocialmediawiz.com/why-i-prefer-wordpress/>

3. Quality & Quantity of Links

- ◆ Relevant links
 - ★ internal
 - ❖ links to related content within your site or blog
 - ★ external
 - ❖ links to other peoples' related or quoted content
 - ❖ to your social media profiles
- ◆ Share blog posts on your social media



Relevant links

internal – links to related content within your site or blog

external– links to other peoples' related content & your social media. You want to get links on other sites back to your site. Sharing on social media and blogging on LinkedIn and other people's blogs. Make sure they're relevant! Menu items linked from home page will have higher ranking

4. Satisfies User Intent



- ◆ User Interface (UI)
- ◆ User Experience (UX)
- ◆ Easy to navigate
- ◆ Internal links
- ◆ Internal search
- ◆ Don't make people think!
- ◆ Don't make people work for what you want them to do!



Build your website for the human reader, with the search engine in mind.

Your homepage content should be long enough to clarify who you are, what you do, where you're located (if you're local), your value proposition, and what visitors should do next. These visitors should leave satisfied, not overwhelmed or underwhelmed -- and absolutely not confused. Put yourself in your target's shoes and think of the UI and UX. It needs to be If they don't find what they're looking for in the first 7 seconds, they're going to leave. That will give you a high bounce rate which will hurt your SEO rankings. You get your bounce rate in Google Analytics which has to be set up on your website with a Google account.

Get to Know Your Audience



Clearly define your target markets(s) persona(s). Do some research. Watch what they post on social media so you get to know how they communicate. You want to get their attention without offending them. Over 90% of people make buying decisions based on social media. Who does your target market trust? Give them that type of content. If you do this correctly, you'll become a follower magnet. <https://azsocialmediawiz.com/grow-true-social-media-following-will-help-business/>

5. Uniqueness of Content



- ◆ What you know
- ◆ Trends/Industry News
- ◆ Interviews/Commentaries
- ◆ Testimonials
- ◆ Hypothetical Situations
- ◆ “Don’t Let This Happen To You!”
- ◆ Reviews
- ◆ Benefits / Advice
- ◆ FAQs
- ◆ Tell Stories

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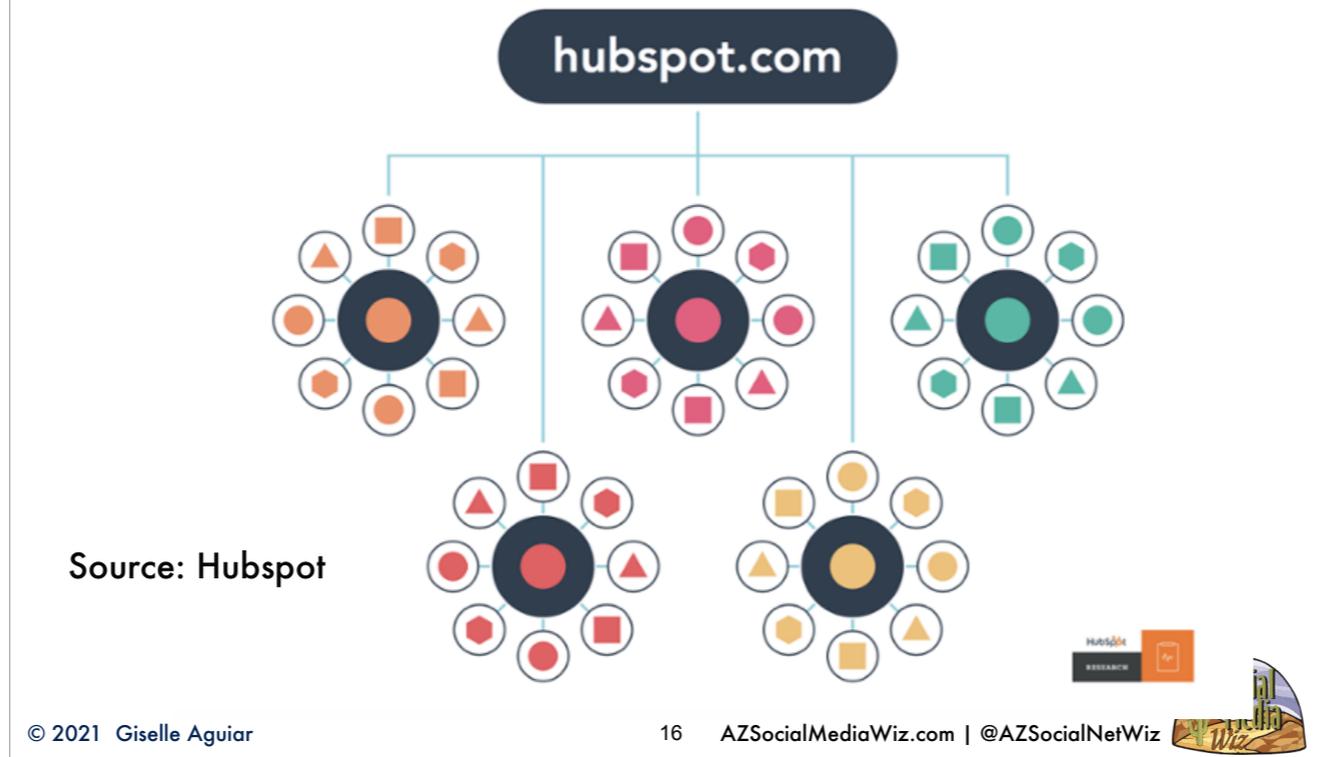
Unique content of interest to your target market.

Pillar Pages



Pillar pages are a new concept in SEO. The purpose is to have a logical topic progression of your content. I just updated my article on Pillar Pages on my website so you can dig deeper.

Topic Clusters



The center dots represent the pillar pages. They are a main topic. The main topic article then has links to related sub-topic pages. This is a way to organize your content that makes sense to both the search engine and your target customer.

Quality over Quantity

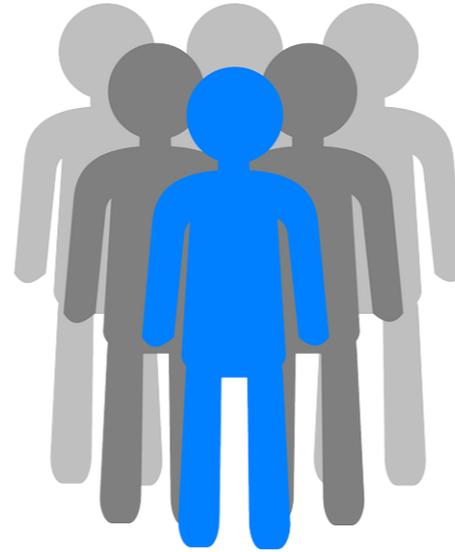


“Content volume is important. Enterprise organizations need lots of content in many different forms and multiple channels. But quality cannot be sacrificed. To break through the clutter, content must be epic.”
— Joe Pulizzi, founder of [Content Marketing Institute](#)



There's a lot of content out there. How are you going to stand out! AI will soon be able to create content for you, however, you'll need to watch the quality. It's better to create on good, quality blog article a week than, more frequent, sloppy, low-quality ones. This goes for videos and graphics, too!

6. Expertise Authority & Trustworthiness



Google will show your content in the top if it thinks you are an authority or expert in the search category. The more you blog about what you know, the better you'll rank for your topic. If you duplicate other's peoples content to save time, you're going to lose out on this. Google needs to know that YOU ARE the authority on your field or industry. If an article is duplicated, Google will give authority to the first one that was published.

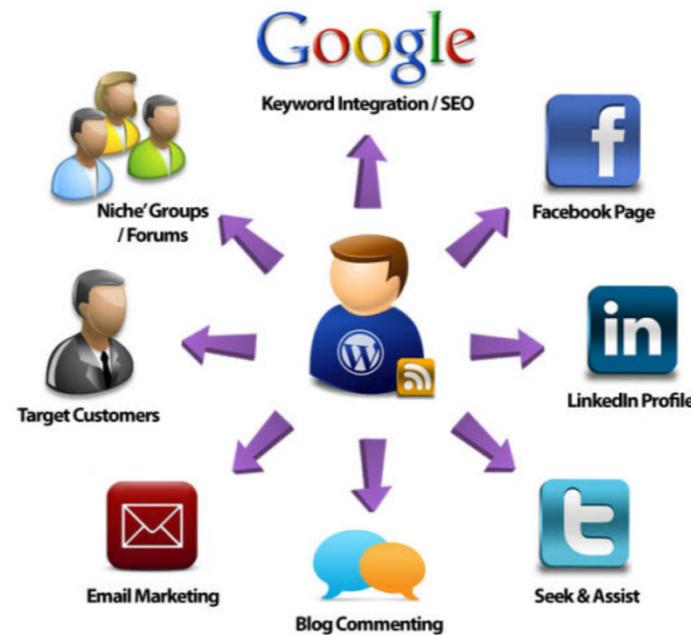
7. Freshness



Google will pull up the freshest content it can find that matches the search query. That means you need to blog often. If you haven't blogged in a while, go through your site and delete outdated, irrelevant content and redo your blogs into those content clusters as new posts. When republishing an article, change the publish date to a current date.

8. Click-through Rate

- ◆ Each time you share a link to your blog or website on social media, that link is indexed by Google.
- ◆ The link to your website on social media
- ◆ The keywords and hashtags in your description in each of the networks help with each of the networks' internal search engines
- ◆ Social Amplification



Marketers who have been using social media for one year or longer have improved search engine rankings. Add your website to the “about” sections or “bios” of your social network profiles.

Each time you share a link to your blog on social media, that link is indexed by Google.

The keywords in your description in each of the networks help with being found by the networks' internal search engines. Google indexes tweets, Facebook and LinkedIn posts, too!

Social Amplification



Lisa and Patrick: Amazing Stories of Recovery and Hope

Lisa and Patrick Kukla both have amazing stories of how God lead them to House of Refuge and House of Hope.

REFUGEANDHOPE.COM

1,744 people reached

Boost Post

Love Comment Share

50

Chronological

18 shares

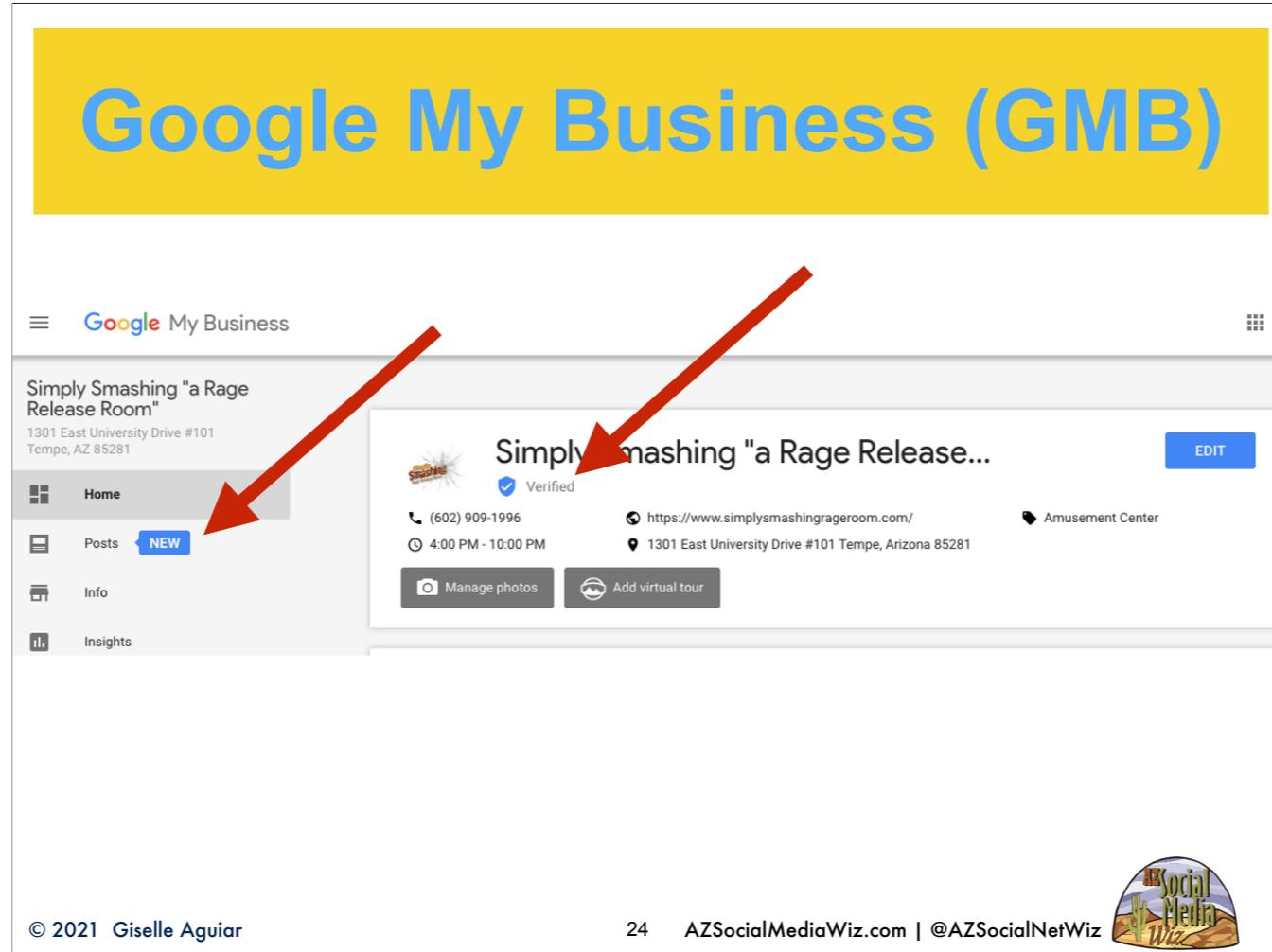


Here is a perfect example of social amplification. This was the first blog post that I did for House of Refuge Sunnyslope (HRS). Notice it got 18 shares. That gave this post a reach of over 1700! I had never seen this before with any of my clients. It's estimated that each FB user has an average of 100 friends. So when one user shares your post, it has the potential to be seen by 100 people. It's also one of those "tug at the heartstrings" stories. If you're local, have people check in on Facebook as well as taking a selfie to post on Instagram and tag your business. Give them an incentive to do so.

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

If you have a local brick-and-mortar, you are a “Location” to Google. That location will come up in Google Maps both on desktop and mobile searches. You need to go to <https://www.google.com/business/> to set up your Google account. You’ll need a Google account. Don’t use your personal email. Create one for the business. Your business will need to be verified local. Google will send you a postcard with a PIN number. Enter that number on your account profile when you get it. Once you’re verified you’re set. If you’re ecommerce or work from home with out a brick-and-mortar location, you can still have a GMB page, but select hide your address.

Google My Business (GMB)



The screenshot displays the Google My Business dashboard for a business named "Simply Smashing 'a Rage Release Room". The interface includes a left-hand navigation menu with options for Home, Posts (marked with a "NEW" badge), Info, and Insights. The main content area shows the business profile with a verified status, contact information (phone number: (602) 909-1996, website: https://www.simplysmashingrageroom.com/), operating hours (4:00 PM - 10:00 PM), and address (1301 East University Drive #101 Tempe, Arizona 85281). There are also buttons for "Manage photos" and "Add virtual tour". A blue "EDIT" button is visible in the top right corner of the profile section. Two red arrows point to the "Posts" menu item and the "Verified" checkmark. The footer contains copyright information for Giselle Aguiar (© 2021) and a logo for AZSocialMediaWiz.com | @AZSocialNetWiz.

This is the GMB dashboard. You'll see the "Verified" check mark. What's new, is the ability post on you GMB page. Fill out all the pertinent information including the link to your website.

GMB Posting

← Preview

PUBLISH



Use a graphic. Create an ad using [canva.com](https://www.canva.com). Add the call-to-action button. Add pictures. Unfortunately, you can't add videos or animated gifs yet.

YouTube



Source: Mushroom Networks

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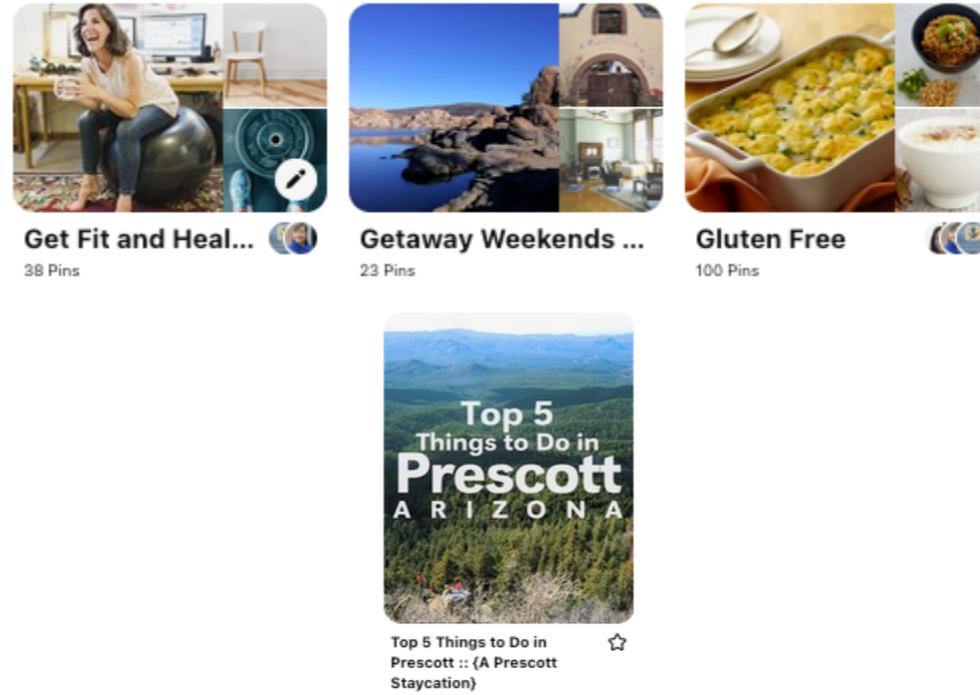


YouTube is the 2nd largest search engine next to its parent, Google. YT processes 3 billion searches a month

Video increases front-page Google Results by 53x

“How to” is the most searched-for term on YouTube. Videos embedded into blog posts link to your YouTube channel. Make sure your YouTube channel is completely optimized! There are several places for you to add business descriptions and keyword tags. When you upload a video, designate the location. SCORE has some YouTube and video marketing classes coming up, so sign up for their newsletter so you don't miss it.

Pinterest for SEO



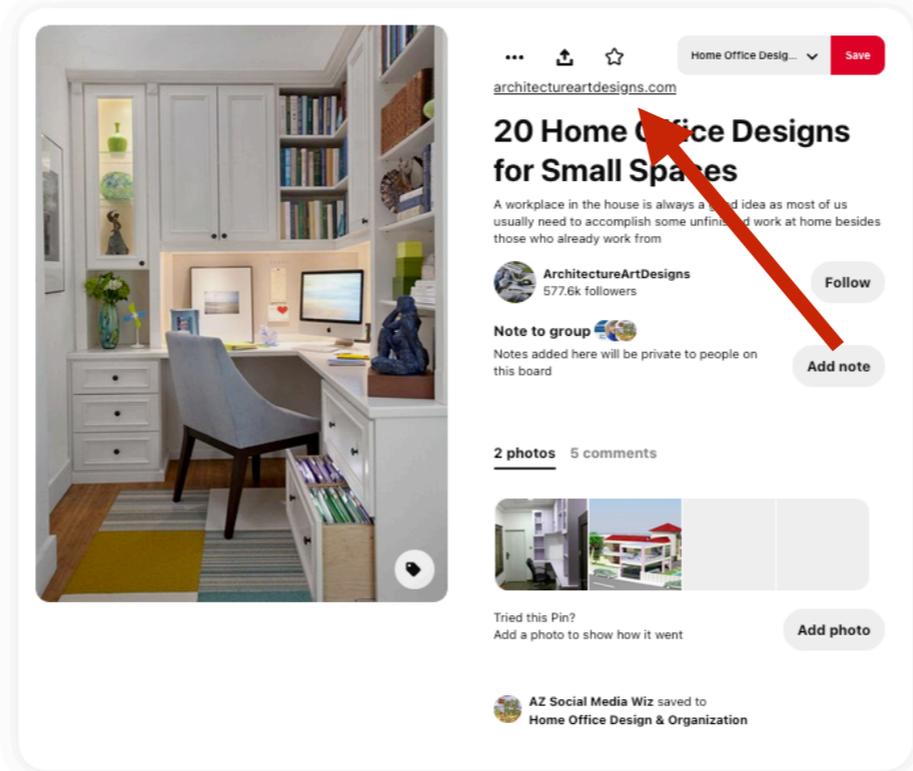
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When someone pins a picture or video from your website, it takes the link with it — it creates a legitimate backlink. When someone clicks twice on a pin, they are taken to the originating website. That also helps with SEO. And when someone saves a pin from one of your boards to their boards it creates yet another relevant backlink. Pinterest is a must for ecommerce!

Pinterest for SEO



The screenshot shows a Pinterest pin interface. On the left is a large image of a home office. On the right, the pin details are visible: a source link 'architectureartdesigns.com', the title '20 Home Office Designs for Small Spaces', a description, the user profile 'ArchitectureArtDesigns' with 577.6k followers, and interaction buttons like 'Follow', 'Add note', and 'Add photo'. A red arrow points from the title area to the source link.

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Viz 

This pin shows the link where this picture was pinned from.

LinkedIn

Giselle Aguiar
Social Media, Content & Digital Marketing Strategist, Consultant, Coach & Trainer
Phoenix, Arizona · 500+ connections · Contact info

Your Dashboard
Private to you

Start a post

Photo Video Event Write article

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LinkedIn is the largest professional network w/ over 650 million members. 2 people join LinkedIn every second so your network is constantly growing. It's more B2B, but LinkedIn users are consumers too! Your personal profile should have a professional-looking headshot and be 100% complete -making you an "all-star". You can write for LinkedIn's blog. From the home page, click on "Write and article." This is a great way to become known as an expert in your field. When you mention certain keywords in your article, link them back to blog posts on your site. You can copy posts from your blog. Don't forget the call-to-action at the end! New! You can now write as yourself or as your company. You must have a company profile page set up to do this.

Connect with me: <https://www.linkedin.com/in/giselleaguiar>

Follow my company: <https://www.linkedin.com/company/az-social-media-wiz>

<https://azsocialmediawiz.com/effectively-market-business-new-linkedin/>

LinkedIn

The screenshot shows the LinkedIn interface. At the top is a yellow header with the LinkedIn logo. Below it is a dark navigation bar with icons for Home, My Network, Jobs, Messaging (with a notification badge), Notifications (with a notification badge), Me, Work, and Advertise. A search bar is on the left. Below the navigation bar is a blue bar stating "You are viewing this page as a member" with a "View as admin" button. The main content area features an advertisement for "SCORE Mentors Greater Phoenix". The ad includes a photo of a smiling woman, the text "Mentors to America's Small Business", and the SCORE logo. Below the photo is the company name "SCORE Mentors Greater Phoenix" and the tagline "Professional Training & Coaching · Phoenix, AZ · 314 followers". A "Following" button is visible. Below the company name is the slogan "For the life of your business" and a "Learn more" button. To the right, it says "Tom & 6 other connections work here" with a link to "See all 10 employees on LinkedIn". At the bottom left of the screenshot is the copyright notice "© 2021 Giselle Aguiar". At the bottom center is the page number "30" and the website "AZSocialMediaWiz.com | @AZSocialNetWiz". At the bottom right is a circular logo for "AZ Social Media Wiz".

Companies have company profiles which are like the yellow pages. A business cannot have a personal account, which is needed to create a business profile. You are publicly linked to your company page as an employee.

9 & 10. Loading Speed & Mobile



- ◆ Pages that take too long to load have a higher bounce rate — visitors leave within seconds.
- ◆ Slow-loading pages have a negative impact on conversion rates.
- ◆ 53% of users will abandon a page if it takes more than **3 seconds to load!**

<https://developers.google.com/speed/pagespeed/insights/>



As of July 2019, the speed in which a site loads on mobile will become a ranking factor. According to Google: "We encourage developers to think broadly how about performance affects a user's experience of their page and to consider a variety of user experience metrics." A slow page may still rank well if its content is highly relevant to what the user is searching for." Source: <https://www.searchenginejournal.com/google-use-page-speed-ranking-signal-mobile-search/232553/> Test: <https://developers.google.com/speed/pagespeed/insights/> Source: <https://www.renderforest.com/blog/google-search-statistics>

Core Web Vitals Update

- ◆ Google “Core Web Vitals” algorithm update - Started June 2 - August 2021
 - ★ Largest Contentful Paint: How fast a page’s main content is loaded
 - ★ First Input Delay: How fast users are able to interact with a page after landing on it.
 - ★ Cumulative Layout Shift: Text moving up or down because of graphics, widgets, or ads.



Core Web Vitals: These Core Web Vitals metrics look at all kinds of situations, so make sure your site performs well everywhere and for everyone.

Fair warning! If your site is on Wix, or a site builder, it will see a downturn in visitors!

Test your site: <https://developers.google.com/speed/pagespeed/insights/>

Analytics



That's why it's crucial to check you analytics to see if you're getting less visitors.

They have to be set up and activated on your website so it can track visits, page views, how long a visitor stays and where they came from. Hopefully, you've got them set up. Look at the last 3 months of visitor stats. Have they been steadily increasing? Have they suddenly dropped. Use the free tool, Ubersuggest, to determine the keywords you rank for.

Do a SWOT Analysis



Every business has strengths, weaknesses, opportunities and threats.

Google Keyword Tool

Discover new keywords

START WITH KEYWORDS

Enter products or services closely related to your business

🔍 Try "meal delivery" or "leather boots"

🌐 English (default) 📍 United States

Enter a domain to use as a filter

🔗 https://

GET RESULTS

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This is how you determine what your SEO search keywords are phrases are most search for in your field or industry.

The Google keyword tool is part of Google Ads, but it's free to use. You can enter up to 10 keywords or phrases. Think like your target market. What will they enter into the search box to find you? You have the option to add your website, but I'd leave it blank for the first try. You can also narrow down or expand your geographic area.

<https://ads.google.com/home/tools/keyword-planner/>

Keywords Monthly Searches

Keywords you provided		
<input type="checkbox"/> business help	100 – 1K	Medium
<input type="checkbox"/> business advice	100 – 1K	Low
<input type="checkbox"/> business tips	1K – 10K	Low
<input type="checkbox"/> starting a business	100K – 1M	Medium
<input type="checkbox"/> business management	10K – 100K	Low
<input type="checkbox"/> marketing tips	1K – 10K	Low
<input type="checkbox"/> marketing strategy	10K – 100K	Low

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It then gives you how often per month people search for that term as well as the competition for ads. You can see here that...

Keyword Suggestions

Keyword ideas		
<input type="checkbox"/> startup	10K - 100K	Low
<input type="checkbox"/> inbound marketing	1K - 10K	Low
<input type="checkbox"/> content marketing	10K - 100K	Low
<input type="checkbox"/> market segmentation	10K - 100K	Low
<input type="checkbox"/> marketing plan	10K - 100K	Low
<input type="checkbox"/> strategic management	1K - 10K	Low
<input type="checkbox"/> influencer marketing	10K - 100K	Medium
<input type="checkbox"/> guerilla marketing	10K - 100K	Low
<input type="checkbox"/> lean startup	1K - 10K	Low
<input type="checkbox"/> online business ideas	10K - 100K	High
<input type="checkbox"/> operations management	10K - 100K	Low



It then gives you hundreds of related keywords and phrases and how often people search for them as well as the competition. So, you're going to look for the ones with high monthly searches and low to medium competition. You should include these major keywords and phrases in your website static pages, your social media profile descriptions, write blog articles on these topics also, include them in promotional social media posts. This is what I mean by being keyword-centric. Everything revolves around keyword search.

Thursday: Content Marketing

- ◆ What Other Types of Content?
- ◆ Competition
- ◆ Crafting Your Message
- ◆ Brand Image
- ◆ Time Saving Tools



Live Zoom Chat

2nd Saturday Social with the Wiz!



FREE

Saturday, June 12, 2021

10:30–11:30 AM MST

Get the Latest in Social

Media & SEO News,

Tips & Tricks

Q&A, + Live Critiques &

Brainstorming

Go here for the Zoom Link:

<https://azsocialmedia.live>



Questions?



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[youtube.com/user/azsocialmediawiz](https://www.youtube.com/user/azsocialmediawiz)

[AZSocialMediaWiz.com](https://www.AZSocialMediaWiz.com)



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