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How to get top ranking in search engines

GRP Consulting & seo web

5 first step formula to maximize sur full visibility in search engines, such as Google, Yahoo & Bing

How to get top ranking in search engine and Google

BY Richard Peladeau and Jean-Michel Portal

Getting at the top of search engines can look sometime impossible, specially if you're in a niche market of businesses that is having alot of competitors. And because getting ranked in search engine such as Google is not a tangible activity and mysterious for many entrepreneur thats create a web site, we will demystify and will give you the TOP 5 step formula in order to get not only on the first page of Google and other search engine, but in the top 5 results, in the next couple of weeks and months.

By following theses 5 easy steps, you'll attract not only visitor, but also potential customers that want your products or services. It is crucial to create a web presence that monetize your investment (ROI) shortly. If you have invest time and or money on your actual website, either it is 1K or 20K, theses steps will bring fresh traffic and potential buyers, every month !

Here's the steps to follow and to apply :

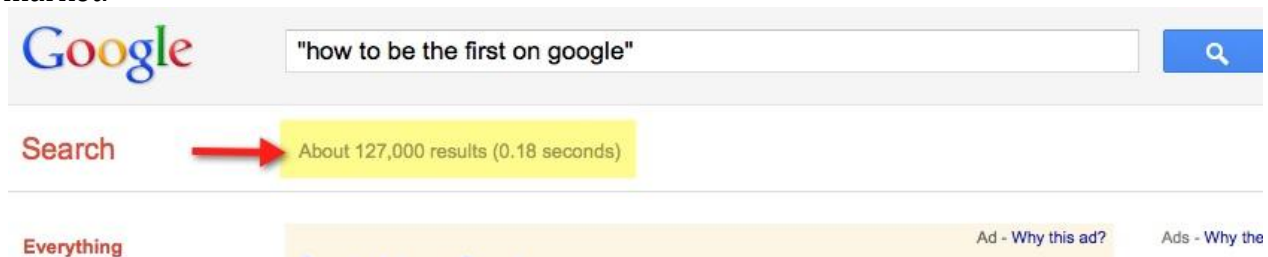
STEP 1 : DOMAIN NAMES

Get a fresh new domain name that include keywords that are 100% relevant to the search terms people are looking on the internet. If you have a domain name that is older than 3-4 years, and contain 1-2 keywords. I recommend you keep this domain and move to the next step.

It is important to buy a domain that is relevant to your niche market.

You can verify the value of your web site by entering your domain name at : <http://www.prchecker.info/>. The highest score is 10/10 (Google is 9/10!)

To verify your market, search your keywords in Google (www.google.com) by putting your keywords between " " (Quotes). If the results is under 250 000 results, you have a great niche market.



To verify if you can get traffic from your search term, use « Google Keyword Tool » <https://adwords.google.com/select/KeywordToolExternal>, type your keywords in the field "Word or Phrase", click on the "Search button", and if the column "Global Monthly Search" shows more than 2500 results. You have amazing opportunity!

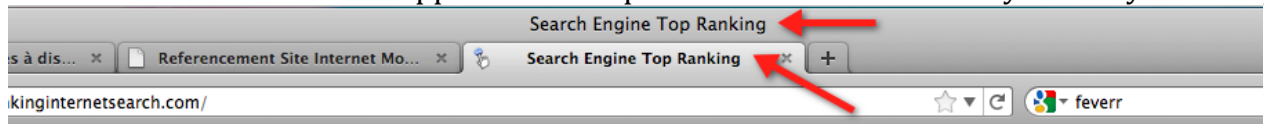
Search terms (1)	Keyword	Competition	Global Monthly Searches	Local Monthly Searches
	★ how to be the first on google	Low	74,000	40,500

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STEP 2 : TITLES

The title of a website is what appear on the top of the web browser when you visit your web page.



It is crucial to modify your website title to include the same keyword that you have on your domain name. The keyword should not be repeated more than 1 time, and should be mixed with article (such as the, on). Starting your title with "How to" is also a great way to get attraction from search engine.

Only the 70 first characters are fetch by the search engine.

The best template for a title is : How to "Primary Keyword" - How to "Secondary Keyword" | Brand Name.

Always put your Brand name at the end of your title.

If you want to take a look at your web page title, open a window browser, and look for the source code of the page, to do that with :

- FIREFOX : Right click anywhere in your webpage and click : "Source code"
- INTERNET EXPLORER : Right click in your webpage and click : "Display source code".

On top of that page, that just opened, look for the words <TITLE> and read what is just after. You should see something like : <title>Search Engine Top Ranking</title>

Now you know how to verify your Webpage titles.

It is important to have different page Title in every pages of your Website. The title should always match part of your content in order to be relevant for the search engines.

STEP 3 : DESCRIPTION & KEYWORDS

Description and keywords are called metadata and this content is not shown to visitors, but search engine look for theses data in every of your web page. It is IMPORTANT to look and change the description and keywords of every page you have.

Description

The description of your webpage is what the search engine looks for at first when he look at your web page, even before the content itself ! The description have to be written with a maximum of 250 characters.

By using a specific description, you are controlling the relevant content for all the majors search engines (Google, Yahoo, Bing).

The density of words that you've choose for your title, should be repeated in your description about 5 to 8 times in order attract the attention of search engines.

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Exemple : `<meta name="description" content="Want to get a top ranking in search engines? No problem! All you need to do is add a few magical "meta tags" to your web pages, and you'll skyrocket to t..." />`

Keywords

The keywords are words that are "key" to your web page. They are displayed in the source code of your page in between the text `<KEYWORD>`. Keywords are really relevant to some of search engine and directory. Each page should have not more than 25 keywords or phrase. Each keyword need to be separate by comma (,).

Exemple : `<meta name="keywords" content="HTML, Meta element, Web search engine, HTML element, Internet Explorer, Search engine optimization, Web page, wordpress" />`

STEP 4 : EXTERNAL LINKS

This step consist of creating automatically external references that will redirect (link) to your website (URL). This step is critical, to create value to your website so that all major search engine can "rank" you higher in their score. This is call "ranking" and this generate the popularity of your website.

External links also called "Backlink". By definition a BackLink is links from other sites to your websites. Backlinks are important because good backlinks increase your ranking on Google searches.

There is several ways to create valuable presence using external links, here is the two, that we've found really powerful and that have create more results for our customers.

4.1 Social bookmarking



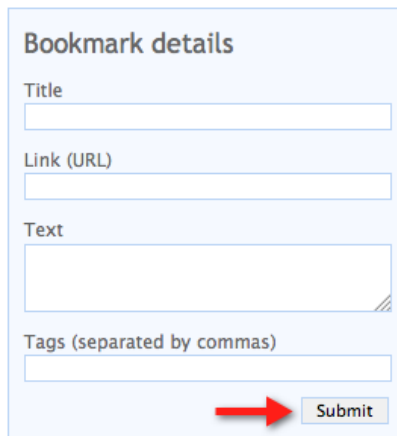
A VERY good and popular way to get your website listed on Google is through social bookmarking websites such as Digg.com. Not only do these sites give your website exposure, but they also create tons of backlinks. Google indexes these sites pretty regularly, and so your submissions stand a good chance of being indexed quickly. 3 simple steps of getting setup on social bookmarking sites are:

1. If it applies, make sure to optimize your article / post headlines for maximum interest. (see: "[10 Surefire Headline Formulas That Work](#)")

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2. Got to www.socialmarker.com, look at the top right side of the screen and you'll see "Bookmark details", so you can submit your website (article or post).



Bookmark details

Title

Link (URL)

Text

Tags (separated by commas)

3. Make sure to submit your major articles and posts (but don't overdo it!).
4. Make sure to add friends and comment on other posts / articles. The more friends that you have, and quality posts and votes that you've made, the more chance you have to get traffic (and backlinks) to your website.

4.2 Hubpages & Squidoo



Squidoo and Hubpages are both websites that provide users with one webpage to write about any topic. This is pretty useful since, just like the social bookmarking sites, these sites are indexed regularly and rank pretty high on Google. A good strategy is to submit articles, that include links back to your website, to these sites as pages. Submit articles with enough quality and people will link back to your squidoo and hubpages sites.

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STEP 5 : WRITE NEW CONTENT

What makes your website attractive to Google or any search engine is obviously relevant content for your visitor. Once Google will have your website indexed (so it can be access from Google), the most important aspect of your website, is how often you create new content.

We have figured that writing a new article or post a week in your website, will really maximize your potential on search engines. There is by the way no limits of number of articles you can publish on your website and if you do it once a week, you'll have 50 new article per years, which more than the average of all the websites.

You can never publish too much content (as long as it's quality and relevant). That said, if a microsite is performing well, your time and money is better spent adding content to sites that aren't performing as you'd like AND/OR building more sites.

We highly recommend to use a "Content Management Solution (CMS)" for your website, so you can easily access, with no technical skills, a private area for you to add and modify your content. There is a lot of different CMS such as Drupal, Joomla, TypoLight, LifeRay, CMS Made Simple. But we highly recommend using WordPress, because the community, tools and features is far away surpassing any other website content solution. Fortune 500 company use Wordpress for their blog and website.

How long should be your content ?

This depends on the type of content. News events can be short (100 words or so). Blog posts can be short as well. However, informative articles should be longer and in-depth (400 to 1,000 words).

When targeting keywords, shoot for 400 at a minimum. If you have a really long article, split it up into a series (like this series – I use the "In Series" WordPress plugin to create a series).

I generally try to make any post or page at least 300 words. However, I avoid useless information simply for the sake of content.

Need support for copywriting?

There is two great writing services at a extremely reasonable rates. The services are "[Need-An-Article](#)" and [Custom Content](#).

Need-An-Article charges about \$5.52 for 550 word articles. If you need longer articles with more research, the cost ranges \$9.03 to \$12.50 (750 words to 1,000 words, respectively). I use Need-An-Article the most.

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We use Custom Content when I need absolutely top-notch, high-quality, and well-researched articles. They also write sales pages. Custom Content charges \$20 for 400 – 600 words and \$25 for 601 – 800 words. Sales pages start at \$110.

Prices above may change. These are the prices at the time we published this guide.

CONCLUSION

Congratulation ! You are now ready to start getting more traffic on your website with these 5 easy steps.

Feel free to send us your comments and results after implanting this formula !

Have any questions ?

If you would like to connect with us, two easy way :

1. Visit us online at : www.toprankinginternetsearch.com
2. Send us an email at : uibc@grpconsulting.ca

Where to buy a domain name ?

To buy a domain name i suggest going to : <http://www.netfirms.com/domain-names/>.

Best of luck !

Richard Peladeau and Jean-Michel Portal, CEO

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