



How To Rank Page 1 On Google

My #1 Secret

There are so many strategies and formulas people will try to sell you around SEO.

1. You need backlinks
2. You don't need backlinks
3. You need to optimize your images
4. Too many images hurt SEO

5. Too wordy
6. Not wordy enough
7. Hyper local is the way to go
8. Content, content, content
9. Keywords
10. Structured data
11. Etc. etc, etc,

The truth is, there is a time and place of all of these things, but it really depends on what your business is, how it operates, what products or services you provide, where you are located, and the list goes on.

There are some basic things you need to know when it comes to SEO and at the bottom of this page, I have added a link to a document written by Google about how you can rank well on Google. Can you imagine someone better to get this information from, than the source.

But you need to know my #1 Secret first.

As you read through the content from Google I want you to...

Here's my secret

Think as if you were the programmer for Google. What does this mean? Let's say that it was your job to find the best information out of all the websites on a particular subject, or in a particular geographical area, etc. What would you look for?

Here are some ideas:

- Is the content good content?
- Does it answer all the searchers questions?
- If it's a service company, is it in the area of the person searching?
- Do the images fit the content well?
- Is the content well organized and easy to find?
- Does it include pricing?
- Are there testimonials, and are they good?
- Were the images, like before and after photos, really taken in your geographical area?
- Did the person viewing the site fill out a contact form, or click a phone number to call?
- How long do users stay on your website?
- Does the site offer video, and images?

There are so many things that you may not hear about that Google is looking for, but if you think as though you were the one sifting through all the content on all the websites, how would you find the best information for the person searching?

Then by ensuring that your website is truly the best fit for the search term being used, you are much more likely to get the high rankings. There is so much more to share. If you would like to join my private Facebook page, find me here. I share valuable information like this in my private group.

<https://www.facebook.com/groups/titansofbusinesschallenge>

For help with your SEO visit: <https://marketingai.com>

Learn from Google themselves how to get your site ranking better.

Bonus Link: <https://developers.google.com/search/docs/fundamentals/seo-starter-guide>