



# How to Improve your Website Ranking

*On Google*





# How To Improve Your Website Ranking on Google

Here is a checklist on how to drastically improve your website's ranking on Google. Now more than ever it is extremely important for your company's website to be easily found on the Google search engine.

This checklist will ensure that your website ranks higher on Google, making it easier for potential customers and current clients to find you. Just watch as your lead generation takes off!

## Now, here is the checklist:

- Generate increased visibility: get positive reviews, links to your website posted on blogs and other sites, mentions on social media. However, don't pay people to increase your visibility, instead generate it organically; Google can tell if you pay, and do not view it favorably in terms of your site ranking.
- Feature relevant keywords: research keywords in your industry that people commonly search. Then, use these keywords in the titles, copy, links, page descriptions, etc... on your site.
- Make sure you are a reputable and relevant site: make sure your site is mobile-friendly, that it is clearly stated what you do and where you are, and that your website loads quickly: we usually recommend 1-3 seconds loading time.
- Update your google profile: make sure that Google has an accurate profile of your business, and that your Google map API is up to date.



- Finally, consider researching Search Engine Optimization (SEO), and either performing your own SEO or purchasing SEO services from a marketing firm (yes we do offer stellar SEO services if you are interested).