

# 5 ways to rank better on Google

Ranking well on Google is a moveable feast. Nothing stays the same for long. For better rankings you have to monitor developments closely. Here are five elements you need to address.

- 1.** With the release of the new Google search engine, codenamed Caffeine, keywords are now even more important. You absolutely must have keyword rich URL's, relevant on-page content and keywords in title tags. For keywords, the fundamentals are relevance and appropriateness.

The new search engine is super fast. Faster than before. And believe it or not, real time search is very close. Suddenly, more regular updating of your website with relevant content is not just nice to have, it's vital. And you must have CMS capability to do it.

- 2.** Internet videos are here to stay and for the first time ever, online videos are now being indexed by Google. Increasingly, examples of them are appearing more prominently on the first page. If it is done properly, through youtube, there is every chance that you can beat competitors for a top page ranking through product demos and testimonials delivered via online videos.
- 3.** Your customers visit you in person but they find you online. That's the growing trend in consumer behaviour. Do a Google search for "Ballarat florists" and you'll see that the first 10 results are local search results from Google Maps. The organic listings appear below.

*Local search engine optimisation is more important than ever and you need a different strategy because the search results for Google Maps are determined differently from standard Google search results.*

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- 4.** Blogs give you an increased presence on Google. A punchy, regularly updated, keyword-oriented blog boosts rankings.

Blogs serve as another channel on which to promote your brand and company and to differentiate you from competitors. If you don't have one, it is time to consider this option.

- 5.** Bing is Microsoft's new online search portal, located at [bing.com](http://bing.com). Bing puts the focus on:

- Purchase decisions
- Planning trips
- Collecting health information
- Finding local businesses.

With the power of Microsoft behind it, there is no telling what the future holds, but be alert to Bing developments and usage.

## Contacts for your convenience

If you want to rank better on Google, we can help. Talk to a WebCentral eBusiness Consultant about lifting your rankings and bringing in new customers for your business.

Phone: 1300 665 154