How to increase your website's Google ranking

One of the best ways to increase your website's traffic and sales, is to rank higher in the search engines, particularly Google. However, this can be difficult and time consuming, especially if you don't know what you're doing. This guide on how to increase your website's Google ranking will help you get started with SEO right away, even if you are completely new to the concept!

Part 1: Understand how Google search works
Google is the world's most popular search engine. So it makes sense that you want your site to rank well with Google.
If you are a small business or running an online shop, the way in which you rank will depend on how many other sites link back to yours. The more links there are, the higher your site will appear in the listings.
You can attract links by participating in blogs, forums and social media groups related to what you sell.

You can also create a lot of backlinks by offering something for free on your site or blogging. You can then go into relevant online groups and offer a link back to that free item in exchange for another blogger including a link back to one of their sites.

Part 2: Use the right keywords
A good way to rank higher in Google search results is by making sure you're using the right keywords. For example, if you're an organic food company, then you should use words like organic and healthy a lot on your website. You can also optimize these keywords by including them in your title tag and meta description.

You should also include them in a lot of your internal links, and make sure you're optimizing for long-tail keywords. Long-tail keywords are highly specific keywords that people tend to search for on Google when they have a very specific need. For example, people searching for organic blueberries is a long-tail keyword. If someone searches for organic blueberries, it means they know what type of product they want to buy, which will result in much less competition with other websites selling organic berries. Make sure you're focusing on long-tail keywords because these types of searches usually generate more leads than shorter, more generic terms (i.e., blueberry instead of organic blueberry).

Part 3: Get more backlinks
A backlink is a link on another webpage that points to your webpage. When someone visits the other webpage, they will see a link that says click here or visit this page and when they click on the link, it takes them to your webpage. Because of this, you want as

as many people as possible to visit your page by getting more backlinks. One way to get backlinks is by creating content that other websites are willing to share with their audience.

There are several ways you can get backlinks. One way is by creating content on a topic that other websites are willing to share. The more high quality content you create, and the more people share it, is how you'll gain attention from search engines. If a lot of people link back to your page, then search engines will rank it higher in search results.

Part 4: Optimize your website for mobile
It is estimated that more than 1 billion people are now accessing the internet via their phones. That means more and more people are browsing on mobile devices as opposed to traditional desktop computers. If you're not optimizing your site for mobile visitors, you're missing out on a lot of potential customers.

Put yourself in a mobile user's shoes and think about how he or she might interact with your site on their smartphone. Make sure you've optimized it for ease of use, especially if your users will be accessing information via an app on their phones. Another great way to test is by using Google Chrome's desktop emulator that lets you view webpages as if they were being viewed through a mobile device.

Part 5: Improve your page speed
Page speed is a crucial factor for SEO. The faster a page loads, the better it will rank in search engines. Page speed is measured in milliseconds (1/1000 of a second). Anything below 100 ms is considered good. There are many ways to reduce page loading time, such as using responsive web design, optimizing images and reducing HTTP requests.

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Optimize your on-page SEO: Search engine optimization (SEO) is a process that involves several different tactics for improving visibility in search engines. These include using keywords and titles within page content, HTML coding for content elements like headings, formatting titles with descriptive language and more.

Part 6: Use structured data
Structured data is a way for you to tell Google about the content on your site. Adding structured data will make it easier for people to find what they're looking for, and can also help with search engine optimization. There are two types of structured data: microdata and JSON-LD. Microdata is used to markup specific items such as recipes or products; JSON-LD can be used when there are many products that have similar

information. For example, if you sell ice cream cones in different flavors, you would create one product page with multiple variants. By adding structured data to this product page, Google will be able to better understand each variation and its features without having to scan the entire page.

Part 7: Optimize your images

If you have a large number of images on your site and they are all the same size, you can use CSS code to tell search engine crawlers which images are most important. This will make sure that the appropriate image is shown when somebody searches for it in the future. Images are one of the best ways to rank higher in google search results so optimizing them could be a valuable SEO tactic. One way to optimize images is by using file names with alt text tags. When writing the alt text for an image, keep in mind that it should accurately describe what the picture is about. The alt text should not be too long or contain any keywords or phrases that you want to rank high for because this may lead to penalties from Google.

TIP : **If you you want to improve your google search ranking now without work there is a really cheap and reliable service with a 5 star rating** : **Click Here**