

Beat your competitors on Google

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Introduction

Want your website to rank higher and above your competitors website?

Want your website to rank higher for the exact search terms that turn traffic into revenue?

We at Faab Solutions have been trying few things, and believe these are essential 12 points that will help you rank higher than your competitors.

Getting to Google No 1 position is easier than you think.

We have helped many of our ecommerce shop customers achieve the ranking for their keywords and achieve higher ROI. It's no point hiding these techniques or sharing with only few. Ecommerce shop owners need to gain knowledge too and hence we have released this SEO guide.

We are revealing some best trends that will help you achieve the best rankings. If done correctly you will rank better in the natural search results of Search Engines and will receive hoards of quality visitors and buyers to your website.

1. Competitor Research

Before you get your swords out to hack your competitors, your first step should be to research your competitor. Define what your target market is and identify your competitors. Now compare your website against your competitor. This could be with regards to service offerings, site design, help menus, navigation etc. Be honest when you are benchmarking and understand your site's strong and weak points.

Learn from this finding. An accurate analysis will deliver you two important findings. You can set your site to a more realistic and meaningful target which you can work towards. And secondly it will make you understand your strength and weakness between you and your competitors.

2. Keyword Research

Keyword research is the most important aspect of any website. If you are serious about making money online, then don't skimp on this part of the research. Most people make mistake by skipping or skimping on this research. Try not to guess your keywords, or key phrases. There are online free software's available which will provide you with this knowledge. This part if done correctly will surprise you if the keywords and phrases that you never thought could generate you with the best conversions. Carry out keyword research for your competitors. See how they are using that keyword in content, page title, Meta description, links and images.

3. Writing Best Page Titles

Page Titles are the most important SEO weapons. Ensure all your pages have a relevant page titles. If you don't have control over this, than at least have a good relevant Homepage Title.

Most people make mistake by including their company name first. Ensure you put your target keyword first in the page title.

Page Title should be written so that it reads as not who you are, or how big you are, but what you can offer your visitors.

Ensure Page Titles are only 66 characters including spaces. Try and avoid unnecessary words such as in, best, cheap, and, for, etc..... Use limited character wisely.

4. Meta Description as an advertising platform

Meta Descriptions is a short paragraph of text that describes your website. It resides within your website code, but it's visible to search engines only. Your Meta Description should be used for one principle and that is to drive traffic to your website. Think of it as an advertisement. Ensure you have unique Meta Description for each page of your website. Meta Description should be clear, concise summary of your web page. Include keywords which should match those in your page title. Google has a character limit of 150 with spaces.

5. Keywords

Using Keywords and phrases and using it right amount of time is essential to ensure your keywords density is optimised for better results. Over doing it and you will fall in the category of spam, and will get your site banned from the search engine. As a benchmark use a particular keyword or phrases to cover 5% of your content on the page. So for e.g. Every 200 words should have about 10 of your targeted keyword or phrase. This keyword will work alongside the Page Title, Meta Description and the content. When including this keyword and phrase make sure it makes sense, as both human and robots will read it.

6. Headings

Each of your content pages, should have headings and sub headings. This should help your visitors digest information quickly. Ensure heading's has a series of your targeted keywords or phrases.

7. File Names

File names are made up of images, pdf files, etc. Ensure you are naming these files with your keywords or phrases. This would help search engines understand the content but would also help you drive traffic from image searches etc. Do not overlook the ALT attribute of an image or title.

8. Sitemap

Regardless of whether you have few pages or thousands of pages on your website. You should have a sitemap. This is a directory of your website. Most search engines will request that you provide sitemap for them to index your website. Sitemaps helps search engines find their way round your website and hence improves the chances of your pages being indexed.

9. Relevant Linking

Content is not just that appears on your own website. Content are one way links that point from a relevant websites. Ensure the site linking to you has higher page ranks and valid keywords and link titles

Write articles to build a one way link building. Submit about 500 word articles which are relevant to your website. Submit them to various article sites.

Press releases are another way of building and gaining links. They can also often gain exposures in news searches in Google and Yahoo.

10. Image and Text Links

When you place a link on your website to either an internal or external pages, ensure you provide search engines with a description of that link. Search engines likes to understand the relevance of this link. Search engines will give a link score which will ensure the relevancy and the weight of that link to you. Better link score equals bigger and better traffic.

11. Measure your traffic

Analytic tools such as Google will help you understand the visitors and their behaviour. Evaluate this data on weekly basis. This will help you ensure the sites maintenance is taken care of too.

12. Data Protection

Most people presume data protection as not the most important part of SEO. Well it is. Secure your customer data, including transaction data by using safe secure mechanism. If your data is compromised this will ruin your business not to mention hefty fines by the authorities. If you are ecommerce shop make sure you are PCI DSS compliant.

About Faab Solutions

Faab Solutions are specialist in designing, developing ecommerce shopping website.

We help our clients generate the best ROI. We know that every business is different with its own unique challenges. We make an attempt to understand your business which helps us provide you with the best tailored solutions.

Our Core Service activities are

Ecommerce Website design,

CMS Website Design

Database Management

SEO Services

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