

How to Rank **#1** on Google



How to Rank **#1** on Google

- Keyword research
- High-quality content
- Optimize on-page elements and website level factors
- Off-site engagement

THE MOST IMPORTANT

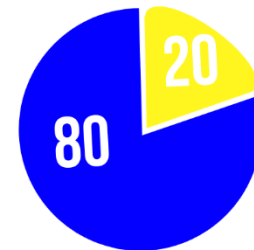
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THE MOST IMPORTANT

80/20
RULE

20% OF YOUR EFFORTS GIVES YOU 80% OF YOUR RESULTS
USING THIS RULE ALLOWS YOU TO FOCUS ON THE MOST
IMPORTANT THINGS IN LIFE BY PRIORITIZING TASKS



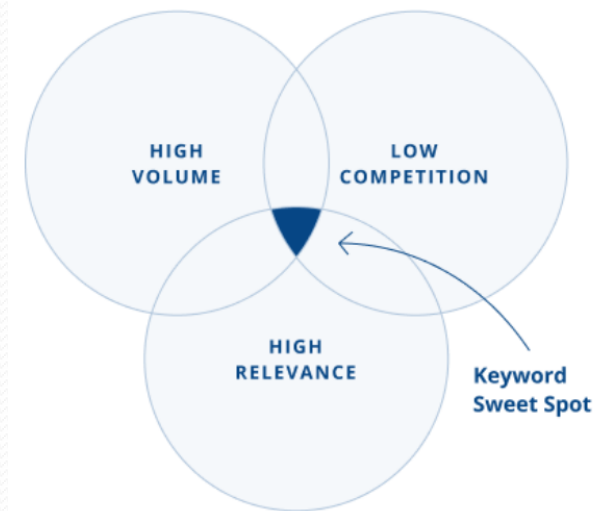
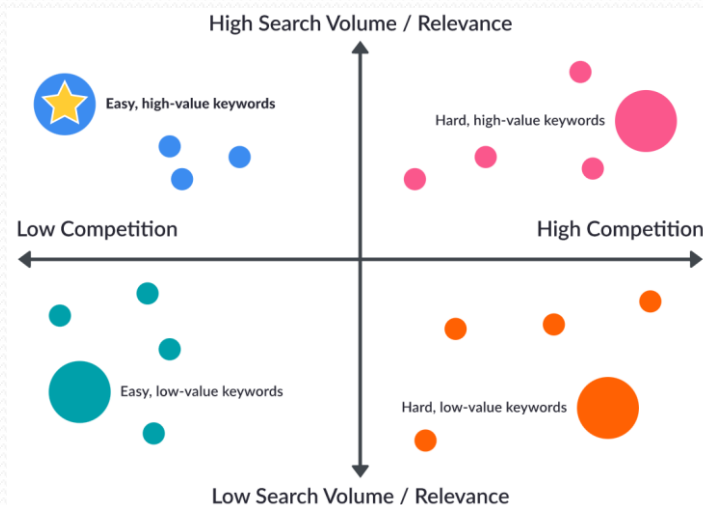
How to Rank **#1** on Google

- Follow the 80/20 rule for SEO
- 20% of your target **keyword** brings 80% of traffic
- 20% of **landing pages** drive 80% of the overall traffic
- 20% of your **backlinks** pass 80% of your link juice



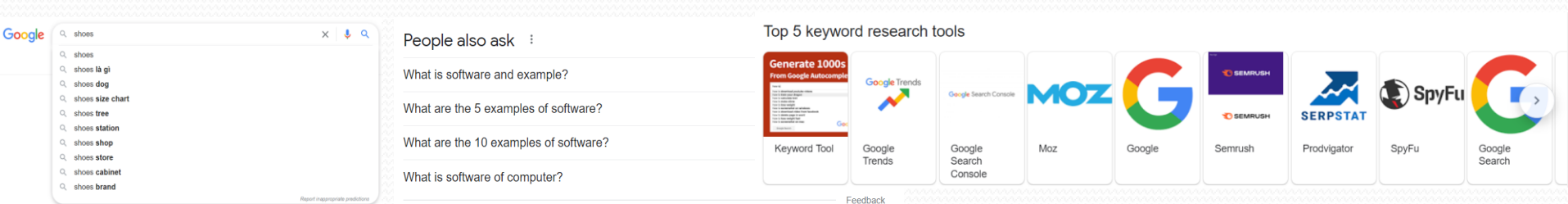
Keyword research

- Consider an example where you have a website of shoes for kids, but it isn't ranking #1 on Google.
- The reason
 - Search volume: 170500 => **High**
 - SEO Difficulty: 61 => **HARD**
- Keyword research is done based on high search volume, high relevancy and less competition



Keyword research


- Analyze and choose the best keyword (in many different ways)
 - Identify a list of keywords that are relevant to your business
 - Check the keywords that your competitors are ranking for
 - Use third party tools to choose keywords with less competition and more search volume for your website
 - long-tail keywords are easier to rank on Google
 - Brainstorm your own ideas and find related keywords (or LSI keywords) on Google




Keyword research


- Use Google Keyword Plan


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 Google Ads

Keyword plan

 SETTINGS

 HELP

 NOTIFICATIONS

180-707-2
hai7


Keyword ideas


Forecast



Keyword plan


Saved keywords


Negative keywords

 phần mềm

 https://moolapro.co

 Vietnam  Vietnamese

 Google

 Mar 2021 – Feb 2022

Broaden your search:

+ ứng dụng

+ ứng dụng di động


+ phần mềm doanh nghiệp

+ phần mềm quản lý kinh doanh

+ mozilla firefox

+ internet explorer


+ cài đặt

 1

Exclude adult ideas

ADD FILTER

63 keyword ideas available

 COLUMNS

<input type="checkbox"/> Keyword (by relevance)	Avg. monthly searches	Three month change	YoY change	Competition	Ad impression share	Top of page bid (low range)	Top of page bid (high range)
Keywords you provided							
<input type="checkbox"/> phần mềm	10K – 100K	0%	+900%	Low	–	₫1,818	₫9,684
Keyword ideas							
<input type="checkbox"/> phần mềm quản lý công việc	1K – 10K	+900%	+900%	Low	–	₫10,545	₫59,308
<input type="checkbox"/> phần mềm quản lý nhân sự	1K – 10K	0%	0%	Low	–	₫15,869	₫58,802
<input type="checkbox"/> kho phần mềm	1K – 10K	0%	0%	Low	–	₫1,424	₫8,216
<input type="checkbox"/> phần mềm nhân sự	1K – 10K	+900%	+9,900%	Low	–	₫14,783	₫44,018
<input type="checkbox"/> phần mềm quản lý kho	1K – 10K	0%	0%	High	–	₫8,780	₫28,241

Keyword research

- There are few more techniques that can help in keyword research
 - On social media, find the most shared article for a topics/keyword
 - Check for communities (like Reddit, Quora), where people ask about certain topics (keywords)
 - It's important to have webpages with well chosen keywords (primary and secondary keywords) as they help your website to rank well on Google

Keyword clustering

- Why target only one keyword per content when you can target many?
- After keyword research, SEO experts cluster keywords into content theme that are relevant to each page of the website



High-quality content

- High-quality content is the most important factor that helps your website to rank on Google
- Tips to remember to improve your page's ranking
 - Perform research on your chosen keywords
 - One keyword is related to your brand
 - One keyword is related to content
 - One keyword is related to your customers' intent
 - Create a content that fulfills users' requirements
 - Make your content readable
 - Keep your content flow organized
 - Add resources from well-known sites to your post
 - Opt for white hat techniques

High-quality content

- Tips to remember
 - Prefer different forms of content:
 - Feature infographics in your post
 - Include videos and images in your post
 - Review your content
 - Longer and engaging contents rank higher on search engine results
 - Word count should be in range 2250 – 2500. Longer is better than shorter.

High-quality content

- Steps to create a high-quality content
 - Begin with a comprehensive introduction
 - Content should be relevant to the chosen keyword
 - Create a click-worthy title
 - Include LSI keywords in your content, long tail keyword.
 - Heading and sub-headings should consist of keywords and variants
 - Shorten your sentences and paragraphs.
 - Build a comprehensive internal linking structure of webpages
 - Add suitable images (with descriptive alt text)
 - Incorporate callout boxes
 - Update your content regularly
 - Finalize your CTA

High-quality content

- Do's
 - Create a high-quality content
 - Add images from public domain sites (like Freepik, Shutterstock, flat icon etc.)
 - Be relatable and use examples to clarify points
 - Simplify complex words and use bullet points
- Don'ts
 - Avoid plagiarism
 - Do not steal images from websites
 - Don't give less information to your audience
 - Avoid long paragraphs in your content

Optimize on-page elements & website level factors

- On-page
 - Meta tags
 - Header tags
 - URL
- Off-page
 - Website architecture
 - Secure websites
 - Sitemap
 - Page speed

Optimize on-page elements & website level factors

- **On-page**
 - **Meta tags** : title tag and meta description
 - Write unique title and descriptions for each web page
 - Pay attention to the length of your meta tags (60 & 160)
 - Minimize keyword repetition
 - Use keywords in your title tag
 - Avoid stuffing keywords in your meta tags
 - **Header tags**
 - Have only one H1 tag in your post
 - Add target keyword in your header tag
 - Your header tags should be relevant to the content
 - Follow hierarchical structure
 - Avoid repetition of H1 tags on different web pages of your site
 - Avoid using these tags as hidden text
 - Avoid stuffing keywords to your header tags
 - Your H1 tag should be from 20-70 characters
 - Answer user intent with your H1 tag
 - **URL**
 - Use hyphens and avoid underscores
 - Prefer canonical URLs
 - Use a favicon in your URL
 - Add target keyword in URLs
 - Use 301 redirects for broken URLs
 - Include mobile URLs in sitemap
 - Avoid Capital letters in URLs (as URLs are case-sensitive)
 - Use readable URLs
 - Prefer short URLs always (< 2083 chars)

Optimize on-page elements & website level factors

- **Off-page**
 - Website architecture
 - A good site structure provides better crawling for search engine bots
 - Create a logical hierarchy structure
 - Balance the amount of sub categories within each category
 - Code your site navigation in CSS or HTML
 - Build a comprehensive structure of internal linking
 - Secure websites
 - Scan your site for vulnerability
 - Protect your domain by enabling DNSSEC protocol
 - Enable SSL certificates (use HTTPS)
 - Use HSTS to add an extra layer of security over HTTPS (to prevents cookie hijacking)
 - Sitemap
 - Prioritize high-quality web pages in your sitemap
 - Add your canonical version of URLs in sitemap
 - Always build dynamic URLs sitemaps for large website
 - Maintain smaller sitemap
 - Do not put **noindex** URLs in your sitemap
 - Page speed
 - Optimize images that are larger than 150 bytes
 - Use a simple website design
 - Leverage browser caching for files
 - Upgrade server response time
 - Minimize redirects
 - Optimize code