How to appear on the first page of search results

Quick guide for mastering your SEO

1 Pick your targets

Search engine optimisation hinges on keywords, queries, and search terms.

You need to decide what you want to appear for and then build your website and content around them.

These can be split into groups of targets:

- Brand focused e.g. your brand name, tagline, product name
- Product or service focused e.g. product/service name, uses, pain points
- Industry focused e.g. related keywords, related search queries, 'how to's

As you produce content based around these keywords and topics, you will start to rank for those keywords in search results. Google will rank your relevance to the keywords and judge your authority on the topics.

2 Check the functionality of your site

Technical SEO can be confusing but it is essential for your website to be shown.

It is important that your website functions properly, loads quickly, and is relevant to your keywords.

Key things to do are:

- Compressing images to promote fast load speeds
- Regularly checking links to ensure none are broken
- Updating pages as and when needed to maintain accuracy

These things are easy to check from the back end of your website but there are also tools online that can help you monitor your website and suggest improvements.

However you choose to track your websites functionality, it will help you keep on top of it rather than having to bulk amend less often.
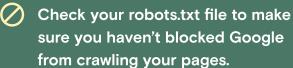
3 Make sure that Google can scrape your site

The best website in the world would be useless if search engines were unable to access it.

Whenever a website or new page goes live, search engines have to access the site and categorise it.

To ensure that Google can do this:

- Check your robots.txt file to make sure you haven't blocked Google from crawling your pages.
- Remove noindex tags which will prevent them from being indexed.
- Submit a sitemap to Google Search Console so that all pages are listed.

You can use URL checkers or Google to find out whether your website is being crawled as it should be.

Bonus: Consult the experts!

SEO is a constant and confusing job but there are experts out there who can help you. Whether you need SEO friendly content, bespoke webpages, or someone to help you keep up to date with the latest updates and changes, we can make it happen. Take the stress out of SEO with an expert team that works as an extension of yours.