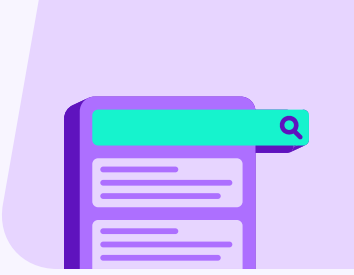


How to Get on Page 1 of Google With These 7 Tips



Learn how to get on page 1 of Google with proven tactics, like targeting long-tail keywords and leveraging Google Business Profile.

Why does the first page of Google matter?

The first page of Google — and getting your website on it — matters because few users visit beyond the first page of search results. In fact, the first page of search results receives [95% of the traffic](#).

So, if you can get on page one of Google, you can get:

More brand visibility

More organic traffic

More leads and/or sales

How to get on page 1 of Google

1

Do SEO audits



Regular [SEO audits](#) (think monthly or quarterly) can help surface SEO issues or opportunities. For example, you can use SEO audits to resolve 404 errors on your website, which can affect rankings.

Free SEO audit tools include Screaming Frog, as well as SEO.com's free [SEO checker](#).

2

Target long-tail keywords



Although they get less traffic, long-tail keywords often yield higher conversion rates for businesses. Searchers looking for a general topic often receive an answer and click away, while someone with a very specific search is often ready to take action.

For example, “basketball shoes” is a general keyword, while “Nike’s best basketball sneakers” is a long-tail keyword. Although more people may search for the general option, the individuals browsing for the long tail keyword probably want to buy the shoes.

3

Follow SEO best practices



Getting on the first page of Google requires following SEO best practices, like:

- ✓ Making your content [crawlable](#) and [indexable](#)
- ✓ Using your target keyword in your [title tag](#) and [meta description](#)
- ✓ Formatting your content so it’s easy-to-skim, like with bulleted lists
- ✓ Enhancing your content with [schema markup](#)
- ✓ Improving your [user experience \(UX\)](#), like by compressing images

For more SEO best practices, use our [SEO checklist!](#)

4

Produce helpful content



Crawling, indexing, and ranking the web requires a tremendous amount of resources, which is one reason Google has emphasized the importance of helpful content.

You can produce helpful content by:

- ✓ Sharing anecdotes, like how your business does XYZ
- ✓ Highlighting author experience or credentials to demonstrate [E-E-A-T](#)
- ✓ Providing multimedia, like graphics or videos, to improve understanding

5

Develop shareable resources



Your backlink profile is one of Google’s [most significant ranking factors](#). If you receive backlinks from reputable sites in your sector, that indicate trust to Google.

[Building backlinks](#) isn’t easy, but there are some proven strategies, like:

- Outreach to sites with broken links where your content is a relevant replacement
- Developing interactive tools, like a calculator, quiz, or game, relevant to your industry
- Producing first-party data via studies or polls

6

Claim Google Business Profile



Begin by creating a Google Business Profile account. You’ll need to claim your location and verify your listing.

[Optimizing your Google Business Profile](#) allows you to appear in Google Maps for localized searches, like ‘gluten-free bakery near me’. It’s key that you provide all the necessary data, including your phone number, address, hours, photos, and more.

Your organization can also create localized content on your website. This content can target localized searches with longer buyer journeys, like ‘renovation company las vegas nv’.

7

Advertise with Google Ads



If your business [requires immediate visibility](#) on Google, consider advertising with Google Ads. With a well-optimized ad, your business can appear on page one of Google and reach your target market. A [Google Ads agency](#) can assist if you need professional help.

Get on page 1 of Google with [SEO experts](#)

Getting on page 1 of Google doesn’t happen overnight — and doesn’t happen without some practice. Whether you’re new to SEO or too busy to optimize, the SEO experts at WebFX (the team behind SEO.com) can help.

Learn more about our [custom SEO services](#) now or [request a custom quote!](#)