



## Top Ten Google Search Engine Ranking Factors



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Corporate Website Division LLP – Registered in England & Wales Reg. No. OC354031 - Corporate Website  
Division LLP, 26 Breakfield, Ullswater Industrial Estate, Coulsdon, Surrey, CR5 2HS  
Tel: 020 3468 7160 - Web: [www.cwd-web.com](http://www.cwd-web.com) - Email: [support@cwd-web.com](mailto:support@cwd-web.com)

## Top Ten Google SEO Ranking Factors

People don't really understand that there are many different factors that fall into place when determining where a website ranks in the Google search engine results. Some things to keep in mind when you are wondering why your site doesn't rank well. It is not always just the obvious reasons that are holding it back.

There are many extensive factors that Google uses when determining website rankings. It is very important to get these factors correct, otherwise you could find yourself just wasting your time. It is all about relevancy and earning your visitors and Google's search engine trust over time.

Over the past years by reading Google's Webmaster Guidelines, Google SEO Guides, many industry blogs and by actually doing professional SEO and internet marketing we have gathered data resulting in a short list of the most important Google search engine ranking factors.

Here is the list of our top 10 of important Google SEO ranking factors to consider:

- 1. Age of Domain:** Age of URL is very important. If you just bought your domain a few weeks or even months ago you have a long road ahead of you. The reality is the age of your website helps build trust. If your website has been on-line for several years, chances are you have an established business.
- 2. Domain Hosting:** Where is your site hosted? Find out through your hosting company what continent or country your site is hosted in. This can often times play a large role in search rankings. Always use a reputable hosting company. If your company is UK based then use a hosting company in the UK., We always recommend a dedicated IP when you can. There are virtual dedicated and cloud hosting solutions that are more affordable. Never use the cheapest hosting. The reality is, if you cannot afford hosting you should re-consider the business... this is harsh but very true. :)
- 3. Your Neighbours:** If you have a virtual or shared server, used by sites like Godaddy and others, you may be housed with hundreds of websites on one server. Make sure that your neighbours on your server are not classified as spam.
- 4. URL Structure:** Make sure your URL structures are very clean. There should not be any random strings of characters at the end of your URL's. This is part of the on site search engine optimization process that we would do for any website.
- 5. Content is very important:** To start with, make sure you have text on all your important pages, then make sure it is good text consisting of your targeted keywords spread throughout naturally. In simple terms, ALWAYS write your content for humans, your website visitors first and NEVER write content for the sole purpose of achieving Google search engine rankings. Chances are the content will not be user focused or provide value to your visitors.



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**6. Internal Link Structure:** Make sure your inner pages are linked correctly. Visitors should have easy pathways connecting to your other pages from every page of your website. Make sure the code of your website is verified and keep flash and JavaScript to a minimum, if you can. Make sure the site is clean, easy to use and interlinked to help give the best user experience.

**7. Trust:** Do you at least have a physical address (not PO Box) listed on your website? If you don't. Google likes to see trust factors on websites so anything you can add that could help build trust for your audience will benefit your rankings. We always recommend having a telephone number on each page of your website. Make it easy for people to do business with you, it all starts with establishing trust and that starts with contact information on your website.

**8. Keywords:** Make sure your website is optimized using your keywords. This means any alt tags for images, meta page information and existing content at the very least. Remember to naturally optimize your website based on the content of each page of your website.

**9. Bounce Rate:** Although bounce rate might not seem important if Google sees that nobody stays on your website for more than a few seconds before they leave this could be a ranking problem over time. Make changes to get visitors engaged with your website. Simple things, like a video, a newsletter sign up, call to actions, etc. These will help improve your bounce rate over time. Make sure you have proper tracking on your website, such as Google Analytics.

**10. Outbound links:** Make sure the websites that you link to are 100% relevant to your business and industry. If you sell animals toys but you are linking to a site that sells shoes that is not very relevant and over time could really impact your rankings. If it makes sense to link to another site, then do so, but remember you could be sending your visitors away from your site.

**11. Inbound Links:** We know this was a list of the top 10, but we have to mention inbound links. The key here is don't buy or exchange links. Market and promote your business on-line to build visitors to your website over time. If you do, then the relevant links will follow!



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## Search - always ongoing changes

As the Google algorithm changes there are always new ranking factors that come into play, such as the page load time and many others. I am sure when we re-do this list in 3 months from now, there may be another one or two additional factors and maybe more.

## What Next



### You now have **3** choices:

- 1.** Do nothing and miss out on making real money from your site. Let your competitors get wise to SEO and get there before you.
- 2.** You or your staff carry out SEO by making sure you understand how each and every task is actioned and devote the time and resources to achieve it. Download and read 'The SEO Experts Guide to SEO' which we wrote to explain what you need to do. Download it from here: <http://www.googleseoexperts.co.uk/seoguide>
- 3.** Get our **SEO Experts** to carry out the SEO for you with the added benefit that we guarantee first page position for your keywords or we give your money back for each keyword phrase that does not achieve a Google first page position within 6 months.

**Call us today** on 020 3468 7160 and get new business from the Internet.



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