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Why is my Website not showing up on Google? by Stella Richard

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A number of websites work for weeks together to put together an SEO strategy and yet fail to present positive results on leading searching engines such as Google. Webmasters will argue that they picked the perfect keywords, placed them appropriately into their content, and yet, the website still will not in a high ranking position.

While some of your optimization tactics are working for search engines such as Yahoo!, MSN and Bing, you are still not able to the crack the Google code. To be able to truly have your SEO efforts pay off you need to make sure you are doing these two things perfectly â€“

1. On-site optimization by integrating a good set of primary keywords throughout the copy of your website.

2. Off-site optimization by working on acquiring some good quality links which direct internet users to your website.

No optimization project can be deemed complete without giving due importance to these two exercises. In addition to this, to be able to appeal to the Google ranking system, you need to make sure that you have considered the following factors that influence Google Spiders â€“

1. Link-Building

One simply cannot emphasize enough on the importance of building in-bound links to get a solid hold on your rankings in Google. It is important that you create a very robust network of quality links that direct visitors to your own web pages.

A quality link means the ones that placed on websites which are quintessentially ranked as the top 5 on a Google search result. There are a number of tools that will allow you determine the Page Rank of any website or web page on the internet.

A safe bet would be to register your website with some of the internetâ€™s leading directories such as DMOZ.org and Yahoo. You can also identify some industry specific directories that list links to websites belong to your segment or business type. To support all of this, create content that is relevant and interesting for submission in article directories that have a high page rank. Also offer your content to high ranking websites that cater to the same target audience as yourself. Make sure you do not make the mistake of collaborating with competitors.

Also get active on forums and blogs that are popular and share market segments with your target audience. Remember to integrate the link to your website as a standard signature.

Try not to get to aggressive with your link building initiative since the sudden growth or popularity of look mustnâ€™t look abnormal or look like you have paid for it.

2. Anchor Tags

Your anchor tags need to be well integrated with your primary or top-performing keywords. Google is known to look for hyperlinks which consist of actual phrases as against alpha-numeric URLs. They work on the belief that hyperlinks with phrases make for more useful reference websites.

In addition to this, you also need to take into consideration factors such as your web design, title tags, and list of keywords which have a direct or indirect influence on your rankings on Google.

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We help brands to listen, understand & engage in conversations in a Web Design Vancouver based.

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