

# 8 Simple steps to ranking in Google Search

Page Rank is Google's system of determining the popularity, hence, the ranking of a website. It measures not only the number of links that point to a website but also the quality of the sites providing the links. Here are some simple steps to help increase your website's Page Rank.

## Step 1 - Get quality inbound links

Since Google ranks your pages according to the number of links from relevant and credible sites pointing to your page, try to get as many quality links as possible. In short this means getting other quality websites, which would be relevant to your website visitors to provide inbound links from their website to yours.

## Step 2 - Use keywords in titles, headers, and sub headers

Google gives weight to title tags and headers that contain relevant keywords. An example of this would be a website which sells flower pots using the keyword phrase flower pots in the page titles, headers and sub headers where appropriate. Remember the text on your website must make sense to visitors, not just search engine spiders.

## Step 3 - Keyword dense content

Aim to achieve a minimum keyword density of 4% - the number of times relevant keywords appear on a web page in relation to the total number of words on that page.

## Step 4 - Keyword-laden Links

Hypertext links are like doors that open on to a room or, in this case, a web page. So, if you have other sites linking back to yours, make sure the links have relevant keywords in them.

For example, rather than displaying the text below:

**"Click here to learn more about our flower pots".**

A better way is:

**"Learn more about flower pots here".**

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## Step 5 - Sitemap

If your site has lots of menus and sub-menus, it may be worth considering a sitemap to assist search engine spiders to navigate through your web pages more easily.

## Step 6 - Submit your site to search engines

Let the search engines know your website exists. All search engines have “Add a Site” links where you simply add your web address. This tells search engine spiders to visit your site.

## Step 7 - Use unique content

Avoid copying or borrowing content from other websites. The benefits of unique content are three-fold: you do not breach copyright laws, it ensures your website content is interesting to your visitors and you avoid search engines penalising your site for replicating content from the original site.

## Step 8 - Start a blog

Blogs are another way of maximising your exposure on the web. Search engines love the unique, new and keyword rich content which usually comes from blogs. Ensure you include a link to your own site on every blog page.

**Remember**, there are many other factors involved in website ranking that should be given equal consideration. Simply building a good website with quality content is the best thing you can do to attract visitors. Page Rank, then, will likely follow – consider it a welcomed by-product of your hard work.