

BRUTALLY HONEST SEO

Because You Can Handle the Truth

V01 (updated 9-13-16)

You're concerned about how your website shows up in Google. You may have had changes to your site and believe they've hurt your rankings. Or your site may not have changed in years, but doesn't show up as well as it used to.

WHAT IS THE ANSWER? HOW CAN THINGS BE IMPROVED?

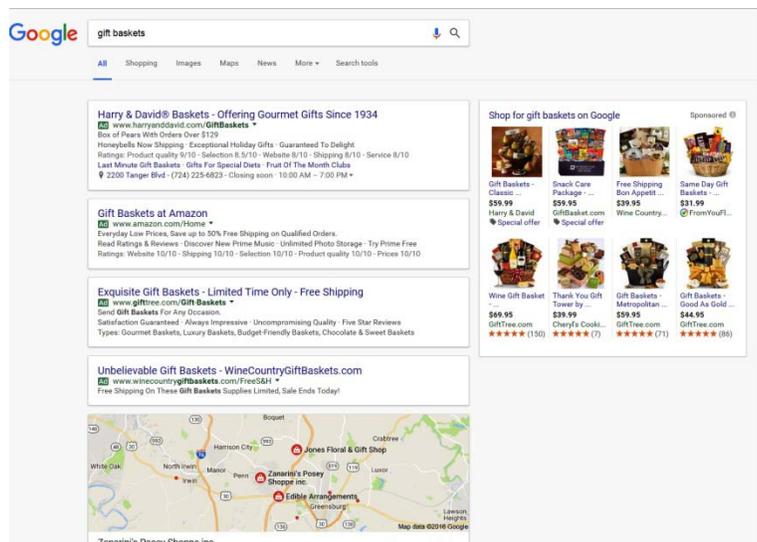
Why are you seeing different results in Google?

Regardless of any changes to your website, Google changes ALL THE TIME. Google is a moving target that undergoes minor changes *every day* and major changes that can shift the landscape a few times a year.

A change to your website may have simply prompted you to look and notice something that happened months ago.

Major changes in the last year include:

- Ads taking up to 4 of the top, main results on the search page.
- Local map and map listings taking up space after the 4 ads.
- Google Product Listing Ads to the right of search results.
- Old right hand column ads permanently removed.
- Over 60 Directory sites given search preference over traditional sites (Superpages, Manta, HomeAdvisor, Local.com, Citysearch, Yell.com, etc.)
- Ads taking up to 3 of the bottom, main results on the search page.



What's the Magic Formula for 1st Page Results?

THERE IS NO SIMPLE, INEXPENSIVE FORMULA FOR GETTING BETTER SEARCH RESULTS.

In fact, anyone who guarantees you anything different is either deluded, lying, running a scam, or all 3.

The Painful Facts are:

- The Google Search Results you see are not the same results everyone else sees. So how do you even know if what you're concerned about is real?
 - [7 Reasons Google Search Results Vary Dramatically](#)
- Google has done everything possible to make their **PAID ADVERTISING** almost essential to show up consistently in first page results. Without PPC ads, top of page results are all but impossible.
- If you have an OLD site, you might have some Grandfathered Search Benefits. Of course, if you have an OLD site, you will lose Search Benefits by not being Mobile. (So while you might be OK for a bit, you will ultimately lose as Google phases out results for non-mobile, non-responsive websites.)
- There are over **200 SEARCH FACTORS** analyzed by Google to determine search results. Working to optimize even a fraction of those factors is time consuming and expensive.
 - [Periodic Table of SEO Success Factors](#)

THE PERIODIC TABLE OF SEO SUCCESS FACTORS

Search engine optimization – SEO – seems like alchemy to the uninitiated. But there's a science to it. Below are some important "ranking factors" and best practices that can lead to success with both search engines and searchers.

ON-THE-PAGE SEO				OFF-THE-PAGE SEO			
CONTENT	ARCHITECTURE	HTML	TRUST	LINKS	PERSONAL	SOCIAL	
Cq ⁺² Quality	Ac ⁺² Crawl	Ht ⁺² Titles	Ta ⁺² Authority	Lq ⁺² Quality	Pc ⁺² Country	Sr ⁺² Reputation	
Cr ⁺² Research	Ad ⁺² Duplicate	Hd ⁺² Description	Te ⁺² Engage	Lt ⁺² Text	Pl ⁺² Locality	Ss ⁺² Trust	
Cw ⁺² Words	Am ⁺² Mobile	Hs ⁺² Structure	Th ⁺² History	Ln ⁺² Numbers	Ph ⁺² History		
Cf ⁺² Facts	As ⁺² Speed	Hh ⁺² Modern	Ti ⁺² Timely	Vp ⁺² Feed	Ps ⁺² Social		
Cv ⁺² Vertical	Au ⁺² URLs	Vs ⁺² Sniffing	Vd ⁺² Pinpoint	VI ⁺² Scam			
Ca ⁺² Answers	Ah ⁺² HTTPS	Vh ⁺² Hidden	Va ⁺² Ads				
Vt ⁻² Thin	Vc ⁻² Cloning						

FACTORS WORK TOGETHER

All factors on the table are important, but those marked 3 carry more weight than 1 or 2. No single factor guarantees top rankings or success, but having several favorable ones increases the odds. Negative "indicators" factors shown in red harm your chances.

How You Ruined Your Own SEO

- **FEW WORDS ON YOUR SITE.** Did you tell your web developer you didn't want a lot of words on your website? **Google favors informative content** and sites that grow in content over time. If all you have are pictures and you believe people don't read websites - **Google disagrees** and will reward sites with robust content. In fact, every individual web-page with search optimized marketing content can be thought of as a fishing line putting a search lure in the Google ocean.
 - [Content is important because Google says so.](#)
- **YOU WROTE YOUR OWN SITE.** Professionals know how to research keyword use and have years of experience arranging language in ways Google prefers. How much Google training and experience in developing marketing text did you have before you wrote the text on your own site?
- **YOU EDIT YOUR OWN SITE.** This goes hand-in-hand with writing your own website. You insisted that you need to be able to edit your website without getting the webmaster involved. That means your web company had to use complicated back-end systems that allow you to make edits easily - and Google tends to penalize those systems. They slow down web response time and complicate the code. So if you can edit your own site, congratulations, you'll take some Google search hits because of it.

How Do I know if anyone visits my site?

It's worth repeating, you cannot tell how your site is doing in Google by doing a search and looking for your website in the results. (Even if you see your site in the #1 position, perhaps no one else does!)

There are, however, two very informative tools, provided by Google, that give you and your webmaster access to an enormously rich pool of information.

Google Analytics and Google Search Console

- [Google Analytics](#) provides information on how many visitors and returning visitors reach your site every day. Demographic and location data, time on site, favorite pages, and much more...
- [Google Search Console](#) shows how Google is interacting with your website. What does Google think your site is about? What keywords is Google showing your site in response to? Where *on average*, does your website show up for each keyword?



These tools can show you what changes are happening over time, and as you make changes to your website, they can demonstrate whether those changes are harmful or beneficial (in terms of search).

What's the surest ways to Show Up in Google?

ADVERTISE

- **ADVERTISE**, and put a budget behind it that will place your website above your competitors.
 - To do it right, hire a Google Certified [AdWords](#) professional.

HAND CODED SITE

- **FAST, HAND-CODED SITES DESIGNED, WRITTEN, AND EDITED BY WEB PROFESSIONALS** receive significant search preference in Google now, and will for years to come.

LARGE, CONTENT RICH, INFORMATIVE WEBSITE

- **NEVER STOP BUILDING YOUR SITE.** Google prefers informative, well-written, content-driven websites. There's a reason Wikipedia shows up for everything! Add articles, newsletters, blog posts, case studies, and more...

DO IT ALL!

Remember, there are over 200 interactive, ever changing reasons why your website shows up or doesn't show up for any given search in Google. While it's not practical or affordable to "do it all," an experienced optimization program can pick a handful of tactics that, if applied with dedication over time, will make a difference in the success of your website.

(In this document, we haven't even touched on the effect of Social Media, Link Building, Online Reviews, Google+, the age of your Domain Name, and volumes more.)

But then, Why...?

But why does my friend's site show up when mine doesn't? Why does my competitor show up above me? Why did my site do so well once?

Whatever the question, part of the answer is the complexity of Google itself. If you've read this document, you've read 1/10,000th of the information available on the subject - technical, scholarly, and experimental information that grows by thousands of words every day.

In the opinion of this writer, even **GOOGLE DOES NOT KNOW** exactly why any given website shows up for any given search on any given day! The coders at Google are working on creating vast currents and powerful trends, and how those changes affect a given website is often about as certain as how a gust of wind will affect a specific raindrop.

Website Analysis

Even so, we can often provide some general answers as to why one website might show up above another in a certain search. We check for things like use of meta-code, depth and arrangement of marketing text, image alt-tags, URL optimization, and many other factors. Sometimes these can help us to develop a competitive optimization plan for your website.

A Final Word

Oh, and by the way, NO, your new website is not going to show up in Google right after it's launched!

It takes weeks for Google to first take notice of your new site, when site indexing and analysis begin. That in itself can be a slow process that will change over time as Google comes to trust (or not to trust) your website.

Once your site is indexed, only then can the fun and difficulty described in this document begin!

For Expert Guidance on Your Website's Search Results, call CME Websites at 724-523-3001.