

## KATE'S TIPS

# The Secret for Ranking #1 on Google

### GO NICHE

Instead of trying to compete with big companies for extremely popular (and usually more general) keywords, drill down and become a "big fish in a small pond."

Ask your web company for a list of your top keywords.



### HAVE USER FOCUSED CONTENT

Have content on your website that your user *wants* to read. Think "why should they care", provide knowledgeable and consumable content. Be the educator in your field.



### ANALYZE, REFINE, AND REPEAT

Make sure to connect your website to Google Analytics to view your daily, weekly and monthly progress!

Ask your web designer to set up tracking for your competitors keywords too.



### OPTIMIZE EACH PIECE OF CONTENT FOR YOUR KEYWORDS

Tagging your content on your website as "H1, H2, H3" is important for search engines to understand the structure and keywords on your website.



### HAVE A BLOG STRATEGY

Producing consistent and quality blogs is always a winning strategy to bring new users to your website. A great place to start, is to dive deeper into you FAQ questions or provide your take on new trends in the industry.



### ADD A SITEMAP TO GOOGLE

Add a sitemap to search engines like Google to help them better understand your website structure. This can be submitted on Google Search Console. It's important to review your sitemap at least once a year.

