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# How to Get to the First Position of Google Search Results

Check your website on the First position on Google just in 12 weeks



What's the most far down you ever went to find someone on [Google](#)? If you trust the search results, then NOT TOO FAR. Almost 70% - 80% of the clicks and traffic lands to the top three search results. And you know how many went for the second page, >10 %. So if you don't belong among the first three search results or the least on the first page, it's better to consider your content in the digital grave.

With the multi-trillion dollar booming market, it's way too naïve to still count on old tricks. Fine you got your business website developed by a professional,

**Now what? How are people going to find you and your business?**

Conventional marketing method won't work in the Digital Economy. Consider your business website, HOW do you plan to get that spotlight on you when are a negligible portion of the vast network.

What you need is a marketing solution that caters to your need and requirements and is cost effective to get that spotlight on you. Follow the steps and strategies as stated under, as reviewed by our marketing expertise at **P3 MULTISOLUTIONS**.

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## **Beginning : (Week 1 – Week 4)**

### **1. Check if the site is On Google:**

Google is not the internet, it just snapshots the pages and indexes their location to help you reach most of them. The algorithms determine dynamically the relevant contents for a specific keyword and based on the collected data determines which web pages to show and in what order. This list is called Search Engine Results Page.

### **2. Do Keyword Research and Filter Relevant Keyword:**

Make use of research tools to find the most trending keyword pertaining to your usage, since keywords usage plays a prime role in deciding how well will your website rank. Also, don't use all the keywords that you can wrap your head around, only filtered and natural ones.

- a) Setup your Google Analytics account.
- b) Add your keyword and initiate tracking.
- c) Check out all the keywords relevant to your content and then filter out the ones that create the most traffic.
- d) Make sure that keywords are been used in the primary URLs of prime pages.

### **3. Backlinking and Google Penalty Check:**

Backlinking helps to improvise organic ranking of the website since most of the traffic comes from other websites and niche blogs, It helps in fast indexing and generation of referral traffic.

You need to keep a regular check on the website using the Google penalty check, whether you have been penalized by the engine. It may lead to reduced diversion of traffic from the internet to your page.

### **4. Post Original Content and Optimized Use of Keyword:**

As stated earlier make use of your prime keywords in your articles and content to attract organic traffic. Making use of a relevant keyword in your article ranks you higher in the page listing.

Google has a strict policy against plagiarism, hence original content is necessary. Get your articles checked by online tools to check the status of your website.

You can determine the quality of the content by keeping in mind a few parameters like:

- a) Quality and Length of Your Page Content
- b) Mobile Friendly Website
- c) Page Speed & Authority of Domain Name
- d) URL Structure of the Page and Security



### **Intermediate: (Week 5 – Week 8)**

#### **5. Create your Social Media Presence:**

[Facebook](#) [Instagram](#) [Pinterest](#) [Twitter](#) etc. these are the major platforms from where major of the traffic can be generated for the website. A strong social media presence is necessary since it denotes your commitment and improvises reachability to your target audience. Alternatively, you can make use of tools that ease your effort of managing different platforms.

#### **6. Cultivate Site Links:**

Create citations from local platforms, since backlinking has always been one of the many methods and makes the search engine aware that the website is worth citations. The number of cultivated links, the higher ranking of the website.

#### **7. Marketing Research for Relevant Contents:**

You need to know and be aware of what type of content are you planning to provide and do complete research and brainstorming on the ideas. For instance, try to formulate content ideas and scribble them off on a paper, then try to comprehend the usage of this article in your webpage. Share your work on multiple platforms.

#### **8. Ask for Genuine Feedback:**

You can either sign up with a review service provider or ask friends and family for their review of your work on the webpage. Reviews are necessary since; they help you steer your service in the right direction.



### Advanced: (Week 9 – Week 12)

## 9. Reach out to an Audience and Fellow Bloggers for Backlinking:

You can collaborate with few fellow bloggers working in the same niche and improvise your backlinking for your webpage, reaching out to your audience through up-to-date platforms like YouTube helps to gather more traffic to your website.

## 10. Manage, Maintain and Promote Your Content:

After performing all the above, you are left with the ever going part of the issue, that is the maintenance of your content. Keep promoting and managing your content by using infographics and multimedia post.

## 11. Press Release:

A press release is often announcements of the new products and service that will be available on the platform. Press releases with good KPI's manage to bring in more traffic.

## 12. Review:

After following all the above processes over a period of time, you can determine what type of contents are best suited for your social media profiles also, it helps to realize how the target keywords now rank.



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Never done, yes the work in digital marketing can never be said to be 100% completed since it always needs to change with new methodologies and time.



This is where we can help you, by providing precise marketing strategies that will cater to your requirement and help you rank higher in the race. At [P3 Multisolutions](#), we help budding entrepreneurs and business to avoid the listed pitfalls. We plan and strategize best marketing models depending on the business requirements and costing. So if a new business looking to thrive your way out of the chaos and grow yourself, [Be In Touch](#).