

# How to Rank Your Brand New Website on Google

SEO is a technique which is used to increase website visitors on your website by ranking your business relevant words , sentence ,phrase which is called keywords on google ,yahoo search engines.

in SEO we need to optimize our website pages according to search engine guidelines as well as according to user friendly & user needs.

for example:- in user friendly user focus on fast website loading speed , mobile friendly website , quality content , readable & simple words content.

in search friendly we need to focus on search engine guidelines for example search engines want to show users quality content & 100% unique & relevant content to it's users.

TO rank any website in google ,yahoo type search engines we do following SEO process :-

- **keyword Research**
- **on page seo process**
- **seo score checking**
- **indexing process by submitting website on tools like google search console.**
- **Setup website with tools like Google Analytics**
- **off page seo process**
- **seo rank checking for all your website pages.**

## keyword Research :-

in this we find important keywords list which is usually our client's are searching on google,yahoo search engines.

You can do it using tool like google ads keyword planner & check free keyword research tools from

[https://ads.google.com/intl/en\\_IN/home/](https://ads.google.com/intl/en_IN/home/)

<https://ahrefs.com/blog/free-keyword-research-tools/>

Read more from

<https://moz.com/beginners-guide-to-seo/keyword-research>

## On page SEO process :-

In this process we optimize website according to search engine guidelines to make website search engine friendly as well as user friendly.

search engine friendly means search engine can understand your website content for examples your website's page title , page description , page heading , page content , page internal links , external links.

**In on page SEO process follow following tips:-**

1. **Page Url** = put your main focus keyword in your page url & separate each words by – **hyphen**.
2. **Page title** = start your page title with your main focus keyword
3. **Page Description** = your page description should include your main focus keywords + user's benefits words , sentence in first 160 characters which counts space also .
4. **First Paragraph** :- Your page should include your main focus keywords in first 100 words of your first paragraph.
5. Use minimum 2 **internal links** & 2 **external links** in your page content.
6. **Use LSI Keywords**( search related keywords )in your page content .
7. Choose keywords having more search volume & having more than 4 words + choose keywords having less keyword difficulty.
8. Include questions and answers in your page content which are frequently asked questions (**FAQ**) by your target audience.

Now understand above on page seo tips let's consider your main focus keywords is "**Computer Training Institute**".

then you will create a document file as Given below Table for on page SEO process with following our 1 to 7 points tips as given below.

Checklist	Description	Html code format for web developer Reference
Page url :- (1)include keyword (2) separate each word by -	Computer-training-institute	
Page title:- (1)start with your main keywords in your page title (2)it should be total 65 character including space.	Computer training institute   Computer courses   Mumbai	<title> Computer training institute   Computer courses   Mumbai </title>
Page Description :- (1) Describes your page with user benefits & includes your main focus keyword in starting of 160 characters. (2)Page description should be total 160 character including space.	Abc is a leading corporate best computer institute in mumbai offering Python,Datascience,Digital Marketing,graduates and working professionals.	<meta name="description" content="Abc is a leading corporate best computer institute in mumbai offering Python,Datascience,Digital Marketing,graduates and working professionals.">
Meta Keywords(labels , tags):-  It includes your keywords list separate each keyword by comma.	computer courses in mumbai, computer institute in mumbai,computer classes in mumbai	<meta name="keywords" content=" computer courses in mumbai, computer institute in mumbai,computer classes in mumbai">
Page heading:-  (1)it should include your keywords & use attractive words.  (2)put words which tell your customers benefits for example job oriented it courses is telling user benefits.	computer training institute that provides job oriented IT courses	<h1> computer training institute that provides job oriented IT courses </h1>
Page content :-  (1)it should be 100% unique & more than 500 words and include keyword (2)In your first 100 words of your	Abc is leading computer training institute in Mumbai and it is an institution that conducts training programs aimed at helping young career seekers understand the basic operational	<p> Abc is leading computer training institute in Mumbai and it is an institution that conducts training programs aimed at helping young career seekers understand the basic operational

## SEO score checking process:-

after on page seo process done on your all website pages open each page url & check their seo score from tools like <https://neilpatel.com/seo-analyzer/>

<https://seositecheckup.com/>

free seo score checker tool :-

<https://smallseotools.com/website-seo-score-checker/>

which tell you about how much on page seo work is done correctly on your website pages.

## Indexing process of new website & website pages:-

**submit your website to [google search console](#) setup and submit [sitemap.xml](#) address to your search console and use url inspection option to request index for your new pages.**

for fast indexing share your website's pages to social media websites like facebook.com, linkedin.com , social bookmarking process on reddit.com , digg.com , pinterest.com which having good page rank as well as good domain authority.

After it keep checking whether your website is indexed by search engine for example go to google.com & type in search box " site:yourwebsite.com"

for example type "site:amazon.in" then you will see all website pages list in google search which are indexed.

& you can also check indexing status in google search console.

## Google Analytics setup :-

it is used to measure your website traffic for examples users , new users , page views , locations , source and medium of traffic.

Read about step by step setup from & tracking learning.

<https://blog.hubspot.com/marketing/google-analytics>

[Google Analytics setup with wordpress](#)

## Off page SEO process:-

it is process which we do outside of our website to generate traffic to our website as well as Backlinks form other website to our website.

This process help us to improve ranking of website and increase website visitors form social media websites like facebook.com , linkedin.com, social bookmarking website likes reddit.com , digg.com ,pinterest.com , article submission website like hubpages.com , linkedin.com , blogging website like blogger.com , tumblr.com, wordpress.com .

Note before getting backlinks from any website check website domain authority & check [page rank](#)

Note :- create quality back links you must note this things take backlinks from only website having domain authority more than 80 and page rank more than 6

for example go to <https://checkpagerank.net/check-page-rank.php>

& type quora.com and click on submit you will see pagerank and domain authority

## Domain Analysis For:

 [quora.com](https://quora.com)

Download PDF

Date: January 29 2021

Google PageRank: **8/10**

cPR Score: **8.9/10**

Domain Authority: 93



Page Authority: 71

## Check your keyword ranking :-

use [google search settings](#) option's and google search console

& tools like

<https://ahrefs.com/keyword-rank-checker>

<https://smallseotools.com/keyword-position/>

read it from

<https://moz.com/ugc/how-to-determine-your-true-organic-google-ranking>

## QUICK REVISION ON SEO PROJECT WORK:-

**HOW CAN YOU START SEO PROJECT STEP BY  
STEP?**

**Ans:-**

For example you got seo ranking work for website <https://www.justdial.com/> website

## Step 1:-

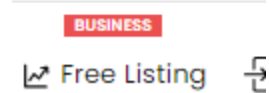
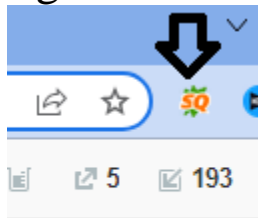
First of all you will make **Seo Audit Process** on <https://www.justdial.com/> website you will check all pages on page seo details for example

Page title, meta description, page heading , page content.

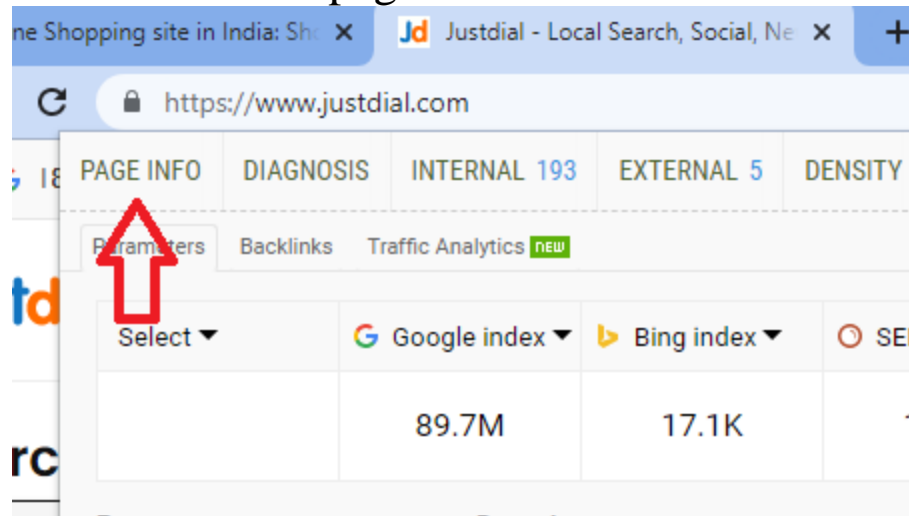
All these process you can do using seo quake tool.

For this first install seo quake icon from [seoquake.com](http://seoquake.com) into your chrome browser

Now open website in justdial.com in chrome browser and now right hand side click on seo quake icon as shown below



After it click on page info as shown below.



After It you will see all details about page title, meta description and meta keywords as shown below.

## PAGE INFO

Basic info:



**Title:** Justdial - Local Search, Social, News, Videos, Shopping

**Meta keywords:** Justdial, local search, travel, order food, grocery, medicines, online shopping, book tickets, movies, bus, flights, hotels, events, search plus services, local businesses, online yellow pages, India trade directory, city yellow pages, indian search engine, justdial customer care, customer support

**Meta description:** Justdial, India s local search engine, provides Best Deals, Shop Online, Ticket Booking for Flights, Hotels, Movies, Buses and Cabs You can also Order Food, Book Restaurant Table, View Menu, Book Doctors' Appointments Justdial curates Social content, News, Videos more from Top Publishers on all Trending Topics



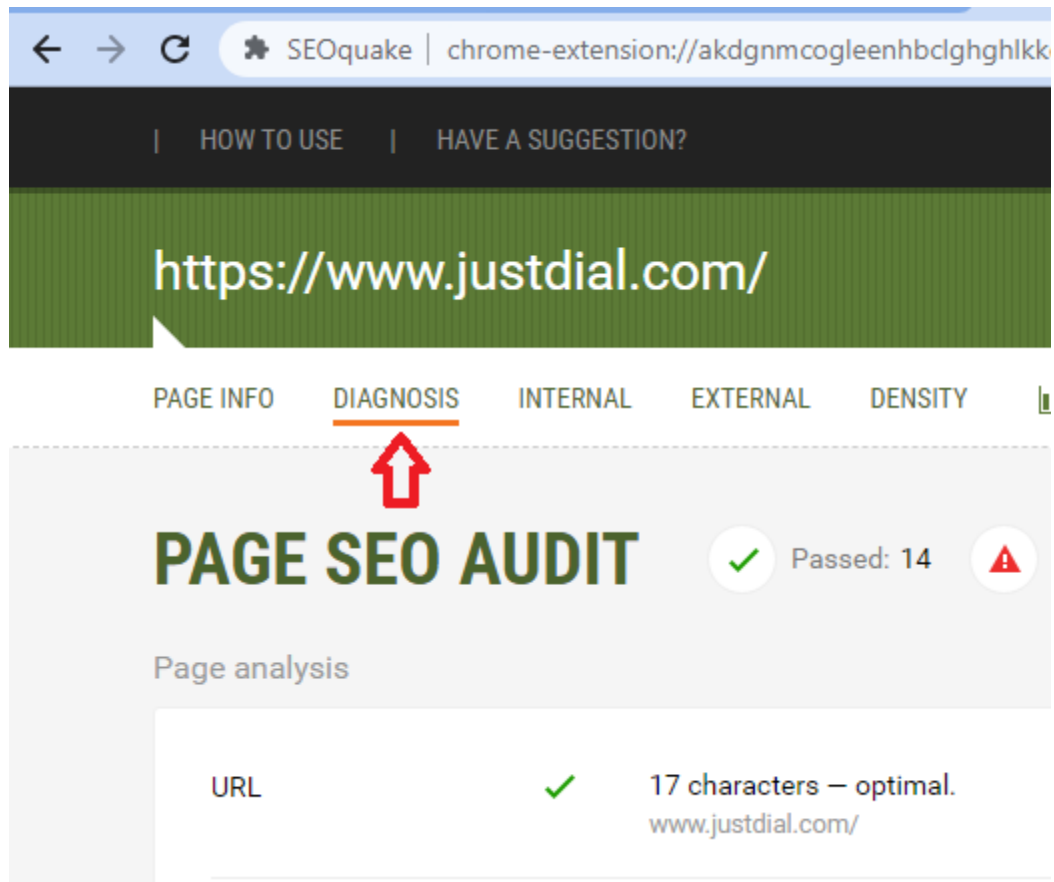
**Internal links:** 193 (0 nofollow)

**External links:** 5 (5 nofollow)

**Server:** nginx

After that Click on **DIAGNOSIS** as shown below then you will see all details about on page seo work audit.





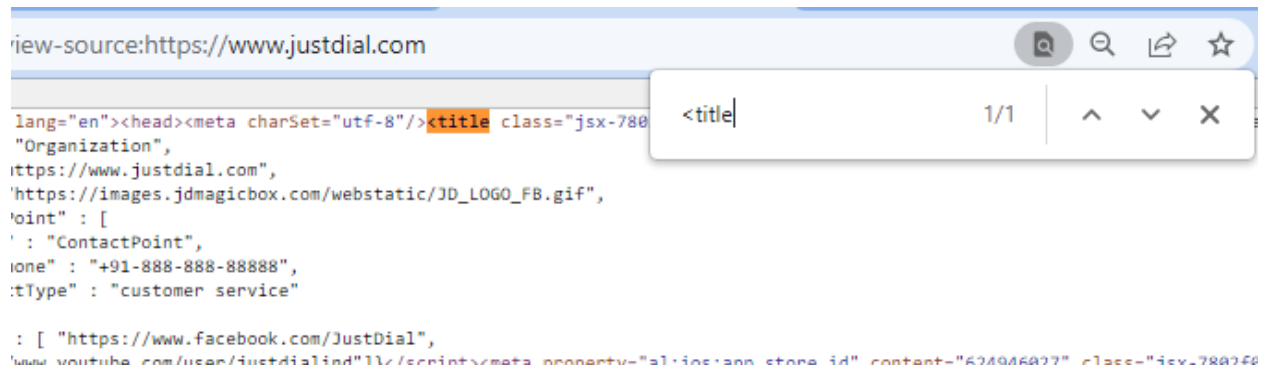
& another method you can do manually:-

Open website in chrome browser and press ctrl + u and then press ctrl + f

And search <title> to see page title

And search description to see meta description

As shown below



Step 2:-

**Start on page seo process** for all pages of website (justdial.com )

For example for home page

You first open excel file and make on page seo process format as shown below ( page name , page url , page title, page description , page heading and page content.

A	B	C	D	E	F
Page name	page url	page title	page description(meta description)	Page heading	Page content
Home page	<a href="http://www.justdial.com">www.justdial.com</a>	Justdial - Local Search, Social, News, Videos, Shopping	Justdial, India s local search engine, provides Best Deals, Shop Online, Ticket Booking for Flights, Hotels, Movies, Buses and Cabs You can also Order Food, Book Restaurant Table, View Menu, Book Doctors' Appointments Justdial curates Social content, News, Videos more from Top Publishers on all Trending Topics	Search across '3.4 Crore+' '2.8 Crore+' Businesses	

Let's Say Your Target keywords are =

**"paying guest in andheri and pg in andheri west"**

then you will Start your on page seo process in this you will optimize your

- page url
- page title

- page description (meta description),
- Page heading
- page Content

According to search engine guidelines.

## In On Page SEO process follows following Tips:-

### & Page Url =

put your main focus keyword in your page url &  
separate each words by – hyphen.

### Page Title =

Start your page title with your main focus keyword  
it should be only 65 to 70 characters

for example :-

```
<title> PG in Andheri West, Mumbai - Boys & Girls Paying Guest in Andheri West  
</title>
```

### 3. Page Description(Meta Description) =

- your page description should include your main focus keywords + user's benefits words
- Include your target keywords in first 160 characters.
- It should only 160 characters which count space also.

For example :-

```
<meta name="description" content=" PG in Andheri West Find paying guest accommodation for boys girls with food with AC, hygeinic food, WIFI & Get more details Visit now.">
```

### 4. Page Heading:-

It should include your target keywords with user's benefits points which attract user.

For example :-

```
<h1>Rent PG in Andheri West, Mumbai from Just Rs 999 </h2>
```

### 4. Page Content:-

- **First Paragraph** :- Your page should include your main focus keywords in first 100 words of your first paragraph.
- Use minimum 2 internal links & 2 external links in your page content.
- **Use LSI Keywords**( search related keywords )in your page content .
- Choose keywords having more search volume & having more than 4 words + choose keywords having less keyword difficulty.
- **Include questions and answers** in your page content which are frequently asked questions (FAQ) by your target audience.

Check list	Description	Html Code format
Page url	pg-in-andheri-west-mumbai	
Page title	<b>PG in Andheri West</b> , Mumbai - Boys & Girls Paying Guest in Andheri West	<title> PG in Andheri West, Mumbai - Boys & Girls Paying Guest in Andheri West</title>
Page Description (meta Description)	<b>PG in Andheri West</b> Find paying guest accommodation for boys girls with food with AC, hygeinic food, WIFI & Get more details Visit now.	<meta name="description" content=" PG in Andheri West Find paying guest accommodation for boys girls with food with AC, hygeinic food, WIFI & Get more details Visit now.">
Meta keywords	paying guest in andheri west for female,pg in andheri west with food,pg in andheri under 3,000,paying guest in andheri west for male	<meta name="keywords" content=" paying guest in andheri west for female,pg in andheri west with food,pg in andheri under 3,000,paying guest in andheri west for male">
Page heading	<b>Rent PG in Andheri West, Mumbai from Just Rs 999</b>	<h1> Rent <b>PG in Andheri West</b> , Mumbai from Just Rs 999</h1>
Page Content	NoBrokerPG takes into consideration everything you need when you search for a <b>paying guest in Andheri west.</b> <b>How much does a PG in Mumbai cost?</b> The prices will vary between <b>INR 9000 per month to INR 40,000 per month.</b> The major deciding factors are the room quality, food availability, amenities & locality. You can also get a Pg Hostel in Mumbai to save money	<p> NoBrokerPG takes into consideration everything you need when you search for a paying guest in Andheri west.  </p> <h2> How much does a PG in Mumbai cost? </h2> <p> The prices will vary between <b>INR 9000 per month to INR 40,000 per month.</b> The major deciding factors are the room quality, food availability, amenities & locality. You can also get a Pg Hostel in Mumbai to save money </p>

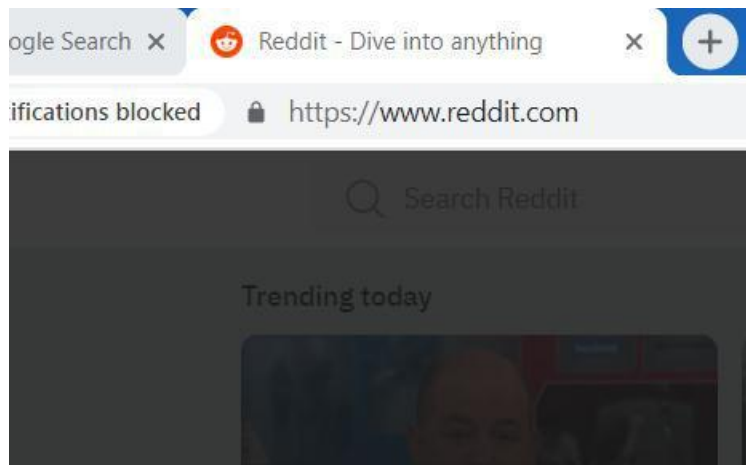
## Step 4:-

### Start OFF PAGE SEO PROCESS

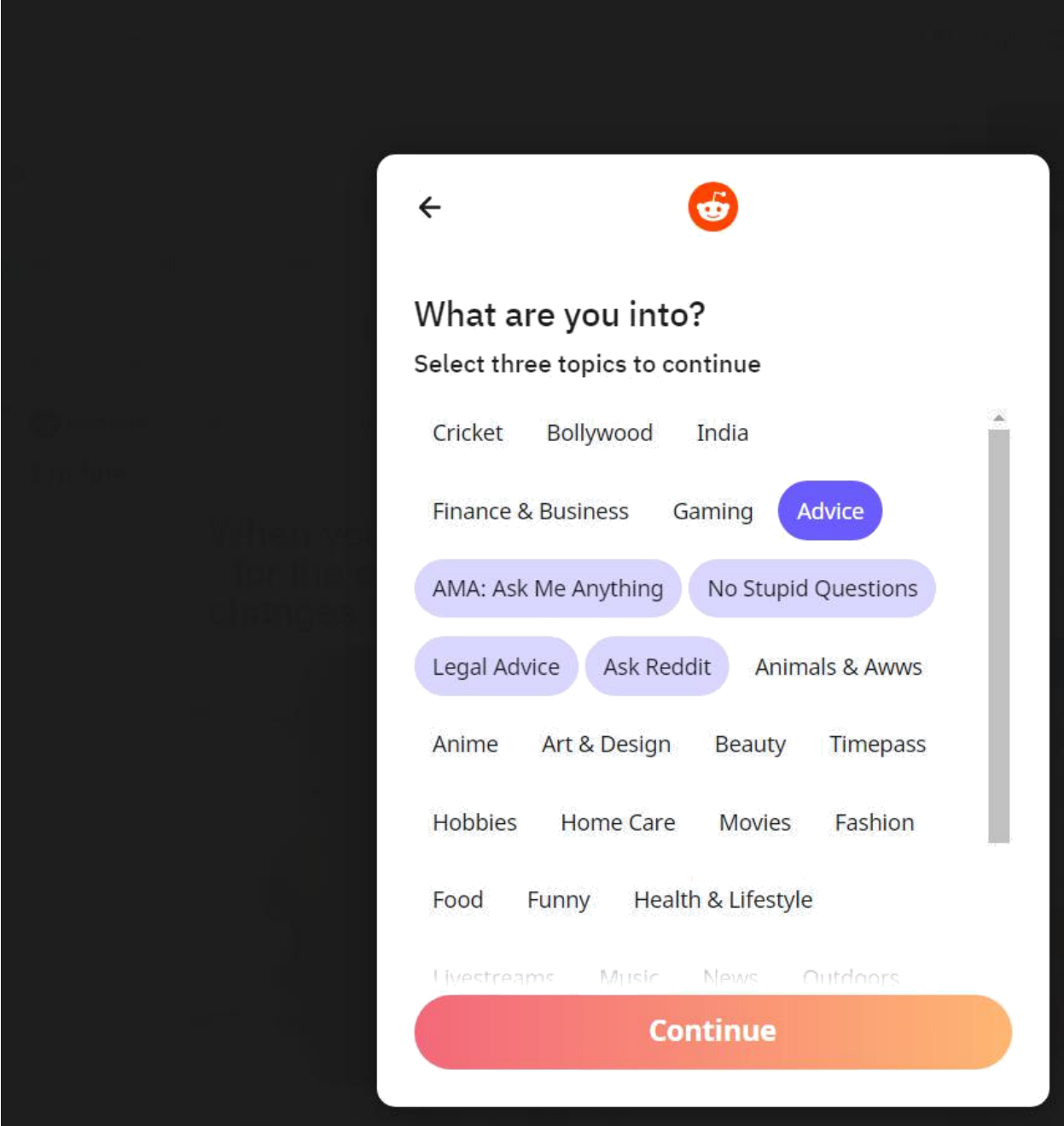
Share your website link to all social media groups of facebook, linkedin groups , twitter.com and create articles on medium.com , linkedin.com and inside article create backlinks, Write blogs on blogger.com,wix.com,wordpress.com , site.google.com and inside blogs post create backlinks.

**Social book marketing :- in this process we save website link on website like reddit.com**

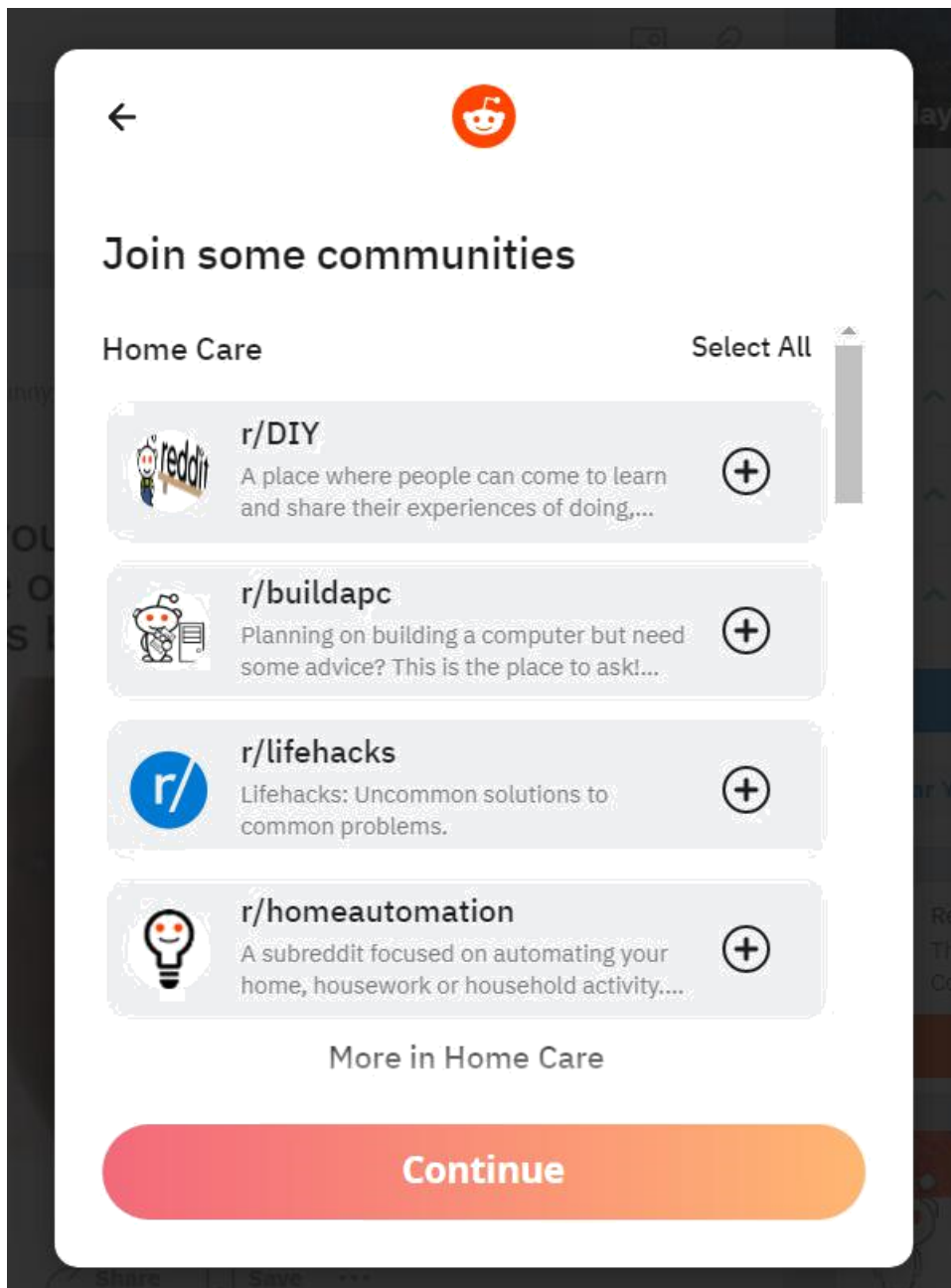
Step 1:- Go to reddit.com and make sign up with your gmail id .



After login with google you will see topics to select , select 5 to 6 topics and continue.



After it you will see join some communities , join which you like.











For example you join AskReddit community and click on continue.





## Join some communities

-  **r/AskAnAmerican**  
AskAnAmerican: Learn about America, straight from the mouths of Americans. 
-  **r/AskReddit**  
r/AskReddit is the place to ask and answer thought-provoking questions. 
-  **r/AskWomen**  
AskWomen: A subreddit dedicated to asking women questions about their... 
-  **r/AskMen**  
We don't know, but we'll answer anyway. 

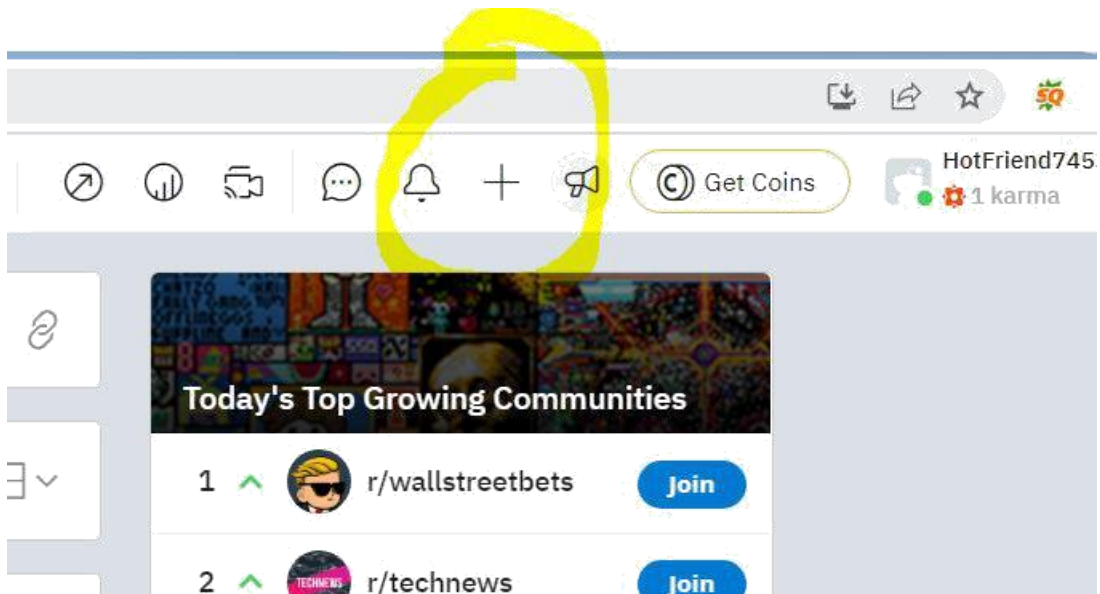
### More in Ask Reddit

Legal Advice

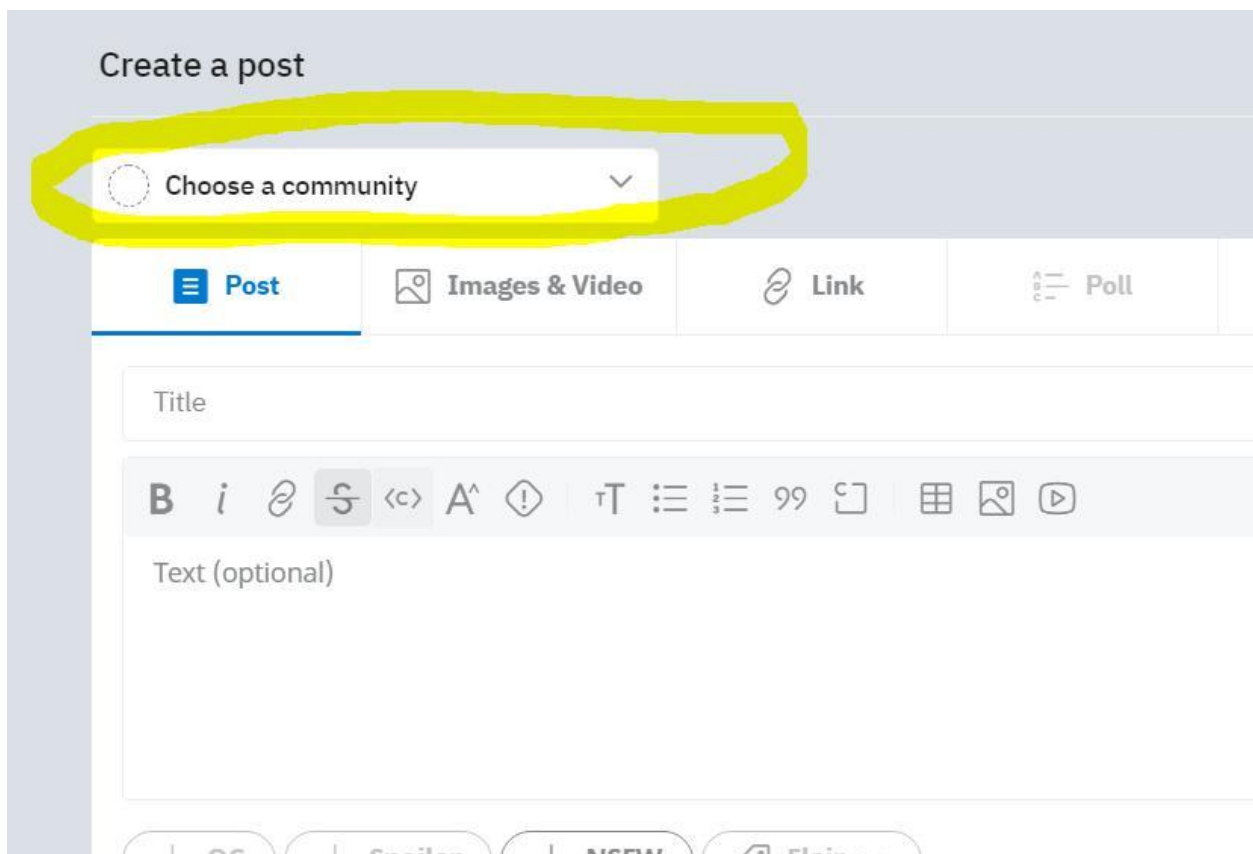
Select All

**Continue**

Then skip and after that you will see right hand side + icon click on it

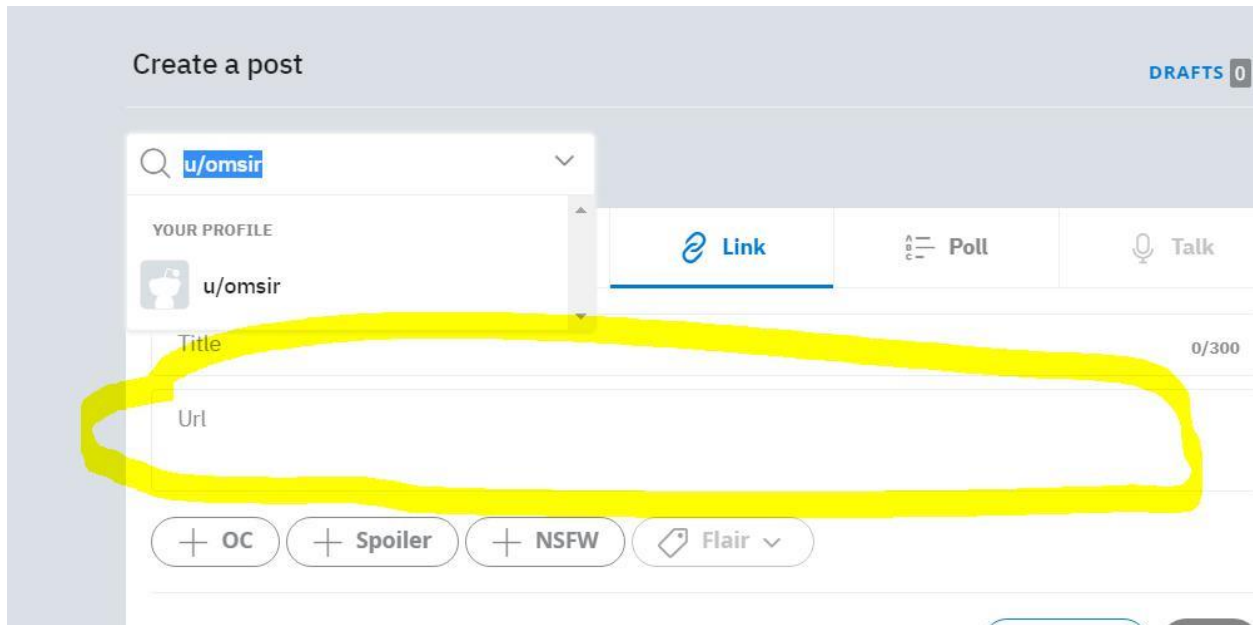


And save username and choose your community & then click on **Link**.

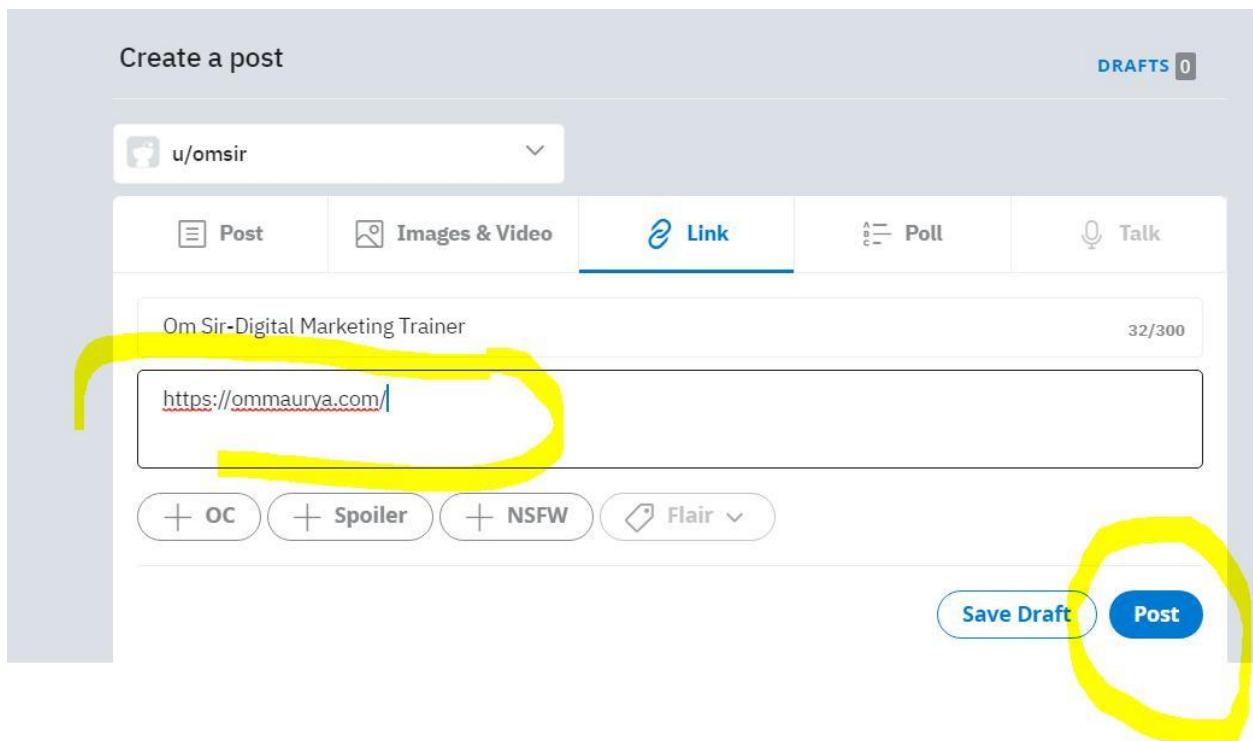


After click on link you will see..

To enter your page url :-

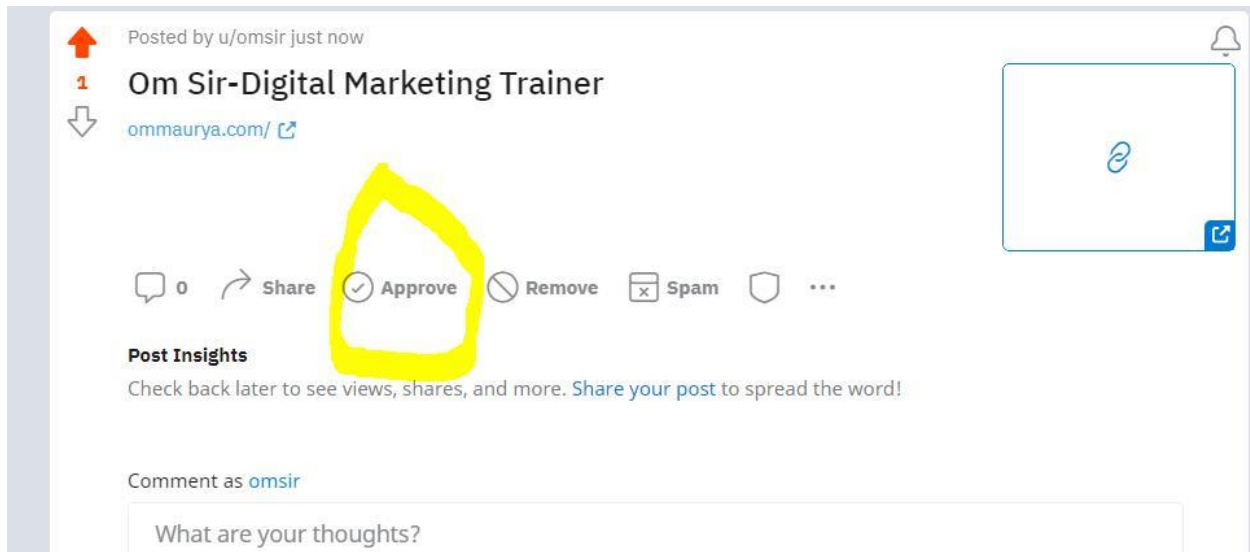


Here paste your page url as shown below - for which you want to create link.



And finally click on post.

And then click on approve. As shown below.



## 2) Article Submission :

Here we write articles on relevant business topics which we want to promote and inside content we select relevant words and create link.

For example :

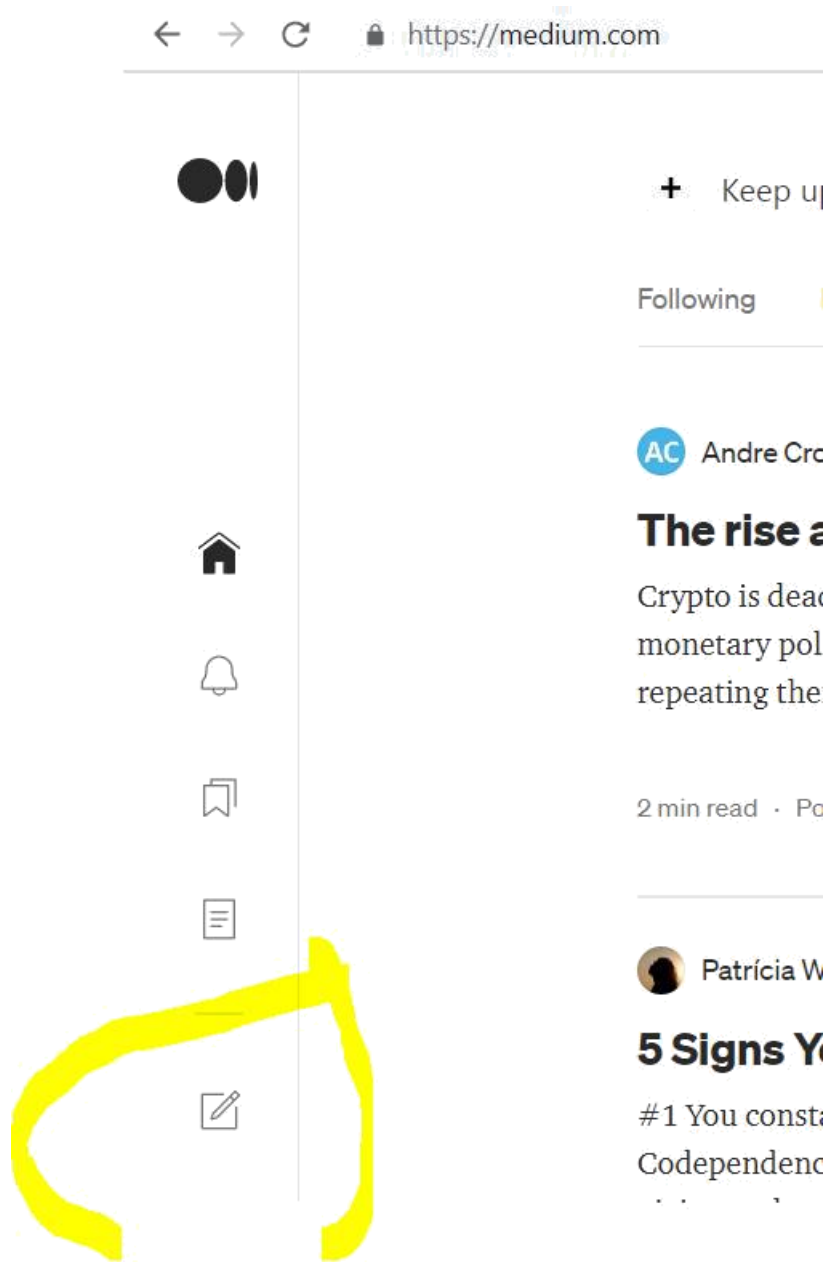
Got to medium.com

Google search medium where g  
https://medium.com



And make sign in with gmail id.

After sign in you will see write pencil icon on left hand side at bottom as shown below click on it



After click on this icon.

After it you will see to enter your article title and content as shown below.



Enter your title and content. And inside content select relevant words and click on link icon as shown below.

# Digital Marketing Trainer



Are you looking for [digital marketing trainer](#) in [mumbai](#), [india](#) then meet om sir.

And paste url as shown below and press enter .

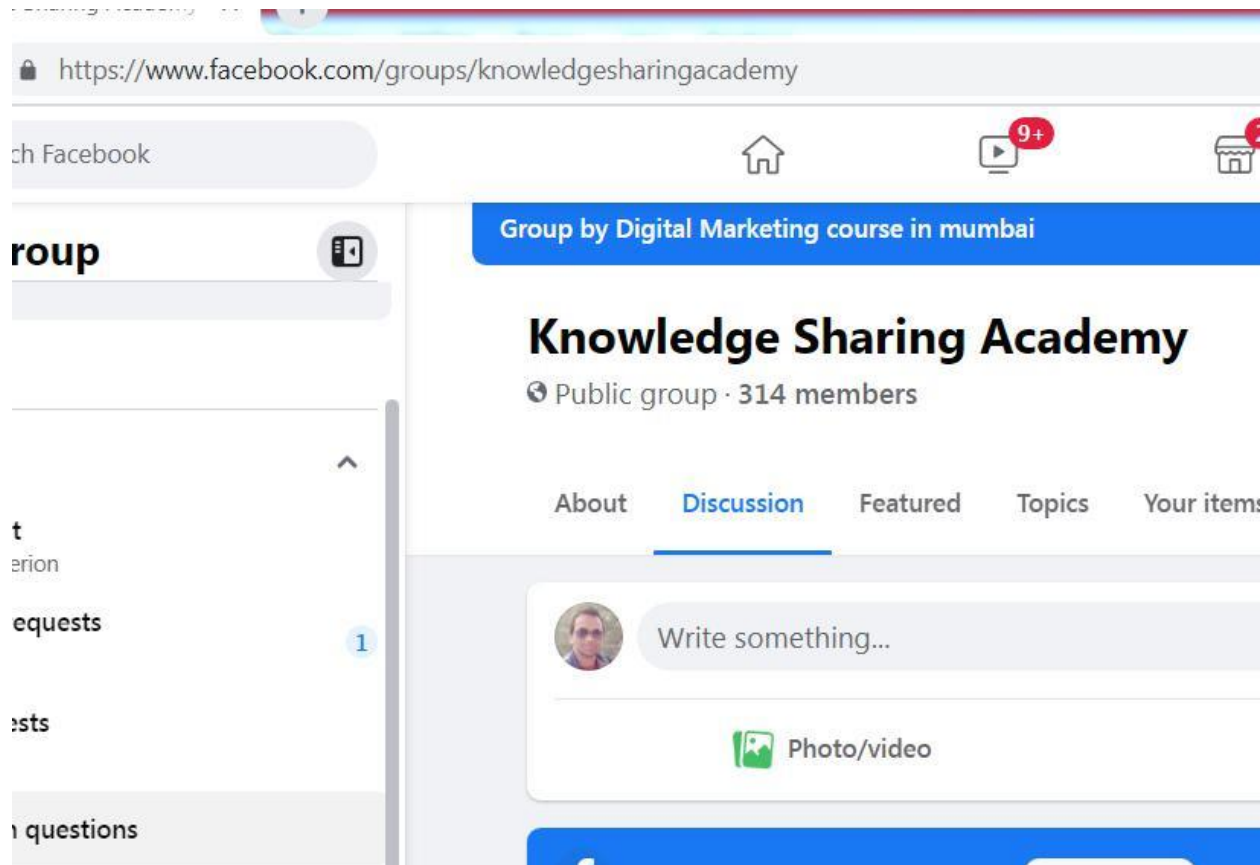


3):- **Question & answering:** - find question related to your customer's problems and write answer on Quora.com.

**Step 4:- Social Media Link sharing :** -

Share your Website pages link to Facebook Groups , linkedin Groups.

Go to your facebook groups and open it as shown below example , click on write something....




Copy your website page url and paste here & describe for example



edge S  
up - 314 r  
Discussion  
rite some  
P  
e new v  
want to p  
participant  
Review

**Create post** ✕


 **OM Maurya**  
Public group

Are you looking for Stock Market course in Andheri  
<http://www.ommaurva.com> 😊





**INVESTMENT SKILLS** चाहते हैं ✕


Attend Free Demo lecture on  
Share Market Investment Skills

Whastapp Now  
8149996597



OMMAURYA.COM

Add to your post     ⋮

**Post** 

And finally click on post.

Note :- here you can use Hashtags from tool like

cure | <http://best-hashtags.com>

 best-hashtags.com

