



INTERNET VISIBILITY

How Google works

The basics:

- The Trinity of making money on the internet:
 - Attract Visitors to the website
 - Convert Visitors to Enquirers
 - Convert Enquirers to Customers
- Let Google see your website
 - Submit to the Index
 - Ensure content visibility
 - SE-friendly navigation
- Keyword targeting
 - Define the keywords for the customer you want to attract
 - Narrow down as much as possible
 - Test and measure

Your ranking depends on:

1. Phrases proximity to the search
 - How close are your keywords to those being searched (keyword selection)
 - How often do they occur on the page (keyword density)
 - Where do they occur (keyword weight)
2. Site popularity
 - How many links point to your site from the web
 - Weight of links – relevance and ranking of linking sites
 - Are they one-way (preferred) or reciprocal?

Recent changes to Google algorithm

1 – Panda (February 2011) – duplicate content penalties

2 – Penguin (April 2012) – spam links penalties

3 – Mobile view update (March 2015):

- Search results different depending on the device where the search is conducted
- Websites with no mobile-friendly version to lose rank for smartphone searches
- So far only viewport script being checked
- Part of responsive design becoming the internet standard

4 – What to do:

- Check your ranking regularly on a variety of devices
- Open a google webmasters account (free)
- Update your website to responsive design
- At a minimum, add a viewport command line to the home page script