



BLUE FRUIT DIGITAL

The Juice on SEO



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The Juice on increasing your Search Engine Ranking

Search Engine Ranking refers to how easy it is to find your website using any of the search engines such as google or yahoo etc. It is related to Search Engine Optimization (SEO). The internet is like an enormous encyclopedia, every website published is in the encyclopedia, however some are easier to find than others.

Things you can do for free that don't require to you access the admin section of your site.

List your website with the various search engines. Google has the biggest share of the search market, so this is the best place to start. List your site using the Google Search Console. Here's a link, so you don't have to google "google".

<https://search.google.com/search-console/about> Listing your site here is like adding your site to the index of that encyclopedia we discussed earlier. In face Google call it site indexing. So when you google something, google searches its index for what you might be looking for. It will only return results of sites in its index. You might be in the encyclopedia, but you need to be in the index.

List both versions of your URL.

Version 1: www.yourbusiness.com.au

Version 2: yourbusiness.com.au (without the www)

If you have multiple versions of your domain name. ie your www.yourbusiness.com and www.yourbusiness.com.au set the .com.au as the primary domain. If you are in Australia and you are only using a .com, then secure and use the .com.au version of your domain.

Use @yourdomain as your business eMail address. For example use something like info@yourdomain.com.au and not yourdomain@gmail.com.

Make sure there is a link to your website on your eMail signature. Choose the primary domain in the link.

Add your primary domain to every social medial platform you have. This will help drive traffic to your site, the more traffic you generate through social the higher your site will increase in its ranking.

Create a Google My Business listing for your business and link your website using your primary domain.

Post regular posts on your Google My Business Listing with links back to your website.

Submit your business to relevant online business directories. This is one way to create backlinks which in turn help your ranking.

Run a free site analysis with one of the many free online analysis tools. Here is a couple to choose from or to use both www.seositecheckup.com www.woorank.com

Free from Blue Fruit Digital

Want more juice?

We got plenty more where that came from, just head over to our orchard!

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