

How to Rank No.1 on Google SERP's

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Abstract: *This document helps you to rank on google search engine result pages by the help of some techniques and tools.*

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I. INTRODUCTION

This Document represents all the organic and paid strategies which helps all the businesses to rank on google SERP's and make their business visible to all their relevant audience

Given below are some tried and tested tips to increase your visitors organically for free!

A. Responsive Design - Mobile, Desktop, Tablets Friendly

Because the number of mobile users has increased dramatically in recent years, optimising your site for them is a must. Your website must be responsive, with the sizing, layout, and proportions adjusted to display.

Google strongly recommends sites have a mobile version.

B. Keyword Research

Consider how people would search for your products and services, create a list of keywords, and use tools to check traffic and competition for each term. The right keywords are with high volume and low to medium competition — they have a lot of traffic potential and are easier to rank for.

C. Site Speed

A clumsy, slow-loading website irritates and repels visitors; it also lowers your search ranking.

If your site's load speed isn't meeting standards, following steps can be taken -

- Reducing redirects
- Using browser caches
- Image optimization

D. Meta Description

People read descriptions to get a sneak peek at your page and decide if it's worth visiting. As a result, you must present a clear value proposition for why they should visit your page and read your content. Consider using action-inspiring words like "learn more," "find out," or "get..."

E. Links

- **Internal links** – that direct to another page on your website like this one.
- **Outbound links** – also known as external links, point to a site on a different domain, like this one pointing to Wikipedia.
- **Inbound links** – sometimes called backlinks, these are links from other websites pointing to your page.

Of the three, inbound links are by far the most important. They provide the biggest SEO benefit, but they're also the hardest to obtain.

F. Geotagging (for local search)

The key to local SEO success is to

- Provide NAP (Name, Address, and Phone Number) information on all local business directories, citations, partner sites, and even Google My Business. Broaden the reach of your business using 3rd party apps/sites.
- Building links with other local businesses and organisations.
- Providing location based information and optimising “near me” search.

Example - include in point

G. Reviews

It always helps to go through customer feedback to know what you are doing right and where you need improvement. Engaging with them will also help earn their trust and show that you care about what they have to say. The number, content, frequency and diversity of reviews also plays an important part.

H. Social Media Marketing

Social media marketing is the use of social media platforms to connect with your audience to build your brand, increase sales, and drive website traffic. This involves publishing great content on your social media profiles, listening to and engaging your followers, analysing your results, and running social media advertisements.

Nowadays, businesses use social media in a myriad of different ways. For example, a business that is concerned about what people are saying about its brand would monitor social media conversations and response to relevant mentions (social media listening and engagement). A business that wants to understand how it's performing on social media would analyse its reach, engagement, and sales on social media with an analytics tool (social media analytics). A business that wants to reach a specific set of audience at scale would run highly-targeted social media ads (social media advertising).

- Keep your audience updated and engaged.
- Statistically, apply Social Media Marketing(SMM) strategies.
- Use Analytical tools to see what is working for you.
- Join communities to know your students better.

II. HAVE AN SEO STRATEGY

Online tutoring businesses will automatically give you access to a larger audience. However, a proper SEO strategy still needs to be in place to drive traffic to your website. Optimizing the tutoring website by incorporating SEO keywords in the title and descriptions drives more traffic towards the website.

You can search for the most relevant keywords for your industry and include them in the website's content. This makes your website appear higher in search results and improves website traffic and, eventually, sales.

2.1 Take Advantage of Email Marketing

This is an easy way to target students with promotions catered to their specific needs. Using email marketing, you can establish and maintain effective communication with the students and teachers. Prepare an email layout that comprises the key points of why the students and teachers should opt for your tutoring marketplace.

Inform them how your tutoring website can benefit them and engage them with discounts and offers that serve their needs. Make sure you focus on personalizing the emails before sending them. Personalized emails have a 5% higher open rate than emails without personalization. In addition to this, be careful while sending emails and do not send too many emails, else the readers may find you intrusive.

2.2 Reach Out to Influencers

Form alliances with other major players in the tutoring industry to create a buzz around your tutoring website. For example, reach out to reputed industry blogs to check if they would be interested in reviewing your tutoring services in their posts. This activity can drive huge traffic towards your tutoring website.

It is also a good idea to reach out and connect with influencers of the industry who can post and share about your tutoring business. Engaging with them on social media is recommended, including liking and following their social profiles, retweeting and commenting on their posts, etc.

Interacting with significant players builds your brand awareness and helps spread the word about your business

2.3 Make Use of Blog

Blogging is an effective marketing channel that will make your tutoring business stand out from the rest. Good articles will bring more value to the readers and more students to your business. Besides this, blogging also improves the organic search rankings of your tutoring website. Moreover, you can experiment using catchy blog titles to increase user engagement and click-through rates.

2.4 Invest in PPC/Google Adwords

This is one of the most effective ways to drive relevant traffic to your website. If executed correctly, it can significantly positively impact your tutoring business. For example, it has been observed that more than 50% of the users arriving from PPC ads are more likely to become customers than those who came from organic search.

Paid advertising will require refining the ad based on keywords, audience, location, and many other factors to reach the right audience. However, the significant time and efforts to put the ads together is all worth it as it can yield excellent results for your tutoring business.

2.5 Run Referral Programs

Before making any purchase or availing of any service, people trust the recommendations of their friends and family over any marketing or advertising, which makes referral programs important than any other marketing practice or research. Tutoring businesses can make the most of the opportunities when the clients are happy with their tutoring services. These programs can work wonders if implemented and executed correctly.

2.6 Publish Press Releases

However, this is one of the most underestimated and effective forms of online marketing. You can make online announcements regarding your tutoring website and services, which are picked up by the news-related websites and services, which are picked up by the news-related websites and circulated to their readers.

2.7 Join Online Forums

This is an excellent way of getting the word out in the market. In addition, there are many online forums like Quora and Reddit around every community through which you can easily harness targeted traffic. You can present yourself as a problem solver, contribute to the discussions, and add an anchor text in the signature box in the last. Google gives excellent weightage to these links, which helps drive traffic to the website. In addition, the questions on these online forums also rank well on search engines which increases the visibility of your answers.

2.8 Automate Administrative/Management Tasks

Managing all the operations and admin work can become overwhelming when scaling the business. So either hire people to manage all the tasks or turn to software that can handle all the admin tasks. One such software is Yo!Coach, known for launching and managing an online tutoring business pretty well.

With advanced admin features like reports/statistics, commission management, user management, marketing features, and many more, it has everything required for effortless control. Yo!Coach also comes with essential third-party integrations like AtomChat, Payment processing: Accept payments anywhere, Google Analytics, Lessonspace, MailChimp, PayPal, Stripe, and Zoom to enhance its capabilities.

III. VISUAL ASSETS

Images, Videos, graphics not only make your page look appealing. It also attracts visual search traffic. Here are some pointers to help you optimise yours UI

- Include alt tags that are SEO-friendly.
- Select the appropriate format and file size for quick loading.
- Instead of using file names like IMG 00XX, create your own.
- Make them responsive.

Above all, Good Content Wins Out in Organic Rankings

You must develop good content as well as good on-page and off-page SEO strategy if you want to gather vital search traffic and direct it to the appropriate resources on your website. Remember that if you don't have a robust inbound marketing strategy to convert that traffic into leads, your rankings will be meaningless.

IV. CONCLUSION

By following all these steps you have a good chance to rank on google serp's and scale your business, all these digital marketing techniques or strategies are

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BIOGRAPHY

My name is Nakul Taneja , I am pursuing Btech from Dronacharya college of engineering in Computer science branch , right now I am doing and internship as a Marketing associate in a Edtech Company H Ranker . I always have a keen interest in marketing that's why I learned the course of digital marketing and also had a venture of luxury brands.