

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 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://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(lables , 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

Read More about [on page seo process](#)

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:ommaurya.com" 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

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>

Read More from <http://ommaurya.com/digitalmarketing/seo.pdf>

complete seo notes:- <http://ommaurya.com/digitalmarketing/seo-notes.pdf>