

# How to Rank **Quickly** in Google



<http://www.fastsubmitarticles.com>

According to *ComScore Inc.*, Google owns the lion's share of the market – a huge 65.5% share. *Bing*, owned by *Microsoft*, owns only a 14.1% market share. *Yahoo!*, which is powered by *Bing*, owns a 15.9% market share. In other words, *Yahoo!* and *Bing*, on their best day, can only deliver 30% of search traffic, but if your sites rank well in *Google*, your Web traffic immediately doubles.

Ranking well in *Google* doesn't mean you just want your site to appear on the first page of *Google*; if it's going to take you months and years to rank well, your Web business may run into cash flow problems (no traffic means no sales). So not only do you want to dominate the rankings, you also want your site to rank quickly. In other words, you want to see great rankings in a matter of weeks rather than months. The next paragraph will give you an idea of how well your site is performing in the search results.

Assuming you start a brand new website, your site should appear in the search results within days. This is typical. You can find your site using the "site:yourdomain.com" command. Over the next few days, you will find that *Google* will revisit your website once every few hours to find new links and check for updates. This is *Google* trying to learn more about your website. Don't concern yourself with this for now. Your job as the site owner is to continue building up original content (more on that in a moment).

If you're doing everything correctly, after two weeks, your site should be on page 2 or 3 of *Google*. After four weeks, if you are doing everything right, your site should move up to the first page of *Google*. After 6 weeks, your rankings should stabilize, and you should be enjoying a steady stream of traffic from *Google*.

Note that at this point, especially for newer sites, your website may disappear from the search results and then reappear again for no apparent reason. This is commonly known as the "Google Dance" and it's perfectly normal. As long as your site still appears in the search index using the "site:" command, you have nothing to worry about. It's just *Google* trying to figure out your new rankings.

So let's get down to it. Here are the secrets of how to rank in *Google* quickly:



#### Choose a keyword-rich domain name:

Before you do anything, make sure you pick a domain name that contains your primary keywords. I know there are branding concerns, but if you are strictly concerned about SEO then this is the right thing to do.



#### Create a well-structured navigation menu:

Make sure that all your internal links are neat and well organized. This will help *Google* find all your content easily. Use static text links instead of image links or *Javascript*.



#### Use consistent anchor texts for both internal and external links:

Anchor texts are keyword phrases that go between your HTML link tags. So if your page is about "Search Engine Optimization," then make sure the anchor texts say the same.



#### Fast loading and simple webpages work best:

Websites have become more and more sophisticated these days and come with all sorts of bells and whistles (or bells and widgets), but unfortunately these widgets sometimes slow down the loading of the page. *Google* prefers webpages that are fast-loading and easy to understand. Static pages have never failed me. If you want to use a Content Management System such as *WordPress*, choose a simplistic theme that loads quickly.



#### Acquire quality backlinks from authority sites:

Authority sites are established websites that rank well in *Google*. They are usually content-rich and well known to various online communities. A backlink from an authority site can be very valuable and will certainly help boost your search rankings.



#### Start link building early:

Link building is part of off-site SEO, and is something that needs to be done consistently. In other words, you can't acquire one thousand links overnight and then forget all about link building. It doesn't work that way. That's because link building has to appear natural to the search engines. Natural link building involves getting backlinks at a steady rate from all sorts of different places. For instance, you can get some backlinks from forum signatures on the first week, a few more links from article marketing on the second week, more links from blogs on the third week, and so on.



#### Make use of Web properties that encourage user generated content (UGC):

Some of the top sites on the Internet are built for users. In other words, much of the content on these sites is generated by users. Some examples are *EzineArticles* (an article directory), *Facebook* (a social networking site) and *Digg* (a social bookmarking site). Since these sites encourage UGC, it's easy to get your site listed on them.



#### Be an aggressive link builder:

Being aggressive doesn't mean you don't play by the rules. As mentioned above, your link building campaign must always appear natural. But it does mean you should spend a significant portion of your time promoting your site and acquiring new backlinks, especially if your site is new. For example, if your site is about the latest computing technology, you can write to some of the largest PC websites on the Internet and offer to contribute content in exchange for backlinks. A feature in a large website can bring thousands of visitors to your site instantly, and since you've associated yourself with an authority site, *Google* will soon reward you with higher search rankings.



#### Assess the competition:

Some niches like "make money" and "pay day loan" are notorious for being hard to rank for due to the extensive competition, so choose your niche wisely. Are your competitors savvy about SEO? How many sites pose a serious threat to your rankings? Hint: Pick a niche that knows little about SEO and you have a much higher chance of success.



#### Original content only please:

Finally, don't forget that you should only use original content on your website. *Google* doesn't like duplicate content and if a webpage has been found to be a duplicate, it may be removed from the search index. Focus on delivering quality content that is fresh and original.

When performed correctly, SEO can be extremely profitable as it results in a recurring stream of free traffic from the search engines on a day-to-day basis. It may take you a few attempts to get it right, but once you do, you become the proud owner of a profitable website! [mde](#)



**Darren Chow** is an article marketing and search engine specialist. He runs several successful websites such as the well-known article submission service, [www.fastsubmitarticles.com](http://www.fastsubmitarticles.com) and the press release distribution service, [www.ePressdistribution.com](http://www.ePressdistribution.com).