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online strategy + results

3 Dirty Little Secrets of the First Page of Google

Having knowledge of key search engine components can provide a distinct advantage over your competitors, produce a stream of new leads for key business initiatives and drive increased revenue. Having an organized approach to penetrate key search engine positions saves both time and money. Understanding these three components will provide valuable insight as it relates to the first page of Google.



most that don't pay – don't stay

A "SERP" is known as a search engine results page. This is what the search engine delivers to the user in its attempt to provide a relevant and useful search result. This results page is organized and displayed showing two distinct conclusions – natural or organic results, and Pay Per Click or PPC results. Studies indicate that search engine users are far more likely to click on the results generated organically. One study shows that less than 10% of users click on paid listings, while the remaining 90% click near the top of the natural results. Therefore, the top of the natural results is commonly called the "golden triangle", due to its extremely high click volume and valuable positioning. Company links positioned in the PPC section are not only far less likely to be clicked on, but also if another company bids higher for the same placement or they stop funding the campaign, they are removed from the first page altogether.

Understanding how the first page of Google propagates and how your competitor's rank proves important when developing a winning search engine strategy. Competitors that are near the top of the organic search results are positioned the best and therefore more likely to get the click and ultimately the deal. Getting to this organic sweet spot and staying there is the name of the game.

Action Step #1 – Google your business selling focus. Note the difference between organic and pay per click results. Make a list of the competitors with a presence near the top of the organic positions. These companies should now become your strategic focus in terms of web competition and these organic positions become your company's target. We can help.



2

static content versus dynamic content – Google rewards the latter.

Learning how to leverage the 24-hour Internet news cycle and understanding how it impacts search results proves key to developing a website's content strategy. It's been noted that Barack Obama built his dynamic grassroots support system that helped elect him President of The United States by leveraging and flooding the 24-hour internet news cycle with his message and by default key search engines. Understanding this concept is vital to understanding how the first page of Google works. Websites that provide rhythmic content to the information pool are perceived as more current and therefore more credible. Search engines are designed to deliver the most relevant results to search engine users; fresh content is a must to maintain relevance and a key component to organic search engine placement. Said another way, it is called moving content. It revolves, much like a stock ticker – but slower.

Generating fresh and strategic content and rhythmically delivering it through your web assets is no longer an option – it proves key to penetrating the key organic positions on the first page of Google.

Action Step #2 – Consider ways your business can generate fresh content or find content you have previously generated for other reasons. Then determine if your current web assets allow for fast and easy content delivery. Are you flooding the search engine? Let's talk.



web conversion – the difference maker

Obtaining organic search engine positions is a worthy business key initiative. It's what a company does with that positioning that makes the biggest difference. Understanding web conversion is critical to leveraging good positioning into revenue. At Graybow.Olson we call it a web sales funnel. The concept is built around a multi-tiered "call to action" approach. For most companies, the premium result is an incoming phone call to the sales team. What some companies are realizing is that site visitors can be easily compelled to interact with them in other ways as well. They recognize that valuable site results are no longer one-dimensional. Their goal becomes funneling the site visitor to compelling reasons to interact in a variety of new ways, other than a phone call.

For example, they drive visitor's to watch a video with a compelling call to action at the end or download a document that helps them with part of their problem – and provides a strategic introduction to the company's unique selling proposition and tells them what to do next. Similarly, presenting content in a series format encourages visitors to come back, RSS or bookmark a website. "Part 1 of our 6 part sales closing techniques series that can increase your closing rate by 80%, updated every Tuesday at 10:00 CST", would be a solid lower tier call to action for a sales training company looking to increase site visitor interaction and repeat visitors.

Developing a multi-layered web conversion strategy is one of the most overlooked elements of the first page of Google success and the separating factor between websites that produce consistent revenue and those that do not.

Action Step #3 – Develop a list of new ways a site visitor will interact with your company. Detail three ways that your company can alter the perception of a new prospect to favor buying from you, by using something other than the telephone. We have web great web conversion strategies and would like to show them to you.