



TOP 3
Strategy
4 SEO
success

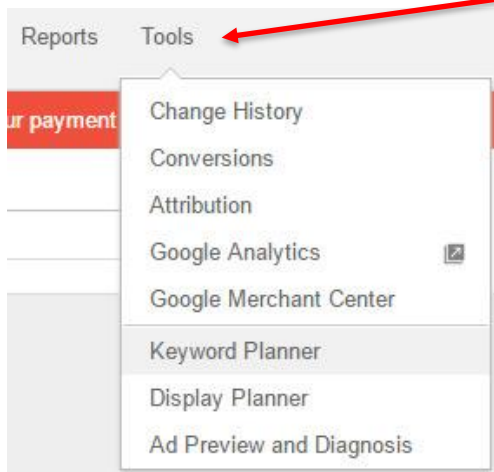
Beat your competition to the finish line

HOW TO START RANKING ON GOOGLE

#1 FIND THE MOST SUITABLE KEYWORDS | KEYWORD RESEARCH

I use Google AdWords to plan and research my keywords to target on search engines. Watch this video on how to create your first Google AdWords account - <https://www.youtube.com/watch?v=AGyudSDprBs>

1. Login to AdWords can click on “Keyword Planner” from **Tools** drop-down Menu.



2. Click the first option “Search for new keywords using a phrase, website or category”. Enter your keyword related to your industry, enter your website, choose your region, and click get ideas.

Keyword Planner
Where would you like to start?

[Find new keywords and get search volume data](#)

Search for new keywords using a phrase, website or category

Enter one or more of the following:

Your product or service
lawn mowing melbourne

Your landing page
lawnmowingmelbournemetro.com.au

Your product category
Enter or select a product category

Targeting (1)

Melbourne ✓

English ✓

Google ✓

Negative keywords ✓

Date Range (1)

Show avg. monthly searches for: last 12 months ✓

Customise your search (1)

Keyword filters ✓

Keyword options
Show broadly-related ideas
Hide keywords in my account
Hide keywords in my plan

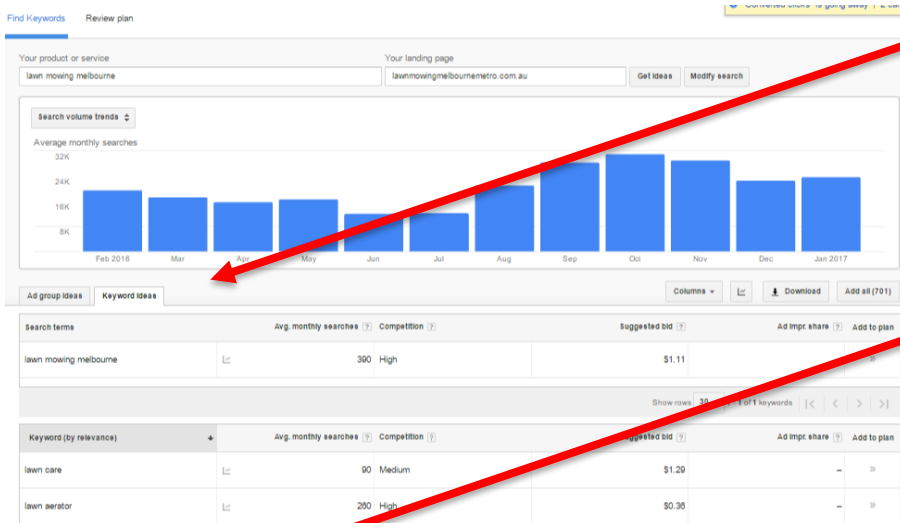
Keywords to include ✓

[Get ideas](#)

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#1 FIND THE MOST SUITABLE KEYWORDS | KEYWORD RESEARCH



Google will automatically put you in a tab name "Keyword ideas" (see image).

3. We need to click on the tab name "Ad group ideas". This option is much better for finding related keywords in a group.

The screenshot shows the 'Ad group ideas' tab selected. It displays a table of ad groups, average monthly searches, competition, suggested bid, and ad impression share. The table lists several ad groups related to lawn care and maintenance services, such as 'Lawn Aeration', 'Lawn Fertilizer', 'Landscape', 'Care Services', 'Lawn Companies', and 'Mowing Services'. The 'Mowing Services' group has the highest search volume at 1,080 searches per month.

Ad group (by relevance)	Avg. monthly searches	Competition	Suggested bid	Ad Impr. share	Add to plan
Lawn Aeration (5) lawn aerator, aerate lawn, aerating your lawn...	360	High	\$0.38		
Lawn Fertilizer (15) lawn fertilizer, organic lawn fertilizer, lawn fer...	170	Medium	\$0.48		
Landscape (10) landscaping companies, landsc...	2,840	Medium	\$2.45		
Care Services (7) lawn care services, lawn care services near ...	80	Low	\$5.87		
Lawn Companies (26) lawn care companies, lawn maintenance com...	200	Medium	\$1.12		
Mowing Services (12) lawn mowing service, mowing services, lawn...	1,080	Medium	\$1.72		

We are now in the "Ad group ideas", we can see a list of groups. In the column "Avg. monthly searches", we can see an average search volume for each group.

What does search volume mean to you?

The higher number of searches per month means the **greater the competition** for that keyword. Let's click on "Mowing Services" group.

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Ad group: Mowing Services

4 of 63 ad group ideas

Keyword (by relevance)	Aug. monthly searches	Competition	Suggested bid	Ad imp. share	Add to plan
lawn mowing service	720	Medium	\$1.64	—	»
mowing services	170	Medium	\$1.37	—	»
lawn mowing service near me	20	Medium	\$1.91	—	»
mow lawn service	10	Medium	—	—	»
mowing services melbourne	50	Medium	\$1.88	—	»
mowing lawn service	10	Low	—	—	»
local mowing services	10	High	\$1.32	—	»
residential lawn mowing service	10	—	—	—	»

We can see a list of keywords in the “Mowing Services” group. What does this all mean to you? All this means is that you can use all the above keywords and dedicate a page to optimised for those keywords. Google see the keywords as a relation to each other.

Keyword Competition: which keywords do I choose to target first?

We can see that “lawn mowing service” has a higher search volume #720 (greater competition). While “mowing services melbourne”, “mowing services”, and “lawn mowing melbourne” ranging from 50-390 (rank in a shorter time). We can target three of those keywords for starters, we will have a greater fighting chance to climb on Google search engine.

Target less competitive – focus on longtail keywords:

Long tail keywords are queries that are more specific (and usually longer) than more conventional “head” keywords.

lawn mowing

About 13,200,000 results (0.86 seconds)

George's Mowing Services
5.0 ★★★★★ (1) · Lawn Care Service
0408 684 008
Closed now

Lawn Mowing Melbourne Metro
4.0 ★★★★★ (4) · Lawn Care Service
31-37 The Mall

With your new website, you won't be able to compete against the big brands. It will be a long task ahead to rank for a single keyword, or you can say hardly possible.

There are currently 13,200,000 search results for “lawn mowing”.

Should you give up?

Of course not! This is where your longtail keywords come into play, “lawn mowing melbourne”, “lawn mowing service”.

Playing with Google search engine is a long-term SEO campaign.

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#2 ON-PAGE OPTIMISATION

Ask yourself this, is my site mobile-friendly? You can do a test by visiting Google's page at <https://search.google.com/search-console/mobile-friendly>

Tested on: Mar 4, 2017 at 1:55 PM

Page is mobile-friendly

This page is easy to use on a mobile device

 SUBMIT TO GOOGLE



If your website is not mobile friendly, it should be your priority to redesign your website for mobile search rankings. Google SERP's (search engine result page) rank website's differently on mobile devices. Things to consider when you build your new responsive website:

1. Speed but don't sacrifice your image quality.
2. User focus
3. Easy to navigate

If you ever need help with custom web design or redesigning your webpage for mobile devices, visit me at <https://www.neptunedesign.com.au/>

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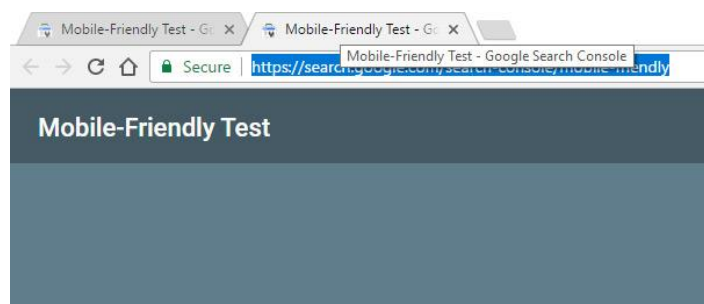
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On to on-page optimisation

Things to look at when we are optimising your web page:

1. Browse page title
2. Heading 1, h2, h3
3. Rename images
4. Add a video
5. Add an external link

1. Browser Page Title - What is a browser page title?



A browser page title is what it means (image left). When you use any browser like Google Chrome, Firefox or Internet Explorer, each website you visit will display a page title.. The browser or page title tells you, Google and me about that web page. For this example, the title is “Mobile-Friendly Test – Google Search Console”. Clearly, states what the page is all about.

We want to do the same for your web page, select a few main keywords to use and implement it onto your website. Do your best to come up with a copy that will make your customer click on the link to your website. Below examples is how your browser title comes up on Google search engine.

Lawn Mowing Melbourne | Lawn Mowing | Express Lawn Mowing
www.expresslawnmowing.com.au/lawn-mowing-melbourne/ ▼
Express Lawn Mowing Melbourne will come to you from just \$24.95, for prompt, professional service call 1300EXPRESS or use our online enquiry form.

Jim's Lawn Mowing Service Call 131 546
https://www.jimsmowing.net/lawn-mowing ▼
Need Lawn Mowing? Jim's Mowing operates Australia wide, across Sydney, Melbourne, Brisbane, Perth, Adelaide, Darwin, Hobart and more. Your local Jim's ...

lawn mowing in Melbourne Region, VIC | Landscaping & Gardening ...
www.gumtree.com.au › Services For Hire ▼
Find lawn mowing ads in our Landscaping & Gardening category from Melbourne Region, VIC. Buy and sell almost anything on Gumtree classifieds.

Lawn Mowing Services from \$25 | Call 1800 686 348 for Free Quote ...
https://www.mownow.com.au/ ▼
Free lawn mowing quotes today. Lawn care services from \$25. all Melbourne. Great value lawn mowing services, garden maintenance and lawn cutting services.

Lawn Mowing Melbourne - Prices from \$35 | Cheap Garden Lawn ...
www.lawnmowingmelbournemetro.com.au/ ▼
Lawn mowing Melbourne services offer cheap lawn mowing prices from \$35 in Northern to South East Suburbs. Local garden lawn care & grass mowing ...

Lawn Mowing Melbourne – Lawn Mowing Melbourne
www.cheapmowing.com.au/ ▼
Lawn mowing Melbourne offer a FREE Lawn Mowing quote for Affordable Lawn Mowing and Gardening Services In Melbourne. Local lawn care & grass ...

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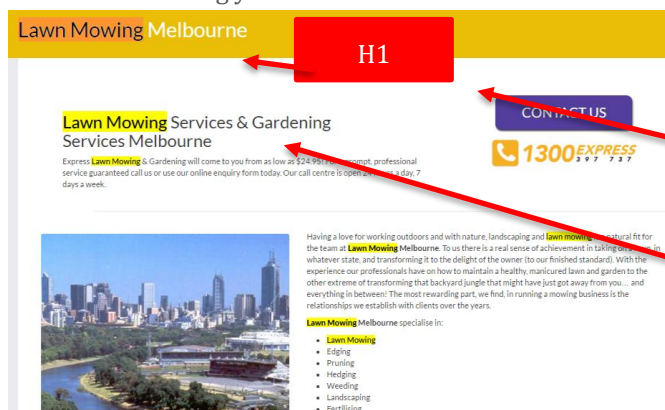


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2. **Headings:** Headings is a way to describe each section on your page, follow by paragraphs detailing and confirming your information to the user.



Let's take a look at this example below, for the keyword "Lawn Mowing Melbourne".

We can see **heading 1** is used to tell Google this page is talking about "lawn mowing melbourne".

Heading 2 "lawn mowing services & gardening services melbourne" is used to emphasized on the topic, and follow by paragraphs.

3. **Rename images and optimised for faster loading.**

Ensure that the pictures on your website have file names which include the target keyword. As seen here [./lawn-mowing-and-gardening-melbourne.jpg](#)

Keep your file size down. Make sure it's SUPER FAST

Make sure your website is super fast. Being fast is one of the main factors in SERP's.

4. **Create a video and upload to YouTube or other video platforms.**

Embedding a video can engage with your customers and keep them on the page longer. It will also help increase our conversion rate. No one wants to read long essays, and video can get straight to the point, and keep your customers happy. Write amazing short description for your video, and add a link back to your website.

5. **Make sure you add an outbound link**

Outbound links show Google that the article is both valid and informative. You can use Wikipedia or link it to a YouTube video you just created.

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#3 OFF-PAGE OPTIMISATION

1. I recommend spending some money on Google AdWords to increase your brand awareness. This in return will help get regular customers searching for your name.
2. Use YouTube video – upload informative video, add description and links back to your website
3. Use social media to get traffic to your website – promote using Pay Per Click campaign.
4. Setup Google My Business
 - a. Upload high-quality images
 - b. Use Google+ as a social presence, and link back to our site
5. List your business Yelp directory, great for **Local SEO**.

All the best on your journey to get on the first page of Google!

You can visit me at <https://www.neptunedesign.com.au/services/melbourne-seo-company/>

Facebook: <https://www.facebook.com/neptunedesign>

YouTube: <https://www.youtube.com/channel/UCeWi9TfaBQoTyz1A8fBIgdQ>

Google+ <https://plus.google.com/+NeptunedesignAu>

The Loop: <https://www.theloop.com.au/nep102/overview>

Google Maps: <https://www.google.com/maps/d/u/0/viewer?mid=1XHaeHJm83yGjYEgEYBShUskcc0&ll=-37.747165549629145%2C145.04161962565615&z=16>

I am available as your **SEO expert** & SEO consultant if you ever need help generating a buzz or fixing technical errors. Send me an online enquiry, and I will get back to you shortly.

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