

How to improve your website's ranking on Google

The biggest problems businesses make is that they do not include their industry (or product name) + location in their website's home page title.

For instance, they may only have their company name in their home page title.

The home page title is the most important real estate on your website to place your keywords in, so neglecting to place your keywords in your home page title is costing you higher rankings on Google and more website visitors, leads & sales.

An example business that does this is “Broadening Horizons”:

<https://www.broadeninghorizons.com.au> :

Broadening Horizons: Home

Broadening Horizons is changing the way that schools connect with industry and community, how students are engaged and how young people prepare for the ...

The blue text is their home page title. This is how their website looks in the Google search results.

Because the home page title is the most important section of your website to place keywords, Broadening Horizons is unlikely to rank on Google for their industry, their location, or their product/service.

A better home page title is something like

Broadening Horizons: Leadership & Enterprise Skills for Students

This would attract more website traffic for people searching for ‘leadership skills for students’ or ‘enterprise skills for students’, for example.

Measure your Baseline

Before you go updating your website’s home page title, it is important to measure your current Google rankings before making any changes, to act as a baseline, so you know what effect any changes you make have on your website’s ranking.

[Serpfox](#) is my recommended rank tracking tool.

They offer 10 free keywords/key phrases you can measure your website’s ranking for.

When you add your keywords, make sure you select the Google country relevant to your business. E.g., for Australian businesses make sure you select Google Australia as the search engine to measure your keyword ranking.

Keyword Research

The second thing to do before changing your home page title is to research what keywords are being searched for the most, and which ones are easiest to rank well for.

[Ubersuggest](#) will show you just the information you need.

Go to Ubersuggest and enter your main business product or service, and make sure you adjust the language/country setting to be relevant to your business.

For example, in Broadening Horizon’s case, I might enter the keywords *leadership for students* and change to “English / Australia”.

Once I’ve reached the results page of this search, I click on Keyword Ideas on the left. On this page I will see a table:

	KEYWORD ?		VOLUME ?	CPC ?	PAID DIFFICULTY ?	SEO DIFFICULTY ?
☐	leadership for students	Search Results ▾	260	\$2.53	4	42
☐	leadership in students	Search Results ▾	210	\$0.45	2	14
☐	speech on leadership for students	Search Results ▾	210	\$0	3	31
☐	leadership of students	Search Results ▾	210	\$0.45	2	14
☐	leadership quotes students	Search Results ▾	110	\$0.98	25	68
☐	leadership quotes for students	Search Results ▾	110	\$0.98	25	60
☐	leadership qualities students	Search Results ▾	110	\$0	7	16

By default, the table is ranked by highest search volume to lowest search volume.

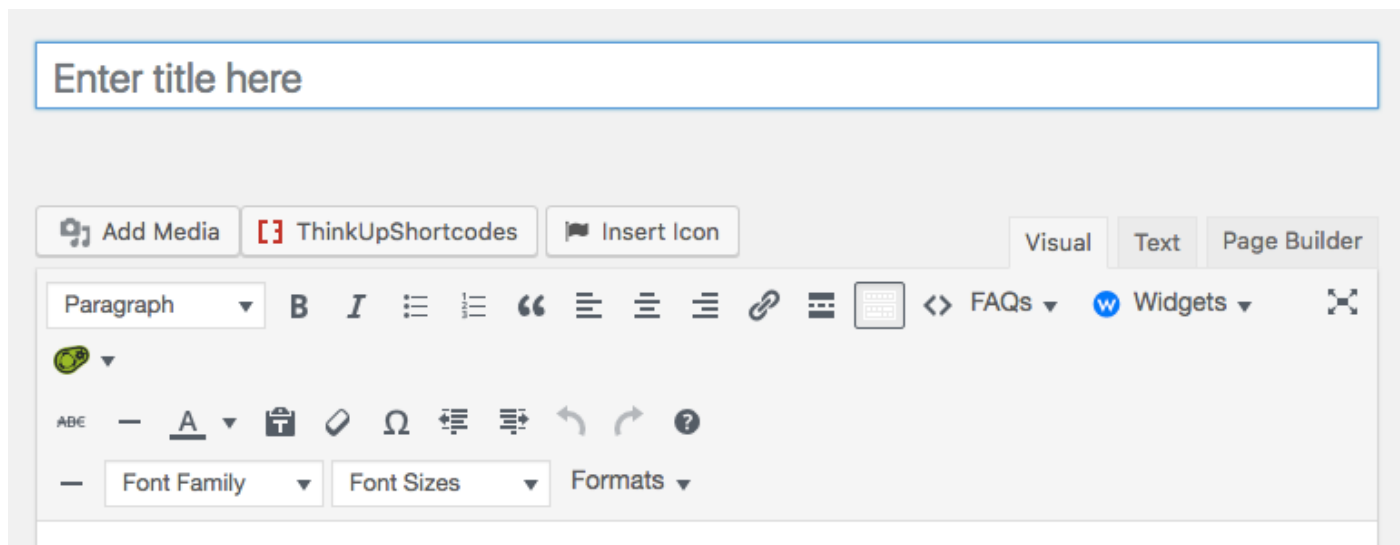
What you want to find is keywords with high Volume and low SEO Difficulty (below 40).

You want to make sure the keywords are relevant to your page, be it the home page or a product/service subpage. I started this report talking about the home page because it is generally the most visited page on your website, but this keyword research for your page title applies to all pages of your website.

How to update the page title of your webpage

This all depends on how your website was built.

If you have a login to your administration dashboard, login, then go to Pages. Click the name of your page, then edit the page title at the top of your editor:



If your website is using a plugin to adjust the page titles, you may need to scroll down below the page content and adjust the “SEO Title” (in Yoast SEO for example).

How to let Google know your page has been updated

Once you’ve updated your page title, head to [Google Search Console](#). Add your website if it is not present. Once added, enter your page URL in the top “Inspect” field, press Enter, wait for Google to fetch the page, then click “Request Indexing”. It can take 1-2 days before Google ‘re-crawls’ your webpage and updates your page’s ranking in the search results, so go back to Serpfox after 1-3 days to check the result.

About the Author

Steve Doig from Webby Website Optimisation has been working in Search Engine Optimisation for 10 years, and loves helping website owners get their websites to the top of Google for juicy keywords to produce more website visitors, leads & sales.

If you need any help with implementing what is in this report, feel free to reach out to Steve via steve@webby.net.au