

Web Site Ranking - What Should I Focus On First?

Millions of web site owners are competing for the number one spot on Google and other search engines. Yet, when you look at the rankings, who are the one's making the money? Of course, it's the ten listed on the first page you say, and you are right, but those listed on the second page will also be making money. Therefore, the first 20 web sites listed on the search engines are making money.

Many knock themselves out and spend money to be number one. Think about this situation for a moment. If the first twenty sites are making money then where should you place your site? A reachable target is to firstly place your site in the top twenty. Then take the steps to slowly reach number one.

When you realize this fact then you know your goal is before you. Your goal right now is to achieve a ranking in the top twenty on Google. Now you are thinking, how and where do I start to accomplish the task before me?

Right now go to Google search and type in your keywords or phrase for your site. Click the number one position and check out the site. Write down what you see like a blog, and a discussion board and so on. What you are looking for is everything in the top sites that you do not have on your web site.

You must understand that you are looking for what makes them more desirable than your site. What are the search engines seeing in this web site that gives it the number one position? Can I imitate, copy and make things better on my site than the site I am looking at?

Do not rush the process above. Go through all the twenty sites listed on the first two pages of the search engine. Make a list on a piece of paper of everything that is different to you. Once you have accomplished this you are now ready to start planning what you will implement on your site to reach the top twenty on the search engines.

You will have to put forth the effort to reach a high ranking, but once you attain your goal you will see the benefits of your hard work. Push yourself to greater heights and when you are there let others know what it looks like and help them attain the same position.

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