

Techniques To Increase Your Google Ranking.

Problem: 659,000 competing pages and a rank of #12 for [Gooseneck Sign Lighting](#) on Google. How to move page to the 1st page of Google?

Solution In the (HTML TITLE Tag) add the word "sign" where indicated In red).

HTML Title Tag Reads [Gooseneck Lights. Commercial Outdoor Gooseneck \(Add the Word "Sign" Here\) Lighting Fixtures Dealer Sales GS](#) (Take off GS)

Also add the word "sign" were indicated in red so Google will pick up description Meta tag.

Description Tag :Commercial Outdoor **Gooseneck (add the word "sign" here) lighting** fixtures are excellent to propose to clients who need functionality combined with aesthetics.

www.rlldesign.com/commercial-gooseneck-lights-a-202.html - [Cached](#) - [Similar](#)

Terms in Order

Google gives higher priority to pages that have the terms in the same order as in your query.

Google Ranking & Order Of Words

Search Google for [Decorative Commercial Lighting](#) rank #5, About 806,000 competing pages & returns this page <http://www.rlldesign.com/decorative-commercial-lighting-a-166.html>

Search Google for [Commercial Decorative Lighting](#) rank #10 About 761,000 competing page & returns this page <http://www.rlldesign.com/decorative-commercial-lighting-a-166.html>

One Solution would be create a page optimized for the term "Commercial Decorative Lighting"/

Updated Top Directory Submissions List (**Only submit to directories with clean links.**)

<http://www.tipsntutorials.com/Top-Directories/>

Google recently updated their Keyword Tool to incorporate a lot of new features which can help save a lot of time in doing keyword investigation for SEO.

Using the new Google keyword tool

Finding Competitive and Easy Keywords in a Targeted Niche

[Create A Adwords Account](#)

Step 1. Go to the new Google Keyword tool. The easiest URL to remember is this:

<https://adwords.google.co.uk/select/KeywordToolExternal>.

Step 2. Enter the captcha.

Step 3. Type your keyword in the search window.:

Finding Keywords: an Example

Suppose you have a dental equipment & supplies website and you would like to research easy but medium competitive keywords to target. Your geographical target location is worldwide for this example.

Step 4. Expand "Advanced Options."

Step 5. Under "Location and Languages," select "All Countries" and under "Language" select "English."

Step 6. Select "All Keyword ideas."

Step 7. Under "All Categories," expand "Health."

Step 8. Click "Dental Practice Equipment."

Step 9. The keyword tool will show the complete list of keyword ideas in a table format.

Step 10. Find "Match types," uncheck "Broad" and check "Exact." An exact match will reveal an accurate number of searches using that exact keyword.

Step 11. Google first shows the competitive and high search volume keywords in your niche; however, you can click the "Global Monthly Searches" column to sort from lowest to highest. This will give you the easiest keywords to target in your selected niche.

[Yahoo Site Explorer](#) gives true statistics like back links, number of site pages. Lets you submit your sites feeds.

You have to modify your meta tags so yahoo can verify site ownership.

Explore A Page button allows you a look at the number of links pointing to any page. If you discover a page that has significantly less back link, that page may need some link work.

SEO For Bing & Bing Keyword Application Tool

Bing's SEO principles

SEO is fundamentally about creating websites that are good for people. The most basic advice we can give for achieving optimum rank for your site in Bing is to do the following:

- **Develop great, original content (including well-implemented keywords) directed toward your intended audience.**
- **Use well-architected code in your webpages (including images and Sitemaps) so that users' web browsers and search engine crawlers can read the content you want indexed).**
- **Earn several, high-quality, authoritative inbound links**

[Bing Keyword Application Tool](#)

Make sure you have Microsoft Office Excel 2007 installed and closed. If you don't have Microsoft Office Excel 2007, visit Office Online for a [free 60-day trial](#) version.

Click [here](#) to download bing keyword tool

[Video of keyword tool](#)

6 Additional Bing Keyword Tool Tutorials

<http://advertising.microsoft.com/learning-center/downloads/advertising-intelligence-demos>

“Stemming” Does Singular & Plural Matter?

According to google a stemmer for [English](#), for example, should identify the [string](#) "cats" (and possibly "catlike", "catty" etc.) as based on the root "cat", and "stemmer", "stemming", "stemmed" as based on "stem". A stemming algorithm reduces the words "fishing", "fished", "fish", and "fisher" to the root word, "fish".

Example 1: Search Term “Highway Lighting Fixtures” For www.rlldesign.com

[highway lighting fixtures](#) rank #8

[highway light fixtures](#)

Example 2” Root Word Commercial Light For www.residential-landscape-lighting-design.com

[Commercial Lighting](#) rank #7

[Commercial Lights](#) rank#4

[Commercial Light](#) rank #11