

The Step-by-Step
Guide on Improving Your
Google Rankings Without
Getting Penalized

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Step#1 Assess Your Current Search Ranking

There are 3 simple ways you should work on while assessing your current search ranking.

→ Use Serps.com to check your site's keyword rank (use Serps.com for keyword rank check).

Target Keyword	Current Ranking	Ranking after 1 month

Check your site speed.

→ There are dozens of tools that can help you do this. Here are some examples:

- [Google PageSpeed Insights](#)
- [WebPageTest](#)
- [YSlow browser extension](#)
- [Pingdom Website Speed Test](#)
- [Zoompf](#)

1. Go to tools.pingdom.com and type in your URL.
2. Press the “test now” button and wait for the results to load.

→ Check Performance Grade

Ideally, you want your site's performance level to be as high as possible. If you get a performance grade of less than 50, your site is really slow and you need to work on improving it.

→ Check the page load time

Aim for under 2 seconds for a really fast site and under 1 second for mobile devices.

→ Check site health:

Use PixelGroove's [Google penalty checker tool](#) to see if your site received any penalty or not. Input your URL and click “check.”

Step #2: Track the Right Metrics

To track the right metrics 4 most important metrics you should consider

→ **Organic traffic** : Use Google Analytics account and check out how many visitors reach to your site.

→ **Organic traffic conversions** : Use [Serp Fruit](#) tool to find out your search traffic. It will show you the keywords that have sent organic traffic to your site within the last 12 months.

It includes a keyword performance chart.

→ **Keyword ranking for commercial keywords**: Keywords that have the words below as a prefix (before) or suffix (after) to the rest of the keyword phrase tend to do well:

- Buy
- Review
- Purchase
- Discount
- Coupon
- Deal
- Shipping
- Order

→ **Set up an SEO dashboard to track these metrics**:

You should set up an SEO dashboard so you can track all the important metrics at any time. Use [bringshare.com](#) or connect [Google Webmaster Tools to Google Analytics](#).

Step #3: Diagnose and Analyze Penalties

You need to identify and eliminate unhealthy links. Here's how you do that.

→ **Analyze links.**

Use these tools to analyze your website healthy & unhealthy links:

- [Majestic](#) (formerly Majestic SEO)
- [Ahrefs](#)
- [Open Site Explorer](#)
- [Open Link Profiler](#)
- [WebMeUp](#)

You should mark all links as “spam” if they are :

- From PR-n/a or PR0 websites
- are mostly sitewide links
- are from referring domain names with little traffic
- come from sites on the same IP class address
- comes from web pages with a lot of external links

After discovering unhealthy links follow these methods to link remove:

→ Request manual link removal

visit the website where the unhealthy/unnatural links are coming from, and contact the site owner. Ask the site owner to either remove your link (the better option) or add a nofollow tag to it.

Pro tip: Don't ask the site owner to remove your links, because they will assume you're a spammer and ignore you. Instead, [follow this tutorial from Search Engine Journal](#) to learn the best way to contact webmasters about link removal.

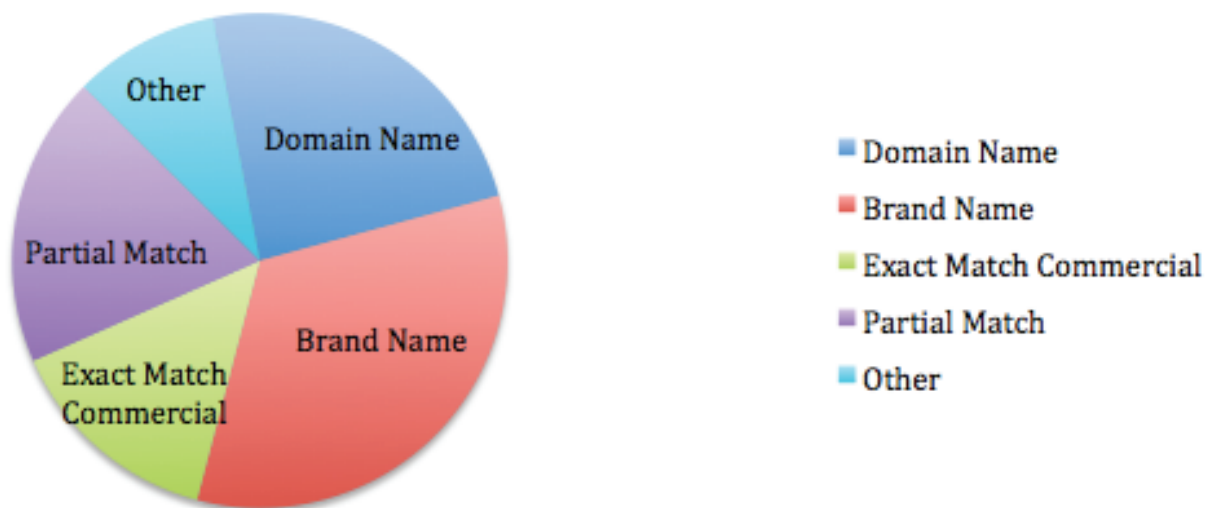
→ Use Google's disavow links tool

Google's own disavow links tool, it's a best option for link removal. If you are unsuccessful in getting unhealthy links removed.

→ Diversify anchor text distribution.

if you want a natural link profile, you have to diversify anchor text. The chart below has some recommendations:

Simplified Common Anchor Text Recommended Ratios



→ Avoid over-optimization.

To avoid over-optimization, follow these two guidelines:

1. Avoid excessively keyword-rich anchor text
2. Avoid irrelevant links

If you need a detailed guide on over-optimization, see: [How to Avoid Over Optimization For your Site](#)

Step #4: Do Keyword Research

You won't get far in your online business without understanding how it works.

→ Learn how your audience finds your site

Use Google Keywords Planner to gather keyword ideas. Take a closer look at the keyword to understand the user intent.

→ Spy on competitors

Use Google Keyword Planner for this. On the search box, instead of inputting a seed keyword, simply type your competitor's URL into the landing page box, then scroll down and click "get ideas." Next, click the "keyword ideas" tab.

→ Boost lower ranking keywords

You can use the skyscraper method, popularized by [Brian Dean from Backlinko](#). follow this simple guide:

- Research extensively on the topic, including research studies
- Identify the keywords you can target using the strategies I've shared with you in this post
- Write a more in-depth post (that's longer, more accurate and actionable)
- Link out to authority blogs that are in the same niche.

It's also essential to write a powerful and clickable headline.

→ Use keyword analysis to improve content

There is no optimal ratio for placing keywords in a piece of content. Target a specific keyword in a natural manner – don't try to make it look natural.

Step #5: Go After Your Keywords with Great Content

If you want to write resourceful and detailed content, follow the guide below:

→ Use data-driven articles : [Here's an Example](#)

→ Use storytelling: [Here's an Example](#)

→ Begin with something unique : [Here's an Example](#)

→ Infuse your own experiences: [Here's an Example](#)

→ Add a call to action (CTA): [Matchoffice](#) increased its conversion rate by 14.79% by changing its CTA copy.

→ Write sharable headlines: [Peep Laja of ConversionXL](#) increased his conversion rate by changing the word "today" to "now" in a headline. And that helped him increase sales by 332%.

→ Add numbers: Upworthy's post was shared over 1.6 million times on Facebook because it has a definite number.

→ Invoke curiosity: [Here's an Example](#)

Step #6: Build Links the Right Way

→ Anchor text linking (in-text links):

The anchor text linking strategy is mostly used when you're looking to rank for a particular keyword. You can use your target keyword as anchor text, but to be on the safe side and avoid penalties, mix it up with generic keywords

→ Editorial links

If you follow this [SEO guide](#), you should be able to create useful and sharable content, which will naturally result in valuable inbound links.

→ Scale link building

Link diversity is the ultimate way to generate Google-friendly links and improve your rankings, while staying off the penalty radar. [This complete tutorial from Chris Liversidge](#) will show you how to scale your link building.

Finally:

The whole secret to improving your Google rankings is to understand your market (target audience), research and identify the long-tail keywords they are searching with and then create in-depth, useful, interesting and actionable content that will meet their needs. Then promote that content massively. Do this consistently for best results.