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

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<th>Target Keyword</th>
<th>Current Ranking</th>
<th>Ranking after 1 month</th>
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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:
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

➜ 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](chart.png)
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.