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## 5 Basic Steps for High Rankings on Google

August 1, 2013 • [Andy Curry](#)

**If you have a website for your local business**, you definitely want it ranking high in Google.

To do this, the most important thing to remember is Google is all about relevancy. This means if your site has little to do with what someone is searching for, your site won't be shown to him in the search results. If your site is about dentistry but someone is searching "weight loss," your site will not appear in the search. This is relevancy at its most basic form.

Now what about the people searching for dentistry and your site is about dentistry? Then your site is relevant to what they are searching for, right?

Yes and no.

It is certainly relevant, but Google may not know it. For Google to know, you must first have good on-page content. This means your site must be about dentistry. Descriptions and photos must be about dentistry. The subject matter of articles of your site must have something to do with dentistry.

There is a certain way to set up all your pages so Google knows that your site is about dentistry. This article will address five of the most important.

- **Domain name.** Have an exact match domain on dentistry.
- **Title tags.** Have a title with "dentistry" in it.
- **H1 tags.** Use H1 tags referring to dentistry.
- **Keywords.** Include keywords with dentistry wording on your site.
- **In-bound links.** Google uses in-bound links to determine if others like your site.

### Have an Exact Match Domain

Having an exact match domain is powerful because it's another way to tell Google what your site is about. If you were a dentist in Denver, for example, then an exact match would be "Denverdentist.com" or "Dentistdenver.com." If you can't get an exact match domain, it's not a huge problem. You just need to do more work to rank your site higher. Even if you have the exact match domain, that doesn't guarantee you'll rank high. There are too many other factors.

### Include Keywords in your Site Title

Your site title should have your main keyword in it. This also tells Google what your site is about. Here is an example.

## [Denver Dentists | Dentists in Denver, CO - YP.com](#)

[www.yellowpages.com/denver-co/dentists](http://www.yellowpages.com/denver-co/dentists) ▾

Results 1 - 30 of 1433 - 1433 listings of **Dentists** in **Denver** on YP.com. Find reviews, directions & phone numbers for the best **dentists** in **Denver, CO**.

## [Cosmetic Dentist Denver - City Park, Uptown, Cherry Creek](#)

Title



[www.cosmeticdentistrydenver.com/](http://www.cosmeticdentistrydenver.com/) ▾

by Heather Stamm

Dr. Heather Stamm, a cosmetic **dentist** in **Denver**, provides comprehensive **dental** services for patients of all ages.

## [Family Dentistry, Dentist, Dentistry Denver CO, Cosmetic Dentistry](#)



[www.ddsdenver.com/](http://www.ddsdenver.com/) ▾

by William P. Paini

**Denver CO Dentist** provides Family & Cosmetic **Dentistry** including Dentures, Root Canal, Porcelain Veneers, Teeth Whitening & Emergency **Dental** Care.

## [Top Dentists 2012 | 5280 - 5280 Magazine](#)

[www.5280.com/magazine/2012/06/top-dentists-2012](http://www.5280.com/magazine/2012/06/top-dentists-2012) ▾

To compile this list, topDentists asked **dentists** and specialists a personal question: "If you had a patient in ... Get on Board: Top Five Places to SUP in **Denver**."

Example of keywords in site title in search results, in red.

Notice the keywords “dentist” and “Denver” are in the title above, highlighted in red. Yet, if you search on Google for “Dentist Denver,” you’ll see several websites without those keywords in the domain name or the title, but in all of them you’ll see the word “dentist” or “dentistry.” The reason they still show on page one is the site is also relevant to the Denver area because it has their address in Denver and talks about being a Denver dentist, and so on. This is another example of how to be relevant.

## H1 Tags and Meta Descriptions

Next, the H1 tag should have your main keyword in it. The H1 tag is HTML code that makes the text in the tag bold and bigger. It’s another tool to tell Google what your site is about and it’s extremely important for search engine optimization. For this article, for example, the heading above this paragraph — “H1 Tags and Meta Descriptions” — is an H3 tag. An H1 tag would make the letters even larger and bolder, and indicate to Google the heading is more prominent.

Inside your website code are places to add your keywords and description. These are commonly referred to as meta tags. When writing your meta tags, add your most important keyword first, followed by the second most important, and so on. For your descriptions, use the keyword in the description no more than once and try to use all 160 characters because people will see your description and you want to give them a reason to click on your site. Here is an example of what the description looks like.