



## White Paper - How do I get a top ranking on Google?

Optimizing a website for a high rank on Google takes effort and experience. Some companies claim they'll guarantee a top ranking. The catch is, they choose the search term or terms they'll agree to meet that claim on. Others publish an amount for cost that is a starting point and can go up dramatically, depending on the level of competition.

Google ranking is primarily a combination of valuing links and content on a website. The links are weighted based on a number of factors and so is the content.

AAI gets their clients high rankings by a coordinated effort of a number of proven techniques. It takes time to research a specific category, determine the best approach and implement it. It also takes know-how and experience to avoid the pitfalls that can get you reduced in rank or de-listed.

Doing the hard work that gets optimum results is what we do and it's the most effective at producing top results that have the most staying power.

Staying power is important because if you're in a highly contested category, your competitors or others that are vying for top spots for a particular search term will respond to being displaced by you.

This is not to say no future ranking efforts will be needed. Our methods have historically been more resilient, though periodic maintenance efforts will still be needed.

One other reason for a website search engine optimization maintenance effort is that Google and other search engines change their ranking algorithm from time to time and that can necessitate changes in optimization to maintain ranking.

Here's another question that comes up. How does Google compare to other search engines for reaching my target market?

For consumers, the raw numbers indicate that Google is one and Yahoo! is two. For B2B, it is not always that obvious.

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Vertical search engines exist that may contain more of your target customers searching on them. And what if you slice the audience by size of company and potential order size?

This is where AAI comes in. We can help you analyze which search terms to focus on, and apply our skills at ranking you high in the terms that will produce the most results.

Our experience in digital and traditional media for many companies and markets can also be very helpful in putting the pieces together to get you maximum results for your marketing investment