



RANK HIGHER
WITH GEOTRUST ALWAYS ON SSL

Raise Your Google Rankings with GeoTrust

Google's popularity is due to its commitment to delivering the best possible user experience – and that means a secure experience. Google now boosts a site's SEO ranking if it secures the entire user session with Always On SSL. As SEO helps a site to be found, a higher ranking means more traffic. This white paper explores how you can improve your ranking and be found by more customers.



How Google ranks sites like yours

Google's ranking algorithm is constantly evolving and is highly confidential. But it is known that Google's spiders crawl websites and currently rank based on the following key criteria:

1. Relevancy
2. Metadata
3. Security
4. Speed
5. Trust
6. Usability

1. Relevancy

When a customer Googles a keyword, Google crawls sites and ranks their relevancy.

Sign up for Google Adwords to research the most relevant keywords. Integrating these into your website to ensure you appear across a variety of search enquiries.

By featuring over 450 words per page, Google will consider you a thought leader. Depending on industry, this number could be higher.

Update site content regularly as Google views this as a major indicator of relevancy.

Sign up for **Google** **Adwords**
to research the most relevant **keywords**



How Google ranks sites like yours

2. Metadata

This ensures each page contains a space between the <head> tags to insert information about the contents, making your site easy to identify.



Title Metadata

Is responsible for the page titles displayed at the top of a browser window and is the most important metadata on a page. It is a good idea to create a unique title relevant for each page.



Description Metadata

Is the textual description that a browser uses in your page search return. Think of it as your site's window display – a concise description of what your site contains.



Keyword Metadata

Are the search phrases that people type to find your page. Include a variety, but don't get greedy - keyword stuffing can result in a ranking penalty. Limit to 6-8 phrases, consisting of 1-4 words.

3. Is it secure?

Be sure to prevent data breaches and protect customers by encrypting your sites with an SSL Certificate from GeoTrust

Secure yourself a boost

Google now gives a higher SEO ranking to sites that protect customers throughout their sessions with Always On SSL.





How Google ranks sites like yours

4. Speed

Sites that deliver web content faster rank higher. Owners should therefore explore ways to improve Time to First Byte (TTFB).

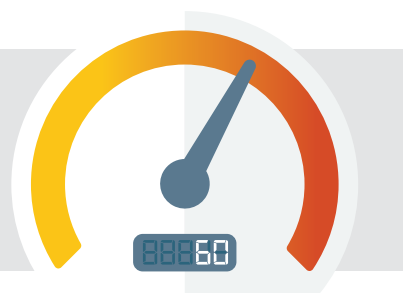
Measure your TTFB with a dedicated tool such as WebPageTest www.webpagetest.org.

Improve your front-end performance to create a fast and responsive user experience.

Your site may also benefit from an Elliptical Curve Cryptography (ECC) SSL certificate. Requiring less computing power, ECC cuts usage by about 60%.

The faster, the better

Faster websites make visitors happy, happy users promote sites through linking and sharing.



5. Trust

Trusted sites rank higher. Key trust indicators include the types of links your website receives, volume of mentions on social media, the time visitors spend on your site and if it is secured by SSL encryption.

Earning links from highly trusted domains such as banks, government websites and non-profit organisations, can result in rankings promotion.

Include SSL on all web pages within your website. This indicates that your business has been authenticated and is safe.

Trust counts

Google penalises or removes from the search index suspicious sites that include irrelevant metadata or links to spam.





How Google ranks sites like yours

6. Usability

Create a positive user experience. Websites that are easy to use, navigate and understand rank high.

Search engines understand that sites with low bounce rates, longer visits, returning visits and social mentions are likely a reflection of a loyal customer base, therefore all contribute to a significant boost in SEO.

Ensure your website is accessible by modern browsers and professionally designed for a frictionless experience.

Think positive

Usability and user experience are key influences on SEO ranking success.



The last word

Google is becoming more sophisticated with every new release. SEO techniques should be balanced with good user experience if they're to form part of your long-term search strategy. So if you want to increase your websites ranking with Google, don't try and trick it, give it what it wants ... a safe site to visit and a great user experience.