

# Understanding Google's Algorithm



369  
COLLECTIVE

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Improving your online  
presence





# About Us

**We are a collective of trusted entrepreneurs**

We all understand small business and entrepreneurship and we can help you launch, grow or scale with digital services and more for B2B & B2C

Our brand partners deliver services with honesty, integrity, and compassion.

We all offer a free 30-minute consultation.

# Optimise



The exact number of all websites in the World is 1,216,435,462 (July, 2021)

☀ 200,839,130 websites are active

252,000 new websites are created every day

10,500 new websites are created every hour

175 new websites are created every minute

3 new websites are created every second

2000+ new websites by the time I've started this presentation

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# 94%

Google is responsible for 94% of all internet searches in New Zealand and 92% worldwide

The competition online is staggering

# Google

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The Google algorithm is constantly evolving, which can cause a few headaches when you're a marketer trying to retain the highest possible page ranking at all times.



There's good news: It is possible to appeal to the algorithm and retain a solid Google ranking.



But there is only so much we know about Google's algorithm because Google won't reveal its top ranking factors.



# What we do know about the Algorithm

No one is entirely sure what boxes to tick to secure a first-page ranking. That said, here's a very simplified rundown of the ranking factors we do know about and what you can affect.





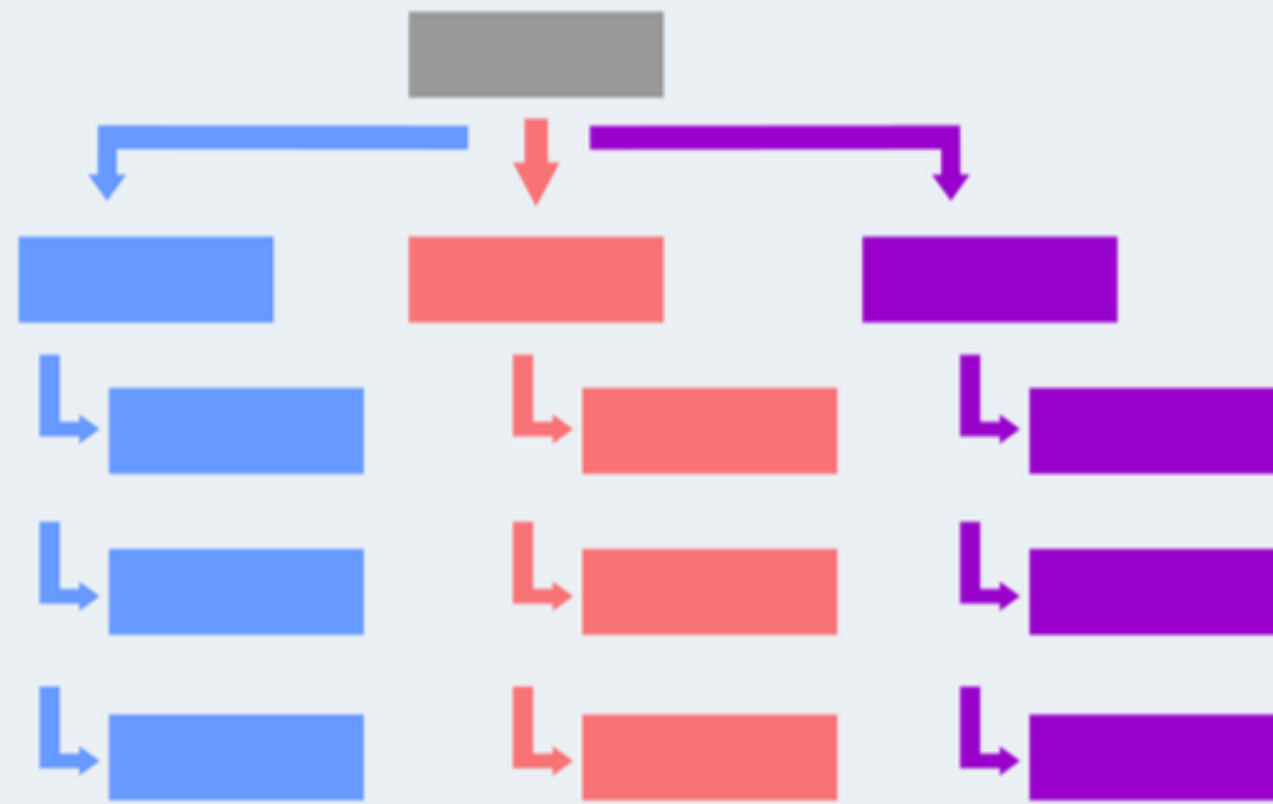


# SEO - on page is critical

SEO (Search Engine Optimisation): For most businesses in New Zealand, their main source of customers is the internet and it all starts with a simple Google search. People will actively search online for a product or service that they want – and then hopefully your brand will show up in their search results.

Websites listed on Google's Search Engine Results Pages (SERPs) are determined by Google's special search algorithm which is updated 800+ times a year. This algorithm encompasses 250+ simultaneous factors, and over 10,000 variants & sub-signals when ordering search results. SEO is complex and is a long, but worthwhile 'game'.





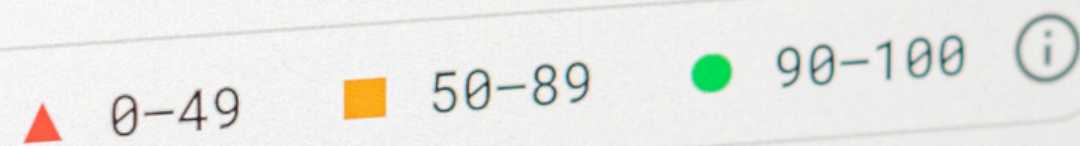
# HTML sitemaps

A sitemap tells Google which pages and files you think are important in your site. HTML sitemaps ostensibly serve website visitors. The sitemaps include every page on the website – from the main pages to lower-level pages.

An HTML sitemap is just a clickable list of pages on a website. In its rawest form, it can be an unordered list of every page on a site – but don't do that. This is a great opportunity to create some order out of chaos, so it's worth making the effort.



https://www.google.com/



# Page speed

Page load speed has long been an important ranking factor. Google updates with page speed might affect you if your website is slow to load because slow websites offer a poor user experience for Google customers. This is why you need control over your hosting and this is limited on DIY website platforms. The size of images and many other factors can impact a websites load speed.

[You can test your website using PageSpeed Insights](#)





# Content relevance

Although you shouldn't stuff your website with keywords because Google will penalise your website in search results if you do. You should however use some relevant keywords and create relevant content around those terms. A good Copywriter will create search engine optimised content for your website. You will need to have identified the keywords for your specific websites. Some will be super competitive and others will be more specific to your business. Fresh content like blogs is gold for Google search results. Google loves fresh content.





# Site design

Pre-planning your website is key. Your website should be user-friendly and easy to navigate with great user experience (UX) & user interface (UI). You may have heard people use UX and UI interchangeably, but they're not the same thing. Google's analytics are important here to monitor the friction points and bounce rates. This will show you the user behaviour and what is working and what isn't working.





# Link quality

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"Links are really important for use to find content initially. So it's like if nobody links to your website ever then we're going to have a hard time recognising that it even exists." -John Mueller

Links are considered among the most powerful signals in the "ranking game"; however, they are a risky territory you should carefully explore. As beneficial as they might be to your online marketing campaign, **bad or broken links could also bring you Google penalties and wipe your website from Google Index for good.**



# Mobile-friendliness

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Google uses the mobile version of your website for ranking and indexing, which means “mobile-friendliness” is an important ranking factor.

Mobile accounts for approximately half of web traffic worldwide. In the first quarter of 2021, mobile devices (excluding tablets) generated 54.8 percent of global website traffic, consistently hovering around the 50 percent mark since the beginning of 2017





# SECURE

## SSL ENCRYPTION

# HTTPS status

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Google prefers secure websites since they're more trustworthy. HTTPS is more secure than HTTP, so having an SSL certificate can help your ranking. SSL keeps internet connections secure and prevents criminals from reading or modifying information transferred between two systems. In fact Google will put a warning ⚠️ next to your URL to warn the browser that the website is not secure.

1. SSL Protects Data 2. SSL Affirms Your Identity 3. Better Search Engine Ranking 4. SSL Helps You Satisfy payment requirements 5. SSL Improves Customer Trust



# User engagement

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Google might affect websites with high bounce rates and few return visitors because the pages may be of a low quality. Google's main objective is to ensure the user or searcher customer get's fast, accurate, high quality results. In other words the searcher finds what they are looking for quickly.



# Google's Algorithm Overview

*How* Google *Search Works*





# Contact Us

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Reach out to us for a free 30-minute consultation or free website health-check



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# Resource Page



Here are some quick wins to  
help grow your business



## Page speed insights:

<https://developers.google.com/speed/pagespeed/insights/>



## Start:

<https://www.aucklandnz.com/business/start>



## Grow:

<https://www.aucklandnz.com/business/grow/grow-your-business>



## Innovate:

<https://www.aucklandnz.com/business/innovate/innovation-and-rd-funding>



## Free 30-Minute Consultation:

<https://369collective-nz.ssllsvc.com/coming-soon/>



## Free Website Health-Check:

<https://369collective-nz.ssllsvc.com/coming-soon/>