

## The Secret to Dominating Google

This is not a hack, but rather a tried and true strategy used by agencies (including ours) to help clients dominate the rankings on Google and absolutely crush their competition. The key is to define a niche, and focus all search engine optimization efforts around it.

### Determine Your Niche

The first step to dominating your niche on Google is determining what it is. The more specific your niche, the better. Your business may offer many different products or services, but what is the one product or service your business is known for, or you would like to be known for? That is the niche you should choose to dominate on Google. Depending on your competition and resources, it can be very difficult and sometimes impossible to dominate multiple niches on Google. So, it usually makes sense to focus on one niche, and then move onto another niche only after you've achieved top rankings for the first one.

Let's take for example, a law firm that specializes in personal injury law, but also practices criminal and family law. Ideally, this law firm would love to dominate Google for all three areas of practice. However, unless they're willing to invest the necessary resources into developing three separate websites and managing three separate SEO campaigns, this would be very difficult to achieve. Because the firm in this example has limited resources (as any business does), they would have a much greater chance of achieving success by focusing optimization efforts on personal injury law, since that is their specialty.

Why is this? Well, for starters, Google wants to provide users with information that is highly relevant to their needs. When someone is searching for a personal injury lawyer, that is exactly what they want to find. A user will not respond favorably if their search for personal injury lawyers provides results for criminal and family lawyers who also practice personal injury law, because those results are not as relevant to the user's immediate needs.

## Optimize with Niche Specific Keywords

Once you've decided on the niche you want to dominate, you must choose the right keywords.

Determining the right keywords to optimize for is crucial. It requires a thorough understanding of your target audience, as well as the keywords they use when searching for your product or service. It also requires specificity. You can't dominate a niche by going after generic keywords.

Optimizing for keywords specific to your niche has multiple benefits. These keywords will be less competitive, and therefore rank more easily. They will also deliver traffic to your site that is more likely to convert.

Going back to the previous example, the person who searches the keyword phrase, "lawyer + location" is far less likely to convert than the person who searches the keyword phrase, "personal injury lawyer motorcycle accident + location." The latter search query is indicative of someone who knows exactly what they're looking for. When that person finds a personal injury lawyer who specializes in motorcycle accident cases in their area, that lawyer will have a great chance of converting them into a new client.

## Write Great, Authoritative Content Often

The next step is to write great, authoritative content often, on topics that are relevant to your niche. Writing great, authoritative content on a regular basis serves three purposes.

1. It shows that you're an expert and a thought leader in your niche.
2. Acts as a resource for potential customers, and gives them a reason to come back to your site.

3. Provides Google with more quality content to index, which can have a positive impact on rankings.

Make it a goal to publish at least two to three blog posts per month with at least 300 to 500 words. Try to throw in a blog post with 1000 or more words occasionally as well. Google loves long form content.

When writing this content, be sure to write it for your target audience, and not for Google. You can still incorporate keywords into the content, but just make sure it sounds natural, and reads well.

It requires time and effort to dominate your niche on Google, but if you put this strategy into practice, you will see your rankings increase, traffic improve, and leads grow exponentially over time.