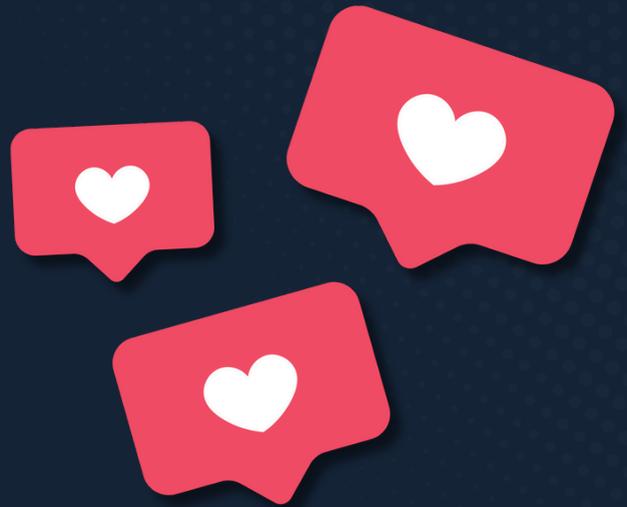




KRYSTAL DESIGNS
TRANSFORMING YOUR MARKETING

12 Ways to Get Google to Love Your Website

A Simple Guide for Business Owners Who
Want More Web Enquiries



Ever wondered why Google loves some websites but ignores others?

I get it - making Google happy can feel really confusing. Especially when web agencies throw around technical terms that sound like another language!

But here's the thing, Google isn't as complicated as most people think. In fact, it's a lot like your customers - it wants websites that are helpful and easy to use.

I've helped lots of business owners like you make Google fall in love with their websites. And I've put together this simple guide to show you exactly how it works.

I'll share 12 simple things that Google really likes, explained in plain english. You'll also learn common website terms that finally make sense, plus clear tips you can actually use in your business.

No techie talk. No complicated stuff. Just straight-forward advice that works.

Think of this as your friendly guide to getting Google to notice your website. And maybe even give it a big hug!

Ready to make Google happy? Let's dive in...

Krystal Blackwell



12 WAYS TO GET GOOGLE TO LOVE YOUR WEBSITE

1. A website with good, real, unique content

Write for real people, not robots. Every page should offer valuable information that helps your visitors.

2. A website with one keyword or term per page

Focus each page on a single topic. Don't try to rank for everything on one page.

3. A website with good titles and description

Clear, descriptive page titles and descriptions tell Google and visitors exactly what your page is about.

4. A website with good linking

Help visitors find related content with smart internal links. Think of it as creating helpful pathways through your website.

5. A website with good structure & navigation

Make it easy for people to find what they need. If visitors get lost, Google notices.

6. A website that's secure

HTTPS security isn't optional anymore. Show visitors and Google you take their safety seriously.

7. A website that uses all the Google tools

Connect Google Analytics, Search Console, and Business Profile. Let Google see you're a serious business.

12 WAYS TO GET GOOGLE TO LOVE YOUR WEBSITE

8. A website that loads quick

Speed matters - if your website takes more than 3 seconds to load, you're losing visitors and Google's trust.

9. A website that's 'alive'

Regular updates, working links, and fresh content show Google your website is active and maintained.

10. A website that's bringing in Good Traffic

Quality visitors who stay on your site tell Google your content is valuable and relevant.

11. A website that gets engagement

Comments, form submissions, and low bounce rates show Google people find your website useful.

12. A website that gets linked back to

When other good websites link to yours, it's like getting votes of confidence from the internet.



Why does SEO seem so complex, confusing and scary?

Well, probably because there are hundreds, maybe thousands of terms associated with SEO but here are the most important ones that I've found you should be familiar with:

- **SEO (Search Engine Optimisation)** - Making your website show up in Google's free listings.
- **SEM (Search Engine Marketing)** - Paying for Google ads to get website visitors.
- **SMM (Social Media Marketing)** - Getting traffic from social media posts and ads.
- **SERPS (Search Engine Results Page)** - The list of websites Google shows after someone searches.
- **Bounce Rate** - When visitors leave your website without doing anything - usually because they didn't find what they wanted.
- **Domain Authority** - How much Google trusts your website compared to competitors.
- **Schema Markup** - Special code that helps Google understand your website better.
- **Redirects (301)** - A way to send visitors to a new page when you've moved content.
- **ALT Text** - Descriptions of images that help Google understand your pictures.
- **The Fold or Above The Fold** - What visitors see first without scrolling down your page. It's the banner of your website.

TOP 20 WEBSITE TERMS YOU NEED TO KNOW

- **Internal Links** - Links between pages on your own website.
- **External Links** - Links from other websites to yours - good ones help your Google ranking.
- **Headings** - Titles and subtitles that organise your content.
- **HTML Structure** - Your website's building blocks - needs to be clean and tidy for Google.
- **Keywords** - Words people type into Google to find businesses like yours.
- **Long Tail** - Keywords Specific phrases people search for (usually easier to rank for).
- **Metadata** - Labels that tell Google what each page is about.
- **Meta Description** - The summary of your page that appears in Google results.
- **Sitemap** - A list of all your website pages that helps Google find everything.
- **Snippets** - Highlighted answers Google shows at the top of search results.





READY TO MAKE GOOGLE LOVE YOUR WEBSITE?

Now you understand what Google wants to see and the key terms you need to know. But implementing these changes takes time, expertise, and consistent effort.

The good news? You don't have to do it alone.

We help business owners like you transform their websites into lead generation engines that:

- Rank well in Google
- Bring in regular enquiries
- Work 24/7 for you
- Free up your time

Best of all? We guarantee results or work for free.

Want to see how your website could work harder for your business?

**BOOK YOUR FREE WEBSITE
GROWTH CALL TODAY**



Remember: Every day your website isn't optimised for Google, is a day you're losing potential clients.

WHAT HAPPY CLIENTS SAY ABOUT KRYSTAL DESIGNS

Here's just a small sampling of feedback and comments we've gotten from the people we've had the privilege to serve here at Krystal Designs.



Huge increase in traffic and clients

"Krystal Designs prepared our website 10 years ago, refreshed it 5 years ago and revamped it in 2023. On each occasion we at Fountain Solicitors have been impressed with their level of service, professionalism and high standard of work.

Each time we have seen a huge increase in traffic to our website and in turn increase in clients and profits. Highly recommended!"

- **Ramzan Sharif**, Walsall



Listen to what you are trying to achieve and conduct a strategy to over achieve your goals

"As a new business I was concerned about the level of enquires we would get from Google, my website and social media. Krystal and her team took control of all my social media, website & my Google page, the results speak for themselves & I am delighted to be working with Krystal & her team.

They are very friendly company, they listen to what you are trying to achieve and conduct a strategy to over achieve your goals. I just wanted to say a massive thank you to Krystal Designs, its been a pleasure working with you all and I would definitely recommend them to anyone. 5 stars from me. Thanks again!"

- **Brian Wright**, Sutton Coldfield



Straightforward design which my customers will find easy to navigate

"Krystal was so responsive and created my website for my menswear business on time and brilliantly. She was recommended to me and I wouldn't hesitate to now recommend her myself.

She took my basic ideas and just came up with a simple and straightforward design which my customers will find easy to navigate and which my team can be proud of, as you can tell I'm very happy!"

- **Anna Hare**, Norwich



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