

# How to Rank #1 on Google: Build Your Dream Studio One Click at a Time with Search Engine Optimization

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Follow these steps in order to kickstart your SEO journey. If you're not sure what to do on any of the steps, please feel free to email me, or try Googling it!

## Prep Work

- Use a paid website (not free!)
- Make sure your website is mobile-friendly - you can find free tools online to check this
- Sign up for Google Search Console
- Sign up for Google Analytics
- Sign up for a Google Business Profile

## On-Page Optimization Prep

- Research and choose your target keywords - some free tools, or tools that include free trials, are SEMrush, Moz Keyword Explorer, Ubersuggest, and Ahrefs
- Arrange the pages on your website so you are only targeting **one keyword per page**

## On-Page Optimization (do this for every page you are optimizing):

- Make sure the page is at least 1,000 words long
- Aim for approximately 2% keyword density
- Add two outbound links to "authority sites"
- Use only one H1 title tag at the beginning of the page, using the target keyword.
- Pepper your content with keyword synonyms (also known as "secondary keywords")
- Write SEO title and meta descriptions using the target keyword.
- Images - optimize all alt tags and image file names
  - Alt tag and image file name of the first photo on the page should be the target keyword.
  - All other images, use alt tags and file names that reflect the content of the image.
- Use an on-page SEO tool like Yoast SEO to give further on-page text suggestions.
- Check your website's loading speed (should load in under 2 seconds max)
- Compress images to the smallest file size possible without losing quality

## Off-Page Optimization (accumulating backlinks)

- Connect with people or organizations you have collaborated with, and ask for a backlink back to your website.
- Ask people with established music websites to allow you to guest post on a topic you are passionate about, with a link back to your website. (ongoing)
- Hire out to an SEO agency for help acquiring high-authority backlinks (expensive)

## Local SEO

- Sign up for a Google Business Profile
  - Verify your business
  - Make sure all the information is accurate, down to the character
  - Choose the proper business categories
  - Add high-quality photos
  - Use keywords in your business description
  - Keep your information updated regularly
- Submit your website to directories (ongoing - aim for 5-10 per week as you get started)
  - Optional - hire a local citation building service like Loganix to do this for you.
- Collect Google reviews
  - Save your review link (located in your Google Business Profile) for easy, quick retrieval.
  - Create message templates so you can send your review link to lots of people quickly.
  - Put together a “tracking spreadsheet” to keep track of who you asked, when you asked them, and the dates of your followups.

## Helpful Terminology:

- Keyword - the word or phrase people type into Google.
- SERP - search engine results page - the page displayed by a search engine as a result of your search query.
- Target keyword - the keyword you are optimizing your webpage for to rank on Google
- Backlink - a link that leads from another website back to yours
- On-page optimization - the things you do on your website for SEO
- Off-page optimization - the things you do off your website
- SEO title - the title of your webpage that appears in Google searches
- Meta description - the description of your website that appears the SEO title in Google searches

## Suggested Reading:

*Three Months to No. 1*, by Will Coombe