

## **How to rank on Google using SEO**

Have you read about what SEO is. But now, how do you actually rank a webpage in Google?

There are hundreds of ways to rank a page in Google. So here is the checklist for you, this checklist is meant as an SEO framework and it doesn't cover every scenario in detail, but instead gives you a basic overview on how to rank a website from start to finish, so you can build your process.

### **1. Working Smarter, Not Harder**

We don't want to rank for a single keyword, we want to rank for hundreds or thousands of keywords at the same time. We can do this with the same amount of work, by working smarter and not harder. It all starts with keyword research. Choosing the right or wrong keywords to target at this stage can predict our entire probability of success. Instead of ranking a single keyword, let's start with a keyword seed that grows into a theme.

### **2. E-A-T Your Authority**

Google uses several ranking signals to determine a website's authority and trustworthiness. Many of these standards are not easy to control when creating your content. These trust and authority signals are certainly within your control, including the editorial standards of your writing. For this reason, it's good to see the questions Google has published for website owners about its Panda algorithms and E-A-T guidelines.

### **3. The 50/50 Rule Of Link Building**

Links are a powerful ranking factor. If you want to rank, you almost certainly need links, but you have to know the rules. In fact, there are two 50/50 rules of link building:

1. Assume Google ignores 50% of your links, and only 50% of your links are good. Google will ignore or devalue links for many reasons like irrelevance, manipulation, disavowed, penalized domain, and many more.

- When building link-worthy content, spend 50% of your time creating the actual content itself and 50% of your time promoting it.

Link building is an active endeavor. Some types of content naturally earn links but too many people create content and falsely believe the content is going to do all the work for them.

#### **4. Leverage The Competition**

No matter how smart you are, your competitors have already stumbled across which keywords are most lucrative. Instead of finding these lucrative keywords yourself through the long process of trial and error, it's 1000 times easier to take advantage of your competitor's intelligence. You just have to

- Find the URL of your competitors that already rank for your target keyword.
- Find all other related keywords that URL also ranks for in Google.

These other related keywords are gold. Unfortunately, Google won't tell your competitor's ranking directly, but some 3rd party SEO tools do. Making the work much easier.

#### **5. Make It Fast, Make it Sing**

Aside from the content itself, how the user experiences your page can hugely influence rankings as well. Google calls these official ranking factors page experience signals and includes- coral web vitals, mobile-friendliness, safe browsing, HTTPS. But understand that having these qualities won't give you a big boost, they are just the cost of admission. Having a mobile-friendly website is almost a requirement, and aggressive pop-ups will put your rankings at risk. The one exception to this is speed. While website speed is admittedly only a minor ranking factor for most sites, it can have a big effect on several other factors and the user experience itself.

#### **6. Schema All The Things**

We would like to give schema mark up its own callout. If the content is king then the schema is certainly the crown price of on-page SEO.

Schema while it doesn't appear on the page for the user, is important for two very significant reasons:

1. As additional content, it can help Google understand your page, thereby giving you a potential ranking boost in certain situations.
2. Schema can help you win a variety of rich snippets, further boosting your CTR.

To be clear, the schema itself is not a ranking factor for Google. This means schema can help you to rank but you shouldn't expect a boost of rankings. Think of it as additional content that search engines can read, that also help it understand what your content is about. As a minimum, you should include standard schemas like Article and Local Business, but even more, you should consider schema to help you earn your site rich snippets like event, FAQ, how-to, breadcrumb, video, and many more.

Therefore, many other experienced SEOs have their processes for ranking for desired keywords. Choose carefully whom you listen to, and seek out their advice wherever necessary. It is very important to identify your sweet spots for success, outrank the competition and prioritize by the metrics that matter.