

The 10-Minute Google Ranking Fix You Can Do Today

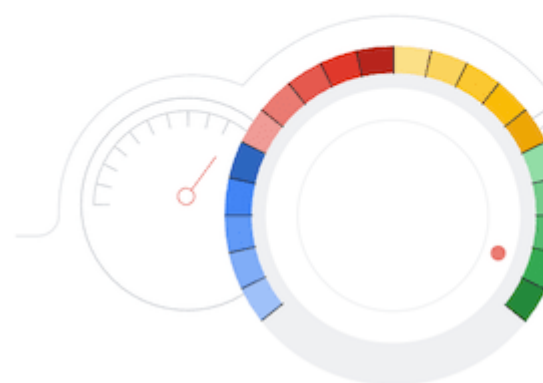
Most people don't realize Google will tell you exactly what keywords it's already ranking your site for and where you can improve. The trick is using the right tool and putting your keyword in the right places.

1. Open Google Search Console



Improve your
performance on
Google Search

Search Console tools and reports help you measure your site's Search traffic and performance, fix issues, and make your site shine in Google Search results



Go to [Google Search Console](#). It's Google's free tool for seeing how your site shows up in search. If you haven't connected your site before, follow the prompts.

2. Find your “almost there” keywords

In the left menu, click **Performance** then **Search Results**. You'll see a graph and then under it, a list of queries and:

- **Top Queries:** searches / keywords
- **Clicks:** how many times people chose your result
- **Impressions:** how often your result was shown

Sort by Clicks to see what keywords you're getting clicks on already and then or scan for keywords where you get impressions but sit on page 2 or low page 1. That's low-hanging fruit (gold, baby). You can click on the keyword to see which pages are getting clicked on (important).

3. Put the keyword in Google's power positions

Now, go change that page. Pick one keyword and use it *exactly as shown* in these five places:

1. At the **beginning of your page title**
2. At the **beginning of your meta description**
3. In your **URL slug**
4. In your **H1**
5. At the **beginning of your first sentence**

That's it. These spots carry extra weight for relevance. Hitting all five sends a clear signal without changing your whole article.

5. Add UGC – User Generated Content

This is content from your customers – testimonials, videos, photos, etc. Think “Amazon reviews” where people give their opinion and upload videos and photos. Make an effort to gather this content from your customers. Most people are happy to give their opinion if you ask for it.

6. Don't overdo it

Skip the keyword stuffing. You don't need the keyword in every paragraph or image alt. Relax. Keep it natural and readable.

7. Wait and watch

Update the page and give Google time to re-crawl it. Check back in Search Console over the next few days or weeks to track movement. Then repeat this process for other keywords.



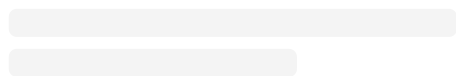
Quick Checklist

- Pick a keyword with impressions but a so-so position
- Add it to title, meta, URL, H1, first sentence
- Publish, request indexing if you want, and monitor

Bonus: Rank for AI Search



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A post shared by Matthew Woodward (@searchlogisticshq)

Original article: <https://tonyherman.com/easy-google-ranking-hack/>

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