

How to Get to the Top of Google

I've been doing SEO for many, many years now and I hear the question people ask, which is how can they get their website to the top of Google?

That's a mixed bag since SEO has so many aspects to it, but there is one thing that always works: content.

I mean, think about it... people go to Google to find information, right? So, you just need to provide information. That is how you rank. Publish information people are looking for. The more original the information, the better.

The Cheat Codes

There are 2 main cheat codes to ranking high, the way I see it:

- Featured Snippets
- Long-tail keywords

Sure, AI is taking over featured snippets, which are the answers right at the top of Google results, but keep a few things in mind. First, search engines need to cite their sources, so you can still be one of those sources. Second, there are more search engines than Google. There's Bing, Duck Duck Go, and others. So, it's still worth aiming for feature snippets.

The bottom line here is, if you put out good information, search engines can use it. If you never publish good information, they can't.

And long-tail keywords (long search phrases) are a goldmine still. Why? Because someone typing in something long means a higher buyer intent. They're probably more close to wanting to purchase. And it's still true, I've heard, that 25% of searches put in every day are still new to Google – they haven't seen them before. Those would be long-tail keywords.

Let Me Help You



I have two things that help with this – and, if you think about it, I wouldn't make these available if they didn't help. That would make no sense.

First, is my book called "Featured Snippets." I figured this out early. I cracked the code, and boy did it work. The method is simple. You'll be up and running in about 15-20 minutes. I skip the fluff.

Second, is my website, RankCheck Pro. At the time of writing this, I'm very close to launch. What it does is, you put your website in and you get all the keywords you rank for and ones you could be ranking for. Simple.

Yeah, That's It Really

Featured snippets and long-tail keywords. If you don't want to take advantage of these resources, then the plan is simple... write a lot of content. Write what questions people ask you with good, concise answers. Come up with original research using data only you have. Focus on long-tail keywords. Do that, and you'll get to the top of Google. You will.

You found this page, right? Would you not have found it if I didn't publish it? Of course not.

If you publish good content, links to it will follow, but it definitely does not hurt to promote your content on social media. You should definitely be doing this. And post older content, too – it doesn't just need to be your new content.

Original article: <https://tonyherman.com/how-to-get-to-the-top-of-google/>

Special Offer for Readers

1,300+ Channels • Unlimited On-Demand Movies • **5 Devices**

\$69.99/mo

Start Your Trial

Scan to learn more about CUE Broadcast

Tip: Get 3 friends of family to sign up and you get streaming TV and movies for free.