

Why Isn't My Website Ranking?

More calls start with your website ranking higher. If you're not getting calls, people are calling your competition—because they're calling *someone*. If you're not in the top 3, you're usually not getting the calls. Let's fix that.

Start with Conversion Basics: So Rankings Turn Into Calls

Before we talk content, make sure winning a click actually turns into a lead:

- **Show your phone number at the top of every page** (not just the home page).
- **Look fantastic on mobile.** Most searches happen there; ugly = gone.
- **Test your forms weekly.** Yes, weekly. Submit a test lead and verify the email lands where it should.

Why Content Doesn't Rank – Common Culprits:

- **No strategy.** Random posts aimed at nobody in particular rarely rank.
- **Keyword mismatch.** The page doesn't match search intent (buyer wants "cost & how-to," you wrote company history).
- **Too competitive.** You aimed at a head term the top brands own. Start narrower.
- **Thin depth.** Short blurbs with no clear answer or examples.
- **Weak internal links.** New pages aren't linked from relevant, stronger pages.
- **Slow or clunky UX.** If users bounce, rankings sag.
- **No compelling snippet.** A bland meta description kills click-through rate.

Content at Scale Works: Bigger Net, More Fish



I'm huge on keywords and content. Back in the day, a top SEO firm my brother worked at would onboard a new client and order *1,500 pages*—not a joke. Why? Because every useful page is another cast of the net. The bigger (and more targeted) your net, the more fish you catch.

How to Write Content That Actually Ranks

Here's a simple, repeatable process:

1. **Don't write without a strategy.** After doing keyword research, build a list of target topics that map to real searches. Group them into clusters (main page + supporting posts). You should have 10-20 pages you plan to create (blog posts in most cases unless it's a core service you offer, then make it a landing page).

2. **Pick low-competition, buyer-intent keywords.** Think “cost,” “near me,” “best for [use case],” “service + city,” “how much,” “options,” “compare.” These bring people closer to calling.
3. **Use speech-to-text to draft.** Talk through the problem, the steps, the caveats, and your expert take. You’ll capture real expertise—fast.
4. **Give away the punchline immediately.** Answer first. Then explain the why, how, and what-ifs.
5. **Use bullets, then explain.** Bullets help scanning; the follow-up gives depth.
6. **Polish with ChatGPT (editor, not author).** Use it to tighten sentences, clarify structure, and surface gaps—*not* to invent experience.
7. **Optimize for your keyword.** Put your keyword in the title of the page, in the meta description, in the heading 1 (H1) tag (usually the title of your page/post), and in several of the heading 2 (H2) tags/headings. Also put it in the first sentence of the first paragraph. Put a halo (related) keyword in the last paragraph of the page.
8. **Add internal links.** Link new posts to related evergreen pages and vice versa. Use descriptive anchors (not “click here”).
9. **Write a compelling meta description.** Aim for ~155 characters. Promise the answer and a benefit. The meta description shows up in search results.
10. **Promote it.** Share on your social channels, newsletter, and with partners. Early clicks help discovery.

Lather, rinse, repeat for all 20 posts. Expect 4-5 of those 20 to get some traction, and expect 1-2 to break out and rank well. Then, do another 20. Keep doing that and you’ll have all the traffic you need.

Why does this work? Because nobody wants to do all of this. Be the one who does it, and you will get the traffic – simple.

A 30-Minute Outline You Can Rinse and Repeat

1. **Choose one low-competition keyword.** (e.g., long-tail like: “*ductless AC installation cost madison wi*”)
2. **Define intent:** What exact answer are they trying to find?
3. **Write the 2-sentence answer first.** This becomes your intro and meta description source.
4. **Add sections:** What it is, who it’s for, pros/cons, steps, cost, timelines, FAQs, next steps.
5. **Record a 3–5 minute voice note** explaining each section; transcribe to draft.
6. **Edit for clarity** (headings, bullets ? explanations, examples, images if needed).
7. **Insert internal links** to service pages / related posts.
8. **Publish, then share** on your social + email list.

On-Page Template You Should Steal From Me

Use this structure for most informational posts:

- **H1:** Target the core query naturally.
- **Intro (answer first):** 2–3 sentences giving the takeaway.
- **H2: What It Is / Why It Matters**
- **H2: Cost / Options / Steps** (match intent)
- **H2: Common Mistakes** (and how to avoid them)
- **H2: Examples or Mini Case**
- **H2: FAQs** (3–5 that mirror People Also Ask)
- **Wrap-up + Internal Links** to services / related guides

Quick Checklist

- Strategy before writing; map topics to keywords and intent.
 - Aim for low-competition, buyer-intent phrases.
 - Use speech-to-text to capture real expertise.
 - Lead with the answer; then explain.
 - Bullets + explanation for depth and scan-ability.
 - Tighten with ChatGPT; keep your voice.
 - Add internal links with descriptive anchors.
 - Write a compelling meta description (~155 chars).
 - Promote on social and email.
 - Test your forms weekly; phone number in the header.
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FAQs About Website Content that Ranks

How long until new content ranks?

It varies by niche and competition. For low-competition topics, you might see movement in a few weeks; for tougher terms, think months. Publish consistently and interlink.

How much should I write per week?

Quality beats volume, but volume still matters. One strong, focused post per week will compound. If you can publish more without sacrificing quality, do it.

Do I need images or video?

Not always, but visuals help explain processes, show results, and increase time on page. If you can add a helpful diagram or short demo, do it.

If you're not getting calls, check conversion first, then follow this content system. One focused page at a time—and your “net” gets bigger every week.

Original article: <https://tonyherman.com/why-isnt-my-websites-content-ranking/>

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