

031 - Why Does My Article Not Rank

Gert Mellak 0:00

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SEO Leverage Podcast Intro Music 0:30

Welcome to the SEO leverage Podcast, where we talk about search, marketing, and conversion.

Gert Mellak 0:39

Hello, and welcome to SeoLeverage.com. This is Gert Mellak speaking and this is episode 31. Have you ever created content for your website, spend hours and hours crafting out of very good content about a topic you know your audience is going to love, just to find out that a few weeks later, it's still not ranking on Google. Today, you're going to find out what you can do and what you need to definitely focus on to assure that Google has an actual chance to rank your article and give you the traffic, send your site to traffic it deserves. First of all, let's clarify something. Google as all other digital platforms out there right now want to make their users happy, because they know that a happy user is going to come back and use the platform again. This equals engagement, money, data, you name it. As a result, they have complex artificial intelligence supported algorithms that figure out which search results should be ranking in the top spots on Google for specific search queries, from specific users, from specific countries. So if you want your article to rank, it needs to be the article that makes Google users the happiest. And how can you figure out what it is that Google is actually looking for to show to their users? Just type in the search you actually want to rank for ahead of writing your article. Many people take the opposite approach, they just write something they know is interesting for the audience, but they don't take into account what Google actually wants to see. And while this might be a little bit of a bummer for your creative writing vain, this is definitely something that needs to be part of a successful SEO strategy. We need to put content together that actually Google and other search engines want to rank. We can't just feed them with content, and just wait for good things to happen. This used to work by the way a few years ago. Which is why a good strategy is to refresh your content based on today's standards. Even if it was doing really well a few years ago, you might be able to rewrite it with today's approach and today's standards and get your rankings back. So first things first, make sure your article is in line with what Google wants to rank. You definitely want to cover the same ground as other articles. You want to be as deep as other articles are. You can't rank with a 200 words article on a search query, but Google seem to be looking for 4000 words in depth articles with scientific backing. Also something to take into account is that this changes over time. Google doesn't define what needs to rank and then stay static. They switch this all the time, to test all the time, to test new articles all the time

and rank them higher and see how people react. And then might shift their rankings based on the user signal they pick up from Google search users. So if you have an article, it is in line with top ranking sites, you cover the same ground, you cover the same topic, you definitely want to also think about how could Google trust this article. Is this trustworthy? Are you citing references? Are you in a space where trust is extremely important like finances, health, etc. You definitely want to make sure you confirm and this is part of the EAT. Expertise, Authoritativeness and Trustworthiness focus Google has. You want to make sure you confirm that you are eligible, you are authorized. Do you know what you're talking about when you give information because otherwise Google's not going to trust you. But even in less complex or less dangerous niches, you still want to make sure you back up your information. You show who is behind this information that's being given. You want to make sure you get endorsements. Endorsements could be for example, other websites in this industry, citing you, linking to you, to your articles, specifically and to your brand, and essentially backing you up as an authority in the space. One thing that really came up with mobile devices are being used on most sites, at least by 60-70-80% of your users is page speed. So speed is definitely important. And you can't have page ranking really high with extremely low page speed. It's not the only metric. But Google takes into account how fast a site is. It's part of the algorithm. And you want to make sure your site responds fast. Very often, this is based on images. So you can even resize it, resize some images, but sometimes you also need some caching plugins etc., and ideally you have a technical contact, that's going to help you with this because speed has been getting really sophisticated. Speed optimization on websites is not as easy as it used to be. So you might need professional help there and someone to step in and prepare your site for that. Very important and very often overlooked topic or reason why something new article doesn't rank is that you might have similar things on your site already. So Google might be ranking another site, another page of your website for the keyword you want to rank the new article for, or your new other, you might just be pretty similar there as five other articles you already have on your website. And this is definitely not something you want to do for SEO. You want to make sure every page considers a different search intent. It doesn't need to be a different topic, but definitely different search intents. So looking for the 10 best SEO agencies in Europe is a different search intent, than, how to find an SEO agency in Europe. While the first is usually triggering some sort of comparison, the latter might trigger an article. So you might have different types of content around the same topic. But you don't want to have the same type of content around the same topic, because Google might get confused, and not rank any of these options well enough to give you traffic. What I really encourage you to do is Google, or use Google Search Console. This is free Google tool. If you in case you might not need no way to authenticate your website, there are different ways to do this with our DNS authentication, uploading a file or adding some meta tag, I think. But what it does is it gives you very specific information about how your website performs in search. And specifically, you can paste in the URL of your article, that seems to not be ranking correctly. And you get additional information from Google, such as when they crawl it the last time, did they find any errors? Did they have any issues with it? And it's going to show you which queries it actually ranked for, because one thing is that it doesn't come up, they just say it for you doesn't come up for certain queries. Another thing is if Google maybe has tried already to rank it for certain terms, so you get the full picture with Google Search Console here. So let me wrap this up. What we have learned is that

Search Console, our search engines want to make users happy. Search engines are going to make sure that articles before they rank cover the ground, other top ranking articles are covering. This doesn't stay static. This changes over time. And you want to make sure that your important articles are always in line with what Google seems to be focusing on. So if they all have an infographic and you don't, you might want to add one. If they will have a video version of the text embedded, you might want to have one. If they all cover all the details and cite scientific websites. And to backup their information, you might want to do the same thing. You just want to don't want to stick out by not doing anything top ranking sites are doing, because this is automatically going to shift the odds against you. So be in line. Don't stick out, be one of them, but then find your way to make your article really better for the user. I hope this was helpful for you. Thank you so much for listening. This is Episode 31. Head over to Seoleverage.com/podcast to listen to all our episodes. We very often have very interesting guests talking about specifics in the industry, specific on tools, suggestions and tips. Subscribe to this podcast to get the latest episodes to come out every week usually. And also check out Seoleverage.com for our book. We have a book about Erica, our framework we apply to all our clients with amazing results. So check it out on our website free to download, Seoleverage.com/book.