

# How to Get on Page 1 of Google With These 7 Tips



You can get on page 1 of Google by optimizing for AI Overviews, targeting relevant keywords, and creating helpful content. Dive into these ideas more below!

## Why does the first page of Google matter?

The first page of Google — and getting your website on it — matters because few users visit beyond the first page of search results. In fact, the first page of search results receives [95% of the traffic](#).

So, if you can get on page one of Google, you can get:

More brand visibility

More organic traffic

More leads and/or sales

## How the first page of Google is changing with AI Overviews

You've likely noticed that, in a lot of the searches you conduct, AI Overviews appear front and center at the top of search results.

It means that there are less “spots” available to rank in. Previously, Google would have 10 blue links showing up in the search results — now, if AI Overviews appear (as well as other features), there might only be 7 or 8 spots in the SERPs for you to appear in.

Then, on top of that, you now need to optimize for AI Overviews because it's the new “Position 0.” In fact, [58% of searches](#) now end in no clicks. People are getting the answers they need from AI Overviews and moving on.

## How to get on page 1 of Google

1

### Build a strategy for appearing in AI Overviews



AI Overviews are prime real estate for reaching your target audience in the searches that matter most to you. If you want to get on page 1 of Google, you need to develop a strategy for appearing in AI Overviews.

Here are some ways you can optimize for AI Overviews:

- ✓ Provide direct answers to questions
- ✓ Focus on readability
- ✓ Leverage structured data
- ✓ Cover related topics for content

2

### Target long-tail keywords



Although they get less traffic, long-tail keywords often yield higher conversion rates for businesses. Searchers looking for a general topic often receive an answer and click away, while someone with a very specific search is often ready to take action.

For example, “basketball shoes” is a general keyword, while “Nike's best basketball sneakers” is a long-tail keyword. Although more people may search for the general option, the individuals browsing for the long tail keyword probably want to buy the shoes.

3

### Produce helpful content



With AI dominating the marketing world, anyone can produce “content.” But, producing it just to have content on your website to rank in search won't cut it — you need to produce helpful content.

You can produce helpful content by:

- ✓ Sharing anecdotes, like how your business does XYZ
- ✓ Highlighting author experience or credentials to demonstrate [E-E-A-T](#)
- ✓ Providing multimedia, like graphics or videos, to improve understanding

4

### Match user search intent



A big part of getting your business on page one of Google is making sure that your pages match the search intent for the keyword you're targeting.

With the rise of AI Overviews, uniqueness of content is a really important factor for appearing in the Overviews, so you want to make sure that you're hitting the basic information that people want to get. At the same time, you also want to ensure you're adding more to the conversation and giving users information they need.

5

### Develop shareable resources



Your backlink profile is one of Google's [most significant ranking factors](#). If you receive backlinks from reputable sites in your sector, that indicates trust to Google.

[Building backlinks](#) isn't easy, but there are some proven strategies, like:

- Outreach to sites with broken links where your content is a relevant replacement
- Developing interactive tools, like a calculator, quiz, or game, relevant to your industry
- Producing first-party data via studies or polls

6

### Claim Google Business Profile



Begin by creating a Google Business Profile account. You'll need to claim your location and verify your listing.

[Optimizing your Google Business Profile](#) allows you to appear in Google Maps for localized searches, like ‘gluten-free bakery near me’. It's key that you provide all the necessary data, including your phone number, address, hours, photos, and more.

Your organization can also create localized content on your website. This content can target localized searches with longer buyer journeys, like ‘renovation company las vegas nv’.

7

### Do regular SEO audits



Regular [SEO audits](#) (think monthly or quarterly) can help surface SEO issues or opportunities. Keeping tabs on any issues with your SEO can help ensure you maintain rankings and give your pages a boost if they aren't ranking.

Free SEO audit tools include Screaming Frog, as well as SEO.com's free [SEO checker](#).

## Get on page 1 of Google with SEO experts

Getting on page 1 of Google doesn't happen overnight — and doesn't happen without some practice. Whether you're new to SEO or too busy to optimize, the SEO experts at WebFX (the team behind SEO.com) can help.

Learn more about our [custom SEO services](#) now or [request a custom quote!](#)