



How do I Rank in Google Sooner with Blogging Best Practices?

How fast you can rank well in Google depends on a lot of factors -- what you want to rank for, the competitive landscape, the strength of your domain, and the like.

But there are some general tips that can help you get started.

1) AUDIENCE RESEARCH

Make sure you're thinking and speaking the way that your customers speak and think. It will help them find what they're looking for -- which is your blog!

2) KEYWORD RESEARCH

First of all, use Google Search Console to see what words you're already ranking for but could rank higher in. Those will be good primary or secondary keywords for your posts.

If you don't have any good keywords yet -- or you want to expand your options -- use a keyword research term program to come up with ideas. If you're just starting out, you might not want the highest search volume terms.

Check a [keyword difficulty](#) checker to get an idea of an appropriate word choice.


3) WRITE WITH KEYWORD VARIETY IN MIND

Put your primary keyword in "power positions" (title, subheaders) but otherwise try to use a variety. What other sorts of keywords and topics are important to mention for your subject? And how can you put your personal experience into it?

4) MAKE SURE THE TECHNICAL ASPECTS OF YOUR BLOG ARE SET UP CORRECTLY

Help the Google robots understand what the post is about. Only have one main header, use section subheaders, and check any other issues with a resource like Pagespeed Insights.

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