How to get into Google’s Top 10
Backed up by data 🚀
Yia!

Erika Varangouli
Head of SEO Branding @Semrush

@Erika Varangouli
@finderika
Higher Google rankings = MUCH more traffic

We analysed 4M search results

#1 ranking gets 10x+ the traffic of position #10, for a single keyword.

Top-ranking content ranks for many more keywords and can bring in 10x-30x+ the traffic.

<table>
<thead>
<tr>
<th>Position</th>
<th>CTR</th>
<th>Percentage</th>
</tr>
</thead>
<tbody>
<tr>
<td>#1</td>
<td></td>
<td>27.6%</td>
</tr>
<tr>
<td>#2</td>
<td></td>
<td>15.8%</td>
</tr>
<tr>
<td>#3</td>
<td></td>
<td>11.0%</td>
</tr>
<tr>
<td>#4</td>
<td></td>
<td>8.4%</td>
</tr>
<tr>
<td>#5</td>
<td></td>
<td>6.3%</td>
</tr>
<tr>
<td>#6</td>
<td></td>
<td>4.9%</td>
</tr>
<tr>
<td>#7</td>
<td></td>
<td>3.9%</td>
</tr>
<tr>
<td>#8</td>
<td></td>
<td>3.3%</td>
</tr>
<tr>
<td>#9</td>
<td></td>
<td>2.7%</td>
</tr>
<tr>
<td>#10</td>
<td></td>
<td>2.4%</td>
</tr>
</tbody>
</table>

CLICK THROUGH RATE
How far can a new domain get in its first year?
Websites that:

- Had longer content
- Targeted long-tail keywords
- Built their backlink profile
- Maintained a better site health score across a larger number of pages

Attracted thousands of search visits in the first year.

The other websites got almost nothing from search.
73% of domains appeared in the top 10 at least once in 13 months

And 27% never made it

[Diagram showing a pie chart with 72.9% in one section and 27.1% in another, labeled as ranked in top-10 at least once and never reached top-10 respectively.]
But only 4% maintained first-page rankings throughout the year.

Nearly 10% appeared in the top 10 in only one month of the year.
Winners achieved a higher site health score for a larger number of pages

A draw? Not so much. Fewer pages = fewer errors.
More than half of the domains that had no backlinks failed to make it to the top 10.

- 44.9% Never reached Top 10
- 55.1% Ranked in Top 10 at least once
Top-performing sites saw an increase in referring domains over time.
Make your audience want to talk about your content

- Look into the topics your target audience is already talking about (industry forums, Reddit, Twitter, etc.)
- How can you introduce a new angle?
- Prove or disprove a popular point, or provide evidence based on data to help business decisions
- Play to what journalists are covering—use your content to attach your brand to current trends and stories
- Create a fresh or better version of your competitors’ top performing content *(you can use Semrush Backlink Analytics)*
Longer content ranks for more keywords and shows up in the Top 10 more often

Average text length for pages ranking in the top 10
Top-performing websites rank for longer keywords
Create long-form, in-depth content

Content over 1,000 words was likely to rank for multiple keywords; as word count decreased, the number of keyword rankings also went down.

Median number of keywords in the top 10 vs # of words
We analysed 1.2M articles

Successful content is **not just about the words**

Headings and subheadings are essential in conveying messages fast but also in establishing a **logical content flow**

Heading depth is essential - especially in long-form content

Images and videos can make complex topics simple and the content more shareable

Semrush Report: The State of Content Marketing 2022
Capture search intent (100% of the time)

- Should it be long- or short-form?
- How-to, product category, user reviews or a video?
- Which topics should you cover in it (and which ones should you cover on separate pages)?
- How in-depth should you go?
- Should an industry expert author it?
- Should it be for beginners or for experts?

Semrush Report: The State of Search 2022
Speed to value

Get to the point.

- Backlinko article: 59 words of introduction √
- Semrush article: 408 words of introduction ✗

- Human attention span: 8.25 seconds in 2015 (down from 12 seconds in 2000)
- Users read around 20% of the words on a page
- Solution: The inverted pyramid

How to Access Google Keyword Planner

All you need to access and use the tool is a Google account. If you don't have one, you can sign up for free here.
To recap

- Regularly monitor your site and fix technical issues (redirects, broken links, page speed etc.)
- Earn backlinks (they still matter)
- Create helpful content to satisfy intent (in-depth where appropriate)
- Ensure you’re giving value straight away on every page