

How Search Ranking Works

Marketing

The three things a search engine is assessing.

The three pillars.

The pillars

Technical — crawlable, fast, indexable

Content — answers the actual query

Authority — links and citations from others

Practical priorities

Fix indexing before writing more

Match the intent, not just the keyword

Depth beats volume of thin pages

Internal links spread authority

Earned links outrank bought ones

Search intent is the usual failure: ranking for a term whose searchers want something you do not offer converts at nearly zero.