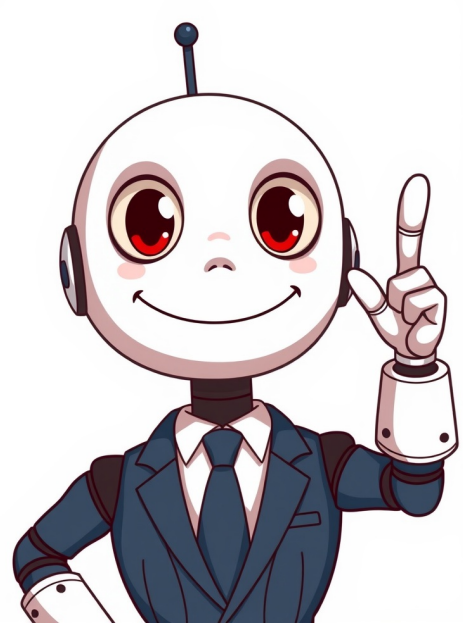


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Are you still using Google search to check your rankings? This way, it's hardly possible to get neater results as Google personalizes your search results based on multiple factors such as your location and search settings, as well as the browser and device you use. The Seobility Ranking Checker avoids this personalization and can thus display neater SERP data – without increasing the effort on your side. In addition, the SERP snippet previews of the top 100 results allow you to analyze your competitors and improve your own meta titles and descriptions. Tip: Don't forget to check the length of your titles and descriptions with the free Seobility SERP Snippet Generator. An unmonitored SEO campaign is a half-finished one. Tracking your Google keyword rankings is vital if you want to determine if your SEO efforts are heading in the right direction. Continually ranking high for your target keywords proves that your content resonates with your audience and that the SEO tactics you implement have been successful. More importantly, it also means that you're pulling in plenty of traffic. There are two ways to track your Google keyword rankings: Use an SEO tool. Goog about it manually. I'm going to explain both methods in this guide but first... Why Should You Track Your Keywords Tracking your keyword rankings is essential for assessing your SEO performance, gauging your online visibility, and conducting competitor analysis. By determining the keywords that are pulling in the most traffic, and the ones that aren't, you'll be able to identify areas of your SEO strategy that need adjustment. Read: 10 Best Rank Tracker Tools (Agency & In-House) However, tracking your keywords is useful for a whole host of other reasons, including: Identify emerging and existing trends Web users' interests and search trends can fluctuate dramatically! As a by-product of this, so too can your keyword rankings. You'll need to track your rankings to keep on top of these emerging trends. In addition, analyzing your keyword rankings allows you to determine the current popularity of a specific topic. If you're finding that one of your target keywords is performing particularly well, then this is a good indicator that you should create more content around the topic. On the other hand, if you find that you're not ranking very well for one or more of your target keywords, then you'll need to figure out why. Some reasons for this could include: Past saturation – If the keyword you're focusing on is no longer trending or in demand, it could be that people are no longer actively searching for it. For example, imagine you're running a sports website, and you've been focusing on the keyword "Super Bowl". It's great for attracting attention when the big game is approaching, but interest drops once the Super Bowl is over. This means fewer people are searching for Super Bowl-related content outside of the event, which would lead to a decline in search activity. Seasonal fluctuations: Some keywords experience shifts in popularity based on the time of year or seasons. For instance, keywords related to Christmas or summer will naturally see variations in search volume, which can affect their performance. Competitor analysis When you monitor your keyword rankings, you can identify which websites and competitors are ranking for the same keywords you're targeting. This information provides valuable insights into the competitive landscape within the SERPs. If you notice that many well-established and highly authoritative websites are vying for the same keywords you're targeting, then attempting to rank for those keywords could pose a significant challenge. Comparing your keyword rankings to that of your competitors will allow you to benchmark your own performance against theirs. You can see where you stand in comparison and make necessary adjustments to improve your rankings and overall SEO strategy. ROI measurement Keyword rankings correlate with website traffic, conversions, and revenue. So, by cross-analyzing your rankings with your conversion and traffic data, you can determine which keywords are working well for you, and the ones that aren't. In short, it gives you a full overview of whether or not you're getting a good return on investment (ROI) from the keywords you're targeting. Content optimization Tracking your keyword rankings will enable you to look at your website's content and make adjustments to improve its performance. ===== If certain pages on your site are performing well but others aren't, it might be because of the content on those pages. In this case, you'll need to do a thorough content audit to figure out where things can be improved. When reviewing your content, pay attention to the following: Quality matters. If your content is thin or low-quality, it can hurt your chances of ranking well in search engines. You want to make sure that your content is good and provides value to readers. Also, avoid keyword stuffing as it will lower the quality of your content and might scare off your audience. The goal is to create content that's so interesting that people stay on your page for longer. This will also reduce your bounce rate, which is one of the signals search engines use to judge website quality. Understanding search intent is key to ranking well for specific keywords. If your content doesn't match what users are searching for, Google won't consider it a relevant result. Search engines can usually determine the search intent behind a keyword based on how you use the keyword in your content. For example, someone who searches for "best laptops for gaming" is likely looking for reviews, specifications, and recommendations. If my page has that information but also talks about general computers, I'll lose the user. So how do you figure out what kind of search intent there is behind a keyword? There are four main types: Informational, Navigational, Transactional, and Commercial. Some keywords are easy to categorize, like those starting with "what..." for informational or "buy..." for transactional. But sometimes it's harder, so using tools like Semrush's Keyword Overview can help. ===== Tracking keyword rankings on Google can be challenging due to frequent algorithm updates and changes in search engine results pages. ===== Many website owners rely on SEO tools like Google Search Console and Semrush to monitor their keyword rankings, but some people still use the manual method, which involves analyzing search engine results pages directly. However, this approach is not always accurate because it does not account for factors such as location, time, language, and device type, which can affect how users see search results. To get a true picture of your keyword ranking position, it is recommended to use the manual method in private mode, also known as Incognito mode. This ensures that the search history does not influence the results, providing a more accurate representation of where you rank for specific keywords. ===== Looking at a website with only a handful of target keywords, it's clear that the manual method could be suitable. However, when dealing with a large site containing hundreds of target keywords, the time-consuming approach would be impractical. Instead, I recommend utilizing either Google Search Console or Semrush for more accurate and efficient tracking. Tracking your keyword rankings using Google Search Console is significantly faster than the manual process. If budget constraints apply, GSC offers an affordable alternative to external SEO tools like Semrush. To begin, ensure your site is set up in GSC. I've created a guide on how to get started if needed. Once everything is in place, you'll need to wait around 30 days to collect sufficient data. After the waiting period, click on "Search results" in the Performance section and then select "Average position." This will show your domain's average ranking for specified keywords; you must stick to those listed. However, Semrush's Position Tracking tool offers this functionality. Semrush is a multifunctional SEO tool that enables tracking your keyword rankings in various ways. Using the Position Tracking tool involves selecting keywords and receiving periodic updates on ranking position changes. To do this, click on Position Tracking and follow the instructions. You can also utilize Semrush to review how your keyword rankings have changed over time by examining the date options at the top right-hand side of the page. The "Diff" column provides information about the changes in your positions for each keyword. Looking further at your domain's keywords, you can use the Organic Research tool. Within the tool, you can analyze your new, improved, lost, and declined keywords. To get started, click on "Organic Research". Then type in your domain and hit "Search". You'll then land on the Organic Research Overview page, which will look like this. Here, you'll find a ton of insightful widgets and graphs. The one you will need to pay close attention to is the "Keywords" widget. Here, you will see the total number of keywords your domain is currently ranking for. As you can see, Backlinko is currently ranking for 101.7K keywords. If you click on the "Keywords" widget, you'll be presented with a bar graph that provides you with further insight into your keyword ranking positions. If you want to track the performance of your keyword rankings over a specific time period, you can simply choose a time frame on the right-hand side. For example, when I choose the "All time" option: I can see that I've been gradually gaining rankings for more keywords over time. Now, if you only want to see the number of keywords ranking in certain positions, you can use the filter options below: For example, selecting the box next to Top 3, provides me with a better understanding of how many keywords rank in the Top 3 positions on the SERPs. As you can see, we also left the "SERP Features" option on, represented by the green bars. This allows me to track when we first gained SERP features for these keywords, beginning in April 2023. It's also helpful to compare different ranking positions to assess your overall performance. For example, you can compare the number of keywords ranking in the top 3 positions with those ranking in positions 21-50. This provides you with an opportunity to assess which keywords are performing effectively and identify those that may require some attention: As you can see, we have more keywords in positions 21-50 than we do in the top 3 positions. Overall, the Organic Keywords Trend graph is useful for obtaining an overview of your ranking positions. However, if you're looking for more detailed ranking data, click on the "Position Changes" tab. Here, you can use the filters to see keywords ranking in certain positions as well as any new, lost, improved and declined keyword positions. It's worth noting that the Position Changes tab will only display keywords that have changed positions. So, it won't show you all the keywords your domain is ranking for. With that said, let's begin with the "Positions" filter. You can use this filter to track position changes for keywords that are ranking in certain positions on the SERPs. For example, if you only want to see keywords that are in the Top 10 positions on the SERPs, select "Top 10" and click "Apply". The tool not only shows you which keywords are in the top 10 but also tracks changes in their rankings. This means you can see if a keyword has moved up or down within the top 10 positions. So, if we take the keyword "YouTube tags" as an example, you'll notice that it previously held the top position but has now shifted down one spot to the second position in the SERPs. This shift in ranking has resulted in a decrease of 1.2K in traffic. Semrush tool highlights key SEO aspects with its organic research feature which allows users to track their keyword positions and analyze their ranking changes over time ===== Using Semrush's Site Audit tool to identify technical and on-page issues can help you pinpoint problems with your site. ===== You should audit your site once you notice a significant drop in keyword rankings. This will highlight any issues your site is experiencing, such as backlink or technical problems. By identifying these issues, you know exactly what to fix. Semrush offers a Site Audit tool that can scan your entire site and provide a comprehensive list of issues and recommendations for fixing them. To start, type your domain in the Semrush platform and click "Start Audit". The audit will then begin scanning your site for errors. The Site Audit Overview page provides a general overview of your site's health. Clicking on the "Issues" tab allows you to see a full breakdown of errors, warnings, and notices. By analyzing these issues, you can pinpoint exactly which pages are affected and make necessary changes. If your content is outdated, it may be contributing to your decline in rankings. Make sure to update your content regularly, refreshing statistics and revising information as needed. This will ensure that your content remains relevant and competitive. It's essential to structure your content in a way that addresses users' main pain points and provides solutions. Aim to answer the user's search query within the first few lines of the article. If you fail to do so, they're likely to bounce and look elsewhere for answers. To stay ahead, analyze your competitors' pages and identify opportunities to optimize yours. This will help you provide more value and a better UX, potentially leading to improved rankings. Tracking keyword positions is highly recommended. Checking rankings monthly is the minimum required. If time or resources are scarce, attempting to track rankings once a month will suffice. For those with recently launched SEO campaigns, tracking every two weeks is advisable, allowing for minor changes to be detected without diverting focus from other tasks. In highly competitive industries where keyword positions naturally fluctuate, weekly tracking is essential. This enables quick identification of fluctuations and the implementation of adjustments to content. Daily tracking is only recommended in specific situations, such as during Google penalty recovery or when a major algorithm update has recently been implemented. Monitoring website rankings offers numerous benefits, including evaluating SEO performance, measuring online visibility, and comparing against competitors. By identifying top-performing pages and underperforming ones, key areas of the SEO strategy can be pinpointed for improvement. Regular tracking also helps in staying ahead of emerging trends, analyzing user interests and search behaviors, and understanding current topic relevance. Fluctuations in rankings may arise due to topic saturation or seasonal variations. If a subject matter's popularity wanes, fewer people will search for it, affecting rankings. Similarly, content related to seasonal topics may see fluctuations based on time of year or seasons. By monitoring competitors' rankings, valuable insights into the competitive landscape can be gained. Ultimately, tracking website rankings is crucial for measuring return on investment and determining the effectiveness of SEO efforts.Optimizing Your SEO: A Comprehensive Guide to ROI ===== Understanding the ROI of your SEO efforts is crucial for boosting your website's visibility and driving more traffic. By monitoring your website's rankings, you can identify areas for improvement and refine your content strategy accordingly. Content Quality: The Key to Success ----- Thin or low-quality content can severely impact your chances of ranking well in search engines. Ensure that your content is well-researched, comprehensive, and provides genuine value to your readers. Avoid keyword stuffing as it diminishes content quality and drives visitors away. Engaging Content: A Game-Changer for User Experience ----- Your goal should be to create content so engaging that visitors stay on your page longer. This reduces bounce rate, which is one of many user experience signals Google uses to evaluate page quality. If your page has a high bounce rate, this sends a negative signal to Google and may result in lower rankings for that page. User Intent & Search Relevance: The Match ----- To rank well, your content must align perfectly with user search intent. If your content doesn't directly address what users are searching for, search engines won't consider it relevant. Based on the query, search engines can typically determine the intent behind a search and match it with appropriate results. Determining Search Intent: A Four-Category Framework ----- Some queries are easy to categorize. For instance, searches beginning with "how to" are typically informational, while those starting with "buy" are usually transactional. However, sometimes determining intent can be more challenging. In these cases, we recommend using Semrush's Keyword Overview tool to understand the intent behind any search term. Local SEO: Visibility and Competition ----- Tracking local rankings matters because it ensures your business appears for relevant local searches. Monitoring local rankings provides insights into your competition, including who they are, what terms they target, and how you compare. Performance measurement is also crucial as tracking shows how effective your local SEO efforts are. International SEO: Targeting Global Audiences ----- If your website serves multiple regions, tracking rankings in each location becomes crucial. This ensures you're effectively targeting appropriate terms and optimizing content for each unique audience. Responding to Algorithm Updates ----- Google updates its algorithm over 500 times annually, with some days seeing multiple updates. However, not every update will affect your rankings. You need a tool to alert you when your rankings have been significantly impacted.I'm looking forward to meeting everyone at our next project meeting tomorrow and discussing our strategies. ===== Google Sensor Tool Provides a Volatility Score ----- offers a tool called Sensor that tracks Google updates on your behalf. It compares updates against your website and provides a volatility score. This 1-10 score indicates how volatile your site is to Google's frequent updates. If your score is high, analyze your rankings to identify any significant losses. To set this up, select "Sensor" from the left menu. Once your domain is configured in Sensor, you'll see this dashboard: Click "Personal Score": Select your domain from "Projects". You can then review your domain's volatility over 30 days: A low volatility score (like 0.5) indicates your rankings are relatively stable. You should track your website's keyword rankings frequently enough to stay up-to-date with any changes, but not so often that it becomes time-consuming. The frequency of tracking depends on your industry and the level of competition. ===== How Often Should You Track Your Website Rankings? Tracking your keywords periodically is crucial for understanding how your SEO efforts are performing. However, the ideal frequency of tracking varies depending on your business type and resources. Tracking Frequency Recommendations \*\*Monthly tracking\*\*: Suitable for stable keyword rankings with low competition levels. \*\*Bi-weekly tracking\*\*: Ideal for new SEO campaigns or industries with frequent ranking changes. \*\*Weekly tracking\*\*: Recommended for highly competitive industries with fluctuating rankings. \*\*Daily tracking\*\*: Necessary for recovering from Google penalties or responding to major algorithm updates.