

## HOW TO RANK ANY PAGE NUMBER ONE ON GOOGLE

Chris Mulvaney shares his top 9 insights on how to get any web page ranked number one on Google. He emphasizes the importance of adding value and providing a great user experience. Chris suggests focusing on solving the problems of ideal clients, rather than getting caught up in technical aspects. He discusses various strategies such as creating engaging content, including videos, downloadables, and summarizations. Chris also highlights the significance of understanding target audience personas and tailoring content accordingly. Building trust and capturing mindshare are crucial for attracting potential clients. Additionally, he stresses the need to continuously add value and create meaningful relationships with users before asking for sales. Here are some action items broken down for you:

### 1. Focus on adding value

Capitalize on adding value to the user experience when trying to rank a page number one on Google. This implies that the action item is to prioritize creating high-quality content that solves the problem of the ideal client. CARE!

### 2. Consider the user's perspective

Thinking about what the ideal client wants and needs when visiting the web page. This means understanding their problems and challenges and providing solutions. The action item is to conduct research and identify the specific problem the ideal client is trying to solve.

### 3. Improve engagement and focus on a great experience

Google looks at engagement metrics, such as how long visitors stay on a webpage and how they navigate through it. The action item is to create engaging content that keeps users on the page and encourages them to explore further. Chris Mulvaney emphasizes the importance of delivering a great user experience on the webpage. This includes factors such as video content, well-structured headings and metadata, appropriate keyword density, relevant inbound links, and easy navigation. The action item is to optimize the webpage WITH TONS OF VALUE to provide a positive user human experience.

### 4. Consider the target audience

The target audience for the webpage might include marketers and curious CEOs. The action item is to tailor the content and presentation style to meet the needs and preferences of the target audience.

### 5. Include visual elements

Include visuals such as videos, infographics, and charts to enhance the user experience and provide information in a concise and visually appealing manner. The action item is to create visually engaging content that complements the text.

### 6. Establish emotional connection

It's important to establish an emotional connection with the audience. This can be achieved by adding value, showing care, and building trust. The action item is to create content that resonates with the emotions of the audience and fosters a sense of connection.

## 7. Build trust and credibility

We need to build trust and credibility with the audience. This can be done by showcasing expertise, providing valuable information, and demonstrating a genuine interest in helping the audience. The action item is to establish trust through the content and messaging.

## 8. Encourage repeat visits and referrals

The goal of creating a website that people want to revisit and share with others. The action item is to create content that encourages repeat visits and referrals, thereby increasing brand loyalty and word-of-mouth marketing.

## 9. Offer additional resources

Providing additional resources, such as downloadable PDFs or links to other valuable content, to further assist the audience. The action item is to create and offer supplementary materials that enhance the user experience and provide additional value.