

# Rank a Page

Level 1 Workbook — every Do-it exercise, the capstone brief, and the sign-off.

SEO · AEO · GEO — Zero to Expert

**Level 1 gate:** Rank a real page for a real long-tail keyword. Pick a winnable keyword, optimize one page, get it indexed, and track it into the top 20 in Search Console.

## 1.1 — Get found, get measured

On the exact page you'll use for the capstone, confirm all five:

- Opened / robots.txt — nothing important is Disallowed
- URL Inspection in Search Console — page is **indexed** (or requested indexing)
- Found the XML sitemap and confirmed it's submitted in GSC
- Page is reachable from the homepage by clicking links (not an orphan)
- GA4 realtime registers a visit; page appears in GSC Performance

## 1.2 — Keywords & search intent

### Keyword shortlist — the four checks

Keyword	Volume	Traffic potential	Business value	Difficulty	Keep?

### Chosen target — the three C's of intent

Target keyword			
Content type		Content format	
Content angle			

## 1.3 – On-page basics

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Write each element for your target page:

Element	Your version
Title tag (~55 chars, keyword front)	
Meta description (~155 chars)	
H1	
URL slug	
Alt text on key image(s)	

Keyword appears naturally in the first paragraph – and I stopped there (no stuffing)

## 1.4 – Content that satisfies intent

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### Competitor coverage table

Sub-topic the top pages cover	#1	#2	#3	Mine

### My content gap (what they miss that I'll nail)

- Core answer placed near the top
- Sub-headings mirror the sub-questions
- Depth matched to the question (cut padding)
- Added one thing only I can offer (example / number / photo / lesson learned)

## 1.5 – Internal links & structure

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- Mapped my pages; found and fixed orphans (esp. the capstone page)
- Capstone page reachable from homepage in ~3 clicks
- Added  $\geq 2$  links from strong existing pages  $\rightarrow$  capstone page (descriptive anchors)
- Capstone page links out to 2–3 related pages
- Navigation includes key sections; breadcrumbs on (if supported)

## 1.6 – Your first backlink

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### Five realistic first-link sources

#	Source	The honest ask / asset	Status
1			
2			
3			
4			
5			

- Earned (or credibly pursued) **one** honest link to the capstone page

## 1.7 – Read your results (weekly tracking)

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Week	Impressions	Clicks	CTR	Avg position	Read (working / stuck / low-CTR / not indexed)
1					
2					
3					
4					

## Capstone — brief, rubric & sign-off

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**Brief.** Pick a low-competition long-tail keyword. Publish or optimize one page targeting it, matching its search intent. Get it indexed, internally linked, and (ideally) earn one honest backlink. Track it in Search Console until its average position for the target query trends into the top 20.

Not yet	Passing (the gate)	Strong
<b>Page not indexed, or targeting a keyword with no demand / mismatched intent; no movement in GSC.</b>	<b>Page indexed and internally linked; target long-tail query trending into the top 20 with rising impressions.</b>	<b>Target query in the top 10, earning clicks; page also ranking for several related queries; ≥1 quality backlink earned.</b>

**Target keyword:** \_\_\_\_\_ **Page URL:** \_\_\_\_\_

**Best average position reached:** \_\_\_\_\_ **Date:** \_\_\_\_\_

**I can move on when:** my target query is trending into the top 20 and I can diagnose the page from its four GSC metrics. Signed: \_\_\_\_\_