

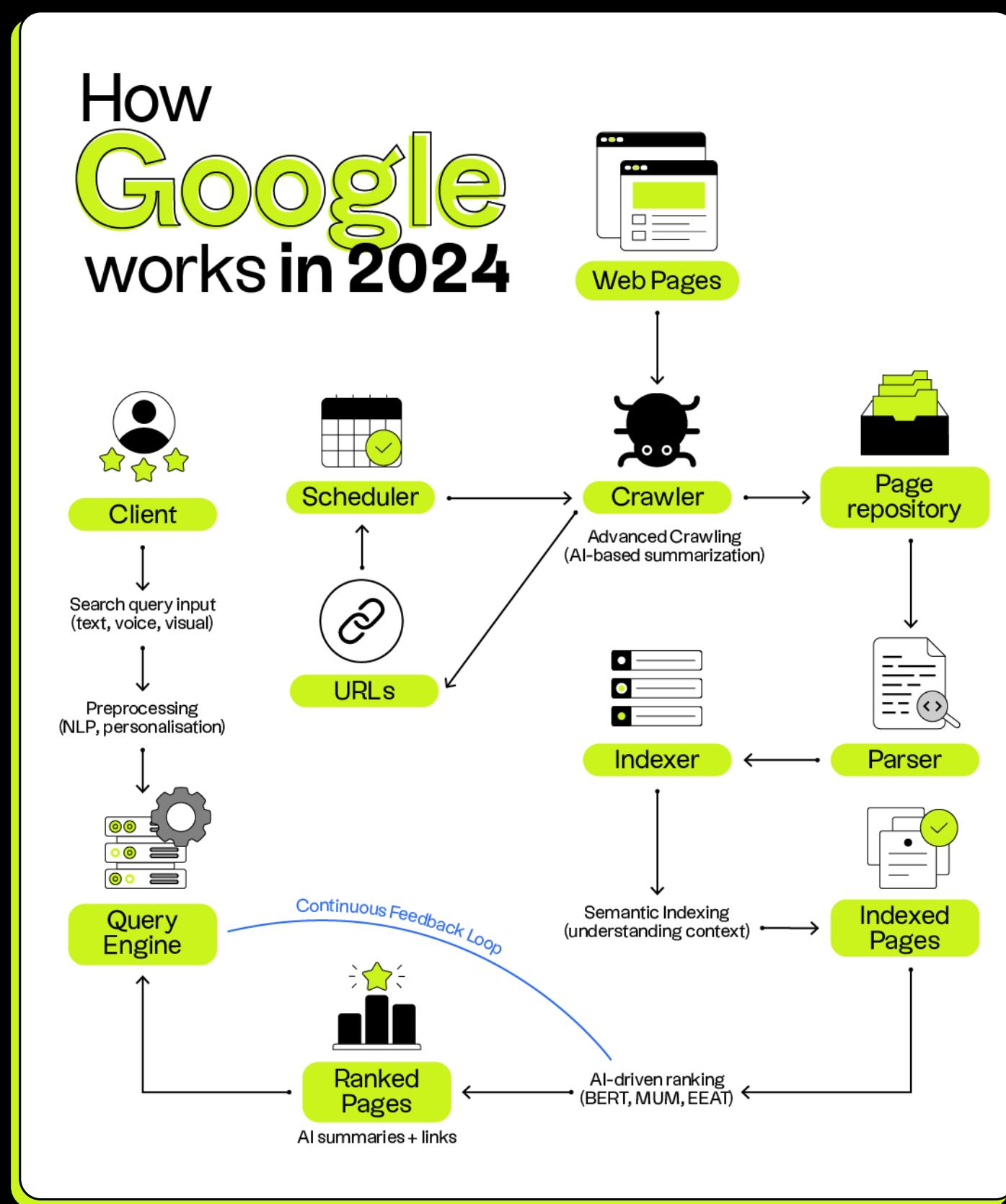
# How to Rank in Google in 2024

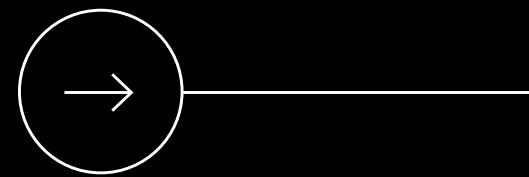
(According to Google's documentation)



# 1. How Google Search works

Google uses crawlers to explore the web and add pages to its index.

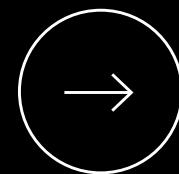




## 2. Google Search Essentials

Google Search Essentials outlines the key factors that determine whether your content can appear on Google Search:

- Technical requirements
- Spam policies
- Key best practices



## A. Technical requirements

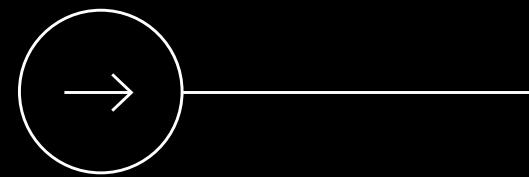
To be eligible for Google indexing, ensure:

- Googlebot isn't blocked
- The page should return an HTTP 200 status code (success)
- The page has indexable content

Use the **URL Inspection Tool** to verify accessibility, status codes, and indexable content.

The screenshot shows the Google Search Console interface. On the left, there's a sidebar with various sections like Overview, URL inspection (which is selected), Performance, Search results, Discover, Indexing (Pages, Sitemaps, Removals), Experience (Page experience, Core web vitals, HTTPS), Security & Manual Actions, Links, Settings, Submit feedback, and About Search Console. The main area shows the URL <https://kleo.so/blog/linkedin-post-templates>. A large modal window is open, displaying the results of a URL inspection. It starts with a green checkmark and the text "URL is on Google". Below that, it says "It can appear in Google Search results (if not subject to a manual action or removal request) with all relevant enhancements. [Learn more](#)". There are two buttons at the bottom of this section: "VIEW CRAWLED PAGE" and "Page changed? REQUEST INDEXING". The main content area of the modal is titled "Page indexing" and contains the message "Page is indexed". It then provides detailed information under three sections: "Discovery" (Sitemaps: <https://kleo.so/sitemap.xml>, Referring page: None detected), "Crawl" (Last crawl: 22 Oct 2024, 08:47:02, Crawled as: Googlebot smartphone, Crawl allowed?: Yes, Page fetch: Successful, Indexing allowed?: Yes), and "Indexing" (User-declared canonical: <https://kleo.so/blog/linkedin-post-templates>, Google-selected canonical: Inspected URL). At the bottom of the modal are "LEARN MORE" and "OPEN REPORT" buttons. The entire screenshot is bordered by a thick yellow line.





## B. Spam policies

Avoid practices that could harm your website's ranking or even lead to exclusion from Google Search:

- **Cloaking:** Showing different content to users and search engines.
- **Doorway Abuse:** Creating pages to rank highly but funneling users elsewhere.
- **Keyword Stuffing:** Excessively repeating keywords unnaturally.

**Elon Musk Net Worth 2024**

Musk's **net worth** has grown significantly over the years due to the success of his companies and his ownership stakes in them. As of 2024, Elon Musk's **net worth** today is estimated to be over Rs. 2 lakh crores INR.

In other words, Elon Musk's **net worth** in billion is around \$198 billion.

**Elon Musk's Salary and Earning Assets**

Musk is one of the prominent shareholders of PayPal. A sizeable portion of Elon Musk's **net worth** comes from the 13.4% of Tesla shares that he owns. In 2002 he launched SpaceX, of which between stock and options, he owns around 25%. Additionally, he owns the micro-blogging platform Twitter. Musk holds an estimated 73% of the company, in his passive portfolio.

Elon Musk's **net worth** today has made him the second-richest person in the world. The richest person in the world is Jeff Bezos, the CEO of Amazon.

**Elon Musk Net Worth Current Updates**

- Musk's **net worth** peaked in November 2021 at \$340 billion.
- Elon Musk's **net worth** today is estimated to be \$173 billion, a staggering loss of over \$200 billion.

**PERSONAL INFORMATION ELON MUSK**

Elon Reeve Musk is a businessman and investor known for his key roles in the space company SpaceX and the automotive company Tesla, Inc. Other involvements include ownership of X Corp., the company that operates the social media platform X, and his role in the founding of The Boring Company, xAI, Neuralink, and OpenAI. He is one of the wealthiest individuals in the world; as of August 2024 *Forbes* estimates his **net worth** to be US\$247 billion.

This summary is provided by Wikipedia

Fictional income calculated by subtracting the **net worth** of 2023 from the 2024 **net worth**.  
**Net Worth** 2024: \$195.1 B (no rise compared to last year)

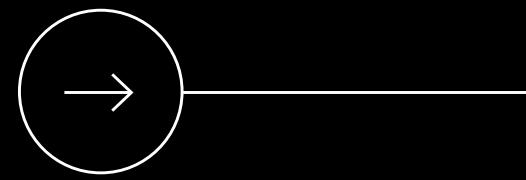
**Net Worth** 2023: \$ 251 billion (Forbes) Unchanged wealth compared to 2022

Fictional income calculated by subtracting the **net worth** of 2021 from the 2022 **net worth**.

**Net Worth** 2022: \$ 251 billion (Forbes)

**Net Worth** 2021: \$ 151 billion (Forbes)

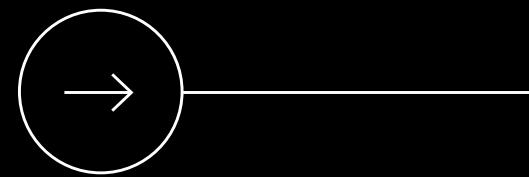




## C. Key best practices

Focus on these core practices to enhance your content's ranking:

- **Create people-first content:** Helpful and reliable information that addresses user needs.
- **Use keywords effectively:** Include relevant keywords in titles, headings, alt text, and link text.
- **Make links crawlable:** Ensure Google can access all pages via links.
- **Promote your content:** Actively engage with communities and share your website's pages.



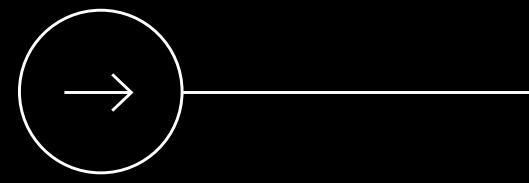
# 3. Help Google find your content

- Use the "site:" search operator to check if your content is indexed.
- Submit a sitemap of your website.
- Promote your website to encourage external links.
- Ensure Google can see your page the same way users do by using the URL Inspection Tool in Search Console.

The screenshot shows the 'Sitemaps' section of the Google Search Console for the domain 'kleo.so'. On the left, there's a sidebar with navigation links like Overview, URL inspection, Performance, Search results, Discover, Indexing (Pages, Sitemaps, Removals), Experience, and Page experience. The 'Sitemaps' link is highlighted with a blue bar. The main area has a header 'Sitemaps' and a sub-header 'Add a new sitemap' with a 'SUBMIT' button. Below it is a 'Submitted sitemaps' table with one row:

Sitemap	Type	Submitted	Last read	Status	Discovered pages	Discovered videos	⋮
<a href="https://kleo.so/sitemap.xml">https://kleo.so/sitemap.xml</a>	Sitemap	22 Oct 2024	22 Oct 2024	Success	24	0	⋮



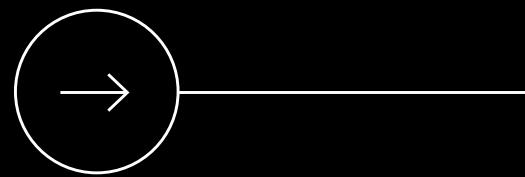


## 4. Organise your website

Effective site organisation is crucial for helping users and search engines understand your content.

Here are 3 key aspects to focus on:

1. Descriptive URLs
2. Grouping Pages into Directories
3. Reducing Duplicate Content



# A. Use descriptive URLs

- Use meaningful words in URLs that describe the content of the page.
  - Avoid using random strings or irrelevant characters in your URLs.

The screenshot shows a web browser with two tabs open. The active tab is the CBS News Essentials article titled "When is Father's Day 2024?", which has a yellow circular overlay with a black checkmark. The background tab is from The Economic Times, also discussing Father's Day, with a red circular overlay containing a black X. The CBS tab includes navigation links like "Latest", "Local News", "Live", "Shows", and "...". The Economic Times tab features a sidebar with "BENCHMARKS" and "FEATURED FUNDS", and a search bar.

Latest Local News • Live Shows ...

CBS NEWS

CBS ESSENTIALS | Latest Best Products Deals Health Tech Home Streaming

ESSENTIALS SHOPPING

# When is Father's Day 2024?

By Fox Van Allen  
Edited By Fox Van Allen, Nina Bradley  
Updated on: September 27, 2024 / 7:20 PM EDT / Essentials

f X

economictimes.indiatimes.com/news/new-updates/when-is-fathers-day-2024-date-history-significance-and-why-its-celebrated/articleshow

BENCHMARKS  
BENCHMARKS CLOSED

FEATURED FUNDS ★★★★ SY RETURN  
Canara Robeco Flexi Ca... ↑ 22.13 % INVEST NOW

Search Stock Quotes, News, Mutual Funds and more

THE ECONOMIC TIMES | News

English Edition | Today's ePaper

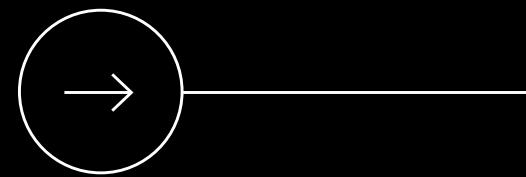
Home ETPrime Markets Market Data News Industry Rise Politics Wealth MF Tech Careers Opinion NRI Panache Luxury Videos

India Decoded Web Stories Morning Brief Podcast Newsblogs Economy ▾ Industry ET Explains Politics More ▾

Business News > News > New Updates > When is Father's Day 2024? Date, history, significance and why its celebrated

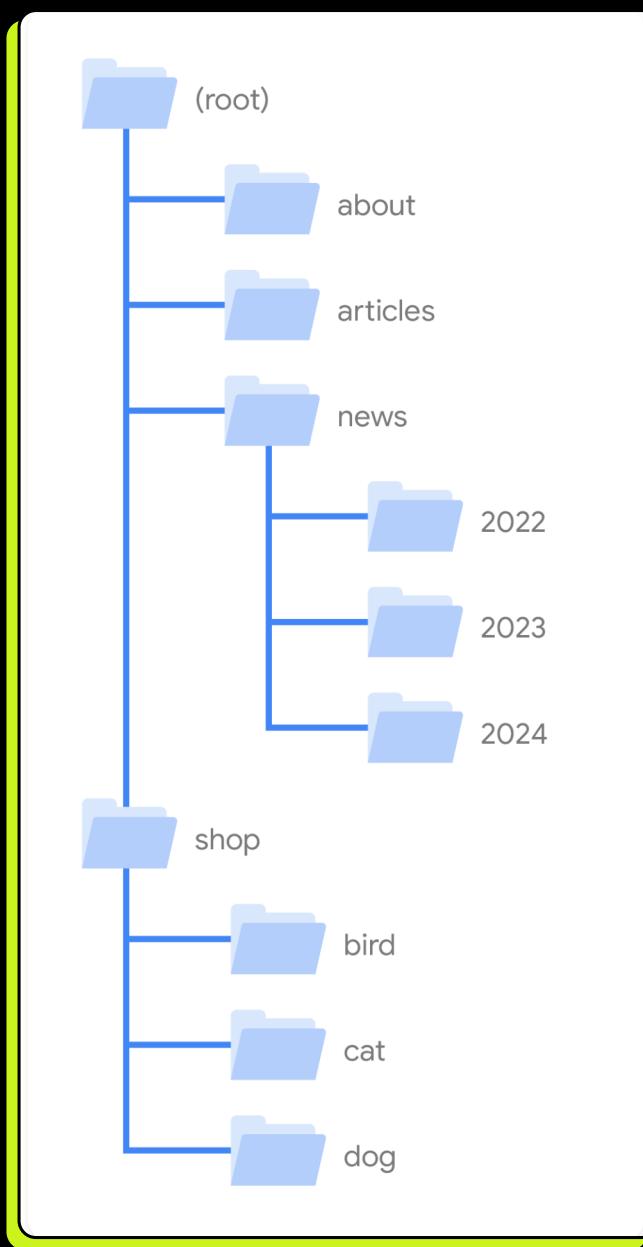
## When is Father's Day 2024? Date, history, significance and why its celebrated

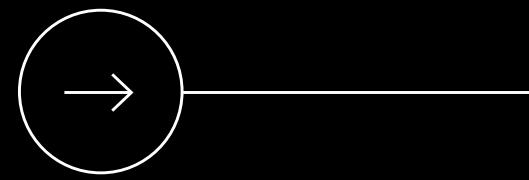




## B. Group pages into directories

- Organise your content by grouping similar pages into logical directories.
- Use directories to reflect the hierarchy and relationship of content.
- This helps Google understand the structure and importance of pages.





## C. Reduce duplicate content

- Avoid having the same content under different URLs.
- Use canonical tags or redirects to indicate the preferred version of a page.
- Ensure each piece of content is accessible through a unique URL.

```
</style>

<meta name="theme-color" content="#146EF5" />

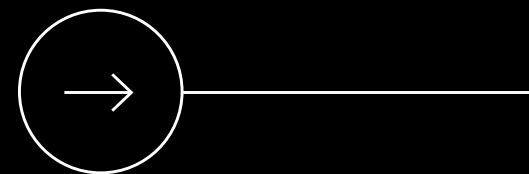
<!-- Pinterest verification -->
<meta name="p:domain_verify" content="036f26a5cf411a605048d3b84322ad6d"/>

<!-- Google verification -->
<meta name="google-site-verification" content="iy6FyGpYh9Lojk-xMM3E0Wk2Ay6cGRGEY6IRbny6xB8" />

<!-- Facebook verification -->
<meta property="fb:pages" content="149158061793615" />

<!-- Import Webflow Marketing Head -->
<script type='text/javascript' src="https://webflow.com/resources/marketing-head.js"></script><link rel="canonical" href="https://webflow.com">
<script type="application/ld+json">
{
  "@context": "https://schema.org",
  "@type": "Organization",
  "name": "Webflow",
  "url": "https://webflow.com",
  "logo": "https://cdn.prod.website-files.com/6009ec8cda7f305645c9d91b/651f2091caa28de325c11530_BlogHeader_Introducing-webflow-2-2400x1260.webp",
  "sameAs": [
    "https://www.facebook.com/webflow",
    "https://twitter.com/webflow",
    "https://www.linkedin.com/company/webflow-inc-",
    "https://en.wikipedia.org/wiki/Webflow",
    "https://www.instagram.com/webflow",
  ]
}</script>
```

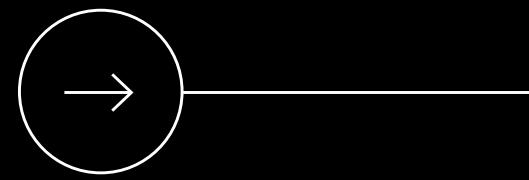




## 5. Create useful content

- Create unique, compelling, and up-to-date content that answers users' questions.
- Make sure your content is easy to read and well-organised.
- Provide value through relevance and information.
- Avoid overly distracting ads that may interfere with the user experience.
- Link to relevant resources to connect users and search engines to additional helpful content.
- Use descriptive and clear anchor text for links.



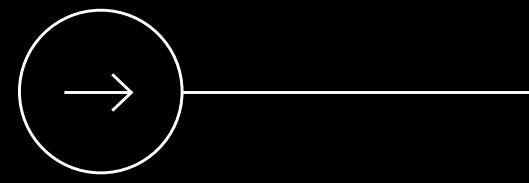


# 6. Anticipate user search terms

- Think about what users would type in search to find your content.
- Write naturally, but keep these keywords in mind.
- Cater to both expert and beginner users by anticipating variations in search queries.

The image shows two Google search results pages side-by-side. The left page is for 'home business ideas' and the right page is for 'small business ideas'. Both pages feature a dark header with a search bar containing the query, a navigation bar with 'All', 'Images', 'Videos', 'Forums', 'Shopping', 'News', 'Web', 'Tools', and various filters like 'For ladies', 'For students', 'Most successful', etc. Below the header is a section titled 'Home business ideas' or 'Small business ideas' with a sub-header 'From sources across the web'. Each section lists several business ideas with small icons and dropdown arrows. At the bottom of each section is a snippet from a HubSpot blog post titled '70 Small Business Ideas for Anyone Who Wants to Run ...' with a date of Jul 12, 2018. A yellow bracket on the left side groups the search terms in the URLs ('home business ideas' and 'small business ideas') and the results sections ('Home business ideas' and 'Small business ideas').





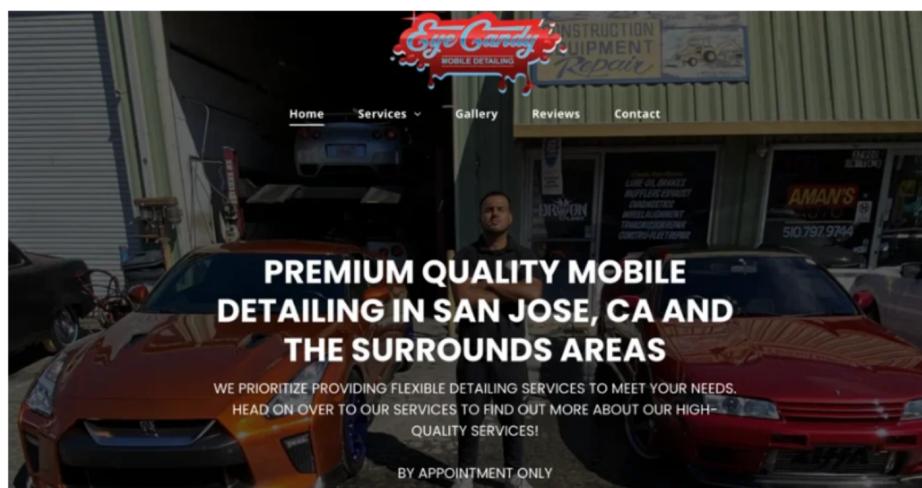
# 7. Add and optimise images

Include high-quality images with descriptive alt-text near relevant text to enhance user experience and help Google understand your visuals.

 Blogs ▾ Newsletters ▾ Videos ▾ Podcasts ▾ Resources ▾ 

[Start free or get a demo](#)

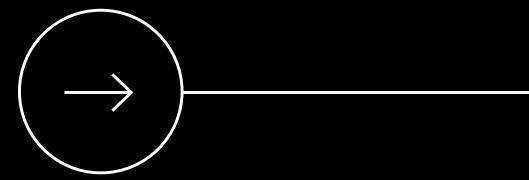
## 18. Car-detailing Specialist



[Image Source](#)

The devil is in the details, and you can be too. Car-detailing services that travel to the client are convenient for busy people who can't find the time to run through the car wash. With this business, your clients only have to





# 8. Influence search appearance

- Write clear, concise, and unique page titles.
- Add relevant meta descriptions that summarise page's content.
- Use structured data for enhanced search features, such as review stars, site links, and carousels.

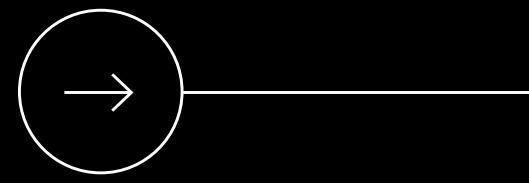
Google best shoes for running

Runner's World  
https://www.runnersworld.com › ... › Running Shoes

The 14 Best Running Shoes of 2024

Jul 19, 2024 – We review hundreds of men's and women's **running shoes** each year. Scroll down for reviews of our **top** picks among cushioned, racing, stability, and trail shoes.

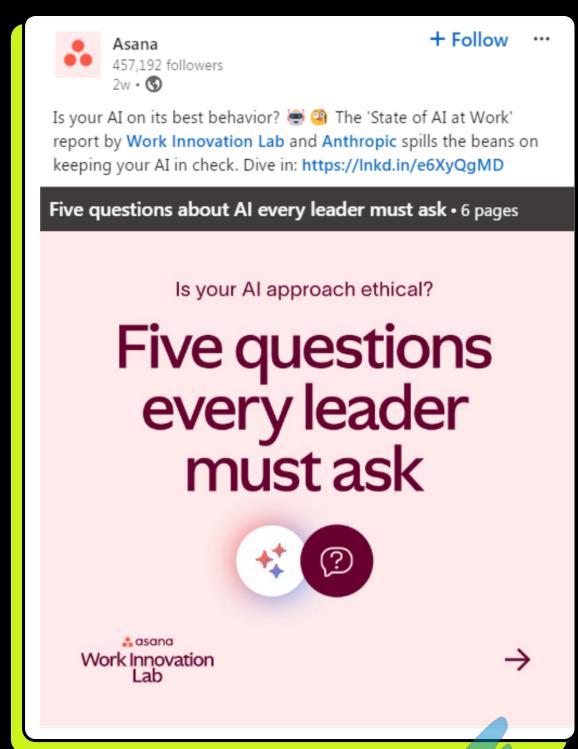
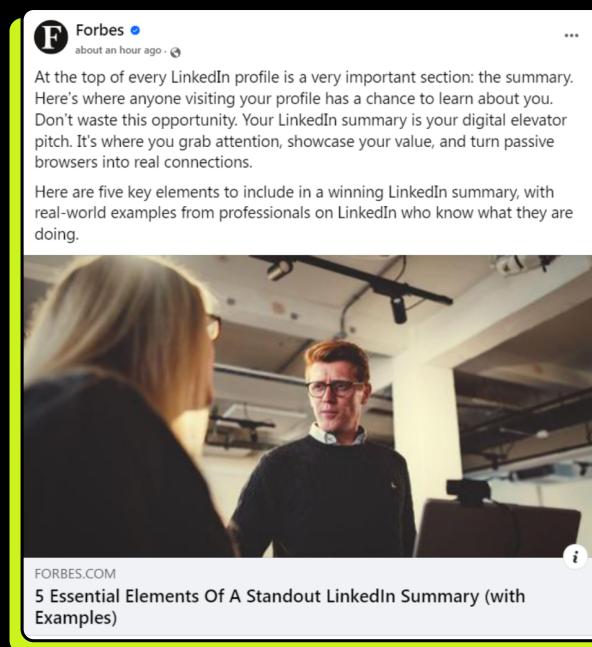
Men · Women · The 9 Best Brooks Running... · The 12 Best Stability Running...



# 9. Promote your website

Promote your content using tactics like:

- Social media promotion
- Community engagement
- Advertisement, both offline and online
- Word of mouth, etc.



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of growing your SEO traffic?**

**Yes**

**Congrats!**  
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**Don't worry!**  
Get our free SEO resources to get started:  
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**Jake Ward**  
Started an SEO agency in 2019. Making \$20M/yr fo  
[Book an appointment](#)

