P1 RANKING FORMULA

Special Report

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P1 Ranking Formula™ by Peter Garety

Why You Should Read This Report Now?

The answer is – **PROFITS.**

You want to make money online.

And you want to do it using FREE, targeted traffic that ranking your site in P1 of Google's search results can deliver to you.

Hi, my name is Peter Garety and in next few pages I will reveal my secret to P1 rankings in Google in any niche.

I will show you a specific step-by-step method to optimize your content for P1 rankings regardless of competition, Page Rank or volume of backlinks.

Everything is changing.

Something that worked last year is not working today. And it is even more accurate when it comes to SEO and Google.

You need to think outside of a box and apply methods, strategies and techniques that gets you **the biggest leverage of your efforts (time + money).**

Think about this...

You can create a 500-word article that doesn't get P1 rankings in Google...

Or...

You can create the same 500-word article that does get P1 rankings in Google.

Which would you choose?

They both will have the same amount of words.

They both will generally have the same structure.

Yet one will get P1 rankings and the other one not.

That is LEVERAGE.

It is when you can do the same thing that everybody does, but do it in way that gets results.

So, what this report is all about?

It is about content optimization on your site.

Because after analyzing and testing changes due to the updates Google released…

…I found that proper content optimization on your site can get you far greater leverage from your efforts than 867 different link building methods.

Hey, don't get me wrong.

Link building is important and especially social link building.

But, unless you get content optimization on your site right, you will waste money and time on backlinks without much of a success.

However, when you do get these things right…

Every single step that you will take – *whether it is backlink and traffic automation, social link building or viral traffic generation…*

…Will just multiply your results.

Therefore, be ready for a totally NEW content optimization to get your existing website or brand new website to P1 of Google

Are you ready? Awesome!

Let's dive into this!

What Most People Do Today

If you have been online for a while, most likely you are well aware of these basic content optimization factors that we have been using since 2010 or so.

Let me remind you by giving just a few of those...

#1 – Use your primary keyword in the title of your post

#2 – Make sure to use h1, h2 and h3 sub-headings in your content

#3 – Use your primary keyword as part of the permalink of your post/page

#4 – Use one image and video in your content

#5 – Your keyword density should be below 2-3% or so.

And there are bunch of others.

If you use some tool, you usually get a score of how well your content has been optimized based on the set of rules above.

The problem with this optimization is that it is too mechanical.

You can create a totally unreadable content and you can still get 100% positive score when it comes to SEO.

But, will it get a 100% score in Google as well?

Most likely not.

And therefore, let me breakdown the important aspects how to optimize content for P1 rankings in Google today.

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Ranking Levels

Before we dive into the content optimization formula itself, it is very important to understand how a few simple things can totally change your rankings.

And the funny part is this...

It happens without you doing anything extra.

So, in this section we will talk about something that very few people know about, yet it is one of the most significant elements to claim P1 rankings in Google.

But, before I reveal those to you, please watch this Google Webmaster video by the head of the Google's webspam team – Matt Cutts:

[Click here to watch this video](#)

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In this video he talks about some of the new factors Google is using today*...*

And one of those factors is what I call – **The Ranking Levels.**

So, generally Google determines two different ranking levels:

1. Niche Specific Ranking Level *(general authority in the niche)*

2. Keyword Specific Ranking Level *(targeted search term in Google's search results)*

What are these?

Niche Specific Ranking Level is when Google decides the niche your website is targeting with your content.

It basically gives your website **an authority score** that they later use to decide the rankings for a specific pages/posts of your website.

It is like in a directory where they find a category where to put your website in.

Keyword Specific Ranking Level on the other hand is when Google decides the main keyword (primary keyword) that specific page on your website is targeting.

And this is something most likely you have been focusing on all the time.

The problem with that is that without purposely targeting your Niche Level Rankings in the first place...

...You cannot achieve predictable and fast rankings for a specific keyword.

So, in other words...

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If a website authority score in a particular niche is LOW, it will be very hard to rank a specific page of that website for a specific keyword in that specific niche.

You can think of it like this...

If in a particular category of directory you have listed a 100 different websites, than the one you will see first when you go to that category will have the highest authority score.

The best example of such directory is the Amazon Kindle Store for books.

So, the #1 book in a particular category or sub-category of that store is the book with the highest overall authority *(based on all book ranking factors).*

The same is with Google, only it is a bit more complex than that.

Now, when you think about both ranking levels, you have to look on one of the most critical ranking factors, which is relevancy.

You see, all results in Google are sorted by relevance.

That is what they want.

They want to present the most relevant results for users when they do a search for a specific keyword.

And that is also what you want.

You want targeted traffic – people that are actually looking for what you are offering, as that is what will make you money.

So, it is not as much about how much traffic you get, but how profitable is your traffic source.

You can easily target bunch of different non-commercial keywords and you might get traffic from those.

But, it will not make you money.

So, your target should be to establish your Niche Level Rankings using a relevancy factor as a measurement for that.

And this is where we get to the next part of the new rankings formula...

Content Keywords

Now, without understanding keywords and how they actually function in Google, you will have a hard time to get predictable P1 rankings in Google.

You will not be able to establish proper relevancy for your website, which is as we discussed, one of the critical factors to get proper rankings.

So, let me start by asking you this question...

What is the purpose of a keyword?

Why you should know a specific keyword you are targeting when you create content for your site?

There can be many answers to this, but what I found after building hundreds of websites in dozens of different niches...

...Is that keyword sets boundaries for a content you publish on your website.

Only by keeping these boundaries tight, you can provide clear indication to Google what your content is about and which keyword you are actually targeting.

And this is where we come to the next BIG SECRET and it is this...

Google is not looking for keywords. It looks for words.

Read that again.

I almost felt of the chair when I first time realized this.

It is so powerful, because it **reveals much of how Google works and how it acts when crawling your site.**

Let me show you something...

In Google Webmaster Tools there is a section called – *Content Keywords.*

This section usually lists words in the order of significance like this...

Content Keywords

Keyword	Significance
1. blog (5 variants)	
2. marketing (3 variants)	
3. peter (2 variants)	
4. post (3 variants)	
5. mechanics	

Under each of those words, there are variations and also TOP pages on a site that uses these words the most.

It looks like this...

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Content Keywords

Keyword	Significance	Occurrences
blog	▮▮▮▮▮▮▮	799

Variants encountered

blog, blogging, blogs, blogger, bloggers

Google found the keyword **blog** and its variants on these top pages:

Top URLs

⤢ blog/3-reasons-why-blogging-is-essential-element-to-make-money-online/

⤢ blog/2-golden-blog-monetization-rules/

⤢ blog/7-steps-to-leverage-your-content-for-link-building-purposes/

⤢ blog/5-pre-sell-points-to-get-that-freaking-sale/

⤢ blog/standard-squeeze-page-vs-wordpress-squeeze-page/

⤢ blog/why-most-people-fail-in-affiliate-marketing-part-1/

⤢ blog/5-article-spinning-steps-to-get-all-your-articles-indexed-by-search-engines/

⤢ blog/understanding-google-panda-future-trends/

⤢ blog/online-video-marketing-as-a-source-of-huge-web-traffic-to-your-blog/

⤢ blog/3-marketing-campaigns-that-will-make-you-money-in-2012-and-beyond/

So, as you can see in the image above, word – blog – has multiple variations on my website – like

– blogging, blogs, blogger, bloggers...

And below there are TOP pages on my site that uses some of these words the most.

Let me give you even more information directly from Google...

Here is what Google says about this Content Keywords metric:

"*The* **Content Keywords** *page lists the most significant keywords and their variants Google found when crawling your site. When reviewed along with the* Search Queries *report and your site's listing in actual search results for your targeted keywords,* **it provides insight into how Google is interpreting the content of your site.**"

(Search Queries is another report within the Google Webmaster Tools)

It says even more:

"The significance of each keyword reflects how often it's found on your site's pages. *Click each keyword to see a sampling of pages on which it appears. Both keywords and their variants are listed in order of frequency of appearance.*"

You can check this out here

This information is priceless.

It basically proofs that Google combines individual words to determine a set of keywords your page is targeting.

Google's Keyword Builder

So, how it actually work in a real world?

Let's build an example.

So, let's say that you choose – *weight loss tips*, as your primary keyword for a specific page on your site.

You want to claim P1 rankings for it.

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When you look on that keyword you can see that it consists of 3 different words:

Weight

Loss

Tips

So, when Google will crawl your webpage it will actually count the number of times you use each of those words.

Therefore, your IDEAL scenario should be like this:

Word **– Weight –** should be the most significant word on that page

Word **– Loss –** should be the 2nd most significant word on that page

Word **– Tips** – should have the 3rd significant word on that page

So, it is not as much about how often you use the exact match keyword on a page as it is about the significance of words as in the example above.

But, there are more to this…

Most likely your website is not just one page site, right?

You have multiple pages and/or posts.

So, when you create a content for your website you must control the word significance in 2 ways:

- For a single page/post

- For entire website.

Let me give you an example…

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If the primary keyword for entire website is NATURAL WEIGHT LOSS than WORD significance after checking all pages and posts on your site should look like this:

Natural

Weight

Loss

Let me give you an example for one of my product sites - WP Share To Unlock

This is the screenshot from Google Webmaster Tools for this website:

Content Keywords

Keyword	Significance
1. share (3 variants)	
2. unlock	
3. blog (2 variants)	
4. traffic	

On that blog my primary keyword is WP Share to Unlock.

But, since WP and TO are considered by Google as STOP words, SHARE and UNLOCK becomes the most significance words on that site.

So, basically, when you create each piece of content for your site, you must be aware of how it impacts the overall Content Keywords according to Google...

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...Because that will impact your Niche Ranking Levels and automatically rankings for individual pages/posts on your entire website.

The New P1 Content Ranking Formula

Are you ready for the new content optimization formula to claim P1 rankings in Google?

Good.

So far in this report you have learned a lot.

You learned about two most powerful elements that impacts your website rankings today – *Ranking Levels and Content Keywords.*

You learned how to influence those with word significance for individual post/pages and entire website.

You now know the biggest secret when it comes to ranking your content in Google.

Therefore, it is time to reveal the new content optimization formula and it is this:

CKS + GAR + RMC + AO = P1 Rankings

Let me explain each element of this formula and how you should use it.

CKS – content keyword significance – make sure that your primary keyword represents the most significant words of your content.

This is what you learned a lot about in this report. You need to think WORDS instead of keywords.

Look at your keyword as a TARGET when you compile words of your content.

GAR − Google Authorship Rank – make sure to use rel="author' and rel="publisher" tags on each piece of content.

You have to remember that day-by-day Google is becoming more like a social networking site and less as a search engine.

Therefore, your authorship will play a significant role to not just get rankings, but most importantly keep them.

RMC − rich media content – make sure to use at least one image and video on each important page on your website

This is all about USER experience and bounce rate of your site.

It is vital that you enrich your content with something entertaining as that is going to keep your visitors engaged and will get you social signals, which are critical elements for off page optimization.

AO – authoritative optimization – make sure to add at least 1-3 external links to authority sites.

Regardless of the length of your content and how in-depth research you have done, it is unnatural to not reference anyone.

Therefore, you must add a few external links to authority websites that compliments the topic you are talking about.

Simple, isn't it?

Google's Eyes

If you really care about your PROFITS that you make from content marketing, implementation of information you gathered in this report will dramatically increase it.

You don't need to guess anymore.

You know how Google works and how you can influence the data Google is gathering from your content.

And that alone is HUGE.

Besides, you can automate the entire thing, so you do not need to waste time on content optimization.

With a click of a button you can see your content with Google's Eyes, adjust it based on the formula I revealed to you in this report and get P1 rankings right away.

Now, to help you with implementation of the **P1 Ranking Formula** on your website, I suggest you watch my video right here

This video will show you exactly how you can automate P1 Ranking Formula on your websites and get predictable results in Google.

You can get it ranked fast – let's just initiate the process today!

Click here to watch the video right now!

To your profits online,

Peter Garety

P.S. If you have some questions about this report, please do not hesitate to reach out to my support via email – support@pghelpdesk.com, or just visit my help desk online – http://www.pghelpdesk.com

We are real people, dedicated to help you to make profits online!