

THE OUTRANK KIT

Five honest checks to beat the number-one result, the comparison prompt, and Google's own rules

Somebody's page sits above yours for the search you care about. It is rarely luck. The page above you usually answers the searcher more completely, uses the words real people type, and tells Google clearly what it is about. This kit is the five checks I run, the prompt that does the comparison for you, and the exact Google wording the checks come from. Checked October 8, 2026. Educational only. Not affiliated with Google. No ranking is promised.

THE 5 CHECKS

- Check 1. Search your keyword in a private window and open the number-one result. Read it like a customer, not a competitor: what question did it answer first?
- Check 2. Write down every point it covers that your page does not. Google's own question for content: "Does the content provide a substantial, complete, or comprehensive description of the topic?"
- Check 3. Match the words real people type. Google: "Users who know a lot about the topic might use different keywords in their search queries than someone who is new to the topic." Put the beginner's words in your headings.
- Check 4. Fix the title. Google: "a good title is unique to the page, clear and concise, and accurately describes the contents of the page."
- Check 5. Paste both pages into Claude or ChatGPT with the prompt on page 2, then write the better answer. Then wait: Google says some changes show in hours and others take months.

THE CATCH: NO MAGIC WORD COUNT

Google, SEO Starter Guide

"The length of the content alone doesn't matter for ranking purposes (there's no magical word count target, minimum or maximum, though you probably want to have at least one word)."

Google, Creating helpful, reliable, people-first content

One of Google's warning signs for search-engine-first content: "Are you writing to a particular word count because you've heard or read that Google has a preferred word count? (No, we don't.)"

THE COMPARISON PROMPT (COPY, PASTE, FILL THE BRACKETS)

Works in Claude or ChatGPT

I am trying to rank for [KEYWORD]. Below are two pages. PAGE A ranks number one on Google. PAGE B is mine. 1) List everything PAGE A answers that PAGE B skips, most important first. 2) List the words and phrases PAGE A uses that a beginner would type into Google, which PAGE B never uses. 3) Point out any claim in PAGE B that has no example, number or source behind it. 4) Suggest three titles for PAGE B that are unique, clear and describe the page in under 60 characters. 5) Do not write the page for me. Give me a numbered to-do list. PAGE A: [PASTE THE TEXT OF THE NUMBER-ONE PAGE] PAGE B: [PASTE YOUR PAGE]

HOW TO GET THE PAGE TEXT

- Open the page, press Ctrl+A then Ctrl+C, and paste. Long pages: paste only the part above the comments.
- If a site blocks copying, use the browser's Reader view first, then copy.
- Never copy their words into your page. Google: "If the content draws on other sources, does it avoid simply copying or rewriting those sources, and instead provide substantial additional value and originality?"

THE FOLLOW-UP PROMPT

After you rewrite

Here is my rewritten page. Check it against the to-do list you gave me. For each item say DONE or NOT DONE with the line that proves it. Then tell me which single section a first-time reader would still leave to search elsewhere for.

WHAT GOOGLE SAYS GOOD CONTENT LOOKS LIKE

- "Does the content provide original information, reporting, research, or analysis?"
- "Does the content provide insightful analysis or interesting information that is beyond the obvious?"
- "Does the main heading or page title provide a descriptive, helpful summary of the content?"
- "After reading your content, will someone leave feeling they've learned enough about a topic to help achieve their goal?"
- All four are Google's own self-assessment questions. Answer yes to each before you publish.

THE OUTRANK WORKSHEET (ONE PAGE PER KEYWORD)

Question	The #1 page	My page
Main question it answers in the first screen		
Sections or steps it has that I do not		
Beginner words it uses in headings		
Examples, numbers or sources it shows		
Title (unique, clear, describes the page?)		
What a reader still has to search for		

THE REWRITE ORDER

- 1. Answer the main question in the first two sentences. No warm-up paragraph.
- 2. Add the missing sections from the worksheet, in the order a beginner would ask them.
- 3. Add one real example, one number or one source to every claim.
- 4. Rewrite the title and the first heading with the beginner's words.
- 5. Cut anything you wrote only to make the page longer. Google: "Are you mainly summarizing what others have to say without adding much value?" is on its warning list.

WHEN TO CHECK AGAIN

Google, SEO Starter Guide

"Every change you make will take some time to be reflected on Google's end. Some changes might take effect in a few hours, others could take several months. In general, you likely want to wait a few weeks to assess whether your work had beneficial effects in Google Search results."

- Write the date you published the rewrite on the worksheet, check the position in Search Console after three to four weeks, and run the comparison prompt again against whoever is number one that day.

THREE MISTAKES THAT KEEP YOU ON PAGE 2

- Writing for the search engine first. Google: "People-first content means content that's created primarily for people, and not to manipulate search engine rankings."
- Copying the competitor's structure word for word. You end up with a worse copy of a page Google already has.
- Letting AI write the page unread. Use it to compare and to list what is missing, then write from your own experience. Check every fact it gives you.

WHERE THIS COMES FROM

- Google Search Central: Creating helpful, reliable, people-first content
- Google Search Central: SEO Starter Guide
- Google Search Console (free): search.google.com/search-console

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- I sell ready-made lists of businesses to contact. Message me LIST.
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- Email your first prospects: EmailClik.com finds + verifies addresses (free version)