GUIDES

How do you reach the top 3 in Google?

By Erik Mäkitalo, founder of Mandalytics · Updated 3 November 2026 · 5 min read

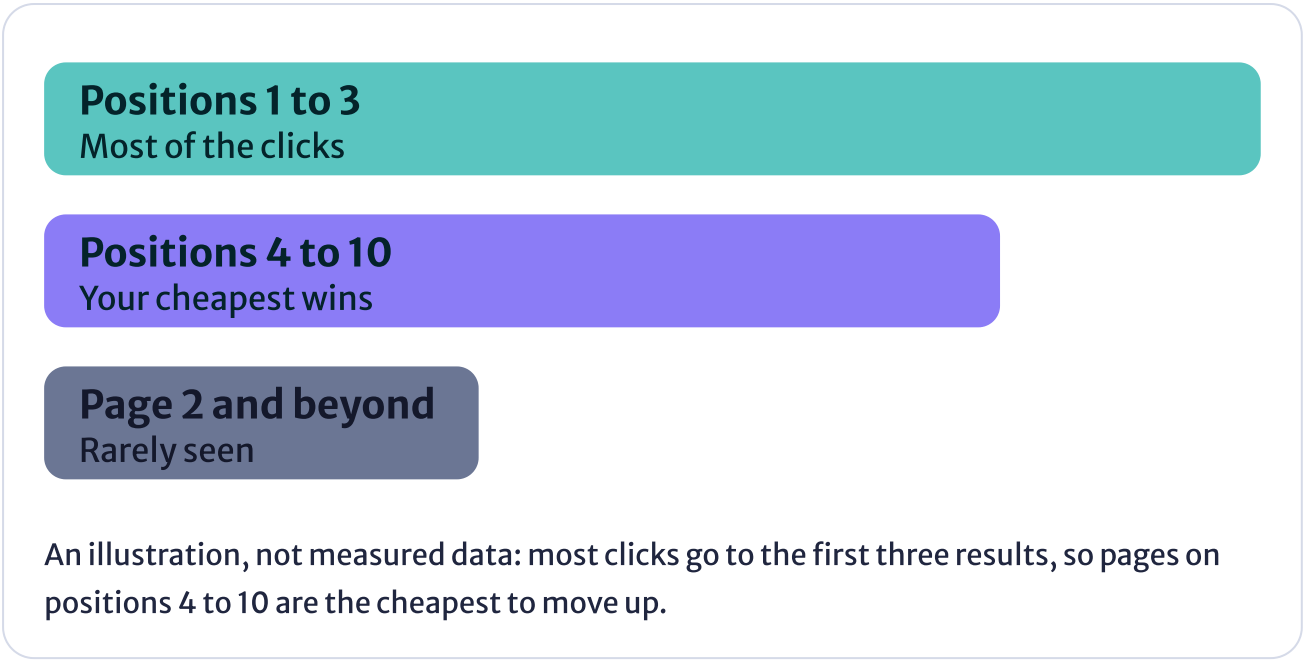
THE SHORT ANSWER

The fastest way to more Google visitors is to move pages that already rank on positions 4 to 10 into the top 3, because Google already trusts them. Most people click one of the first three results and never scroll further, so even a small climb can bring a big jump in visits. Three changes do most of the work: a clearer title, an answer in the first lines, and links from your other pages.

Why does the top 3 matter so much?

Most people click one of the first three results and never scroll further. Moving a page from position 6 to position 3 can double or triple the visits it gets, though the exact gain depends on the search. Pages that are already near the top are the cheapest to move, because Google has already decided they are relevant. Brand-new pages have to earn that trust from scratch.

This is why your Mandalytics report finds "striking distance" pages first: pages that show up on positions 4 to 10 for a search people really make.



An illustration, not measured data: most clicks go to the first three results, so pages on positions 4 to 10 are the cheapest to move up.

What are the three changes that move a page up?

1. **Write a title that matches the search.** The title is the strongest hint Google gets about what a page is about. Put the words people search for near the start, keep it under about 60 characters so it is not cut off, and give every page its own title.
2. **Answer the search in the first lines.** Say what the page offers or answers in the first two sentences, then go deeper. Pages that answer early are the ones Google, and AI tools, quote.
3. **Link to the page from your other pages.** Add a few links from related pages, using words that describe the target page ("our guide to hiking boots", not "click here"). Google mostly judges a page's importance by the links that point to it.

How do I know if it worked?

Wait about a month. Google says a refreshed page takes around 30 days to be recrawled. Then check your position for the search again. Your weekly report tracks it, and a page that moved from 8 to 5 is a win worth celebrating, because the next climb is easier.

Change one page at a time, so you know what made the difference.

Frequently asked questions

Is position 1 much better than position 3?

Yes, usually, but moving from page two to the top 3 is the biggest change in visits. Start with pages on positions 4 to 10 and work upward.

Should I rewrite the whole page?

Not at first. A better title, a clearer opening and a few internal links often move a page. Rewrite only if the page does not answer the search.

Do meta descriptions change my ranking?

No. A clear description does not change rankings, but it makes more people click your result.

Want these steps as a weekly to-do list for your own site?

Reading this is already a step forward. Mandalytics checks your website in Google and in AI tools every week, then sends the five tasks that will bring you the most visitors, each with the reason why and the steps to do it. You learn as you go, and every small win brings more visitors, more customers and, in the end, more revenue.

See how Mandalytics works

Where this comes from

- Google: title links in search results
- Google: creating helpful, reliable, people-first content
- Arvow: Search Central Live Barcelona 2026 takeaways