GUIDES

How do you write pages that people actually search for?

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

THE SHORT ANSWER

Google shows the one page that best answers each search, so a clear page about one topic beats a general page that mentions many things. Find the searches related to your business that your site has no page for, and write one strong page for each. Every new page is a new door into your site, but write for readers, not for a keyword list.

Why write new pages instead of improving the home page?

Google shows the one page that best answers each search. A page that is clearly about one topic, with the words people use in its title and first lines, beats a general page that mentions many things. Each new page you write is a new door into the site.

How do I choose what to write?

1. **Start from real searches.** Your report lists related searches your site has no page for and that look winnable.
2. **Check the intent.** Look at what Google shows for the search. If the results are all guides, write a guide. If they are products, write a product or category page.
3. **Pick one topic per page.** Do not squeeze three topics into one page, and do not write a separate thin page for every tiny variation. Google treats pages built to catch single questions as spam. Write one strong page that also answers the next questions a reader would ask.



Each search people make gets one clear page that answers it. Each new page is a new door into your site.

What makes a page good enough?

- **A clear title** with the words people search for.
- **The answer in the first lines**, then the details.
- **Real specifics:** prices, steps, examples, who it suits. Use the swap test: if a competitor could paste your sentence unchanged, make it more specific.
- **Enough text to be useful.** There is no fixed number of words. Pages with only a heading and a few lines rarely show up, because there is nothing for Google to match a search to.
- **Links to and from** your related pages.

What about thin pages and category pages?

Pages with almost no text are hard for Google to place. For shops, a category page with under about 100 words of its own text should get two or three helpful paragraphs: who the products are for, how to choose, and what makes yours different. Improve these before writing new ones, since they already exist and may already rank.

Frequently asked questions

How many new pages should I write?

As many as you can make good. One helpful page a week or a month beats ten thin pages in a day.

Can an AI tool write the page for me?

Google says quality depends on effort, originality and accuracy, not on who typed the words. Use a tool for a first draft if you like, then add your own facts, check every claim and make it yours.

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: creating helpful, reliable, people-first content
- Arvow: Ripple effect SEO
- Arvow: Local SEO for AI Overviews (the swap test)