

Google's 3 Ranking Laws

Every Google patent and the 2024 API leak. Three laws, four prompts, one page.

LAW 1

How Google Measures People

Before Google cares about your content or your links, it checks what real humans do when they land on your site.

NavBoost tracks what happens after the click: stay 30 seconds or more without bouncing back to search and it counts as a good click. **Named Entity consistency** tracks whether your name, address, and phone match word-for-word across your site, Google Maps, and every listing. Conflicts drop Google's confidence in your business.

The fix this week: (1) drive traffic to every new page within 24 hours so Google sees engagement on day one, (2) rewrite the first 100 words of your top 10 pages to deliver the title's promise inside the fold, (3) standardise your NAP word-for-word everywhere.

Sources: Google Patent US 8,595,225 (NavBoost); Google Knowledge Graph and named entity methodology.

LAW 2

How Google Measures Your Content

Google checks whether your content belongs in its lane and adds anything new. **siteFocusScore** scores how tightly your pages cluster around your core topic. **originalContentScore** is a literal 0 to 127 field: most content sits at a 4, original research pushes toward 90 plus. **Information Gain** measures whether your page adds anything not already indexed for the query. Covering the same ground as the top 5 results scores zero.

The fix this week: (1) prune or redirect pages that drift off your core topic, (2) before publishing, answer in one sentence what this page contains that exists nowhere else online, (3) add original data, an expert interview, or a defensible contrarian view to every piece.

Sources: Google Search API leak, May 2024 (siteFocusScore, originalContentScore); Google Patent US 11,816,176 (Information Gain).

LAW 3

How Google Measures Your Site

Google applies a **site-wide quality modifier** to high-authority domains. It lifts every page on the domain at once, not just the pages that earned it. This is why a competitor with thinner pages and fewer links can still sit above you: the modifier is doing the heavy lifting. It compounds from legitimate backlinks, original research, brand mentions, structured data, and engagement signals stacked over time.

The fix this week: (1) plan every content investment as a domain signal stack, not a single page, (2) build linkable assets from your own data: state-of-the-market reports, surveys, calculators, (3) pursue earned digital PR in your niche's high-authority publications. One top-tier placement can outweigh a hundred cheap links.

Sources: Google Search API leak, May 2024 (site-wide quality modifier, Q*, siteAuthority).

Google's 3 Ranking Laws

The 4 Claude prompts. Paste one into Claude, ChatGPT, or Gemini and run it tonight.

Prompt 1: NAP Consistency Audit (Law 1)

You are a local SEO consistency auditor. I will paste the business name, address, and phone number as they appear on my website footer, my Google Business Profile, and 3 of my directory listings. Your job: (1) identify every variant of the business name, address, or phone format, (2) flag every discrepancy that would prevent Google from confirming this is the same business entity, (3) recommend the single canonical version that should appear everywhere, (4) give me a copy-paste-ready standardised NAP block I can replace across all platforms. Be ruthless. Even a missing 'Ltd.' or 'Pty Ltd' or a difference in suburb capitalisation counts as a discrepancy. Paste your NAPs below. Format each one as 'Source: [website / GBP / Yelp / etc]' then the NAP on the next line.

Prompt 2: First 100 Words Promise Check (Law 1)

You are an SEO content auditor checking title-to-page alignment. I will paste my page title, meta description, and the first 200 words of my page content. Your job: (1) state in one sentence what my title promises the user, (2) state what my first 100 words actually deliver, (3) score the alignment 0 to 10, (4) identify the specific gap that would cause a real user to bounce back to search, (5) rewrite my first 100 words to land the promised value inside the fold. Be brutal. If the rewrite needs to drop a paragraph, drop it. Paste your title, meta, and first 200 words below.

Prompt 3: Topical Focus + Information Gain Audit (Law 2)

You are an SEO content strategist auditing my site for siteFocusScore (topical focus) and Information Gain. I will paste a list of my last 10 to 20 published page URLs with one-line summaries OR paste the actual page bodies. Your job: (1) for each piece, score topical focus against my core niche (high / medium / low / off-topic) and explain why, (2) flag the pieces to prune or redirect (high topical drift, no traffic), (3) for each remaining piece, identify whether it adds Information Gain (original data, proprietary insight, contrarian view) or just rehashes the top 5 SERP results, (4) give me a 30-day content prioritisation: prune list, refresh list, original content backlog. Be honest about pieces that are not pulling their weight. Paste your business niche (one sentence), then your page list below.

Prompt 4: Domain Authority Compounding Plan (Law 3)

You are a digital PR and domain authority strategist. Tell me your business name, primary service or product, target market, and 2 to 3 internal data points you could turn into original research (transaction data, survey data, anonymised client outcomes, internal benchmarks). Your job: (1) generate 5 original research or data study ideas using my internal data, (2) identify the 3 highest-leverage digital PR angles for my niche, (3) describe the linkable asset structure that will earn citations across multiple publications, (4) give me a 90-day execution roadmap with target publications named. Prioritise compounding signals over one-off placements. Paste your business details below.

Want these as an installable Claude Skill with all four prompts as named modes? Download [3-ranking-laws-cheat-sheet.md](#) from the Cheat Sheet page.