

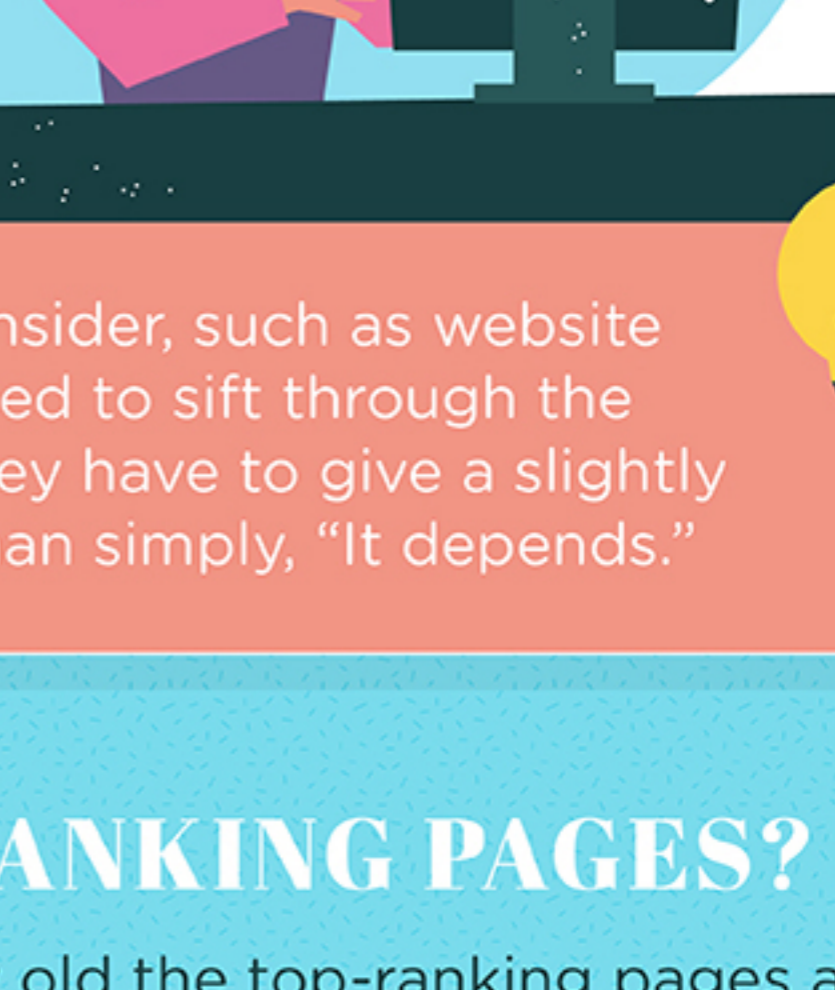
# HOW LONG DOES IT TAKE TO RANK IN GOOGLE?

A study by **ahrefs** presented by **thewebsitegroup.co.uk**



When it comes to SEO, there's next to no chance that you haven't either asked or have been asked "The Question"...

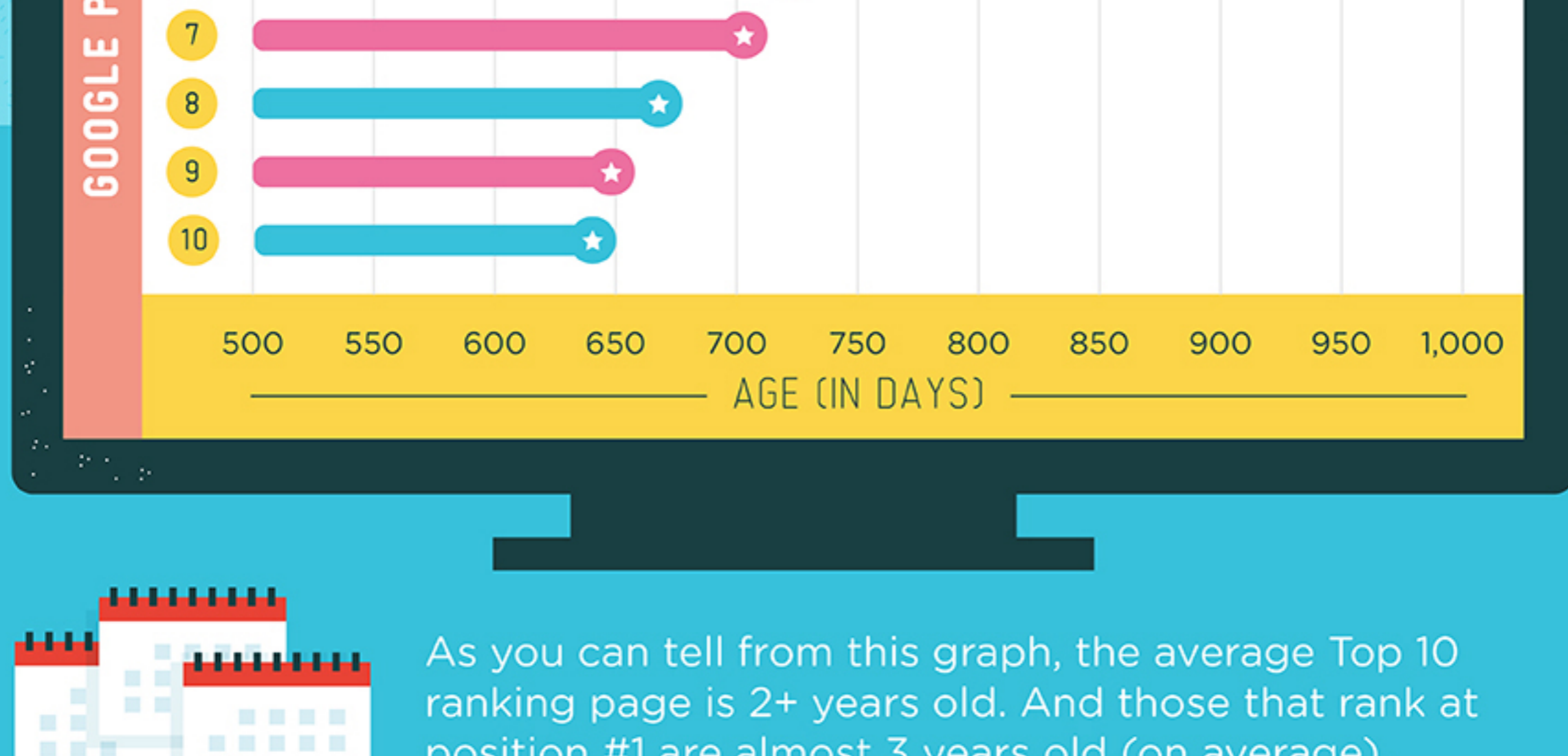
**"HOW LONG UNTIL MY WEB PAGE RANKS ON TOP OF GOOGLE?"**



Although there are many variables to consider, such as website authority, competition etc, Ahrefs decided to sift through the petabytes of historical ranking data that they have to give a slightly more concrete and quantifiable answer, than simply, "It depends."

## HOW OLD ARE THE TOP-RANKING PAGES?

To kick-off the study, we'll first take a look at how old the top-ranking pages are. Ahrefs took 2 million random keywords and pulled data on the Top 10 ranking pages for each of them:



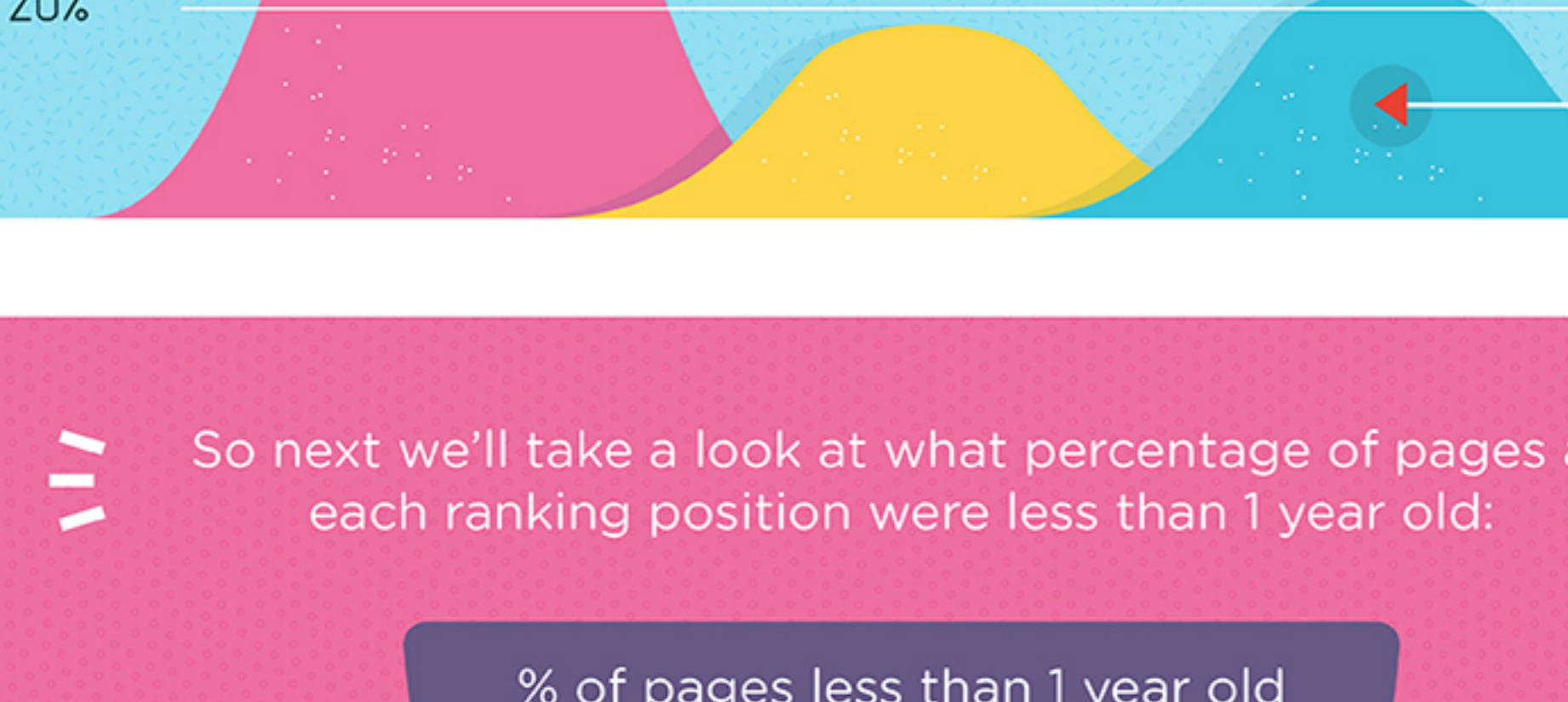
As you can tell from this graph, the average Top 10 ranking page is 2+ years old. And those that rank at position #1 are almost 3 years old (on average).

### FACT

Only **22%** of pages that currently rank in the Top 10 were created within 1 year.



Age of pages, ranking in Google Top 10 results



So next we'll take a look at what percentage of pages at each ranking position were less than 1 year old:

% of pages less than 1 year old in Google Top 10 results



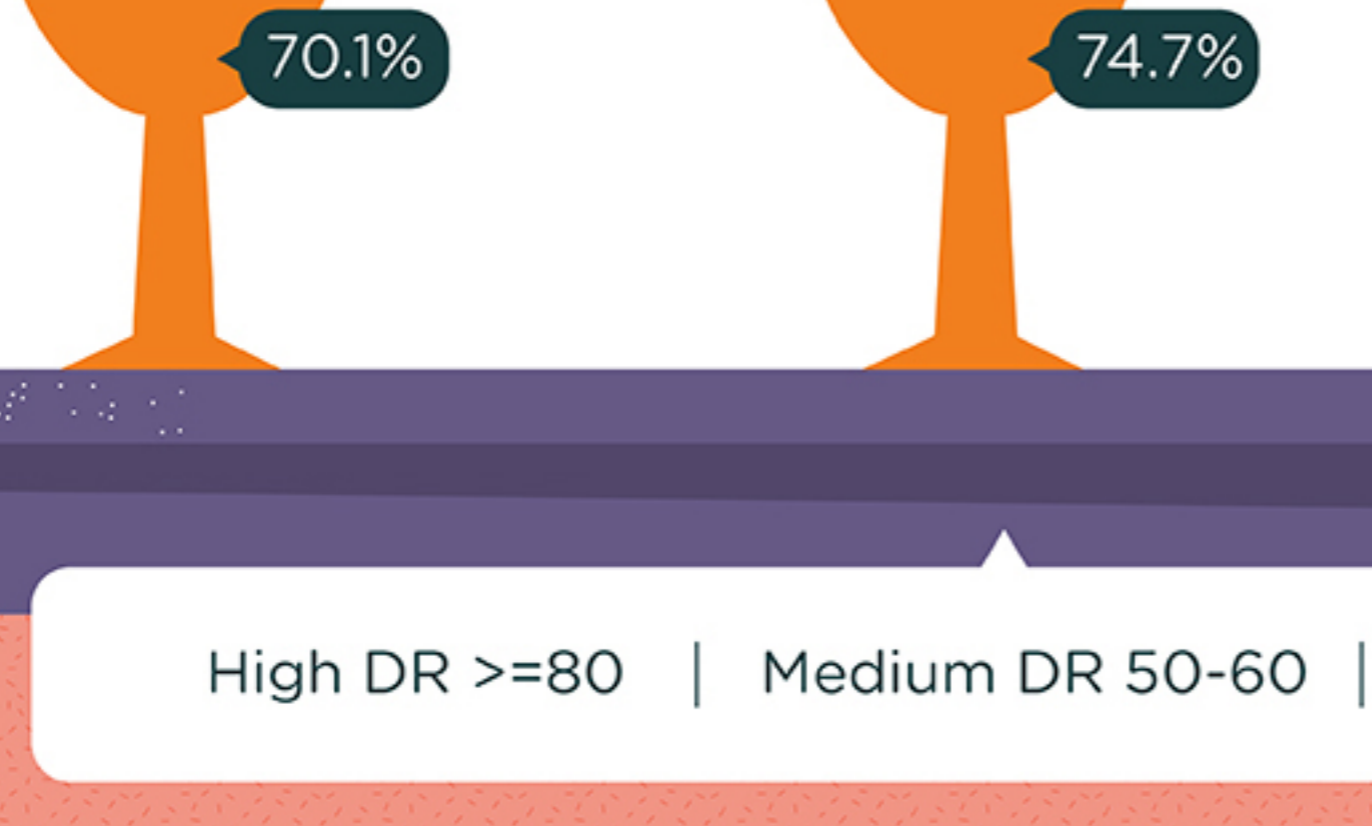
It's pretty clear that the SERP is dominated by "old" pages.

## HOW LONG DOES IT TAKE FOR A PAGE TO RANK IN GOOGLE?

To answer this question, Ahrefs randomly selected **2 million pages** that were first seen by their crawler a year ago. They then tracked the position history of each page for any keyword it's ranked for.

Ranking performance of pages within 1 year from "first seen"

Rank in Top 10 Rank in Top 10-100 Not in Top 100



High DR

Medium DR

Low DR



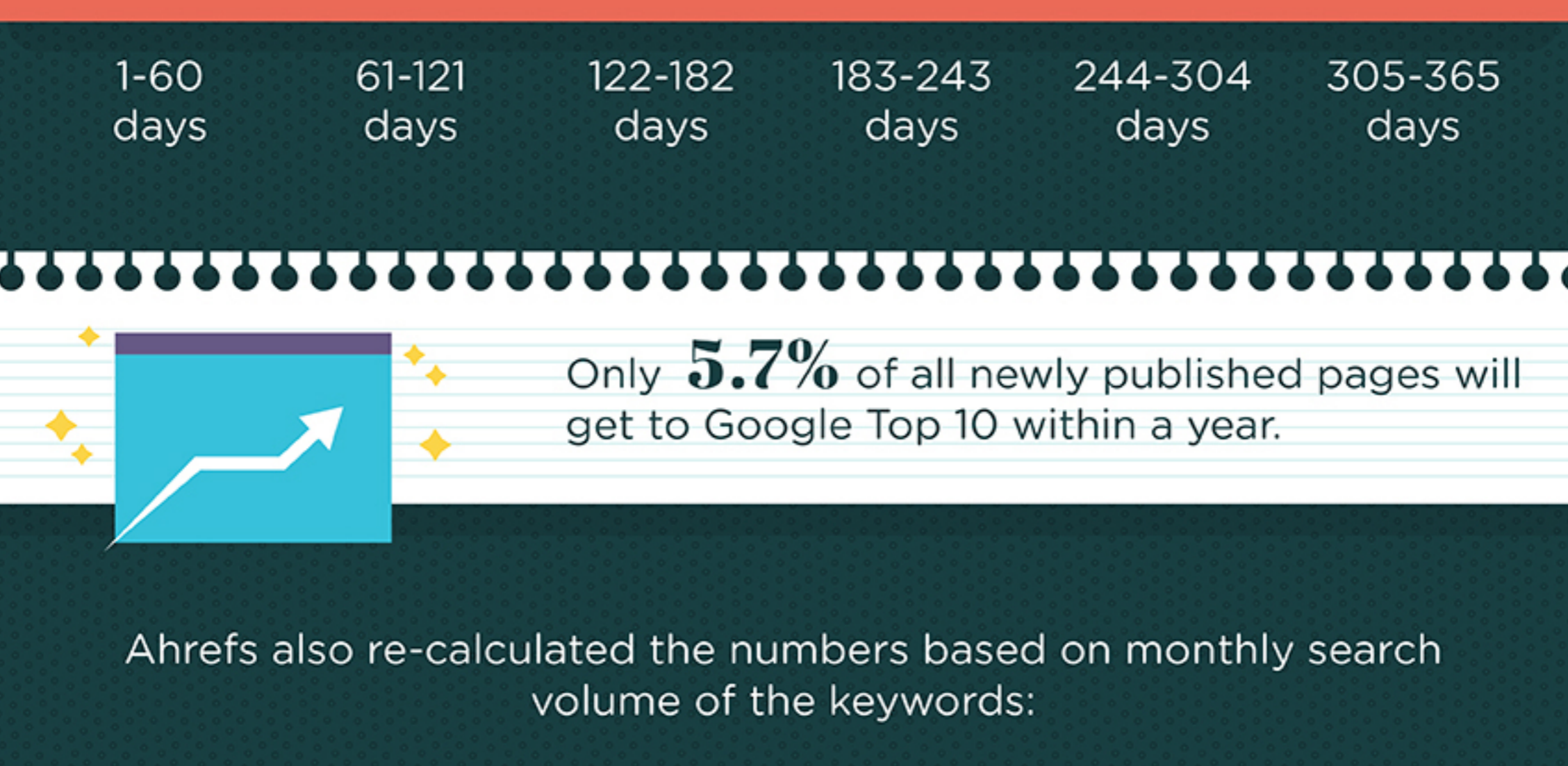
High DR >=80 | Medium DR 50-60 | Low DR <30

Only **5.7%** of all studied pages ranked in the Top 10 search results within 1 year for at least 1 keyword.

Pages from websites with a high Domain Rating (DR) performed way better than those with a low DR.

Next we'll zoom into these 5.7% of "lucky" pages to see how quickly they got from nowhere to the Top 10. The majority of them managed to achieve that in approximately 61 to 182 days.

Days to rank in Top 10 for 5.7% "lucky" pages

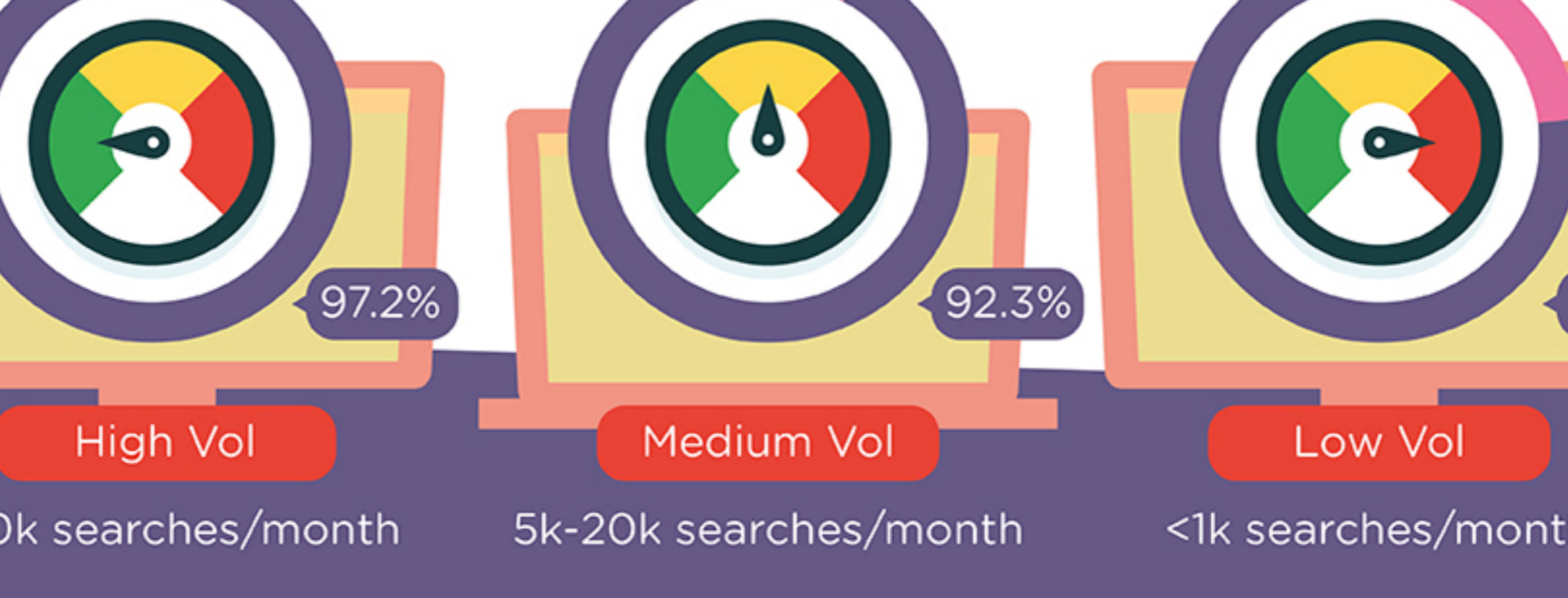


Only **5.7%** of all newly published pages will get to Google Top 10 within a year.

Ahrefs also re-calculated the numbers based on monthly search volume of the keywords:

Ranking performance of pages within 1 year from "first seen"

Rank in Top 10 Rank in Top 10-100 Not in Top 100

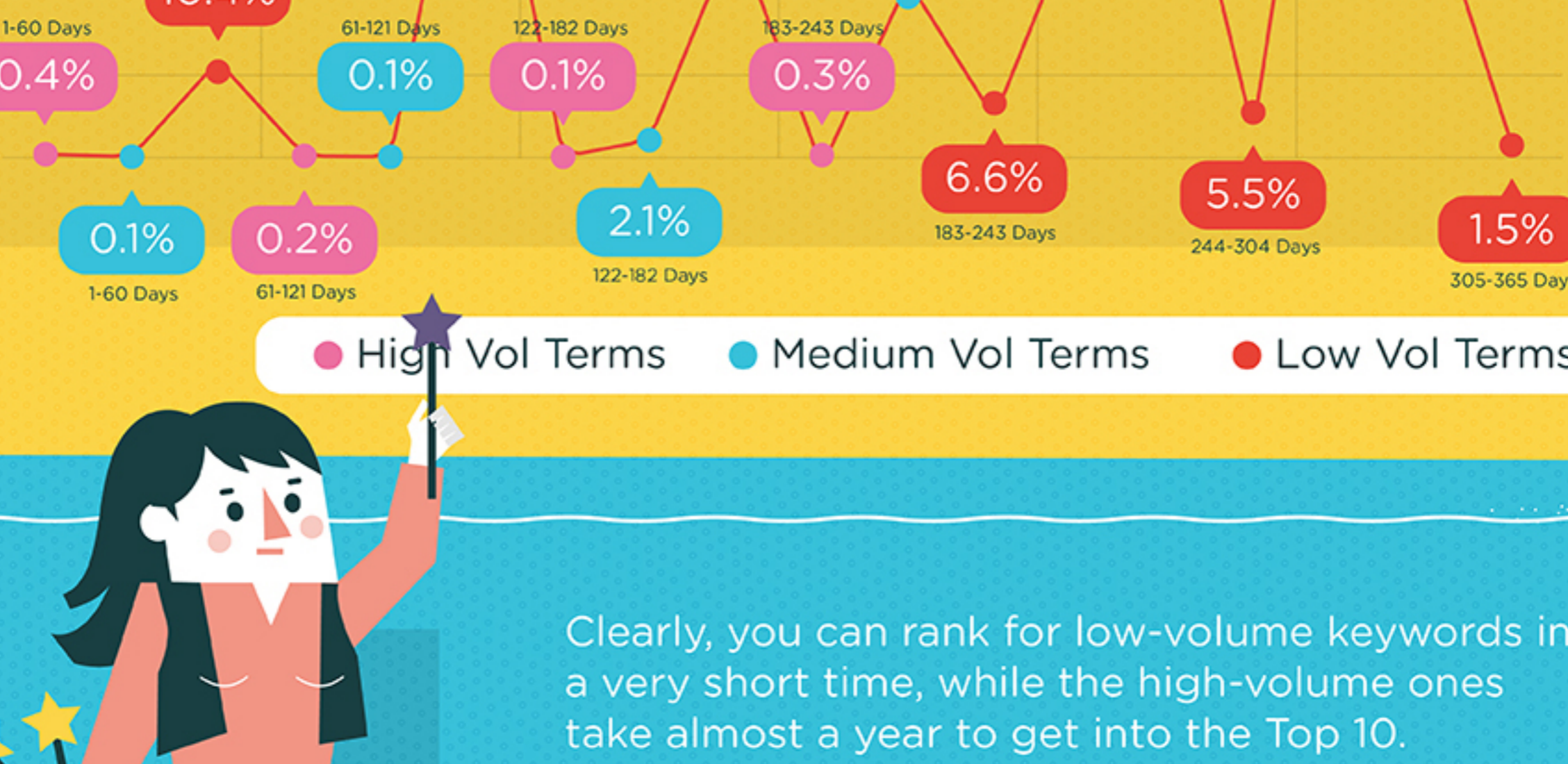


Only **0.3%** of pages ranked in the Top 10 for a high-volume keyword in less than a year.



And here are the dynamics of these 5.7% "lucky" pages, broken down by search volume of the keyword that they ranked for:

Days to rank in Top 10 for 5.7% "lucky" pages



Clearly, you can rank for low-volume keywords in a very short time, while the high-volume ones take almost a year to get into the Top 10.

But again, don't forget that this data only applies to 5.7% of "lucky" pages that ranked in the Top 10 within a year. The vast majority of pages don't perform that well.

## WHAT DOES THIS ALL MEAN?

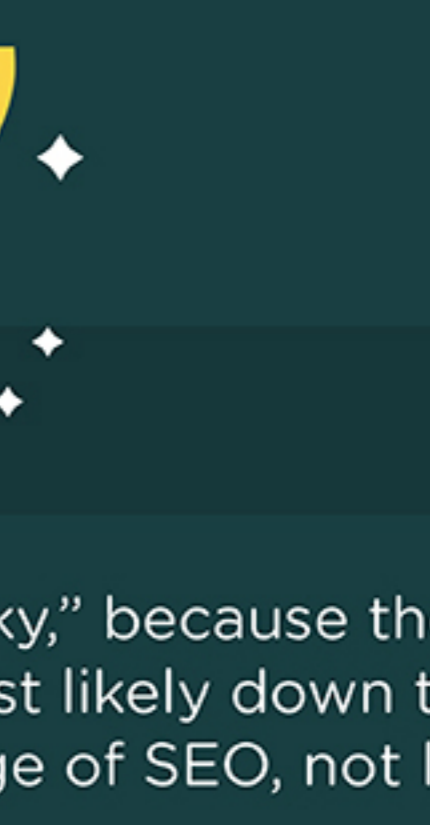
So what did the study manage to achieve?

**DID WE GIVE A DEFINITE ANSWER TO THE QUESTION?**



**NO**

But at least we've shown that almost **95%** of newly published pages don't get to the Top 10 within a year.



And most of the "lucky" ones, which do manage to get there, do it in about **2-6 MONTHS**.

**SO HERE'S TO HARD WORK AND DEDICATION!**

**PS**

Let us know what you think about the findings and tell us about your own experiences



### SOURCE

<https://ahrefs.com/blog/how-long-does-it-take-to-rank/>

Presented by The Website Group