

# SEO Ranking Guide for Malaysian Businesses

How Google decides who ranks on Page 1 and what you can do about it

## Why Page 1 of Google Is Worth Fighting For

Over 90 percent of all search clicks go to Page 1 results. The number 1 result gets roughly 27 percent of all clicks. The bottom of Page 1 still gets around 2 percent. Page 2 and below receive less than 1 percent combined. If your business is not on Page 1 for your key search terms, you are effectively invisible to organic search traffic.

Position	Average CTR	What It Means
#1 on Page 1	~27%	More than 1 in 4 searchers click this result
#2 on Page 1	~15%	Strong but significantly fewer than position 1
#3 on Page 1	~11%	Still very valuable - top 3 captures most clicks
#4 to #10	2-8% each	Worthwhile but diminishing returns per position
Page 2 and below	Under 1%	Virtually no organic traffic at all

## The Three Pillars Google Uses to Rank Websites

### Technical SEO

Google can only rank what it can crawl and index. Site speed, mobile usability, Core Web Vitals, robots.txt, sitemaps, broken links and structured data are all technical signals Google measures before it even looks at your content.

### On-Page Relevance

Your pages must clearly signal to Google what they are about. Right keywords in the right places: title tags, H1, body content, URL slugs and image alt text. Content must match the search intent - what the user actually wants.

### Off-Page Authority

Google measures how much other websites trust and reference yours. Backlinks from relevant high-authority Malaysian and regional sites are the strongest signal. Brand mentions, citations in local directories and social signals also contribute.

## LLM and AI Search Optimisation (GEO/AIO)

Google AI Overviews, ChatGPT and Perplexity now answer search queries directly and cite sources. Getting your business mentioned in AI responses requires different techniques from traditional SEO. GEO (Generative Engine Optimisation) and AIO (AI Overview Optimisation) are included in all plans. AI search is where traffic is growing fastest - optimising for it now gives you a head start.

## Understanding Keyword Types for Malaysian Businesses

Keyword Type	Example	Competition	Value
<b>Broad / Generic</b>	clinic KL	Very High	High volume, hard to rank
<b>Location-Specific</b>	orthopaedic clinic Subang Jaya	Medium	Good balance of volume and achievability
<b>Service-Specific</b>	knee replacement surgery Malaysia	Medium	High intent - user is ready to act
<b>Long-Tail</b>	best GP clinic for children Shah Alam	Low	Lower volume but very high conversion rate
<b>Brand-Related</b>	Cybergate IT support	Low	Protect your brand presence in search

## What to Expect Month by Month

Month	What Typically Happens
<b>1 - 2</b>	SEO audit complete, technical fixes implemented, keyword mapping done, first articles published
<b>3 - 4</b>	Long-tail keywords start moving to Page 1, technical improvements indexed by Google
<b>5 - 6</b>	Measurable improvement across most keywords, some Page 1 rankings for mid-competition terms
<b>7 - 9</b>	Core target keywords reaching Page 1, article content building topical authority
<b>10 - 12</b>	Primary competitive keywords on Page 1, ranking commitment milestone assessment
<b>12+</b>	Continued optimisation and expansion into new keyword clusters as authority grows

## Industry Competition Levels and Recommended Plans

Industry	Competition Level	Recommended Plan
<b>Property and Real Estate</b>	High - Very High	SEO Ultra or Enterprise
<b>Medical and Healthcare</b>	Medium - High	SEO Premium or Ultra
<b>Legal and Professional Services</b>	Medium - High	SEO Premium or Ultra
<b>Accounting and Finance</b>	Medium	SEO Pro or Premium
<b>F&amp;B and Retail</b>	Medium (location-based)	SEO Pro or Premium
<b>Education</b>	Medium	SEO Pro or Premium
<b>Manufacturing / B2B</b>	Low - Medium	SEO Pro
<b>Travel and Tourism</b>	Very High	SEO Ultra or Enterprise

## On-Page SEO Checklist - Every Target Page

- Target keyword in page title tag (under 60 characters)
- Target keyword in H1 heading (one H1 per page only)
- Related keywords in H2 and H3 subheadings
- Target keyword in first 100 words of body content
- Keyword density natural and not stuffed (1 to 2 percent)
- Content matches the search intent for the keyword
- Meta description includes keyword (under 160 characters)
- URL slug is clean and includes target keyword
- All images have descriptive alt text with keywords
- Images compressed and served in WebP format
- Internal links to and from this page are correct
- Schema markup: Service, FAQ and LocalBusiness types
- Page loads in under 3 seconds on mobile
- No duplicate content issues with other pages
- Google Search Console shows no errors for this page
- Core Web Vitals pass for LCP, FID and CLS scores

## Technical SEO Audit - What We Check Every Month

Area	What We Check
<b>Crawlability</b>	Can Google find and crawl all important pages? Any blocked by robots.txt accidentally?
<b>Indexing</b>	Are target pages indexed? Index bloat from thin or duplicate pages causing issues?
<b>Page Speed</b>	Core Web Vitals: LCP, FID and CLS scores. Mobile and desktop performance separately.
<b>Mobile Usability</b>	Passes Google mobile usability test. Tap targets large enough. Text readable without zooming.
<b>Broken Links</b>	Internal and external 404 errors, redirect chains and broken canonical tags.
<b>Duplicate Content</b>	Multiple pages with similar content splitting ranking signals and confusing Google.
<b>Schema Markup</b>	LocalBusiness, Service, FAQ and BreadcrumbList schemas implemented correctly.
<b>HTTPS Security</b>	SSL correctly installed, no mixed content, HSTS configured, security headers in place.

## SEO Plan Comparison

	SEO PRO	SEO PREMIUM	SEO ULTRA	SEO ENTERPRISE
Monthly Price	<b>RM750</b>	<b>RM1,000</b>	<b>RM2,000</b>	<b>RM3,000</b>
Keywords	10	30	50	100
Pages/Month	5	10	20	50
Articles/Month	3	6	9	12
Best For	Small biz	Competitive local	Travel, clinics	Travel, clinics
Ranking Commit.	<b>Min 5/10 Pg1</b>	<b>Min 15/30 Pg1</b>	<b>Min 25/50 Pg1</b>	<b>Min 50/100 Pg1</b>

## Frequently Asked Questions

### How long does SEO take to show results?

Most clients see measurable improvement in rankings within 3 to 6 months.  
 Page 1 rankings typically take 6 to 12 months depending on competition.  
 Our plans include a ranking commitment milestone assessed at 12 months.

### Do you guarantee Google Page 1 rankings?

We commit to a minimum number of keywords on Page 1 within 12 months, subject to competitiveness and industry conditions. Pro: 5/10. Premium: 15/30. Ultra: 25/50. Enterprise: 50/100. Assessed during initial keyword research.

### What is GEO and AIO and why does it matter?

GEO and AIO get your business cited by Google AI Overviews, ChatGPT and Perplexity when users search for your services. AI-generated answers now appear above organic results for many queries. All plans include this optimisation.

### Do I need a website before starting SEO?

Yes. If you do not have one, our Website Development service builds a properly structured WordPress site ready for SEO from day one. We can bundle website development and SEO together with a combined discount.

### What does the free website support include?

WordPress and plugin updates, security monitoring, uptime monitoring, minor content changes and technical fixes. This prevents technical issues from hurting your rankings throughout the entire SEO engagement period.

### Can I upgrade my plan later?

Yes. You can upgrade at any time. The ranking commitment is recalculated based on the new keyword set. Most clients start on Pro or Premium and upgrade as results build and they see the value of targeting more keywords.