The Google Ranking Reality Guide

How Google rankings actually work in 2026 - a Pickzox exclusive bonus.

What moves rankings: quality content, real backlinks, topical authority, user satisfaction.

What doesn't: shortcuts, tricks, and 'loopholes' - Google patches them fast.

Evaluating tools: ask for verifiable case studies, not screenshots.

Timeline honesty: real SEO takes 3-6 months; anything promising days is a tactic, not a strategy.