

Experiment with Google Vertex AI Ranking API: Here's What I Found (Free Script)

Metehan Yesilyurt

AI Search & Information Retrieval Researcher · metehan.ai

Published: June 17, 2025 · Canonical: <https://metehan.ai/blog/google-vertex-ai-ranking-api/>

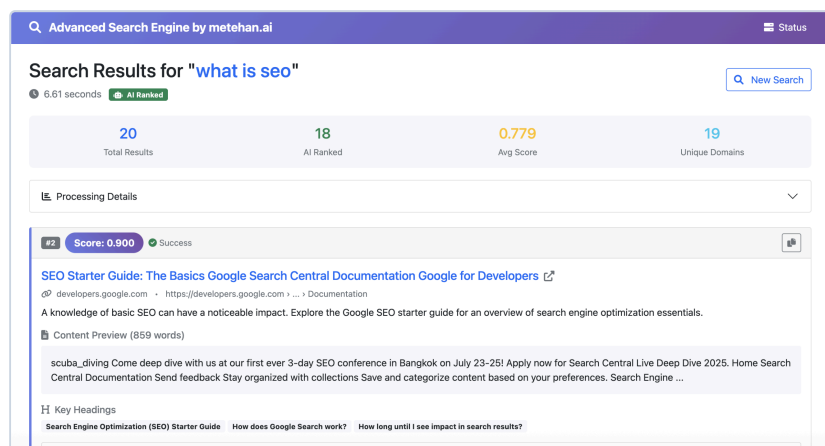
For years, we've optimized for SERP positions. But what if we could look *deeper* — to see **how semantically relevant** a piece of content is according to Google's own AI models?

I built a custom workflow using:

- **DataForSEO** for SERP + content crawling
- Google's **Vertex AI Ranking API** to score semantic relevance
- My own interpretation layer to map ranking position vs. AI understanding

The result? A practical way to audit *what's ranking*, *why it's ranking*, and *what's missing*.

Read Google's official blog post here: <https://cloud.google.com/blog/products/ai-machine-learning/launching-our-new-state-of-the-art-vertex-ai-ranking-api>^[1]



google vertex ai ranking api

Case Study: The Query “What is SEO”

Here's what I found when analyzing that query:

SERP #2 → AI Score: 0.996

Google's own SEO Starter Guide

- Comprehensive
- Authoritative
- Aligned with user intent

No surprise — it scored nearly perfect.

SERP #5 → AI Score: 0.992

A deeply technical guide buried on page one

- High semantic match
- Clean formatting
- Clear, focused answers

This content deserves to rank higher — the AI knows it, even if the algorithm hasn't caught up.

SERP #6 → AI Score: 0.145

*A top-ranking page with **shocking** low relevance*

- Weak content
- Likely ranking due to domain authority
- Backed by site structure and aggressive internal linking

It ranks high — but **not because of content quality**. This is where the opportunity lies.

What I Learned from Running 100+ Pages Through AI Scoring

Instead of building “yet another SEO tool,” I used the API to reverse-engineer **why bad content sometimes wins**, and why great content gets buried.

These were the **3 most important takeaways** from my analysis:

1. Weak Content Can Still Rank — If Structure Carries It

I found a page ranking **#3 with only 300 words** of fluff.

Why did it rank?

- **47 internal links from the homepage**
- Clean URL structure
- Smart breadcrumbing

Site architecture was doing all the heavy lifting.

2. Google Ranks *Passages*, Not Pages

When I isolated high-scoring pages, they didn't rely on length, they relied on **precision**.

Pages with just **2–3 clear passages** (scoring >0.900) consistently outperformed keyword-stuffed, bloated 2,000-word pieces.

“Answer first. Expand second.”

That's the pattern the AI favors.

3. Internal Linking Drives Semantic Comprehension

Internal linking wasn't just a crawl signal — it shaped how the AI **understood the topic**.

What worked:

- Contextual links to **related** content
- Descriptive anchor text (not exact-match spam)
- Logical topic clusters

What didn't:

- Footer spam
- Disconnected silos
- Overused keyword anchors

Internal linking = **semantic scaffolding**.

The Process I Use

Here's my exact 5-step approach:

1. **Run the analysis** — Get Vertex AI scores for top 20 results
2. **Find mismatches** — High rank / low score = *ranking without merit*
3. **Deep dive winners** — What makes 0.900+ pages special?
4. **Audit the weak winners** — Low-score pages ranking high? Follow the link trails
5. **Execute precisely** — Blend quality content with structural SEO

Download the Full Study + Scoring Script

If you're curious about scoring your own pages or reverse-engineering competitors:

```
(function(w,d,e,u,f,l,n){w[f]=w[f]||function(){(w[f].q=w[f].q||[]).push(arguments);}},l=d.createElement(e),l.async=1,l.src=u,
n=d.getElementsByTagName(e)
```

```
[0],n.parentNode.insertBefore(l,n);}) (window,document,'script','https://assets.mailerlite.com/js/universal.js','ml');  
ml('account', '1481491');
```

Connect With Me

- I share practical SEO experiments — not recycled advice.
- I publish SEO tools, breakdowns, and findings in public. (Check my [GitHub](#)^[2])
- I test what others assume.

Follow or connect if you're into technical SEO backed by data:

- [@metehan777 on X](#)^[3]
- [LinkedIn](#)^[4]
- [Substack](#)^[5]
- [YouTube](#)^[6]

Google Vertex AI Ranking API is the cleanest AEO reranking sandbox. AI citations in ChatGPT, Perplexity and Gemini follow similar rerank patterns, so Vertex is a good proxy for answer engine optimization experiments.

REFERENCES & SOURCES

- [1] <https://cloud.google.com/blog/products/ai-machine-learning/launching-our-new-state-of-t...> — <https://cloud.google.com/blog/products/ai-machine-learning/launching-our-new-state-of-the-art-vertex-ai-ranking-api>
- [2] [GitHub](#) — <https://github.com/metehan777>
- [3] [@metehan777 on X](#) — <https://x.com/metehan777>
- [4] [LinkedIn](#) — <https://www.linkedin.com/in/metehanyesilyurt>
- [5] [Substack](#) — <https://metehanai.substack.com/>
- [6] [YouTube](#) — <https://www.youtube.com/@metehanyesilyurtseo>