TOP 9 TIPS
TO FAST TRACK YOUR SEARCH ENGINE RANKING

#1 Choose a professional domain name

Name should clearly reflect your business name or product. A top-level domain (.com) is preferable.
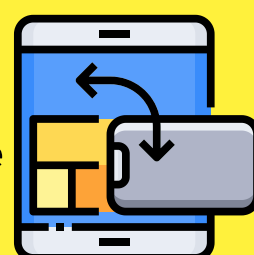
#2 Host your website on a CDN

Content Distribution Networks or CDNs are faster with very low latency and good for content promotion.

#3 Choose a responsive theme

92% of users access Internet on their mobile phones across the world. Make sure your website is mobile-ready.
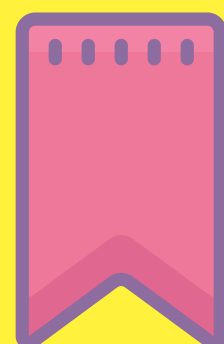
#4 Create a sitemap

A well thought out and structured sitemap for the website helps search engine crawlers find content better and faster.
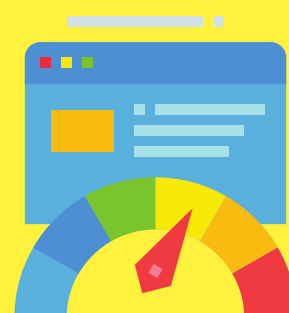
#5 Get a Favicon

Favicon is the small logo image that appears right next to the website title in the browser tab. Search engines value usage of favicon in the website.

#6 Website speed

Search engines prefer websites that load faster as they enhance user experience. Use plugins and widgets that you really need on the website.

#7 Add videos

Videos will continue to remain as the preferred media for users and so do search engines.

#8 Optimise your blog posts

Format your blog posts - properly use heading tags, images etc. - and make sure targeted keywords are used for better SEO.

#9 Choose your lead magnets

Placing all the content behind web forms is not practical. Give away more free content and place selective content behind forms that can act like lead magnets.