

10 SEO Must Haves That Unleash Your Site

Ranking for your relevant keywords in search isn't just about content. What lurks beneath the hood of your website can keep you from hitting the sweet spot of success: a page 1 ranking on Google.

Technical SEO can take months to dial-in. Hitting these critical basics shows Google you're serious about ranking.

- Add an SSL certificate to your domain (“https://” versus “http://”)
- Add Google Analytics to your site
- Setup your domain in Google Search Console and connect it to GA
- Use a solid server—sluggish sites can't compete
- Keep your pages fast. TTFB <500ms (<200ms for mobile)
- Create an .xml sitemap file for your site
- Check your robots.txt file for disallows
- Use copywriting formulas to drive more clicks when writing meta-descriptions
- Use your keyword and related phrases early in the body of your text
- Use your keyword in your title and h1 tags. Hot h-tag tips:
 - H1 and title tag can be the same
 - Use two or three h2 and h3 tags with related keywords on every page

The 10 Must Haves set you apart from the competition. Throw fuel on your contents fire and blast your way up the SERPs.



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