

# 9 Actionable SEO Techniques & Strategies for 2018

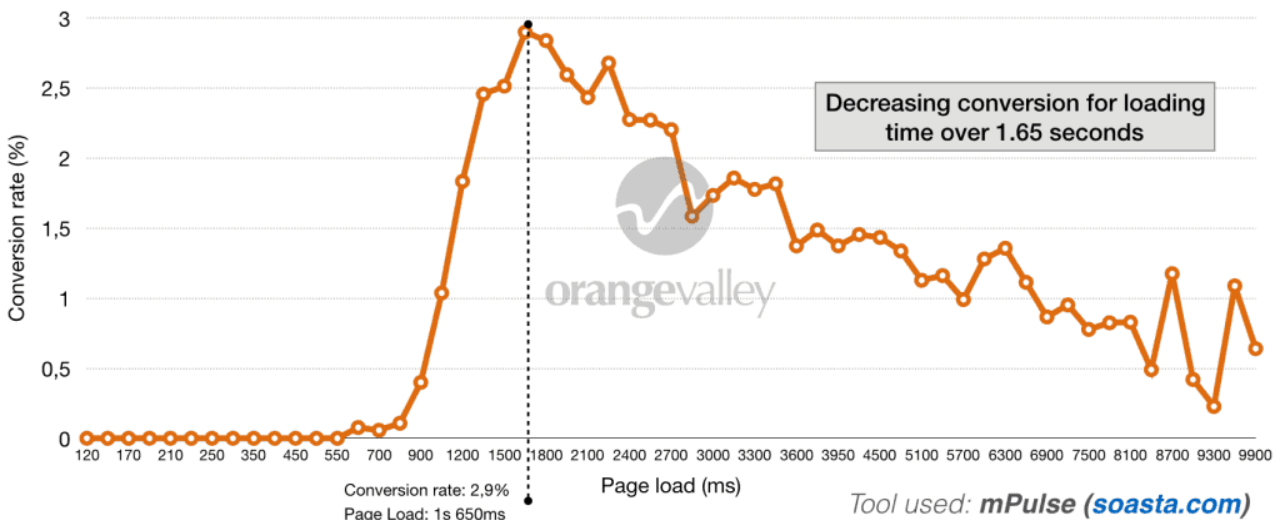
Posted by [Derek A. Lackey, Editor](#) / August 28, 2018

## 1. Make your site SUPER fast!

We are now in the day and age where, frankly, people have very little patience. Website users want to access a website and be able to view all the information on that website in a matter of seconds. A lot of research has been performed over the years, boiling down to this:

- The amount of people visiting a website, who have to wait longer than **1.65** seconds for a website to load will leave
- Once that sweet spot has been exceeded, the conversion rate decreases
- Less conversion means less visitors
- Less conversion means less potential customers

### Loading time impact on conversion



**How do I make my website faster?**

https://www.google.co.uk/ ANALYZE

Mobile Desktop

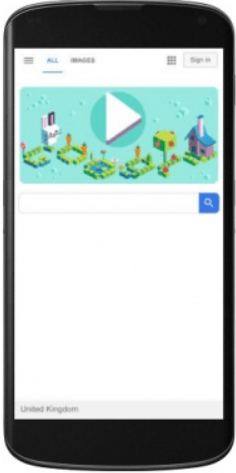
**Good**  
99 / 100

Great job! This page applies most performance best practices and should deliver a good user experience.

**Possible Optimizations**  
Leverage browser caching  
▶ Show how to fix

**Optimizations Found**  
▶ Show details

\*The results are cached for 30s. If you have made changes to your page, please wait for 30s before re-running the test.  
\*This test checks to see if a page has applied common performance best practices. A high score is correlated with a fast user experience but does not guarantee it. [Learn more.](#)



## 2. Rank Brain (increase CTR)

**TOP 3  
SEARCH RESULTS GET  
60-80%  
OF THE CLICK TRAFFIC**



What is Rank Brain?

[Read The Full Article](#)