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## 4 Best Tips for A Successful SEO Strategy You Need to Know

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For a successful SEO strategy, there are important techniques you must look at to boost your rankings in the search engines. More search leads are needed by marketers in both the B2C and B2B industries because they bring 8.5 times higher conversions than outbound leads. Hence, this article aids you with the best SEO tips that will boost your organic traffic and your search rankings.

### 1. Remove Things That Slow Your Site

Your page loading speed is a key factor in SEO. Wondering why? Because slow pages frustrate your website visitors' experience. And it can discourage them from buying your products. This is because a slow site is considered an untrustworthy site in the minds of potential buyers.

As a matter of fact, according to Strange Loop, just a one-second delay in your page load time can lead to a 7% loss in your conversions.

So, remove non-essential elements that tend to slow your site. And if you are using WordPress, you can deactivate plugins you installed but don't use or need. Moreover, you can also declutter your sidebars and leave there only essential widgets.

### 2. Link to Websites with Relevant Content

Link your content to other websites with authoritative and relevant content because link building is fundamental in a successful SEO strategy. In fact, according to Rand Fishkin, the founder of Moz, linking brings trackable traffic that makes your website a more scalable and valuable resource.

Best of all, if you want to win inbound links from the authoritative blogs, then the easiest way is to first link to them from your content. Link to content pages with tremendous value to your content. And the experts at [SEO Malaysia](#) can help you link your content to relevant and authoritative blogs.

### 3. Write First for Humans and Then for Search Engines

Write content for humans who have the eyes to read your content and then buy your products. So, you shouldn't prioritize search engines over humans who are your actual customers. Remember, search spiders are only scripts and don't buy products. More so, can't become your loyal customers or even engage with your business on social media.

Create content that helps someone because useful content helps in boosting your SEO as search engines follow a user's experience when ranking. Like the time a user spends on a page on your website.

#### 4. Have Web Analytics at The Beginning

After setting your SEO goals, you need analytic software to track your performance over time. Some of these include Google Search Console and **Google Analytics** plus many others. These help you to determine your success and identify where you need to make some adjustments to make your SEO strategy a success.

And it must be installed before sending your first visit to your website or landing page.

#### Boost the Success of Your SEO Strategy

Don't let your site lie in Google's last pages. Boost your site's rankings with the help of experts in the SEO game at **SEO Malaysia** and get your site on Google's first page.

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