

5 web design secrets
that consistently result
in top search rankings



Secret #1

Ensure your website has a
responsive design

Appear professional wherever your customers are

Nearly 60% of searches are now on mobile devices

Non mobile-ready sites will NOT rank

responsivetool.com



Secret #2

Be original, check that your content is unique

Duplicate content can impact your rankings

Search engine algorithms will find copied text

Depending on the severity, your rankings may suffer

copyscape.com

Secret #3

Speed up if you want to win the race

Site speed is CRUCIAL for many reasons, including:

It's a factor that triggers algorithms to rank a site

A slow website encourages visitors to leave

gtmetrix.com

Secret #4

Move into the right neighborhood

Sites mentioning “gambling”, etc. are Bad Neighbors

Sharing a server puts your rankings at risk

Invest in premium hosting to avoid being penalized

viewdns.info/reverseip

Secret #5

Get your website SSL secured

Want to be rewarded by Google in ALL rankings?

SSL secured sites are prioritized in search results

This is simply HTTPS in front of your domain name

Check your site's URL, it should start <https://...>