

# Digital Bootcamp: Steps for a Successful SEO Strategy

The purpose of SEO is pretty simple: to make your website easily found on search engines. It can lead to more prospects, free PR, and insight into customer demand. Here are seven easy ways you can start putting SEO to work for your business right away.

## Update your titles, headers, and meta descriptions



*Titles, headers, and meta descriptions are part of your website's code. Making sure these tags are relevant, well-written, and specific to each page will ensure higher ranking in search results. If you use WordPress, there are [great plugins](#) that make it easy to do this.*

I've got it covered!

## Develop fresh, high-quality content for your site

*Google takes recency into account when ranking sites. Make sure you have plenty of content on your site that is recent. Having a blog is one easy way to do this - it will help ensure that you don't get buried along with other, more stagnant sites.*

I've got it covered!



## Submit a sitemap through Google Webmaster Tools



*Submitting a sitemap through Google Webmaster Tools is easy to do. It basically tells Google to check out your site, instead of waiting for them to come find you. There is a great guide [on Google's support site](#) that tells you exactly how to get started.*

I've got it covered!

## Decrease load time on your site

*Google also looks at how fast your site loads. Reducing the size of your image files is a great way to start cutting down on your site's load time. If you're using a platform like Wordpress, there are [plugins available](#) to help you get started.*

I've got it covered!





## Share content from your site on social media

Google looks at the number of times content has been shared on social media. Tweeting out your article and encouraging others to share it is a great way to improve your ranking. Put social sharing buttons on your site to encourage visitors to share your articles.

I've got it covered!

## Take advantage of Google's "rel=author" tag

Use the "rel=author" tag whenever you write something. That way, all of your work is tied to your Google+ profile, and your work is displayed more prominently in search results. Verve Search has [an excellent guide](#) to getting started with the "rel=author" tag.

I've got it covered!



## Do keyword research to see how people find you

Although this is the last tip, it is easily one of the most important. Once you know what people are searching for to find your industry, you will know what to write about and how to optimize your titles, headers, descriptions, and content. Moz has [a great resource](#) to help you get started with this.

I've got it covered!

## Five SEO-Related Acronyms Explained:

- 1. SEO - Search Engine Optimization.**  
Using techniques to improve the ranking of a website as shown by search engines.
- 2. KEI - Keyword Effectiveness Index.**  
A measure of how effective a keyword is, based on number of total searches versus competition level.
- 3. SERP - Search Engine Results Page.**  
The list of web sites shown by a search engine in response to a query.

- 4. PR - Page Rank.**  
This is one way of ranking websites (1 through 10) but is only one of hundreds of algorithms that Google uses.
- 5. SEM - Search Engine Marketing.**  
Increasing a site's visibility in SERPs via a combination of search engine optimization and advertising.

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