

6 Tips TO BOOST Your SEO

Your target audience is out there. If they are not finding you, it's time to get serious about improving your SEO. The higher your SEO ranking, the more likely your target audience will find you and click through your website or blog. With more traffic to your site, the better chances of converting visitors into your members or account holders.

WHY SEO?

Search Engine Optimization involves implementing certain strategies on your website to get your site to rank high on the search engine results page. Did you know that 99.9% of searches only interact with the first page of search results without ever scrolling to any following pages? (Source: Google Support) This estimation is why improving SEO is so valuable to your business. Without a decent ranking, many potential members or customers may be missing out on what you offer.

1. Understand Your Online Visitors

Improving your SEO starts with understanding how your target market behaves. For example, consider how a person might begin searching for a product or service.

Awareness: The customer knows they need more funds for an upcoming project and begins searching for potential help using broad search terms. For example, "bank near me."

Consideration: Customers are now searching for solutions that best meet their needs. They might start using keywords that include a location, product feature, or product type. For example, "loans in Texas with a low interest rate."

Purchase: The customer is ready to inquire, apply, or buy and generally knows who they will contact. They often search directly for the service provider. An example, is "ABC 123 Credit Union."

2. Use Keywords on Your Website

Keywords are the words or phrases a person uses when they do an online search. For example, "credit union personal loan" and "what banks are in my area" are considered keywords. Matching the keywords used on your website with the words used by customers when they search for you is an integral part of SEO.

Add popular keywords or phrases to your website.

Use these words in your page titles, page content, or metadata.

Use popular keywords relevant to your business, service, or location.

3. Use Meta Tags in Your Content

Meta tags are pieces of content in your website coding that do not display on your webpage. These tags tell search engines additional information about your website and content.

Meta Description: A brief summary of what your webpage is about.

Meta Title, or Title Tag: Your webpage title, which displays in the browser tab.

Alt Text: Added to media, such as images, to provide a text alternative to the media.

4. Write High-Quality, Original Content

With high-quality, original content, your SEO efforts will be well spent. But what exactly makes content high-quality and authentic? It should provide value to your audience, answer their questions, solve their problems, and satisfy their needs. Original content is unique to your website, and created internally or with the help of someone you hire. Creating fresh, unique content adds something new and special to the web, which search engines will use to influence their algorithms.

5. Update Your Content Regularly

Regularly updated content is considered one of the best indicators of a site's relevancy, so it is vital to keep it fresh. An excellent way to ensure you update your content regularly is to audit your content on a set schedule and make updates as needed.

Writing additional content, rich with keyword phrases, can also boost your search engine rankings. Blog posts are an easy way to update your site with specific topics you are targeting.

6. Optimize for AI results

Artificial Intelligence is making search engine results even more competitive. Getting your site to rank in the Google AI overview section can increase your site visits. According to the Search Engine Journal, "AI Overviews appear in 47% of Google searches and take up nearly half the screen space on both desktop and mobile devices". One strategy to improve your chances of ranking in the AI overview would be to expand upon the results that AI is already providing on your blog topic. By providing in-depth insight, you could have a shot at being listed as a source.