



7 SEO Tips for 2021

A Digitech Systems, LLC eBook



Executive Summary

SEO



If you're looking to improve the performance of your website and ensure it is optimized to appear sooner in search results, you're not alone! We've put together the ***7 SEO Tips for 2021 eBook*** with seven of the most effective ways to optimize your own website's SEO!

With this eBook, you will learn:

- How to optimize your website for SEO (Search Engine Optimization).
- How to improve your website's visibility in Google search rankings.
- How to improve advertising effectiveness through organic visibility.
- How to write keywords for your specific target audience.

How is your SEO strategy?

SEO (Search Engine Optimization) is the process of collecting insights, analyzing performance, strategic planning and implementation of strategic adjustments made to a website, in order to be optimally effective in appearing in search engine results.

There are always opportunities to optimize and improve the performance of your website! Use the 7 helpful tips included in this eBook to get started with SEO improvements!

“ Nearly 91% of pages receive no traffic from Google. ”

- Ahrefs

“ 75% of searchers never go past the first page of results. ”

- Hubspot

“ Roughly 8% of searches are phrased as a question. ”

- Moz



Use these seven tips to optimize your website's performance in search results and increase web traffic!

Tip #1 Define Target Audience

“ The #1 result in Google
gets approximately
32% of all clicks. ”

- Backlinko



Define your ideal target audience!

It's important to determine who it is you're looking to target and attract to your website. You can research your ideal site visitor and learn what it is that they are searching for, taking note of specifics to implement in your own strategy in targeting them. Pick keywords commonly used by your target audience to increase the odds of being visible in search results and leading potential clients to your website!

Tip #2

Set Goals/KPIs

// Google uses over 200 factors in their algorithm for ranking websites //

- Backlinko



Example KPI's

- Bounce Rate
- Session Duration
- Domain Authority
- Landing Page Performance
- Keyword Rankings
- CPC (Cost-per-click)

Set Goals and Key Performance Indicators (KPIs) for your SEO strategy.

Key performance indicators include measureables that are specific enough to provide a clear picture of performance of your website, both before and after implementing your SEO strategy. Determine the current performance of your website by running an analysis of current performance, and then determine what it is you'd like to focus on improving. Adjust accordingly based on noticeable changes in your KPIs!



Tip #3

Stay Competitive

**“ 21% of searchers
click on more than
1 search result. ”**

- Moz



Check out competitors and examples to follow.

Be original in your content creation and SEO strategies, but do take a look at competitors that come up in results your target audience sees when searching for a product like yours. You can use these results as inspiration and examples to follow when crafting your own page descriptions that draw in web traffic. Pay special attention to the keywords that are showing up in results your potential prospects are getting when they search!

Tip #4 Improve Page Titles

// Pages ranking 1-3 on search engine results pages (SERPs) generate a click through rate of 36%. //


- Searchmetrics



Improve your site's page titles with keywords

Take the time to write interesting and keyword-optimized titles for important pages of your website! Page titles should not be too basic. They should include keywords that would likely be searched by someone within your target audience. Make sure to check out similar results and competitors' websites to see how they've crafted titles for their pages.

To craft more effective landing page titles, go beyond using just topic words to include keyword-optimized words. As an example, "ECM for Healthcare" is likely a stronger title tag than just "Healthcare".



Tip #5 Choose Keywords Wisely

“25% of small business websites don't have an H1 tag.”

- Fresh Chalk

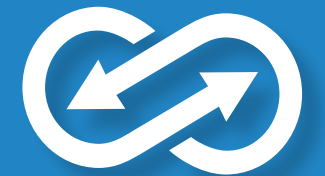


Choose Keywords that your audience would search

Keywords should be chosen carefully and with a strategic approach in order to maximize the odds of driving traffic to your website! Use online tools and compile a list of the most popular keywords that relate to your offering, and then begin to use those keywords in your content as often as possible. H1 tags are the titles and subtitles in your content, and they are the ideal place to include keywords! Ideally you would use a keyword every 200 words. Be sure to incorporate them in blog posts and content you are publishing.


Tip #6 Optimize for Mobile

**“ Mobile accounts for
58% of all Google
searches.”** - Hitwise



Optimize your website for mobile visitors

Make sure your website is mobile-friendly, and it will help ensure your visitors have the best experience across all devices! Search engines collect information about bounce rates (how quickly a visitor leaves a page after viewing), and that's why it's important from an SEO standpoint to configure your website for mobile devices.



Tip #7 Stay Informed

**“ Roughly 8% of searches
are phrased as a question. ”**

- Moz

Stay Informed and Up-to-date

It might seem funny to include this tip, but it's true! Really, the rules and algorithms for Search Engine Optimization change frequently, so following a trusted resource or blog can help you stay up to date on changes that may impact your website's performance. Make sure you stay up to date on big changes and adjust accordingly by updating your website's SEO strategy!

Get Started with SEO!

Ready to get started with SEO? Use these simple tips to get started with easily optimizing your website for SEO. Here are a couple important reminders on steps to take before making changes to your website.

Remember to:

- Benchmark current SEO performance
- Analyze competitors' SEO strategies
- Set goals and KPI's (Key Performance Indicators)
- Define your target audience
- Define keywords



**"There are over
86,000 searches
happening on Google
every second."**

- Internet Live Stats

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