



Search engines favor
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regularly updated.

Photo courtesy of Word of Life Fellowship

■ by Dan Vu

Boosting SEO

In today's digital age, search engine optimization (SEO) is crucial for camps and conference centers looking to enhance their online presence. SEO is a technical process of increasing the accessibility and visibility of websites and online content to users.

If done appropriately, SEO places your site in front of potential guests and parents searching for programs like yours. The purpose is to draw more organic (free) visitors, and it is crucial to create a site that meets the requirements set by search engines, such as Google. Here are five tips to improve your ranking in search results:

1. Optimize your website content.

When it comes to SEO, ensure that your website has enough relevant and quality content to satisfy the needs of users searching for a keyword. Try to incorporate the sort of search terms a parent might use to look for a summer camp such as "summer camp in [your location]" or "outdoor adventure camp for children." Provide details about the programs and activities and the available amenities and features of your camp or conference center.

2. Focus on local SEO.

Local SEO is especially important for camps because parents often look for programs within a specific geographical area. Complete and verify your "Google My Business" listing regularly with current contact information and working hours. Publish the best photos of your facility and past events. Ask satisfied parents or guests to write reviews, as this increases the site's local search engine rankings and informs others about the quality of service you provide.

3. Optimize for mobile.

As the number of internet users using their handheld devices increases, your website must be optimized for mobile use. The use of responsive design means that the site will be viewable on different devices, and this remains a key factor for Google. When testing your website, be sure to test it on multiple devices to ensure it loads quickly, especially for parents using mobile devices.

4. Leverage social media to engage families.

Social media engagement can indirectly impact SEO by driving traffic to your website. Share your camp's blog posts, events and photos on platforms like Facebook, Instagram and YouTube to attract more visitors to your site. Engaging content that gets shared by users can increase your camp's visibility and bring in more inquiries and registrations.

5. Regularly update your website content.

Search engines favor websites that are regularly updated. Keep your site fresh by posting new blog articles, camper or guest testimonials and updates on camp activities. This not only improves SEO but also shows potential guests, campers and their families that your camp is active, engaging and ready to provide a memorable experience. ■

plug and play marketing



Last summer, Dan Vu served as the social media marketing intern at Christian Camp and Conference Association, specializing in SEO and content creation. She has experience in increasing organic traffic and engagement across platforms and establishing SEO articles. Vu is pursuing a B.S. in marketing and business analytics at the University of South Florida, with a passion for leveraging digital strategies for impactful results.