A BEGINNER'S GUIDE TO SEO

How Search Engine Optimization Helps Attract New Customers

What every small business owner needs to know!

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DEDICATION

I dedicate this to my husband Michael without

whom I would not be able to do

what I do every day.

ACKNOWLEDGMENTS

I would like to thank Suzanne Doyle-Ingram,

my friend and partner, who helped me realize

the power of writing and publishing a book.

1. WHY DO I NEED SEO TO ATTRACT MORE CUSTOMERS?

WHAT IS SEO?

SEO is the abbreviation for Search Engine Optimization. SEO is what you do to your website to increase traffic to it. The art of good optimization allows search engines, such as Google, Bing, or Yahoo, and people to find you.

WHAT IS ORGANIC SEARCH RESULTS?

Whenever a person types in the space available on the internet to try to find something a search results page is presented to you. If they happen to use your primary keywords or phrases along with your city or location, your website may show up. Hopefully on the first page of Google.

Every time a search is performed there are two types of results paid and organic.
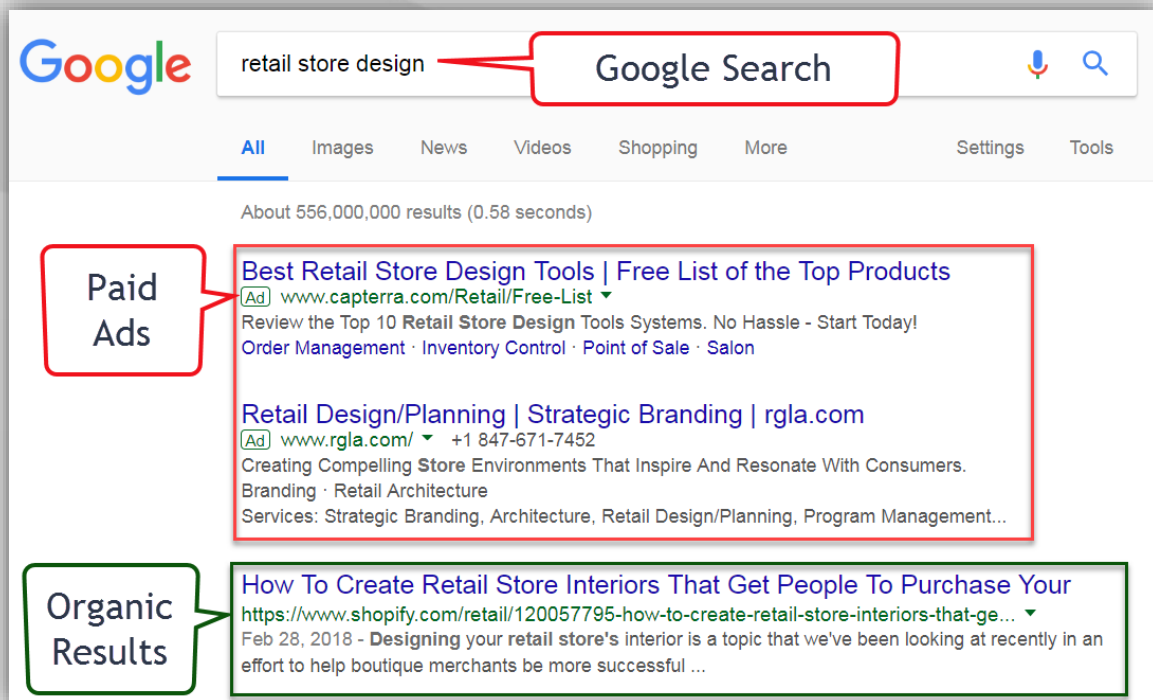
WHY DO I NEED SEO?

You need SEO to increase your share of *free website traffic* from search engines. The top-ranked websites get almost all of the traffic, so you need SEO to get your website to the top of those search result pages.

If you want to get found on Search Engines nowadays, you need to be optimized. If you want to get in the game, you will have to do some form of optimization. If you are the only company in a one-horse town with one product or service, then you will be found locally but not on the rest of the world wide web.

My clients say things like:

"Help! I don't know anything about the internet or Google. It just seems too complicated."

They are right—it is complicated! Because there are tons of people and SEO companies out there trying to do the same thing. I have been learning and working at it full-time for over four years and have found there is still so much to know. It is true when they say the more you know, the more you know you don't know.

"I used to be on the first page of Google, but now I have disappeared, or I show up on page 6. What happened?"

Well, what happened is there is more and more competition out there for the same placement. Not to mention, people are smarter and hiring SEO companies to try and get them to the top of the pile.

We all get inundated with emails every day offering to do just that. But how do we know who is the right one?

This brings us to how SEO works and what the basics to get started are.

2. BEST PRACTICES FOR SEO

ON PAGE OPTIMIZATION

There is no perfect optimization, but these best practices will help you get started or understand what it is all about.   I gave this list to a new client, and they said, "Thank you! This explanation helps me understand search engine optimization a little more, but I still want you to do it for me!"

TARGET KEYWORDS

Before you start adding content to your website you need to know what keywords and phrases to use. Select your target keyword(s) for a particular page or blog post. Think about what questions your customers ask you about your product or service and this will help you with your keywords. Would the content on the page be what they are looking for when they perform the search for your product or targeted keyword phrase(s)?

There should be one keyword phrase or multiple *tightly-themed*, related keyword phrases. Check out your competition to know who is already ranking. Go to Google keyword planner and enter the website of your top competition on Google. You will find the keywords they rank for on Google or Bing. You can also add to that list in the space provided there.

TITLE TAG

The title tag is the most important element of the page from an SEO perspective. Ensure you include your exact keyword phrase(s) or very similar related phrase(s) in the title tag of the page. It's recommended your title tag be 55 characters or less. For an added boost, try to start your title tag with your top priority keyword(s): location and page topic. Additionally, every page/post on your site should have a unique title tag.

A page title that describes your page and location plays a crucial role in a successful search engine optimization campaign. Page titles are what appear for each website on the search results page. People also link to pages using the page title as their link anchor text.

If page titles have more than 55 characters, the added characters won't be seen.

Example:

Seattle WA Roofing and Repairs | John's Roofing Company = 55 Characters.

Page Title: San Diego CA Home & Office Cleaners | My HouseKeeper = 53 characters

META DESCRIPTIONS

Create unique meta descriptions that start with the page title and promote the page. In many cases, you can initiate the meta description with the page title, which contains the keyword, location, and promotion for the product or service from the content on the page.

Meta descriptions should have no more than 155 characters; otherwise, they will run off the page or not show.

Example:

Meta Description: San Diego CA Home & Office Cleaners. Serving San Diego with House and Office cleaning, and maid services for over 18 years! Call us at (619) 321-0000. = 153 Characters.

HEADINGS (H1, H2, ETC.)

The second most important page elements in SEO are the heading tags. H1 tags are considered more important than H2 tags, and H2 tags more important than H3 tags, and so on. Include your exact keyword phrase(s) in the headings on the page, with your highest priority keyword(s) in the H1 or H2 tag. A page should only have one H1 tag. Using heading tags to help break up the content into logical sections will improve the scalability and help structure the document.

URL (Permalink)

When appropriate, it is recommended that you include your primary keyword phrase in the URL of the page/post.

www.DomainName.com/product_name
Example: Johnsroofing.com/roof-repairs

CONTENT

I recommend you have a minimum of 1,000 words of content for a page targeting high-value keyword phrases. In more competitive markets, 2,000+ words of content are better. It is possible to rank a page or post with very little content, but it is MUCH more challenging. Page content should be natural and readable, so make sure you write for people. You have 7 seconds to grab people's attention, so you must weed out the noise.

To ensure the content on your page is easy to read, use a readability tool like https://readable.io/

Every page also needs to be different from other pages on your website—you do not want any duplication. When you add printer friendly versions of your content or other pages where content is duplicated, you will get dinged for duplicate content.

KEYWORDS IN CONTENT

It is impossible to rank for keywords that are not in your page content! Organize each page around the goal of ranking for a particular keyword phrase, working some relevant paragraphs and related keywords into your page copy.

- ◉ It is essential that every word in every keyword phrase you're targeting is in your content. Technically these words do not need to be together in the particular phrase, but it's recommended the full phrase is present for high-value keyword phrases.

- ◉ Only include your keyword(s) more than once on the page if it makes sense for your visitors. Try not to exceed a 2% keyword density. For an added boost, try to work in your keyword into the first 100 words of content on your page.

- ◉ You want to add content in a NATURAL WAY, not just stuffing keywords Related Keywords everywhere. What questions do you get asked about your product or service? Answer those questions in the content on your website.

- ◉ It's no longer acceptable to "keyword stuff" and have your target keyword(s) over and over again on the page.

- ◉ But, you can add related keywords, synonyms, etc. throughout your content. Again, don't go overboard here, but these related keywords will help increase your relevancy for your target keyword(s) without risk of an over-optimization penalty. Google is good at determining synonyms now, so you'll start ranking for more long tail phrases as well. Make sure you aren't stuffing the same key-phrase ON your actual site over and over again. Switch it up—keep it classy.

COMPANY CONTACT INFORMATION (NAP)

When trying to rank locally, you should have your company name, address and phone number in the footer of every single page. (NAP = Company Name, Address and location phone)

ADD SCHEMA MARKUP

> **TIP re: keyword placement:**
>
> It is not recommended to have your EXACT keyword phrase in all 3-page elements (Title Tag, H1, and URL). Otherwise, it can be seen as over-optimization, especially when combined with links pointing to the page with that exact keyword in the anchor text. To be safe, it is recommended to put your exact keyword phrase in 2 out of 3 of these elements. In the third element, you may use a similarly related keyword or synonym. In cases where your target keyword is only one word or two words commonly written together, you will likely be fine with the keyword(s) in all 3 locations.

Implementing schema.org structured data on a page helps search engines understand your content, so pages will show in different search features. Using Schema markup can increase click-through rates!

Google provides a testing tool that allows you to test and validate markup: https://search.google.com/structured-data/testing-tool

Just enter your website address into the testing tool, and it will tell you if it is correct or if it has errors. This address format must exactly match what you have entered into your Google Business maps page. If you have a WordPress website, the Yoast local plug is perfect for your local SEO settings. If your website is not a WordPress site, use this HTML code in the footer of every page of your site. Fill your contact information where applicable.

LOCAL BUSINESS MARKUP EXAMPLE

```
<div itemscope itemtype="http://schema.org/LocalBusiness">
<h1><span itemprop="name">Beachwalk Beachwear &
Giftware</span></h1>
<div itemprop="address" itemscope
itemtype="http://schema.org/PostalAddress">
<span itemprop="streetAddress">3102 Highway 98</span>
<span itemprop="addressLocality">Mexico Beach</span>,
<span itemprop="addressRegion">FL</span>
</div>
Phone: <span itemprop="telephone">850-648-4200</span>
</div>
```

IMAGES

Images are considered content and will help your rankings. It's also important to add image alt tags to your pictures that describe what the image is. Try to work in related keywords, synonyms, etc. into your image alt tags, but make sure they are explaining what the image is. Do not merely use your target keyword(s) as the Alt Tag. Describe the image. Use different Alt Tags for each image on the page. Additionally, you can optimize the keywords within the filename of the picture and add appropriate image captions for an added boost.

VIDEOS

Videos are also content and can help your rankings. Choose videos that are related to the keyword(s) you're trying to rank for on Google. Videos can be YouTube, Vimeo, Wistia, self-hosted, etc., but videos embedded that include the video's title and other information will increase relevant content on the page more than a self-hosted video that is not known to Google. Videos also increase time on site, which is a positive ranking factor to Google. You also want to create a channel with your brand on YouTube or Vimeo using your brand name (for instance, "My Housekeeper") in the title.

Example: How to clean a house thoroughly | My Housekeeper

OUTBOUND AUTHORITY LINKS

Google+, Facebook, Twitter, Linked-in, Instagram, and YouTube are all great outbound links to have on your website. Of course, you will have to create Google+, Facebook, Twitter, and Instagram accounts that also point back to your site.

LOCAL MAPS

Embed a Google map at the bottom of your page. To do this, perform an address search on Google, click on the share icon, and they will provide an embed code to paste into your web page.

LOCAL ORGANIC ON-PAGE SETUP
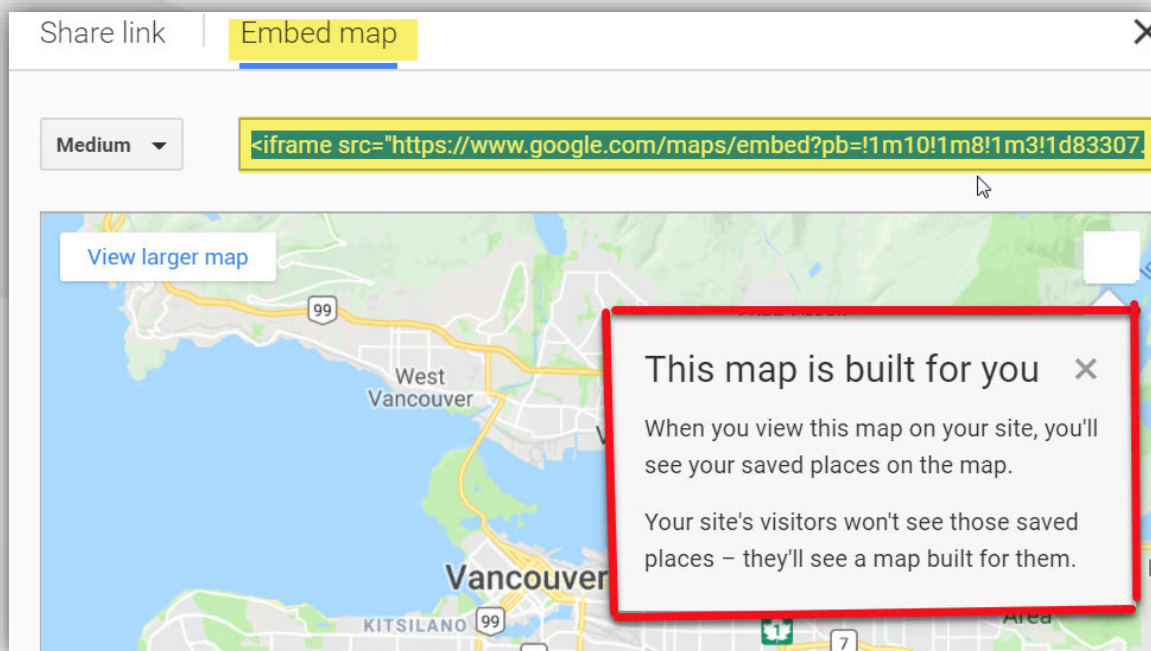
Use the city name and the main category you added into your Google my business profile. In the title, using the H1 or H2 tag., enter the main keywords + the city name. Put what people will be searching for in Google: "San Diego House Cleaners" or "House Cleaners in San Diego."

3. WEBSITE SILO ARCHITECTURE

Silo structure is the practice of organizing content to achieve high "Thematic Relevance."

You can outrank your competition with up to 10x fewer links. Your website should also have a theme, not just keywords. Setting up your pages correctly for keyword relevancy into sections or silos allows you to achieve theme relevancy for the entire site. This also makes your site easier to navigate when relevant pages are grouped together.

Google can only decipher meaning from subjects that are clear and distinct. When ungrouped pages are not in relevant groupings, it makes it difficult for Google or Bing to find you, and they may bypass your site altogether.

HOW SEARCH ENGINES WORK

Search engines crawl and index web content. They are "answer-providing" machines. They use ranking factors to search the web. You will be found faster the easier to navigate and more relevant your website is.

RANKING FACTOR #1. RELEVANCE

- ◉ Each webpage's relevant content
- ◉ The "Thematic relevance" of your entire   site.

RANKING FACTOR #2. AUTHORITY

- ◉ Domain Authority (DA)
- ◉ Page Authority (PA)

RANKING FACTOR #3. KEYWORDS AND CONTENT

Broad keyword search terms are used for main landing pages. Product/service specific keyword terms for supporting pages.

EXAMPLE: BROAD TERMS FOR MAIN PAGES

- Real Estate Vancouver
- Top Realtor Vancouver
- Residential Real Estate Vancouver
- Commercial Real Estate Vancouver

EXAMPLE: LANDING PAGE AND SUPPORTING PAGES

a. Condos Location (landing page)
   - New Condos (sub/supporting page)
   - Presale Condos
   - Penthouses
   - Bachelor Suites
   - Micro Suites

b. Townhomes location (landing page)
   - Row housing (sub/supporting page)
   - Single-family Town homes
   - Detached homes location (landing page)
   - Luxury homes (sub/supporting page)
   - Single-family detached home
   - Ranch style home

c. Commercial Real Estate location (landing page)
   - Industrial Buildings
   - Office Buildings
   - Warehouses

Example Url:

www.domain.com/location-condos/new-condos

PLANNING YOUR SILO SECTIONS

You need to plan your content into relevant sections or silos. Thematically relevant content needs to be created for each page, with a minimum of 500 to 1000+ words per page. Use primary keywords/synonyms, as well as LSI keywords (Latent Semantic Indexing), which are semantically related to your primary keyword. Do not use your primary keyword more than three times on a page.

BLOG SETUP

Use categories to mirror silos or sections (i.e., mirror themes). Link from each category to the matching silo theme on your website. Target a new FAQ/SAQ with each blog post. It is recommended you post up to two blogs per week and a minimum of two per month. Push all blog posts to these platforms.

IS YOUR WEBSITE MOBILE FRIENDLY?

You can use the "Google mobile friendly" test to check your site.   When building a website today you must build Mobile friendly first.

Enter your URL into https://search.google.com/test/mobile-friendly. This test will show you if your site is mobile friendly or not. It is very important to be mobile friendly now, as the majority of internet users are on their cell phones.

4. SOCIAL MEDIA

Definition: A business social media campaign uses one or more social media sites to reinforce a business goal. They differ from everyday social media use because of their increased focus, targeting, and measurability.

Social media, via various internet platforms like Facebook, Twitter, Instagram, and YouTube, just represents a different way of communicating that has revolutionized the way businesses connect with their customers, vendors, and the community. The overall premise of social media is communicating more openly and building relationships. Companies or people are much more willing to buy from, donate to, work for, volunteer with, or support businesses and other individuals that they feel they know or have a relationship with – albeit many of those relationships are only online. There is an active element of caring, sharing, cooperating, and communicating within all social media avenues.

Many of my clients often say *"I don't use Facebook or Twitter. Isn't that just for kids or Donald Trump?"* One thing you need to know about all of these sites is they are very powerful and transfer a high degree of authority to you. You need to set them up and use them to receive the best value from them.

> **Tip: The most important point to know** when setting up any social media platform, using a citation, or registering on any directory is that you MUST ALWAYS USE THE EXACT SAME CONTACT INFORMATION! This exact matching is called **"NAP"** for Name, Address, and Phone number. Search engines are not people, who have eyes to see that something is the same, so what you enter needs it to be EXACTLY THE SAME and in that order everywhere. See the Citations section as well for the exact match contact information.

EXAMPLE:

Name = The Brown Dog Company, Inc.

Address = 123 Fir Street, Suite 3

City, State/Province, Postal code

Phone = 205-356-0000

WHY SOCIAL MEDIA FOR BUSINESSES?

Social media sites give you legitimacy and an immediate local presence. Links pointing back and forth to your site from them give your site more power. All blog posts should be pushed to these platforms. These are all set up and branded to the "Money site" (your website). Each profile page links to each other and back to your site. Links from social media are "No Follow" links, but still increase PA/DA (page authority and domain authority).

Set up all primary and most popular Social Media Accounts.

1. GOOGLE MY BUSINESS/Google+ for local websites is a must, so set it up first. One of the best ways to be seen on page one of Google locally is to set up a Google My Business account. For Google, you must use the exact information that you put everywhere else. You will show up on google maps. It's like pointing road signs right at you. So fully optimise your "Google My Business" account. Make sure you verify your account. Google will send you a postcard with a verification code to enter. You will then show up on Google maps for your business, usually on the first page of Google. Make sure you add every category your business may fall under, such as Home Cleaning Service, House Cleaners, etc. Once you show up in Google Maps, ask your clients for reviews so you will show up higher in the search results. https://www.google.ca/business

2. FACEBOOK BUSINESS PAGE. Do not use a personal page. Create a Facebook business account with all the information needed to point to your website. Use your logo and brand images. Again, all contact details should be the same as in Google my business.

https://www.facebook.com/business/learn/set-up-facebook-page

3. TWITTER BUSINESS PAGE - Create a twitter business page and add all the same information as you did for Google+ and Facebook. Make sure all your contact and pertinent information is there, especially a link back to your website.

https://business.twitter.com/en/basics/create-a-twitter-business-profile.html

4. LINKEDIN Business Profile – Again, fill everything in as above.

https://www.linkedin.com/

5. Bing Places for Business – Fill in all the information you can as well as images of your business.

https://www.bingplaces.com/

6. MORE SOCIAL MEDIA

There are many more social media sites, but those are the top five to register for right away. Next Claim all your social citations to verify your brand.

5. CITATIONS

WHAT IS A CITATION?

A local citation is when you register with a **local business directory** or enter your business **NAP (Name, Address and Phone number)** along with other details on another website. Again, these registrations or entries must all be **EXACTLY THE SAME** everywhere. There are directories such as Yelp, Foursquare, and Yellow Pages, where local businesses can create **FREE** local business listings.

In SEO, a **Local Citation** is mentioning your company and address details in directories and on other websites on the internet. Local citations are necessary to help you to rank in local search results.

When you register in your industry directories, it also improves the relevancy of your website. You will want to register in any business directory and any in particular directories in your industry. Google will know what type of business you are with the relevancy of your links from them.

CREATE A LOCAL CITATION CAMPAIGN

My client John told me he had already registered in quite a few industry directories such as the Yellow Pages and Yelp. Again, he wondered why he wasn't getting more calls.

When we did an audit of all his registrations, we found he had entered it differently in many places. Although technically the same address, they are not an **EXACT MATCH**. To make it easier for search engines to locate you, they must be the same.

See the two examples below. Can you spot the differences?

Example 1: John's Roofing
153 Fir Street, #23
NY, NY 10005

Example 2: Johns Roofing
#23 - 153 Fir St.
New York, NY 10005

START WITH A CITATION AUDIT

When you change your address or phone number, you need to correct these in every place on the internet with the same information—this is very important.

You want to start out by cataloguing all existing citations and every new citation. Make sure there are no duplicates anywhere going forward. Figure out where they all are and catalogue them. Search old business names, old phone numbers, etc. You may need to contact each directory to update your current information. Clean them all up before starting new ones.

You have to create consistency.

TOP 21 CANADIAN LOCAL CITATION SOURCES

Site	Domain Authority
Facebook	100
Bing Places	97
Foursquare	90
Industry Canada	86
YellowPages	81
Yelp	78
iBegin	64
Brownbook	62
MapQuest	61
CanPages	61
WebLocal	60
411	59
AboutUs.com	57
ShowMeLocal	55
Goldbook	52
Profile Canada	50
N49	49
Found Locally	46
Cylex	45
YLM	44
HotFrog	41

BUILD OUT CITATIONS

Build local Citations, directory Citations, rich media citations, social citations, and high-quality links. Add photos, reviews, and descriptions. Many of these citations rank on the first page for your keywords. So you want to be listed in those top directories.

Go to Moz.com. They have created The Best Local Citation Sources by niche, category, and by a city.

CHECK YOUR COMPETITOR'S CITATIONS

Use the tool at https://whitespark.ca. In the tool, enter your city and keyword to find out who is ranking there. It will compile a list of all the opportunities and places to register. Get into all the directories where your competitors are.

RICH MEDIA CITATIONS

Optimize the photos on your website. Name the filename with your keywords and make sure to change it up to match each picture.

Examples: "Realtor selling a Condo Seattle" "Home for sale in Seattle."

Use Alt tags (descriptions). On every photo, there is always a space to do this when uploading media to websites.

Geotag each photo. "Geotagging' photos means that you attach latitude and longitude coordinates to a JPG photo file. This information is saved in the metadata of the JPG file and is not visible in the picture.

One of the best tools is www.theexifer.net.

You will upload your photo, add in the location of your business, then download it and upload your photo to your website or any social media site. Geotag images to improve the search engine ranking for location-specific sites and businesses. Add links and citations to the descriptions of the photos.

Do the same for any videos. When you upload them to YouTube, you can geo tag each video and add a link to your site and NAP (name, address, phone) citations in the descriptions.

6. BACKLINKS AND LINK BUILDING

"Why did I drop from Page 1 four years ago to page 6 today? I am not getting any new customers!"

Answer: The number of backlinks you have is one of the reasons.

WHAT IS A BACKLINK?

A backlink is a hyperlink that links from a web page back to your web page or web site, also called an inbound link. Backlinks are important in determining the popularity (or importance) of your web site. The more incoming links you have to each page, the greater the Page Authority (PA) and therefore the Domain Authority (DA) of your website. Link-building refers to the process of getting external pages to link to a page on your site.

ANCHOR TEXT is the underlined or clickable text of a hyperlink. SEO best practices dictate that anchor text is relevant to the page you're linking to, rather than generic text. Many times, you will say "click here" or "website" in anchor text.

> **TIP**: If you are a realtor or a roofer, you do not want to use the text REALTOR or ROOFER in more than 2% to 3% of your anchor text links. You can, however, use the domain URL as much as you like without garnering any penalties. You can learn more about back links at moz.com here:
> https://moz.com/learn/seo/backlinks

Organic Links

Social Media

Citations

Your Website

MOZ.COM

Research backlinks, find link-building opportunities, and discover potentially damaging links with Open Site Explorer at Moz.com. This Moz tool will also show your current Domain Authority (DA) and Page Authority (PA), which is a Moz specific tool.

https://moz.com/researchtools/ose/

Research backlinks, find link-building opportunities and discover potentially damaging links with Open Site Explorer.

or the new

https://analytics.moz.com/pro/link-explorer/home

Get the data you need to do better link building research, smarter content ideation, and link prospecting - in less time.

MAJESTIC.COM

Majestic.com is another backlink testing tool with more information about each backlink link and their alt tags. A search engine or web crawler cannot tell when a link was made; it only knows when it found it.

https://majestic.com/

ORGANIC LINKS

Get great natural backlinks to your site. You will get useful links from just building NAP citations. You can also get natural links through normal business activities like conferences, events, sponsorships, and groups, and then get backlinks from them. For building links in higher competition niches, our #1 recommendation going forward is guest posting on local blogs.

A STRATEGY FOR LINK BUILDING

Start with a plan:

#1. Type your keywords into Google to see the websites that are ranking for those search terms organically. Ranking organically means the sites that are at the top of the page but below the paid ads and directories.

#2. Check them out to understand why they are where they are.

- ✓ Is their Domain or Authority above the rest?
- ✓ Is their site more relevant to the product or service they are selling?
- ✓ Are their page titles tags, H1 tags, and page content better optimized with the keywords and phrases you want to rank for?

7. MEASURING YOUR RESULTS

TRACK YOUR RANKINGS TO STAY AHEAD OF THE COMPETITION

Make sure you're tracking your rankings with a rank tracking tool. You need to measure your results to know where you stand, and a rank tracking software will tell you exactly where you are. Here are a few I have used.

SOME FREE RANK TRACKER TOOLS

Market Samurai

http://www.marketsamurai.com.

Traffic Travis

www.traffictravis.com

SEO Book Rank Checker

http://tools.seobook.com/firefox/rank-checker

SEO SERP Workbench

https://www.omiod.com/seo-serp.php

Authority Labs

https://authoritylabs.com

Moz.com Rank Tracer

https://moz.com/tools/rank-tracker

SEM Rush

https://www.semrush.com/features/position-tracking

Agency Analytics

https://agencyanalytics.com/tour/rank-tracker

GOOGLE ANALYTICS is a MUST HAVE TOOL to set up right away. It helps you see how much traffic you are getting from where and how long they stay on your site looking for what they want. It provides information about page visits, type of device visitors are using, what country they are from, and much more. You can find out everything you need to know about how it works and how to set it up here:

https://www.google.com/analytics

GIVE LINKS SOME TIME TO WORK

Search Engines can take quite a while to find links and make changes, so you have to be patient. Google can take more than 15 weeks to make changes in SERP (search engine results page) position—that's more than three to four months! They sometimes change faster, but it can take a while to see results.

RE-VISIT AND CHECK YOUR ON-SITE OPTIMIZATION

You'll want to revisit your on-site optimization to make sure the keywords that you want to rank for are an exact match in your title, meaning you have your keyword exactly as you want it in your title tag.

CHECK AND FIX YOUR KEYWORD DENSITY IN YOUR CONTENT

Another problem can be too much keyword density in your pages or posts. It used to be that you put your exact keyword in your URL, your title tag, your description, and your H1. You only want it in two of the three places and no more than three times in your content.

SEO NEVER STOPS

You have to keep working at SEO to keep your website a priority on search engines. There are new, updated algorithms and better search technology being developed every day. If you want to get found, there is always lots to do!

There is a lot more to SEO than what is covered in this guide, but if you do only part of what is recommended, you will be well ahead of most of your competition. Good luck!

ABOUT THE AUTHOR

Debbie Battler and her husband love their free lake living.

She enjoys working in various online and offline direct marketing sectors. Debbie's goal has always been to help businesses with their online marketing and internet presence. For many years, she worked in the direct marketing list industry. The goal was to provide the best direct marketing leads for her clients. She watched as the internet grew and each client built a website and she saw a new niche to help her clients succeed. Debbie added online marketing to her quiver with search engine optimization.

Connect with Debbie at www.deconsulting.ca

or

call 1 866-575-0043.

"Before anything else, preparation is the key to success."
–Alexander Graham Bell

Are you a small business owner looking for more customers?

A Beginner's Guide to SEO by Debbie Battler helps small business owners understand the importance of Search Engine Optimization. Discover how to:

- ✔ Understand SEO (Search Engine Optimization) basics
- ✔ Get more traffic to your website
- ✔ Get found on the internet when customers search for your product or service
- ✔ Improve your local search results
- ✔ Beat your competition!

Whether your customers are deciding on a restaurant for dinner, looking for a plumber or thinking about buying a house, they all start their search online. The businesses that appear in the search results on Google are the ones that get noticed. If your business is showing up on page 20, or not showing up at all, no one will ever find you. And you will lose business that could easily be yours for the taking.

Author Debbie Battler has been helping small business owners attract and retain their ideal customers for more than 20 years. She is pleased to offer this simple guide to SEO to help small business owners in their quest for more customers.