



**Real SEO Strategies
For Small Business**

REAL SEO STRATEGIES

for

LOCAL BUSINESSES

**The No-BS Guide to Getting more
Leads from Google in 2020 & Beyond!**



JASON BOYD



Real SEO Strategies For Small Business

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Introduction

I want to thank you and congratulate you for downloading the book, “Real SEO Strategies for Local Businesses”.

Google is taking over the World!!

Well, maybe not quite, but they have certainly become the leading source of information and leads for most business industries these days. Securing a good ranking position in Google is the key to being successful in your online business marketing.

This book contains valuable information and tips on how to incorporate Search Engine Optimisation (SEO) best practices for maximum search-ability. In the past large corporations have mainly dominated the SEO world, and really the business world in general. More recently though, small businesses around the world are waking up to the powerful SEO-friendly benefits that websites can have. And with Google aiming to promote local businesses, there has never been a better time to leverage the benefits of a strong Search Engine Marketing campaign. Reading this book is a great step along the journey to a successful SEO campaign in 2020, and beyond.

Thanks again for downloading this book, I hope you enjoy it!

Jason Boyd – evolvedigital.agency

About This Book

This book was written for Small to Medium sized businesses. It is a great guide to doing effective SEO on a smaller scale and for targeting a local market.

The information & roadmap I provide will remove the fluff & mis-information out there and cut to the strategies that are currently working.

I will be focusing on the Google search engine, as that one is by far the most popular.



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About Me

My name is Jason Boyd. My SEO agency is Evolve Digital. I am based in Melbourne but have clients throughout Australia & world-wide.

I have been doing SEO since 2012.

I have worked with a variety of businesses from a small local glazier, to an international directory site.

Whilst I may not be a famous 'SEO Guru', my methods consistently work and provide all my clients with a positive ROI.

What is SEO?

SEO is an abbreviation for Search Engine Optimisation.

It's the process of making sure your website is correctly set up to rank high within the search engines, especially Google.

SEO involves 2 primary areas:

- On-Site, which consists of the SEO factors that you do on your website.
- Off-Site, which consists of the SEO factors which aren't on your website.

SEO includes the process of changing your website's code, design and content to target the search phrases that users type into the search field on Google or any major search engine. If done correctly, SEO will ensure that your website appears higher up on the Search Engine Results Pages (SERPs), thereby driving organic, free traffic to your website which in-turn will assist in increasing your sales and conversions. SEO, in essence, assists your customers in finding your business on Google.

Google utilises algorithms to decide which results they'll offer for the search query being typed in. Every algorithm assesses various components to rank the importance or relevance of a page. SEO employs a strategy which addresses these components to aid websites in gaining visibility on the search engines.

It is vital that you keep in mind that because algorithms are always changing, SEO isn't static, yet evolving alongside the search engines. As algorithms change, you



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might have to update your SEO practices to ensure you are remaining ahead of the competition. It may be challenging to get traction at the start of the SEO campaign; therefore, it is critical that you get started ASAP.

Why SEO is important

SEO should be the focus of a healthy portion of your online marketing efforts. It is the ideal method for reaching customers who have a desire to buy your products or use your services.

Research from Smart Insights discovered that click-through rates for sites listed in first position of the Search Engine Results Pages (SERPs) is 48% (and as high as 78% in certain industries). This can mean a significant amount of website traffic for the companies that get their SEO right!

Traffic numbers are a good reason to get your SEO right, but traffic quality is also another big reason. Right or wrong, visitors assume that the top-ranking sites are also good businesses. They trust google to deliver them to the best businesses in the industry. This can mean easier conversions into customers for you.

What is Google Looking For?

Google, in simple terms, is looking for sites which are simple to use, offer high value to their customers, and are popular on the web.



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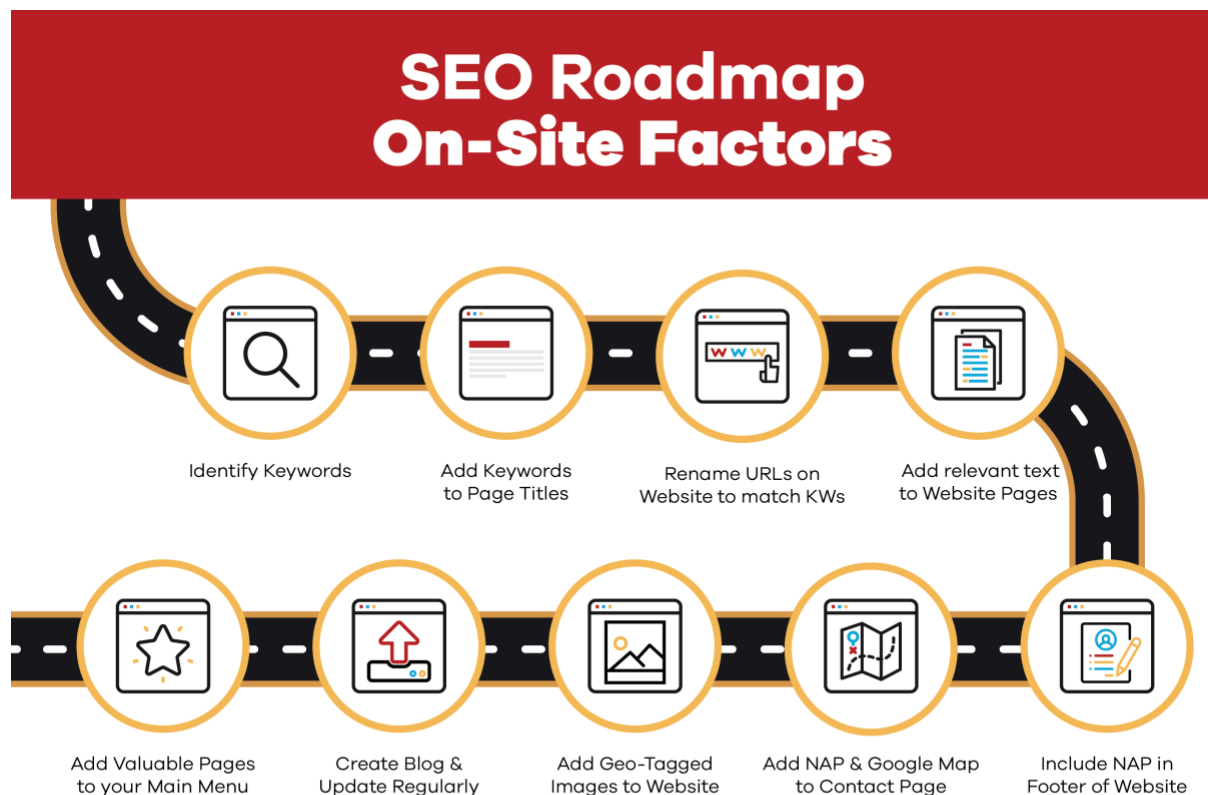
SEO Roadmap

This is where the real tips begin.

This Roadmap is a step-by-step guide to increasing your website's rank. Follow this roadmap and you will see an increase in organic & maps traffic from Google.

On-Site:

This information is not intended to be a full explanation about web design, but rather a summary of the most important points to cover. I go into a bit more detail in my blog post at <http://bit.ly/evolve-seo-webdesign>.





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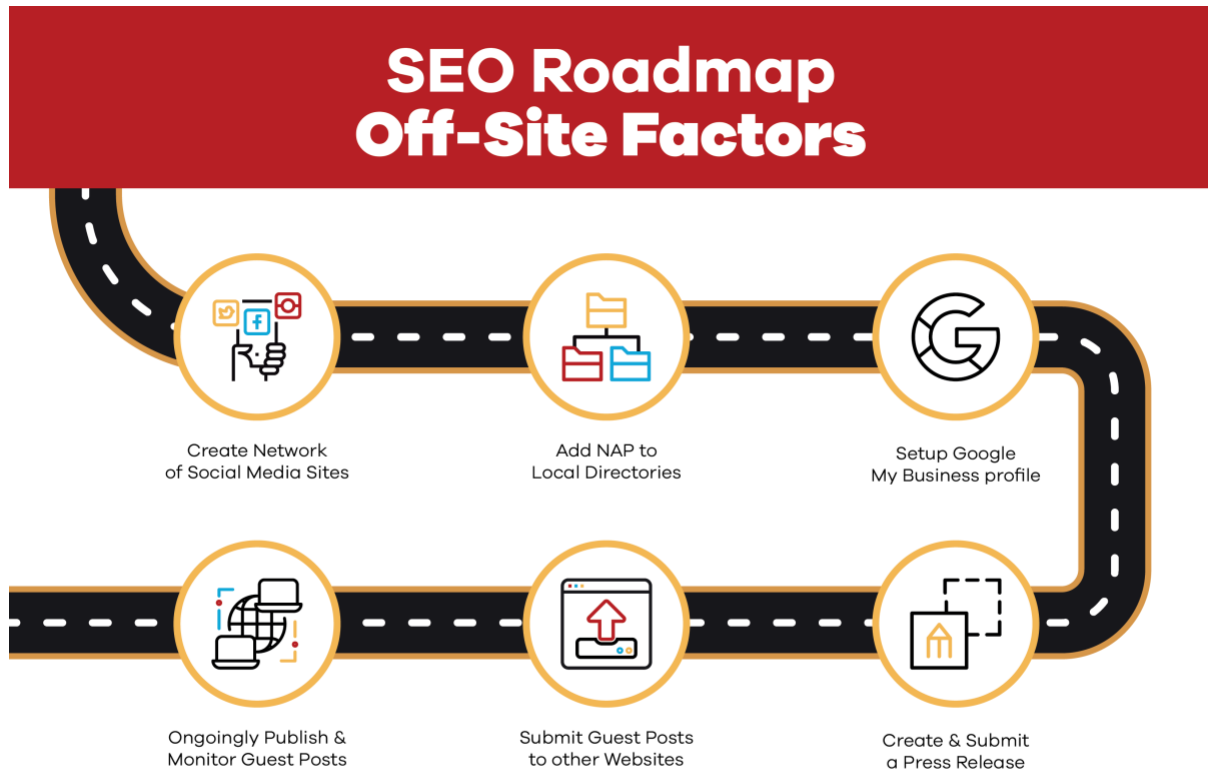
1. Identify a main Keyword (KW) and secondary KW for each page on your website.
2. Change the Page Titles to 'Main KW | Brand | Secondary KW'.
3. Rename the Website Address (URLs) to target the main KW of each page. E.g. if you are targeting 'organic tofu', then your URL should be www.domain.com/organic-tofu/. (Don't forget to place a 301 redirect from your old URL if you changed it).
4. Ensure you have enough text on each page you want to rank. Think at least 300 words, and ideally 600+. The further up the page it is placed the better.
5. Include your Business Name, Address & Phone Number (NAP) in the footer of your website.
6. Have a Contact page with your Business Name, Address & Phone Number, plus a Google Map showing your business location. You can create your Google Map at - http://bit.ly/evolve_gmaps
7. Add some images which have been geo-tagged with your address. I recommend this free service - http://bit.ly/evolve_geo.
8. Create a blog on your website if you haven't already. Keep it updated with unique, relevant posts regularly (once per month).
9. Ensure your most valuable pages are contained in the Main Menu of your website.



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Off-Site:

Once you have made the necessary changes to your website, it is time to account for the off-site part of the equation. Follow the following steps to give yourself the best chance of ranking in both the Maps listings and the Organic results:



1. Create a network of Social Media Sites and link them together where possible. As a minimum, you should have Facebook, Twitter, YouTube, LinkedIn, Pinterest & Instagram.

2. Add your business details (NAP) to as many local directories as possible. As a minimum, you should have True Local, Yellow Pages, Yelp, Hot Frog & Word-of-Mouth.

3. Add your business to Google My Business - http://bit.ly/evolve_gbusiness.

Ensure you complete your profile with as much detail as possible.



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4. Create a Press Release and promote it through a service such as PR Wire - http://bit.ly/evolve_prwire. The Press Release should contain information about what services or products your business offers, plus contain your NAP, and a link to your website.
5. Create interesting articles about your business and submit them to other people's blogs. These are called 'Guest Posts' and are the most time-consuming, but vital part of SEO. You should have 1-2 high quality publisher websites in your mix, but the rest of the publishers can be smaller local sites that are easier to get published on. You can often hire companies to complete this service for you. These services are called 'Blogger Outreach'. Be very careful who you choose as many so-called experts provide low-value results. I recommend Outreach Mama for paid Outreach Services - http://bit.ly/evolve_outreach.
6. Creating and publishing these articles is an ongoing task. Depending upon your industry, and your competition, you should be aiming to do 1-2 of these per month.

What's Next?

This guide has been created for the smaller local business, to help them rank well in local searches of Google.

If you are a larger business or in a competitive industry, there are various advanced techniques that are required to ensure your website ranks well. These techniques cannot be covered in a book such as this, but I do offer a number of services which will help. Similarly, if you simply don't have the time to complete all these tasks and would prefer to outsource them, check out these solutions:

- ⇒ **SEO Starter Pack** – this is a great next step as it will give you specific changes that are required to help you rank your website better - <http://bit.ly/evolve-seo-starter>.
- ⇒ **We Grow With You SEO** – this is a complete SEO ranking service where we offer you a lower monthly rate, targeting lower competition keywords, with the plan to increase our monthly fee as your business grows - <http://bit.ly/evolve-grow-seo>.



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⇒ **Full SEO Service** –Our full SEO service is a complete done-for-you SEO package which will give you the best opportunity to take advantage of Google's quality traffic - <http://bit.ly/evolve-discovery>.