

A Quick Guide to SEO for Small Business

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What is Search Engine Optimisation?

SEO is the business of optimising your website so that search engines classify your website as more appropriate to rank higher in the SERPs (search engine results page) than it was before.

How to do SEO simply.

The process you can follow to improve your rankings is:

1. Get a Baseline
2. Find the keywords search engines want
3. Put those keywords in your website home page title
4. Get back links to your home page

1. Get a Baseline

The first step before conducting any SEO is to measure where your website is so that you can measure the impact and effectiveness of any SEO work you perform. Without getting a baseline, you don't know if the effort you're putting in is having any positive effect, so you won't know if you should continue with what you're doing or not.

My suggestion is to sign up for Serpfox at <http://www.serpfox.com>. Once logged in, enter your website URL(s), and the keyword(s)/key phrase(s) you wish to be found for, and also the location of your business. For the search engine, choose Google in your country, for instance Google AU.

The free account allows up to 10 keywords/key phrases. After you've entered your keywords, leave Serpfox alone for 5 minutes, then come back and refresh the page, and you should see your baseline rankings. You might want to record this in an Excel spreadsheet, but Serpfox will record this baseline for you also.

2. Understand What Search Engines Want

Search engine "spiders" are continuously crawling the web of websites, indexing (like a librarian) the content on every web page they find. They find new webpages by following hyperlinks (commonly called just links) to the new webpages, or by website owners submitting a new web page through a search engine console (e.g. Google Search Console, Bing Webmaster Tools).

FACT: When spiders crawl a webpage, they take note of what words are in the **webpage title**, and **headings (H1, H2, H3, H4, H5)**, and **bold/strong words**, and **italics**. The search engine considers the words in the webpage title and headings as more important than words in normal paragraph text, as the title and headings are much more likely to indicate what a webpage is about, and the search engine, being a robot, doesn't automatically know what a webpage is about.

The take away from this fact is: the keywords you want to be found on a search engine for **must** be included in the webpage title at the very least, and also in the headings of the page, otherwise you stand no chance of ranking for that keyword, as the search engine has determined that your webpage is about something else, mainly whatever is in your webpage title, which might just be your business name, which means little to the search engine – it being a robot. **So, adding *business industry* + *business location* to your home page's page title is a good start.** This makes sense, because searchers most often use *business industry location* as their search term.

3. Find Better Keywords for your website

Better than *business name* – *business industry*, *business location*, you should also actively seek for keywords that a lot of people are searching for, and that competitors are not using on their own websites.

The best place to find exactly what people search for on Google, and how often they search for that is using the website <https://www.wordtracker.com/>

1. Enter a keyword (such as your business industry) and click Search
2. Changed the Territory at top right

Wordtracker SEARCH INSPECT LISTS LOG IN UNLOCK WITH FREE TRIAL

9 free searches remaining. [Unlock now...](#)

Search with: Territory: Search Import... Settings

514 more keywords available...
50 keywords for 'carpentry'

Metrics... **PPC** **SEO** **GSC** SAVE EXPORT REMOVE...

+ Volume...
 + Competition...
 + IAAT...
 + Is Question...
 + GSC keywords only...

<input type="checkbox"/> Keyword	Historical	Volume	Comp.	IAAT
<input type="checkbox"/> carpentry		24,308	29.06	9,593
<input type="checkbox"/> carpenter near me		5,950	5.36	4
<input type="checkbox"/> the carpentry		3,758	—	0
<input type="checkbox"/> carpentry apprenticeship		3,300	9.55	57
<input type="checkbox"/> carpentry tools		1,300	10.59	92
<input type="checkbox"/> joinery near me		1,127	—	0
<input type="checkbox"/> carpentry course		1,070	8.05	26
<input type="checkbox"/> top knot carpentry		937	3.97	1
<input type="checkbox"/> joinery woodworking		682	—	0
<input type="checkbox"/> carpentry jobs sydney		669	—	0
<input type="checkbox"/> carpenter handyman near me		598	—	0
<input type="checkbox"/> cert 3 carpentry		582	3.97	1
<input type="checkbox"/> cert 3 in carpentry		582	—	0
<input type="checkbox"/> tafe carpentry		578	—	0
<input type="checkbox"/> carpentry logo		571	5.86	6
<input type="checkbox"/> roof carpentry		522	—	0
<input type="checkbox"/> carpentry gold coast		511	—	0
<input type="checkbox"/> carpentry jobs brisbane		451	—	0
<input type="checkbox"/> formwork carpenter		420	5.63	5
<input type="checkbox"/> certificate 3 in carpentry		407	—	0
<input type="checkbox"/> framing carpenter		370	6.93	13
<input type="checkbox"/> carpentry wages		359	—	0

FILTER RESULTS BY TEXT Include Exclude

MY LISTS Upgrade to save

Untitled list

Saved keywords

Click a result to add it to this list...

SUGGESTIONS

- furniture
- wood
- woodcraft
- electrician
- construction
- handyman
- carpenter
- masonry
- woodworking
- blacksmithing
- joiner
- woodwork
- joinery
- bricklaying
- cabinetmaking

If I search for carpentry, I see some juicy key phrases like

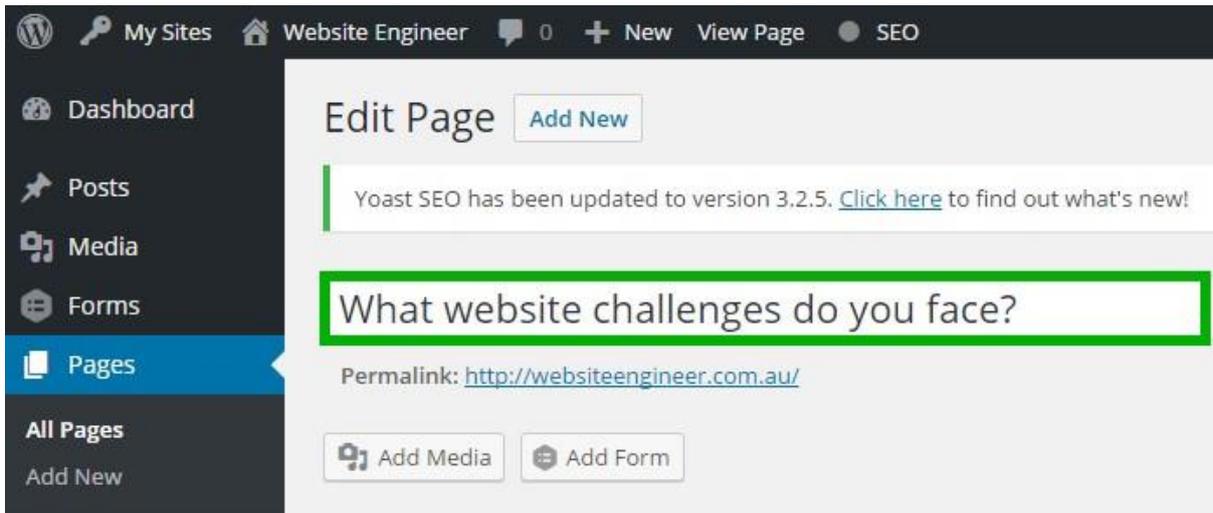
- joinery near me
- carpenter handyman near me

that are receiving 1000 & 500 searches a month respectively.

4. How to edit your website's home page title

In WordPress

If you're using WordPress, the home page title of your website is the WordPress page title of your front page.



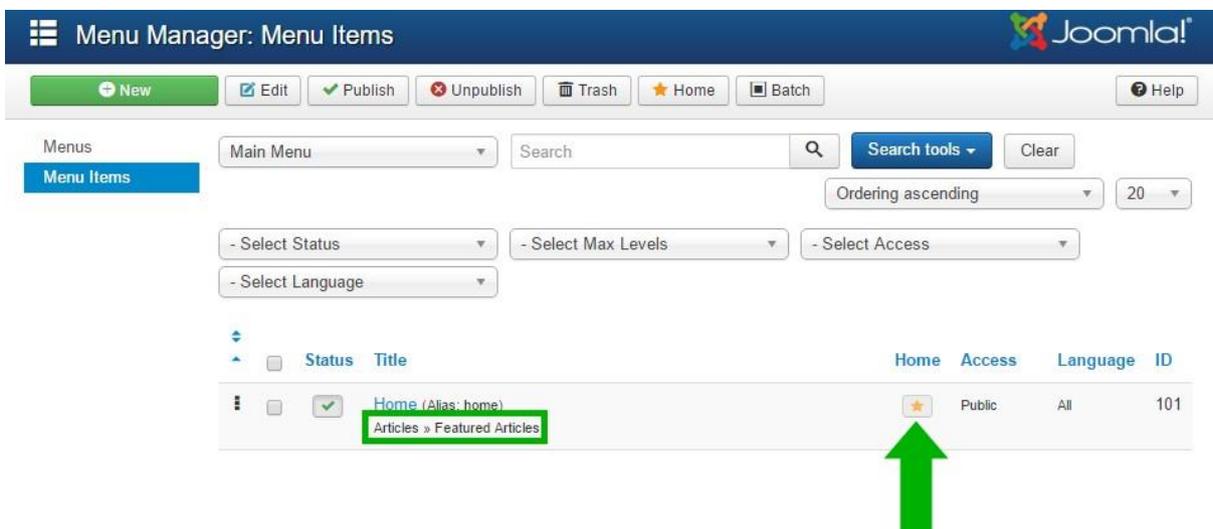
In Joomla 3

The home page title is a combination of the site name, and home page title. It is usually *site name - home page name*.

To edit the site name, go to System > Global Configuration > Site tab > Site name.

To edit the home page title:

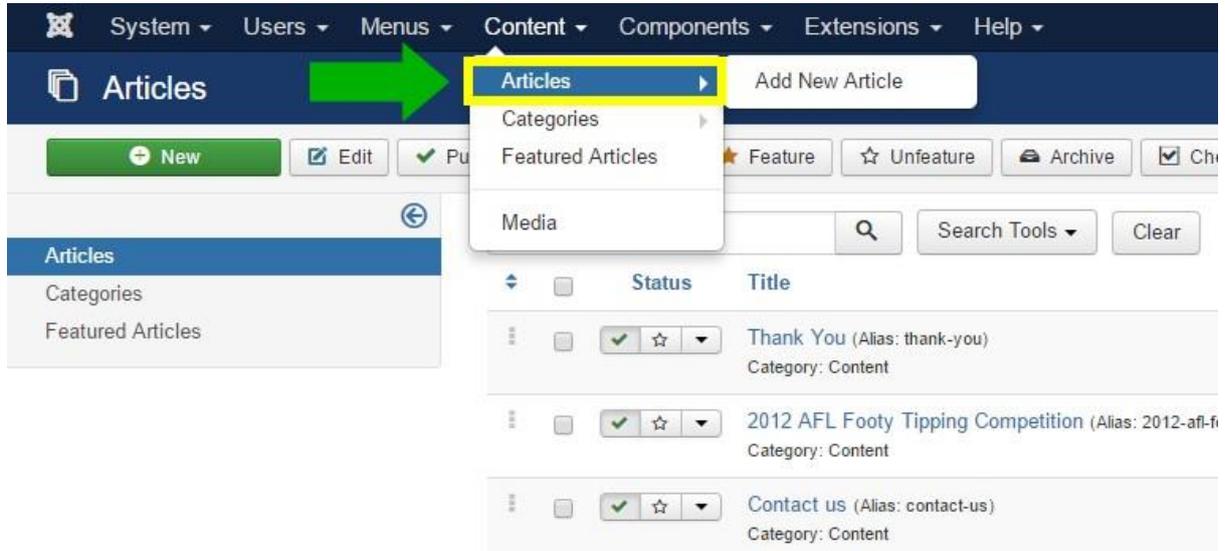
1. Go to Menu > Main Menu (or similarly titled menu)
2. Find the article that has a yellow star in the Home column.



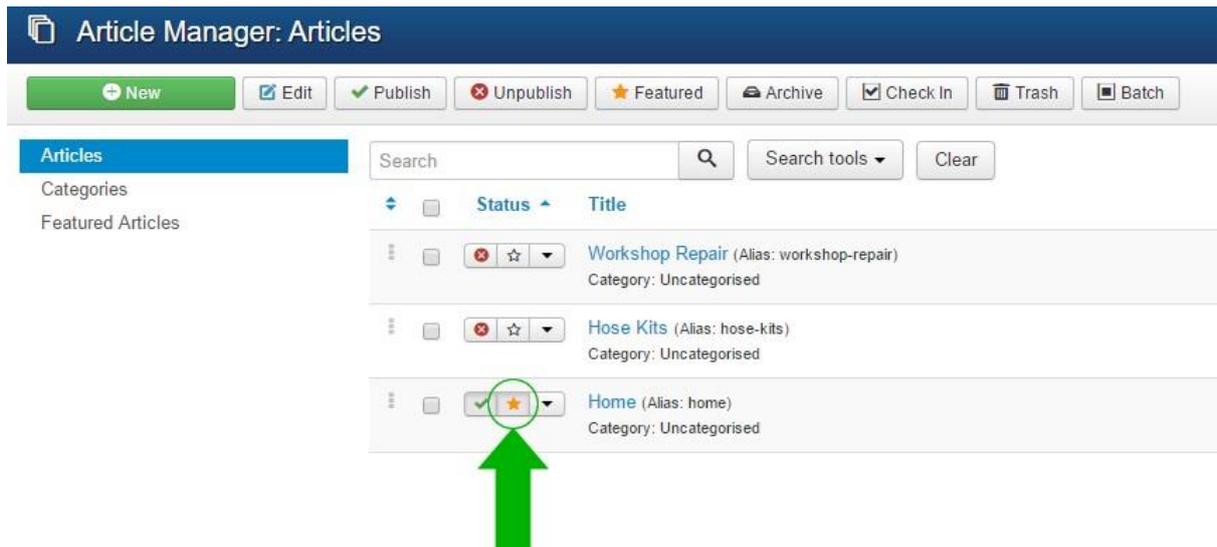
3. Don't click on that article name, but note what is written below the page title. In the example above, we see:



4. So, we visit Content > Articles

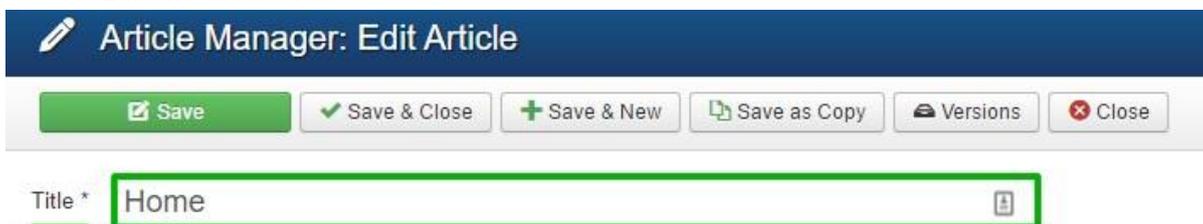


5. Click on the Status column header to sort by Status. Find the article that is featured, as indicated by the yellow star:

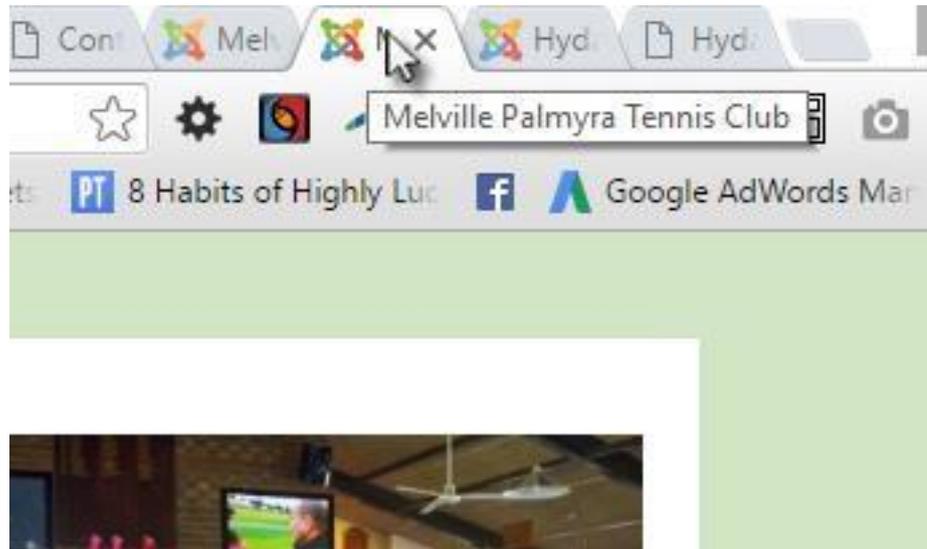


6. Click on the article name

7. Edit the article title



8. Once you've edited the site title and home page article title, your new home page title should be visible when you view the home page of your website. Just hover your mouse over your website's tab in your browser, and the home page title will appear.



Using a different website platform?

[Let me know](#), so I can help you and other people using your platform.

5. Get Back Links

Getting back links from other websites to your website has had entire books devoted to the subject.

I have 2 basic strategies that will help you.

Submit to Local Directories to gain “Local Citations”.

Directory entries (like on Yellowpages.com.au) where your business name, business phone number, business address, and sometimes business website URL are known as “local citations”.

The more local citations you have on quality directory sites, the better you will rank on search engines when people search for *your business industry + location*.

[Here is a list of 30 websites where you will gain a local citation for Australian businesses.](#)

[Here is a list of 50 websites where you will gain a local citation for American businesses, plus 30 for UK, Canada, and Australia.](#)

6. Wait for a week

Once you’ve made changes to your web page titles, wait a week for Google to reindex your web pages.

Then visit SerpFox again to check your website rankings.

You should see that they have increased.

7. Next Steps

This process of optimising the content on your web pages and gaining back links is the essence of SEO.

Gaining back links to your website is one of the hardest tasks in managing your website, and a task that Webby Web Optimisation specializes in.

If you'd like to learn more about how we can help improve your Google rankings further, visit <https://www.webby.net.au/contact/>

8. Questions / Feedback?

Got a question or some feedback about this document? Email me at steve@webby.net.au

9. Conclusion

I hope this document gave you some direction on how to go about working on your SEO, simply.

If not, please let me know at the contacts above.