

10

SEO TIPS

for small business owners



What is SEO?

SEO

SEARCH ENGINE OPTIMISATION

Search engine optimization is the process of improving the quality of a website and its content, *to be discovered through a search engine's organic results*, to provide traffic to the website. SEO targets unpaid traffic rather than direct traffic or paid traffic.

SEO also gives exposure to your brand.



BEFORE STARTING, MAKE SURE:

→ You have a website.

→ Your website is **MOBILE FRIENDLY**

→ You've already installed

[Google Analytics](#), [Search Console](#), [Bing Webmaster Tools](#)

- if you didn't, just ask your web designer OR an SEO expert. (This task should not stop you starting to do your own SEO)

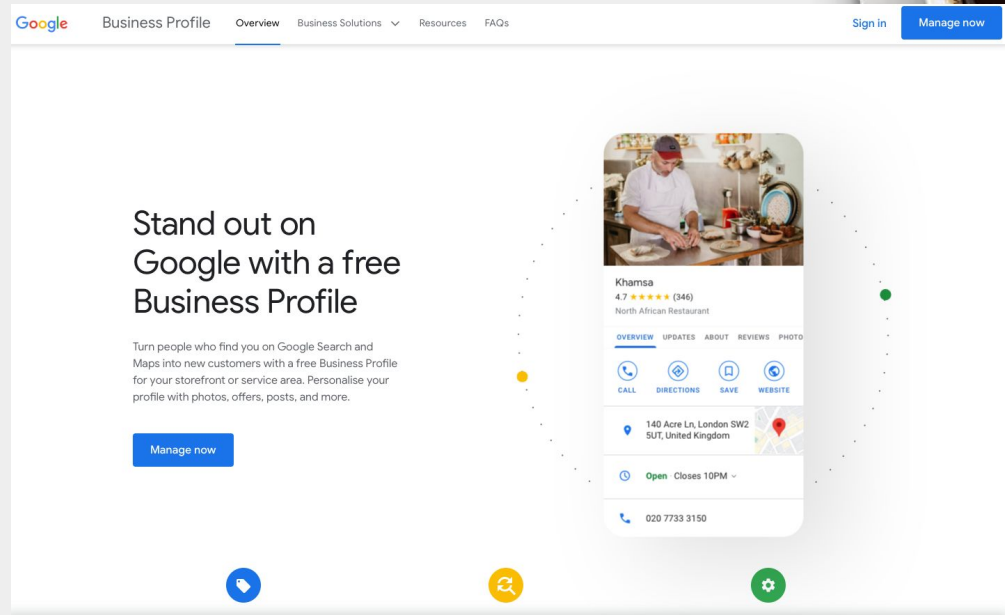
→ You get *some* traffic—not necessarily from search engines.

→ You're a local business with only one or a few locations or you are in a service-based industry.



1 - CLAIM YOUR GOOGLE MY BUSINESS LISTING

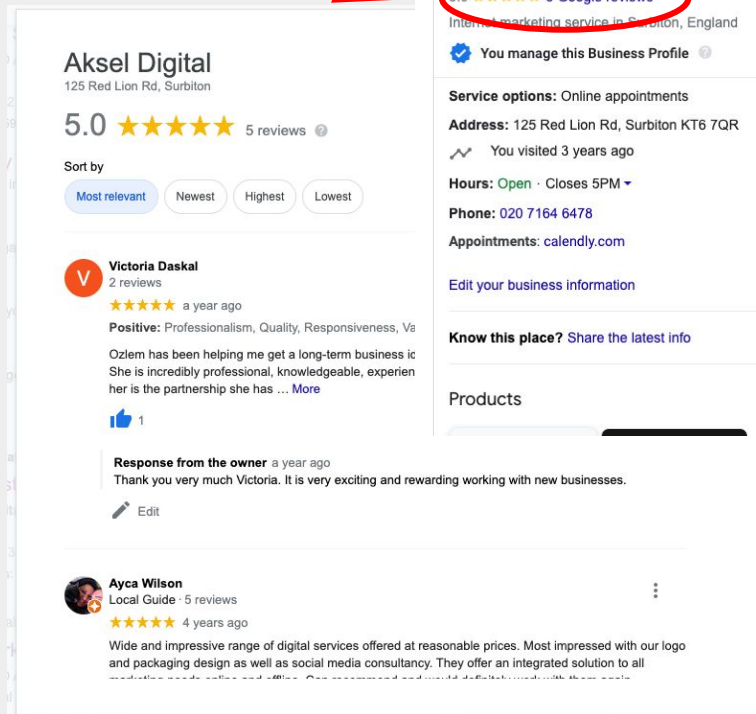
- Create your **Google My Business** listing.
- It is *free*
- It will put you on Google Maps.



The screenshot shows the Google Business Profile management page for a restaurant named 'Khamsa'. The page is titled 'Stand out on Google with a free Business Profile' and includes a 'Manage now' button. A preview of the business listing is shown on the right, featuring a photo of a chef, the name 'Khamsa', a 4.7-star rating from 346 reviews, and the address '140 Acre Ln, London SW2 SUT, United Kingdom'. The listing also shows the phone number '020 7733 3150' and a 'Open Closes 10PM' status. The interface includes navigation tabs for 'OVERVIEW', 'UPDATES', 'ABOUT', 'REVIEWS', and 'PHOTO', and a 'Manage now' button at the bottom.

2 - Encourage your customers to leave a comment for you

- Always answer your reviews.
- Be professional
- Don't worry about the bad reviews. It is not the bad reviews, it is how you respond!



Aksel Digital
125 Red Lion Rd, Surbiton

5.0 ★★★★★ 5 reviews

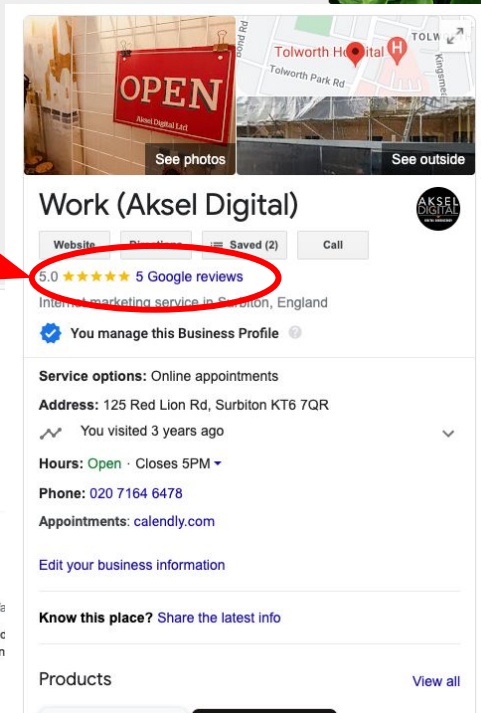
Sort by
Most relevant Newest Highest Lowest

Victoria Daskal
2 reviews
★★★★★ a year ago
Positive: Professionalism, Quality, Responsiveness, Value
Ozlem has been helping me get a long-term business ic She is incredibly professional, knowledgeable, experier her is the partnership she has ... [More](#)

👍 1

Response from the owner a year ago
Thank you very much Victoria. It is very exciting and rewarding working with new businesses.

Ayca Wilson
Local Guide · 5 reviews
★★★★★ 4 years ago
Wide and impressive range of digital services offered at reasonable prices. Most impressed with our logo and packaging design as well as social media consultancy. They offer an integrated solution to all



Work (Aksel Digital)

5.0 ★★★★★ 5 Google reviews

Internet marketing service in Surbiton, England

Service options: Online appointments

Address: 125 Red Lion Rd, Surbiton KT6 7QR

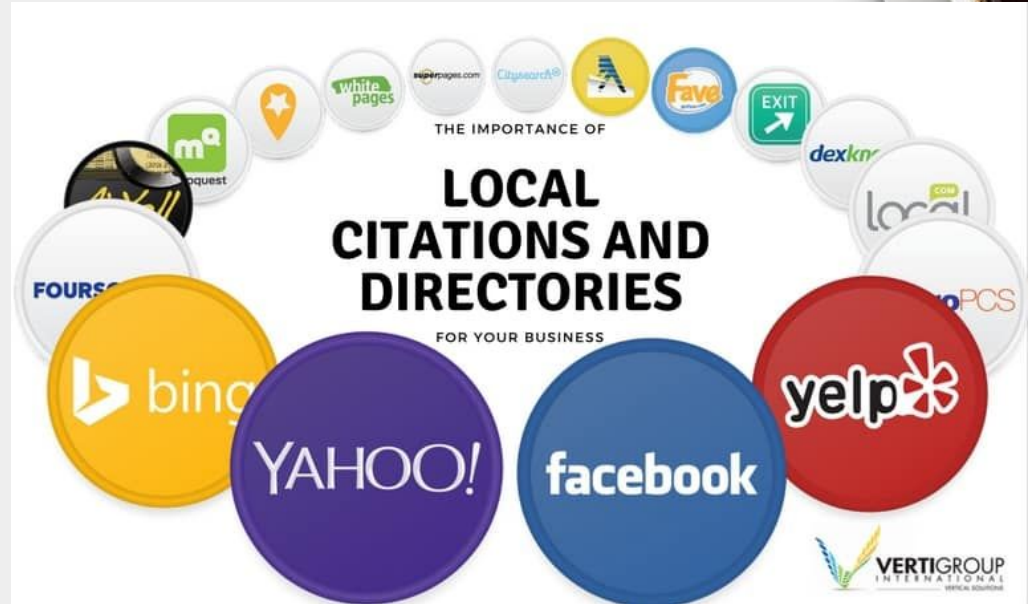
Hours: Open · Closes 5PM

Phone: 020 7164 6478

Appointments: calendly.com

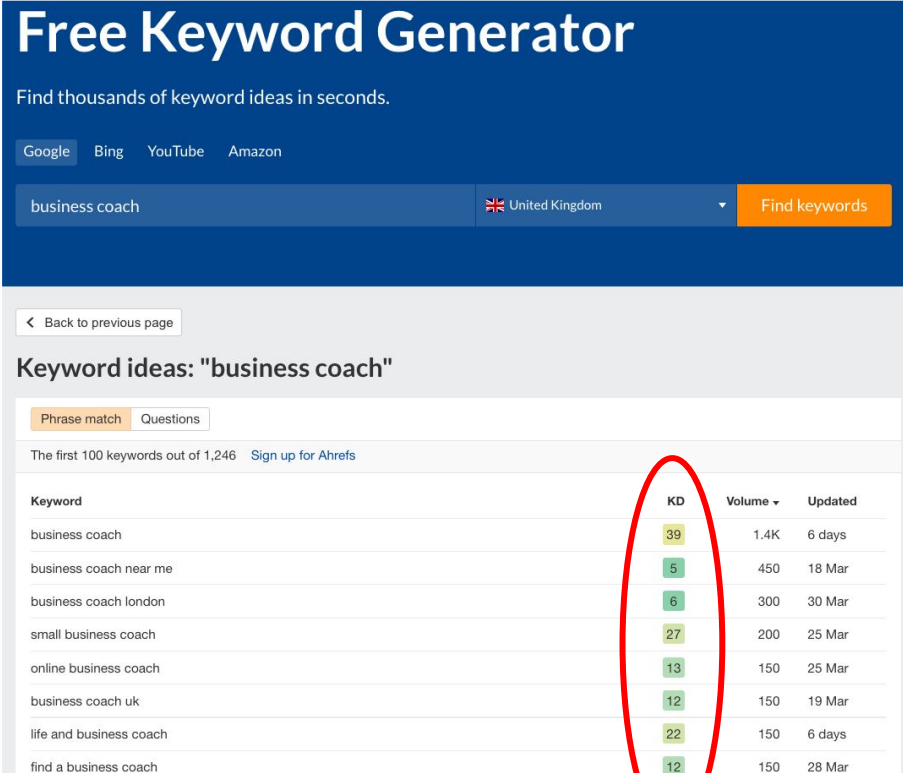
3 - LIST YOUR BUSINESS ON DIFFERENT BUSINESS LISTINGS

- There are hundreds of them and some of them will provide a backlink to your site.
- Don't forget to use your main keyword with in the listing.
- Be consistent. Your information should be same on all listings.
- Find a list here: [Top UK Business Listings](#)



4 - CHECK YOUR KEYWORDS

- Each page on your website should target a main keyword.
- Use one of the [free keyword generators](#) and check your keywords.
- You want “HIGH VOLUME” and “LOW COMPETITION” keywords where possible.
- Brainstorm keywords and check their volumes as well as their Keyword Difficulty Score (KD) for low competition.
- KD is from 1 to 100. Low numbers means less competition



Free Keyword Generator
Find thousands of keyword ideas in seconds.

Google Bing YouTube Amazon

business coach United Kingdom Find keywords

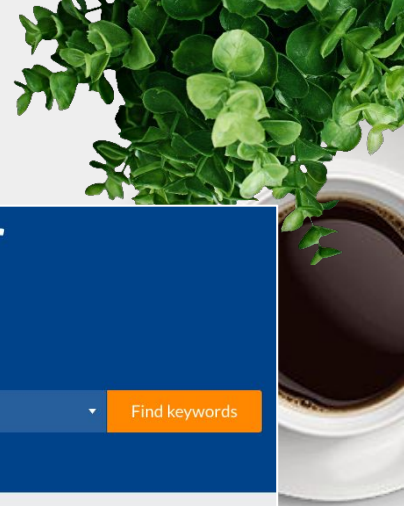
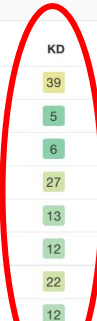
< Back to previous page

Keyword ideas: "business coach"

Phrase match Questions

The first 100 keywords out of 1,246 Sign up for Ahrefs


Keyword	KD	Volume	Updated
business coach	39	1.4K	6 days
business coach near me	5	450	18 Mar
business coach london	6	300	30 Mar
small business coach	27	200	25 Mar
online business coach	13	150	25 Mar
business coach uk	12	150	19 Mar
life and business coach	22	150	6 days
find a business coach	12	150	28 Mar





4 - APPLY YOUR KEYWORDS TO YOUR PAGES

- IF THE COMPETITION IS HIGH, long tailed, low competition keywords might help
- Every page should have only 1 main target keyword.
- Use this keyword in the “title, headings and in your text” but don’t stuff keywords. Too much is not good.
- Remember, every page on your site should have a different main target keyword so your pages don’t compete with each other.
- Don’t forget to write your meta titles and descriptions which should be different for each page.



Keyword
business coach uk

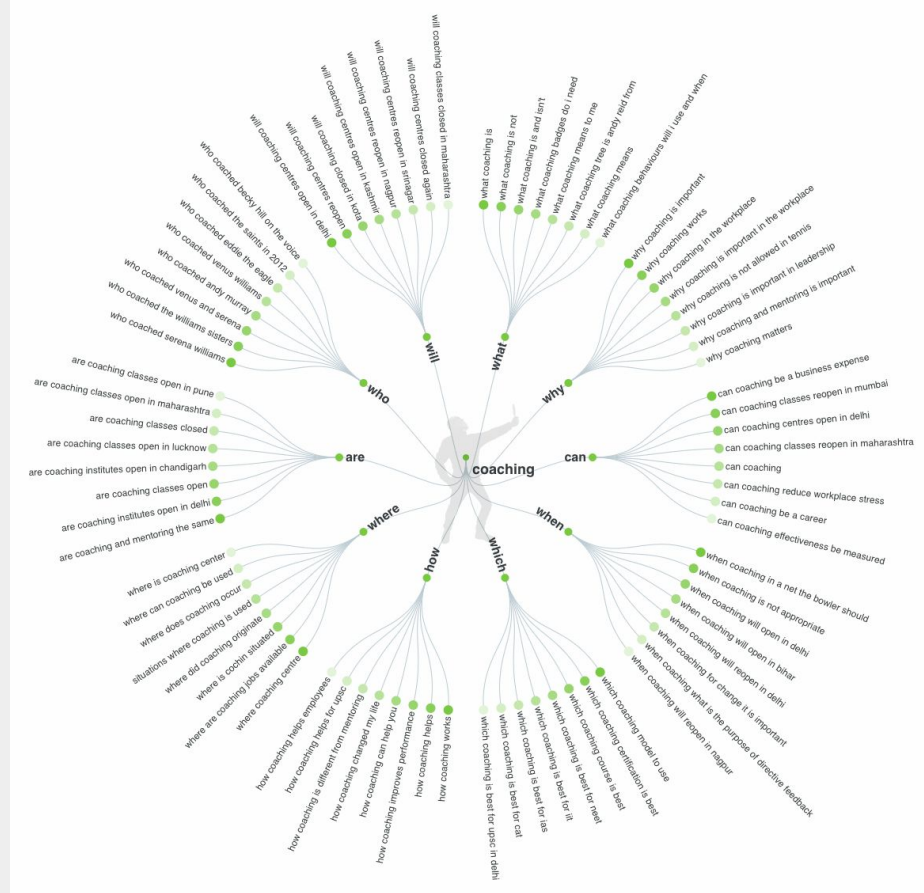
KD	Volume ▾
12	150

Keyword
business coach london

KD	Volume ▾
6	300

5 - ANSWER THE PUBLIC QUESTIONS - to rank

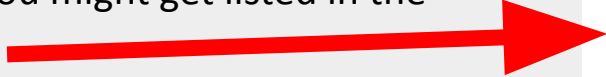
- Answer relevant public questions on your website. This helps your website visitors and gives you more angles to be found online.
- You can answer the questions on your relevant service / product pages.
- You can also make a blog post out of them - Remember, 1 main keyword target for each page.
- You can search public questions in public forums, facebook groups, wiki pages or use [answer the public website](#) for a visually organised graphic of questions.





6 - Check GOOGLE Snippets

- If the competition is high, and if you can't get listed on the first page as a business, you might get listed in the snippets.
- Snippets help your website get more visitors.
- Always check the snippets of your keywords and use those questions (*with answers*) on your website where relevant.



https://www.jasoncornes.co.uk | Traf/mo (us): 0/22 - Kw (us): 0/6

2 **Jason Cornes Business Coaching: Business Coach London**
Business Coach London. Grow the business you truly want; Boost your confidence; Gain focus and get on track. With Jason Cornes, business & executive coaching ...
MOZ DA: 16/100 (+33%) Ref Dom: 13 Ref Links: 186 Spam Score: 1%

People also ask :

- How much does a business coach cost UK? ▾
- Is it worth hiring a business coach? ▾
- How much does it cost to work with a business coach? ▾
- How much does a coaching session cost UK? ▾

Feedback

https://phildrinkwater.coach › london-business-coach | Traf/mo (us): -/0 - Kw (us): -/0

3 **Business Coach London - Performance, clarity, decisions**
Coaching helps London businesses grow, thrive, and succeed. They work with clients to create workable plans, creative solutions, and effective strategies, ...
MOZ DA: 10/100 (+900%) Ref Dom: 51 Ref Links: 93 Spam Score: 13%

7 - USE GOOGLE SUGGESTIONS for IDEAS

- Can't you find your long tail keywords? Or new content ideas?
Try google suggestions.
- Google actually gives us lots of tips and ideas that we can use on our website.
- When you type in google, check the suggested searches. Those might give you ideas on what people are searching.
- You can then use those ideas for your long tail keywords, blog ideas, rich contents etc.
- Also, check the bottom of the search, there are ideas there too!

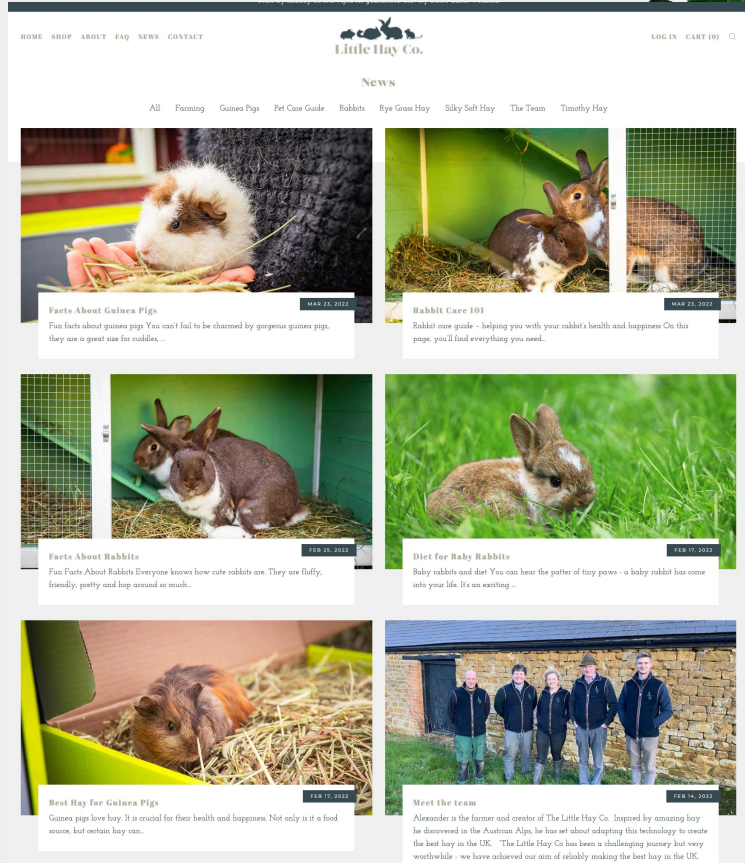
The image shows a Google search interface for the query 'business coach'. The search bar at the top contains the text 'business coach'. Below the search bar, a dropdown menu displays several suggested search terms: 'business coach for coaches', 'business coach academy', 'business coach uk', 'business coach near me', 'business coach london', 'business coach birmingham', 'business coach bristol', 'business coach leeds', 'business coach training', and 'business coach online'. A red arrow points from the text 'Try google suggestions.' to this dropdown menu.

Below the suggestions, there is an advertisement for 'No-Nonsense Business Coach' with the text: 'Gain total clarity. Have unstoppable confidence. Reach social mastery. Become a remarkable leader. Perform at your highest level. Testimonials · Programmes · Me · You'. A second red arrow points from the text 'Also, check the bottom of the search, there are ideas there too!' to the bottom navigation bar.

The bottom navigation bar features a grid of suggested search terms in rounded rectangular buttons: 'business coach uk', 'best business coach', 'business coaches for entrepreneurs', 'business coaching services', 'business coaching near me', 'business coaching programs', 'small business coach', and 'what does a business coach do'. At the bottom right, the Google logo is displayed with the text 'Go ooooooogoo g l e >' and a numeric keypad '1 2 3 4 5 6 7 8 9 10' followed by a 'Next' button.

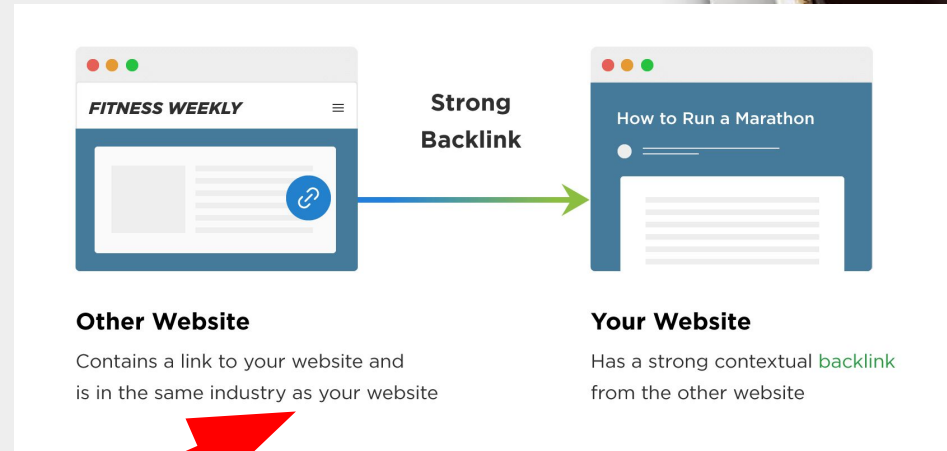
8 - START A BLOG

- A blog can help your prospect customers to find your website *with lots of different searches*. It will bring people to your website again and again.
- Use your keyword tools to find ideas on what to write about. Each question people ask can be a different blog post.
- It will show your authority on your subject and help your audience.
- Don't forget to promote your content that will provide more backlinks to your website.
- Backlinks are like VOTES for your content and your business.



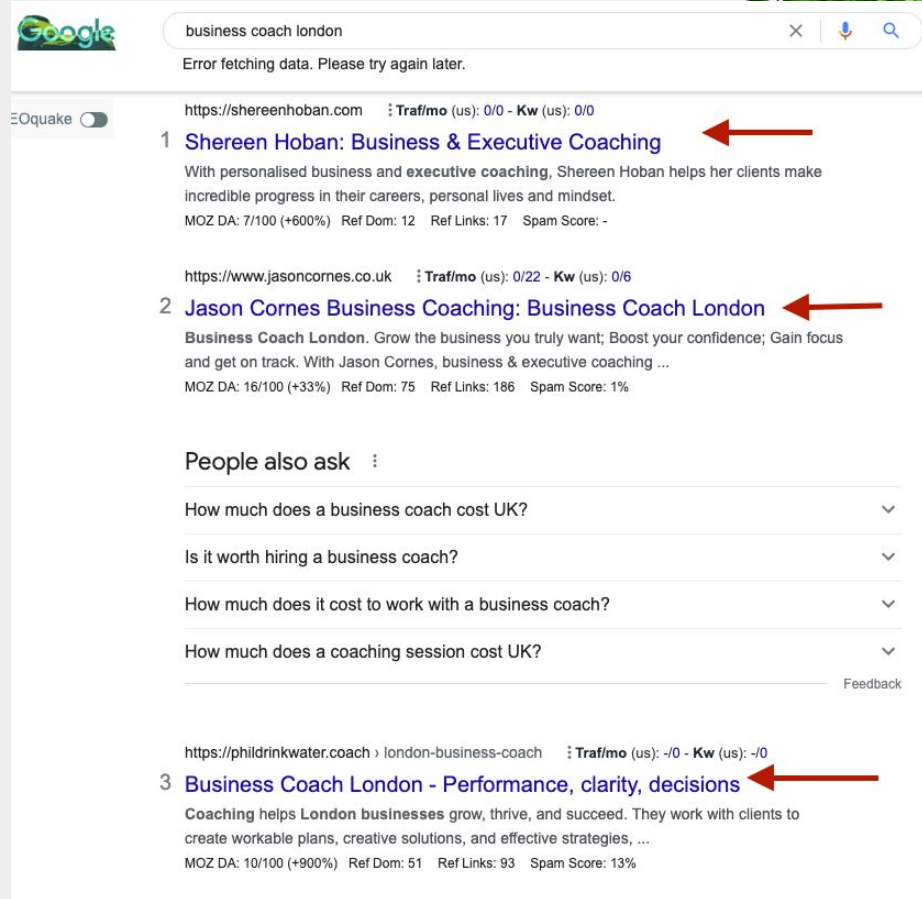
9 - Promote your content

- HOW (1) Participate in relevant forums and make comments on relevant blogs - Basically Help people
 - ◆ This will help you with your authority on the subject and provide related backlinks to your blog posts.
- (2) Don't forget to post your blog posts to your social media accounts including LinkedIn.
- Put videos, images, posts on social media, but do not forget to support your own website with them. *ONLY your website belongs to you!*
- (3) You can write guest posts to your relevant industry websites, blogs etc. These relevant participations will provide strong backlinks to your content.



10 - DON'T FORGET TO CHECK YOUR *COMPETITORS*

- Find your real competitors with your search queries
- For each keyword you want to rank for, you might have different competitors!
- Check how they structured their websites, services.
- Try to guess the target keyword of each of their pages.
- Get blog post ideas from their blog posts.
- Apply your learnings to your own website



Google search results for "business coach london". The search bar shows the query and the Google logo. Below the search bar, there is a message: "Error fetching data. Please try again later." The search results are displayed in a list format. The first result is for "Shereen Hoban: Business & Executive Coaching" from shereenhoban.com, with a red arrow pointing to the title. The second result is for "Jason Cornes Business Coaching: Business Coach London" from www.jasoncornes.co.uk, with a red arrow pointing to the title. Below the search results, there is a section titled "People also ask" with four questions and dropdown arrows. The third result is for "Business Coach London - Performance, clarity, decisions" from phildrinkwater.coach, with a red arrow pointing to the title.

business coach london

Error fetching data. Please try again later.

https://shereenhoban.com : Trafimo (us): 0/0 - Kw (us): 0/0

1 **Shereen Hoban: Business & Executive Coaching**

With personalised business and executive coaching, Shereen Hoban helps her clients make incredible progress in their careers, personal lives and mindset.

MOZ DA: 7/100 (+600%) Ref Dom: 12 Ref Links: 17 Spam Score: -

https://www.jasoncornes.co.uk : Trafimo (us): 0/22 - Kw (us): 0/6

2 **Jason Cornes Business Coaching: Business Coach London**

Business Coach London. Grow the business you truly want; Boost your confidence; Gain focus and get on track. With Jason Cornes, business & executive coaching ...

MOZ DA: 16/100 (+33%) Ref Dom: 75 Ref Links: 186 Spam Score: 1%

People also ask :

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How much does it cost to work with a business coach? ▾

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MOZ DA: 10/100 (+900%) Ref Dom: 51 Ref Links: 93 Spam Score: 13%

Hi, this is Oz from Aksel Digital.

If you need help with any of the tasks mentioned in this presentation, please do not hesitate to contact me. I can help you with your SEO or the parts of it that you do not want to deal with.

Here are some of our new SEO mini packages:

- **SEO Starter Pack:** If you have a new website, let me check if it is ticking all the SEO boxes.
- **SEO Full Audit:** Analysis of your website and long term action plan.
- **Keyword Research Package:** I can help you discover and refine your focus keywords.
- **SEO Backlink and Guest Posting packages:** I can prepare content, find high quality and relevant websites and publish on your behalf so your website gets high quality backlinks.

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Why don't we chat about your business?

Contact me: ozlem@akseldigital.com

Tel: 07397322113

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START RANKING

TODAY!