

9 SIMPLE SEO TIPS FOR SMALL BUSINESSES

SEO can be complicated but there are some easy steps small businesses can do to get found easier in search engines.



KNOW YOUR TARGET

Who is the website for? What are they looking for? What problems are they looking to solve? Are you solving them? How are they finding you? Make sure your content is addressing these things.



WHAT KEYWORDS/PHRASES ARE THEY USING

What words and phrases are your visitors using to find products and services like yours?
Tools: [Google Keyword Planner](#), [Keywordit](#), [Answer the Public](#), [UberSuggest](#)



FOCUS ON ONE KEYWORD PER PAGE

It is good practice to have every page optimized for one keyword through headlines, texts, links and general content. The home page should be optimized on a key word that describes the overall business and every other page should focus on specific products and or feature/benefits.



CREATE AN ELEVATOR SPEECH FOR EACH PAGE

Create a short descriptive sentence that sums up your business using keywords/keyword phrases your visitor might use. You want your visitor to immediately know what you do and how/if you can solve their problem.



USE HEADERS (H1, H2...)

The primary heading is H1. H2, h3, etc are subheadings. Together these clearly define page topics and are used in SERP algorithms. There should be 1 H1 tag per page and it should use your primary keyword/phrase for that page.
Tool: [HTML Headings Checker](#)



USE UNIQUE TITLE TAGS ON EACH PAGE

The page title is shown in your browser tab and is the link in search results. The title tag is very important in algorithms and should include the primary keyword for that page. The title tag of a web page is meant to be an accurate and concise description of a page's content. Example:
[Small Business Help | Iowa | SBDC](#)



USE UNIQUE DESCRIPTION TAGS ON EACH PAGE

A pages META description summarizes its contents in a couple of sentences. It is shown as the description in search results. Without one Google will extract site content but it might not make sense. This is like an ad for your page on search engine results.
Tool: [Moz Bar Chrome Extension](#)



MONITOR PAGE SPEED

Page speed is a factor in algorithms and it is very important to your users.
Tool: [GT Metrix](#)



BLOG

Creating content through a blog is a great way to keep your site fresh and add seasonal and other keywords people might be searching.

For more information or individual help contact Sue Pitts @ spitts@iwcc.edu