Best SEO Tips For Small Business Owners

No.		Tip	✓	To-Do
1	E S S E N T I A L S	**Know Your Audience**		Be able to succinctly define your audience Not "everyone" or "anyone" Pinpoint a specific interest, demographic, or location Audience must be in need of and searching for your product and/or service
2		**Know Your Competition**		Identify your top search competitors Use 3+ word search terms Look for brands that repeatedly show up Identify their unique value proposition
3		**Know Your Value Proposition**		It must be unique It must solve a pressing problem for your target audience Make sure it's immediately clear and obvious
4		**Understand SEO Basics**		Acquaint yourself with SEO basics.
5	P R A C T I C A L I T I E S	**Make Sure Google Knows About You**		Search for your domain Compare results to your content volume Diagnose and fix any indexing problems
6		**Learn How People Search For You**		Identify relevant target keywords
7		**Position Keywords Strategically**		Follow SEO Copywriting Best Practices
8		**Publish Sought-After Content**		It must be unique It must be sought-after (use your target keyword phrases) It must be better than what is currently published and ranking It must satisfy search intent
9		**Use Lots of Visuals**		It must be relevanr It must be high-quality Make sure you have permission
10		**Embrace Reviews and Tectimonials**		Systematically ask for them Continuously monitor and respond to them
11		**Publish Policies**		Create and publish Privacy and Terms of Use policies
12		**Create Business Listings**		List your business on high-traffic and reputable directories Name your business consistently and accurately using Legal or DBA name Pick most succinct and accurate category
13		**Participate on Social Media**		Choose channels where your audience hangs out Spread the word about your business Be helpful
14	T E C H N I C A L I T I E S	**Enable Analytics**		Install Google Analytics Enable Google Search Console Learn how to use them
15		**Structure Your Website SEO**		Structure Your Small Business Website for Quick, Easy Access
16		**Deliver a Good User Experience**		Ensure safe, enjoyable website visits Secure your website with HTTPS Make sure it is mobile-friendly Don't use intrusive pop-ups or Interstitials Block malware Ensure your site is fast, stable, and ready to interact
17		**Measure and Adapt**		Assess skills and time availability Download the checklist Keep track