



Small Business SEO Basics

A bold one■page guide to improving your website's visibility and organic rankings.

- **Use one clear keyword per page.**

Each page should target ONE main keyword so Google understands exactly what the page is about.

- **Use long■tail keywords naturally.**

Long■tail keywords help you rank faster because they match what real customers search for.

- **Write helpful, original content.**

Google rewards sites that answer questions clearly, provide value, and avoid fluff.

- **Internally link your pages.**

This helps Google crawl your site and understand how your content connects.

- **Ensure fast load speeds & mobile optimization.**

Slow sites kill rankings. Make sure your site loads fast and works perfectly on mobile devices.