

globemrk

Search
Engine
Optimization



WHY SEO

FOR SMALL BUSINESS

is more important
than ever



Contents

- 03** Introduction
- 04** Why is SEO important for small businesses?
- 06** What exactly is SEO?
- 09** SEO facts & statistics
- 10** What can you do before you decide to start SEO for your own business?
- 13** SEO is not rocket science

Introduction

Starting a business and creating a website doesn't have to be complicated. Getting customers to visit your website and make a purchase is a whole different ball game, especially if you are competing with many other online businesses.

To make matters more difficult, the COVID-19 pandemic has accelerated the acceptance of online shopping, leading to exponentially more shoppers surfing the internet. As countries across the world have struggled with endless lockdowns and restrictions, consumers are relying more than ever on search engines to find what they need. In this new normal, many small businesses are struggling to adapt.

Today, standing out in the crowd online isn't something that should be left to chance. Getting noticed is the result of a well planned and executed online marketing strategy.

Let us help you define and implement your business' online marketing strategy and make that sale before your competitors do.

Search Engine Optimization (SEO) can improve a website's overall searchability and visibility in the long-term ensuring that customers will be able to find you online, no matter how large or how small your business is.



Why is SEO important for small businesses?

It may seem like Search Engine Optimization (SEO) is a tool that can only be used by big corporations, but actually smaller local businesses can be the real winners here. Compared to other marketing tools, like Facebook/Google Ads or Email/Video/Influencer marketing, SEO is a far more accessible, cheaper, and effective solution to generate sales. Here is a quick explanation of why that is:



Visibility, Rankings, and Web-Traffic

Increased online visibility is one of the main goals of SEO. Essentially, it makes it easier for your potential customers to find your website when they search for something specific. Visibility is directly linked to your ranking on the Search Engine Result Page (SERP). The more effective your SEO efforts are, the more likely you will appear at the top of the SERP and get the most out of your web-traffic, especially since 67.6% of the clicks are made on first five listings.



User Experience (UX)

Optimizing your website and generating high-quality content not only improves your ranking on the SERP, but also the user experience itself. On-page SEO improves usability for laptops, desktops, and smartphones by making a website more responsive and shortening load times. This feature will encourage users to spend more time on your website, which will result in higher response rates and sales within a shorter period of time.



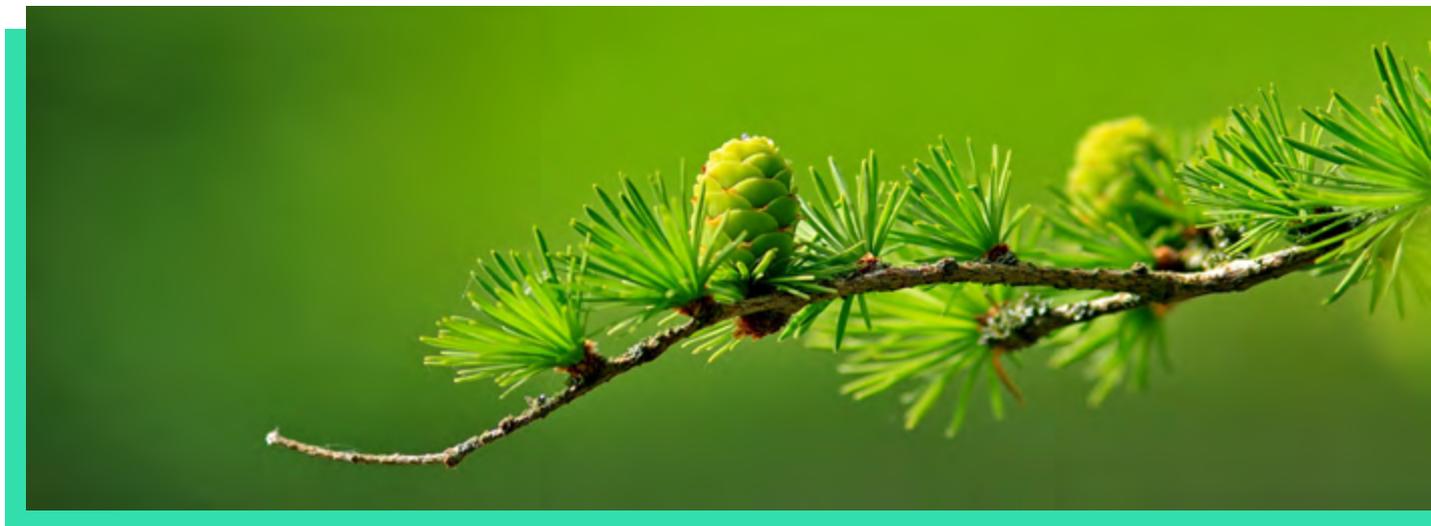
Authority

By continually updating your website with new and well-written content you are investing in customer loyalty as well as building trust for your website. This is called website authority. A website with high authority means that it is trusted by its users, industry experts, other websites and search engines which leads to higher rankings overall in search engines.

SEO is a long-term investment that may take a few months to kick-in and bear fruit. Once it does however, it requires very little attention to maintain rankings and generate leads.

Search engine optimization is important for small businesses, because they do not usually have a dedicated marketing team to manage time consuming and expensive marketing campaigns.

By investing in long term visibility through search engines, you can create a safety net for your business that will keep bringing in new customers and at the same time increase your sales to be able to invest in further marketing campaigns.



What exactly is SEO?

Search Engine Optimisation (SEO) is the art and science of getting pages to rank higher in search engines, such as Google. Search is one of the main ways in which people discover content online, therefore ranking higher in search engines can lead to an increase in traffic to a website.

The results page of a search engine often features paid ads at the top of the page, followed by the regular results called “organic search results.” Traffic that comes via SEO is often referred to as “organic search traffic” to differentiate it from traffic that comes through paid search.

Search engines, such as Google, use an algorithm or set of rules to determine what pages to show for any given query. These algorithms have evolved to be extremely complex, but there are three core metrics that search engines evaluate to determine the quality of a site and how it should rank. They are:



Keywords

Keywords are words and phrases that you type in a search field to look up anything on the internet. Companies use them to connect their offers with you. Long ago, keywords were the only factor in SEO that actually mattered, but we still shouldn't undermine their power today. The only difference is that now in order to be effective, you must thoroughly research them and carefully choose which ones to use in the content on your website and to optimize your URLs, titles, and other on-page elements.

Keywords with a high search volume and low competition are the goal of your research. You should pick short-tailed ones (like an umbrella), as well as more complex long-tail combinations (handmade black umbrella with a wooden handle), and localized ones (handmade umbrella on sale in Aberdeen) to be used throughout your content.



Content

From blog post to infographic, or video to podcast, the content you produce is a direct hotline to your potential customers. Your revenue is directly connected to the quality of engagement they get when interacting with it.

Define your goals. They will determine what types of content you should focus on. Make sure you create high quality content. It should be educational and fun to read.

When you own a furniture store for example, it is a good idea to create a quick how-to guide on mounting cupboards or write a blog post about trending furniture materials. When a potential customer finds a solution in your content, they are more likely to have your company in mind next time they are looking for furniture.



Site structure

Site structure refers to how you organize your website's content. A website often consists of content on a variety of related topics presented on pages and as posts. Site structure deals with how this content is grouped, linked and presented to the visitor. If you structure your website well it will benefit from users finding their way more easily through your website, and Google indexing your URLs better. Taxonomies, like categories and tags, internal links, navigation and breadcrumbs are the tools that can be used to structure your site.



Links

Creating quality backlinks to your website from different sources is an external optimization tool that proves the authority of your website. These links are a signal to Google that your site is a quality resource worthy of citation. Therefore, sites with more backlinks tend to earn higher rankings.

There are many ways to achieve quality backlinks, but the most common are guest blogging, creating a lot of high-quality content which will be shared, and/or tagging influencers in your content.



SEO Facts & Statistics



Search engines drive 93% of all website traffic.

[Source: 60+ SEO Statistics to Help You Rank #1 in 2021](#)



67.6% of the clicks are made on the first five listings. Only 0.78% of Google searchers click on results from the second page.



55% of all searches now come from mobile devices which makes Local SEO more important than ever.



40% of people are searching only on a smartphone



High-quality content and link building are the two most important signals used by Google to rank your website for search.

[Source: 31 SEO statistics for 2021 and what they tell us](#)

What can you do before you decide to start SEO for your own business?

If you feel that you are currently not in the position to invest in search engine optimization, don't worry, there's a lot you can do yourself. Let's cover the basics for you.

Here are 6 steps you can take yourself before hiring a SEO agency:



01. Organize your SEO objectives

It is advisable to define your goals before you take action. It is crucial to understand what you want to achieve with SEO. For example, you may want to replace your ad spend or gain more local customers.

This knowledge will help you set your priorities and build up an early marketing strategy. It will also help you be prepared in case you end up asking for help from a SEO agency.



02. Set Up Google Analytics and Search Console

Once you have a clear view of what you want to accomplish, a good place to start is by setting up search analytics services like [Google Analytics](#), [Google Search Console](#) and [Bing Webmasters Tool](#). These reporting tools will provide you with insights on the traffic your website generates from a search engine, as well as an overview of how people are actually finding you.

These are completely free to set up, easy to use, and allow you to give viewing permissions to third parties, like SEO agencies.



03. Research Keywords

Developing a list of keywords is one of the first and most important steps in any search engine optimization initiative. Embedding your SEO keywords and phrases into your web content will make it possible for people to find your website via search engines.

To determine which keywords work best to attract your target audience, you need to know which keywords describe your product or service best, and how people are searching for the products or services that you offer.

The result of your keyword research process will be a list of keywords:

- Can potentially bring traffic to your website. Trying to rank for keywords that are rarely used won't generate website visits and is a waste of time and resources.
- Increase conversions on your website. A conversion is when a visitor completes a desired action on your website, like buying a product, subscribing to a newsletter, or sharing your content.
- Are aligned with your business goals to generate sales or leads.
- Should be ranked by order of importance. Keep in mind that there is a lot of competition on the internet and you cannot rank for all keywords that seem important to your online marketing strategy.



04. Designated Landing Pages and Updated Information

Once you have completed your keyword research it is time to apply them in practice. Every important keyword should have a designated landing page, and you should create a new landing page for any keywords that do not have one of their own yet.

The content on those pages must be informative, valuable, and should contain the keywords you want to be found, without practicing “keyword stuffing” (an attempt to achieve unfair rank advantage). This will immediately be noticed by search engines, who will in turn decrease your ranking on the SERP.



05. On-Page SEO

Search Engines have sophisticated algorithms which are designed to understand and distinguish the purpose of the user’s search. The algorithms deliver results based on the intent of the action, be it online shopping, research, entertainment, or navigation. That is what makes On-Page SEO one of the vital features of SEO — it helps the search engine understand the contents of your website, which will then recognize the relevancy of your offer to the searcher’s query.

On-page SEO is all about optimizing the content on your website, both visible to a user (like blog posts, infographics, videos, etc.) and to a search engine itself (structured data, HTML links, etc.). Making sure those elements are well optimized will ultimately result in an increase in rankings.



06. Off-Page SEO

Off-Page SEO, on the other hand, takes place outside your website. It basically tells search engines how well your website is trusted across the internet and is one of the primary pillars used by search engine algorithms in deciding how to rank your webpage. So, when it comes to two ‘identical’ websites striving for the same keywords, the one with the most mentions, links or shares will always be ranked higher and will ultimately get more page visits.

Off-Page SEO may sound very complex and intensive, but it cannot be overlooked and ignored. It is an investment that will pay off.

SEO is not rocket science

In the past, SEO was indeed simpler than it is now. Due to ever-growing content and online competition, search engine algorithms have become more complex. As a result, SEO has become much more than just adding keywords to your content and spreading links to your website out over the internet.

But in the end, the simple rule is to stand out. That's a habit we're all building into many aspects of our professional lives nowadays. Due to the ever-increasing amount of internet users, you have to continually adapt your business marketing strategies by finding original approaches and angles to stay ahead of your competition.

As SEO professionals, we make it our business to follow the evolution and development of search engines and how they rank websites closely. Our integrated approach ensures that all of your services and elements are aligned for the best results. As a client, you will have access to our very own transparent SEO software that monitors your ranking evolution daily, and we will follow up with you on a regular basis to discuss your progress and adjust your SEO strategy to maximize its impact.



Ready to learn more about SEO and improving your online visibility?

Schedule a FREE consultation

We are helping professionals like you to increase their online visibility and sales. It only takes 45 minutes to change the course of your business for the better.

CONTACT US

globemrk