

Getting Started with SEO for your Business

Score Silicon Valley

June 20, 2024

Cecily Whiteside

About SCORE



Successful and experienced executives acting as volunteer consultants

Webinars and workshops, most are free

Free personal mentoring via video, phone, e-mail, or in-person

Resources for small business:

[score.org](https://www.score.org)

siliconvalley.score.org

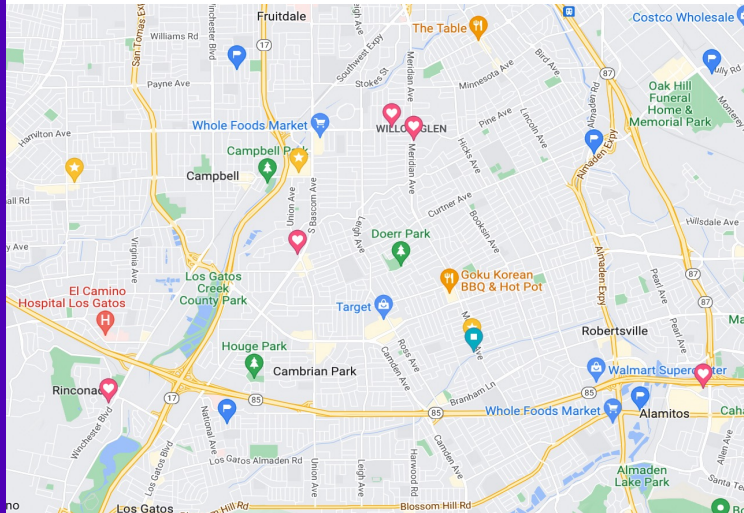
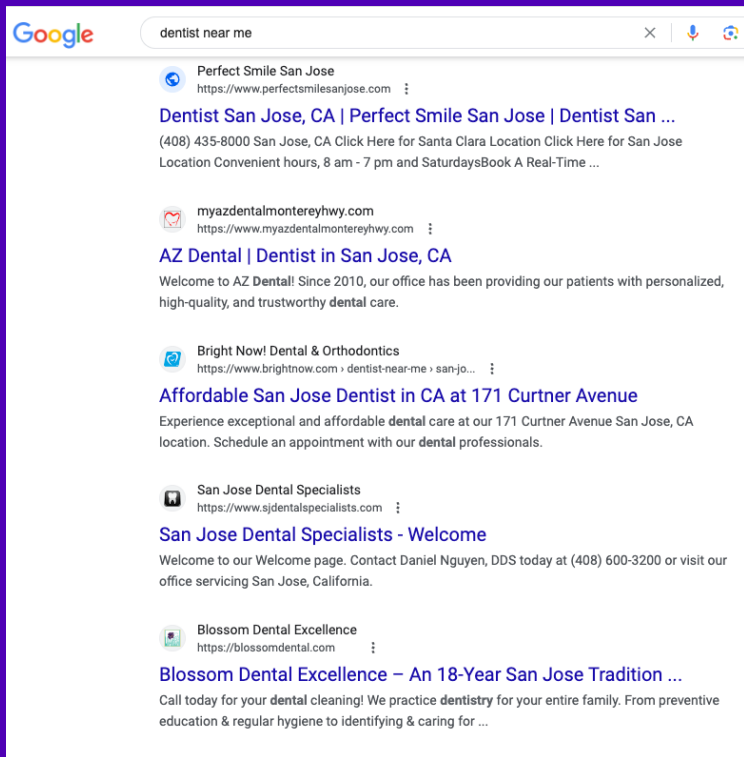
Request Mentoring:



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Why invest in SEO

Grows your website's organic (unpaid) search traffic

Higher SERP positions get more clicks

Get found online for a keyword or set of keywords

Show Google why you deserve to rank above other businesses

Free(ish) after you put in the front-loaded effort

Builds over time - 6-18 months to see results

Puts you on the map (literally)

See Google Search Central's starter guide for more: <https://developers.google.com/search/docs/fundamentals/seo-starter-guide>

What does Google want from you?

To be the best answer to the *intent* of the query entered

Meaning and intent

Does your page answer the scope, location, and language of the query?

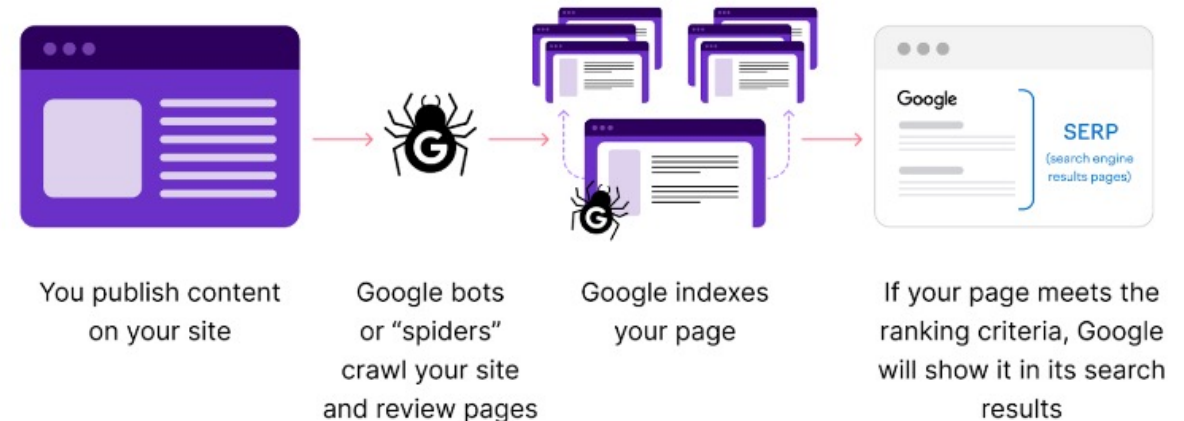
Relevance

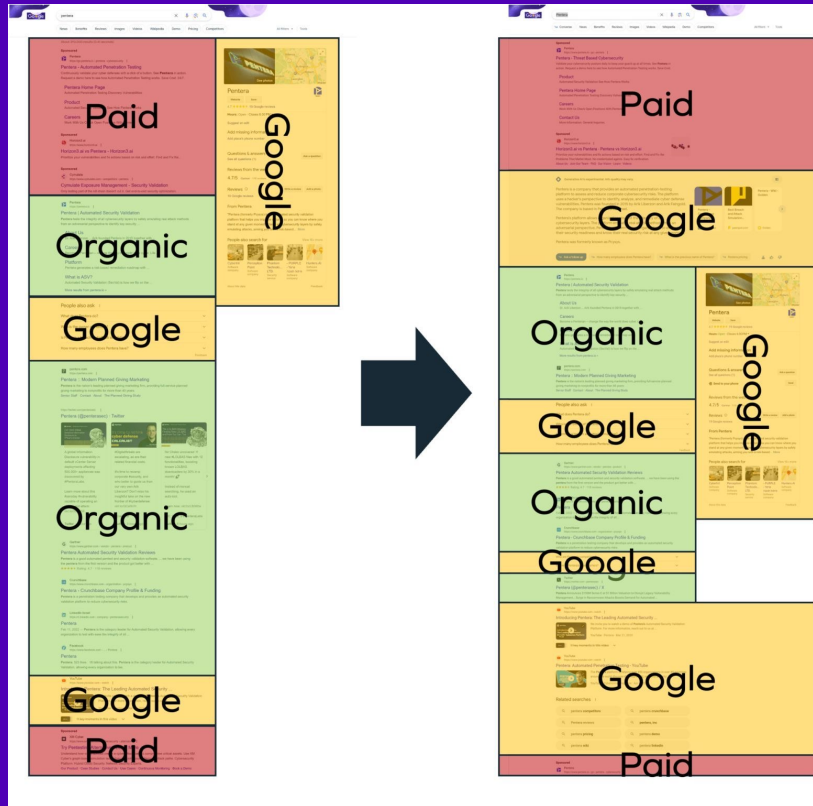
Does your site offer in-depth answers that match the query? (This is where keywords come in)

Quality

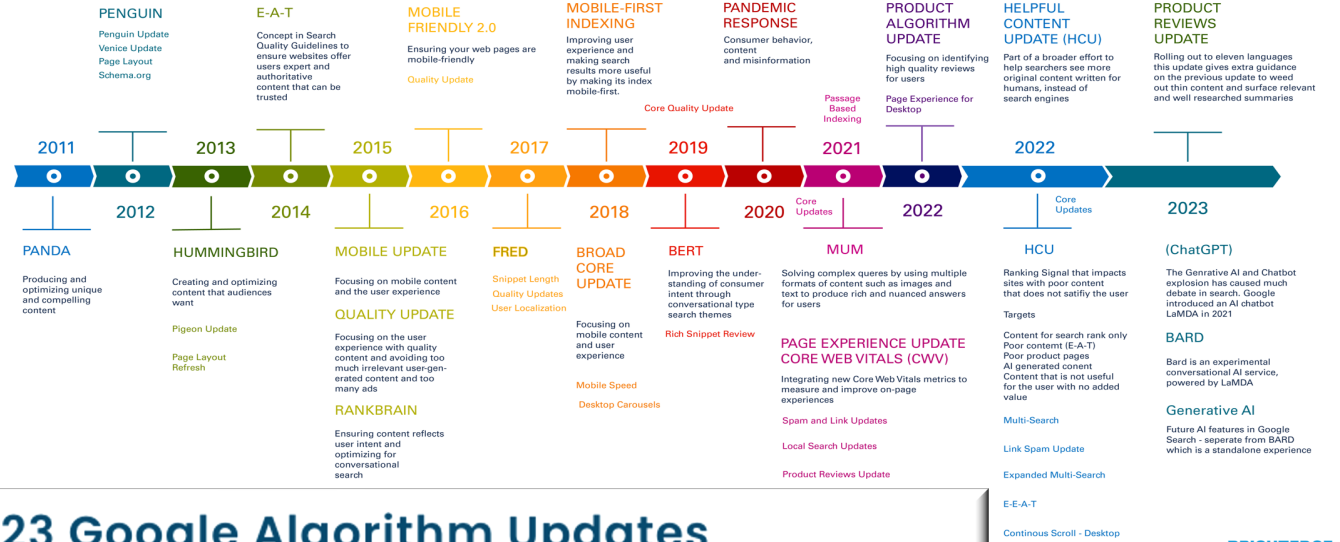
Is your content well-written and free of errors?

How Search Engines Work





GOOGLE'S FOCUS ON THE USER (HUMAN) EXPERIENCE UPDATES, ALGORITHMS AND RANKING SIGNALS



2023 Google Algorithm Updates

2023	SUMMARY	DATE	DURATION
	November 2023 reviews update	8 Nov 2023	Information
	November 2023 core update	2 Nov 2023	Information
	October 2023 core update	5 Oct 2023	13 days, 23 hours
	Ranking is experiencing an ongoing issue	5 Oct 2023	26 days
	October 2023 spam update	4 Oct 2023	15 days, 12 hours
	September 2023 helpful content update	14 Sep 2023	13 days, 11 hours
	August 2023 core update	22 Aug 2023	16 days, 3 hours
	April 2023 reviews update	12 Apr 2023	13 days, 2 hours
	March 2023 core update	15 Mar 2023	13 days, 7 hours
	February 2023 product reviews update	21 Feb 2023	14 days

List of Google algorithm updates that have occurred so far in 2023.

5 main steps for SEO

1. Keyword research

Finding and using terms that people use to find you online

2. Content creation

One and done for

Home page

About page

Product & services pages

Ongoing additions

Blog articles

3. On-page optimizing

Help Google understand what's on your page

4. Link building

Internal and external to help users' journey

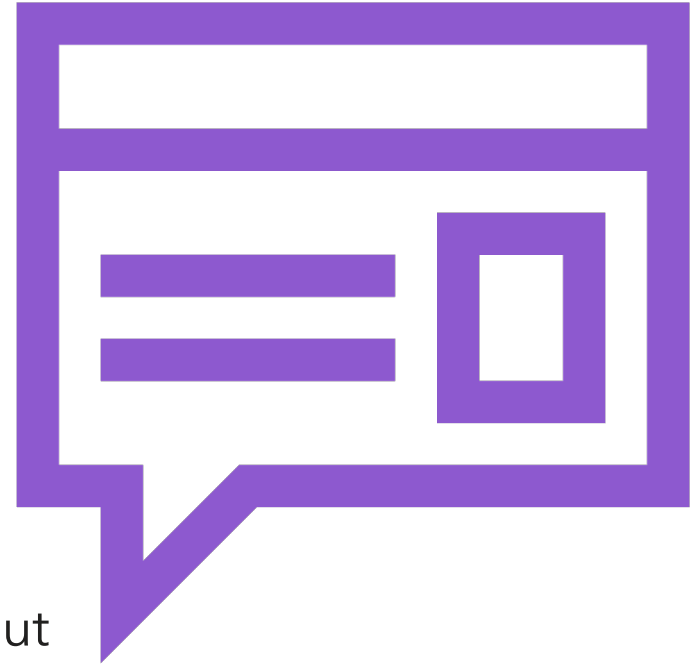
5. Technical SEO

All the behind-the-scenes stuff that Google sees but visitors don't

What do I do first?

Check your basics

1. You have a website
2. You created account for:
 - Google Search Console
<https://search.google.com/search-console/about>
 - Google Analytics
<https://analytics.google.com/analytics/web/>
 - Bing Webmaster Tools
<https://login.microsoftonline.com/>
3. You claimed Google My Business/Google Business Profile
<https://www.google.com/business/>



Check your website URL structure

Homepage should link to:

- About

- Content (blog) category page

- Services & product category pages

Don't let your home page menus get unwieldy

- Keep to under 5-6 items in the drop down

- More than that? Make a category page or rethink the structure

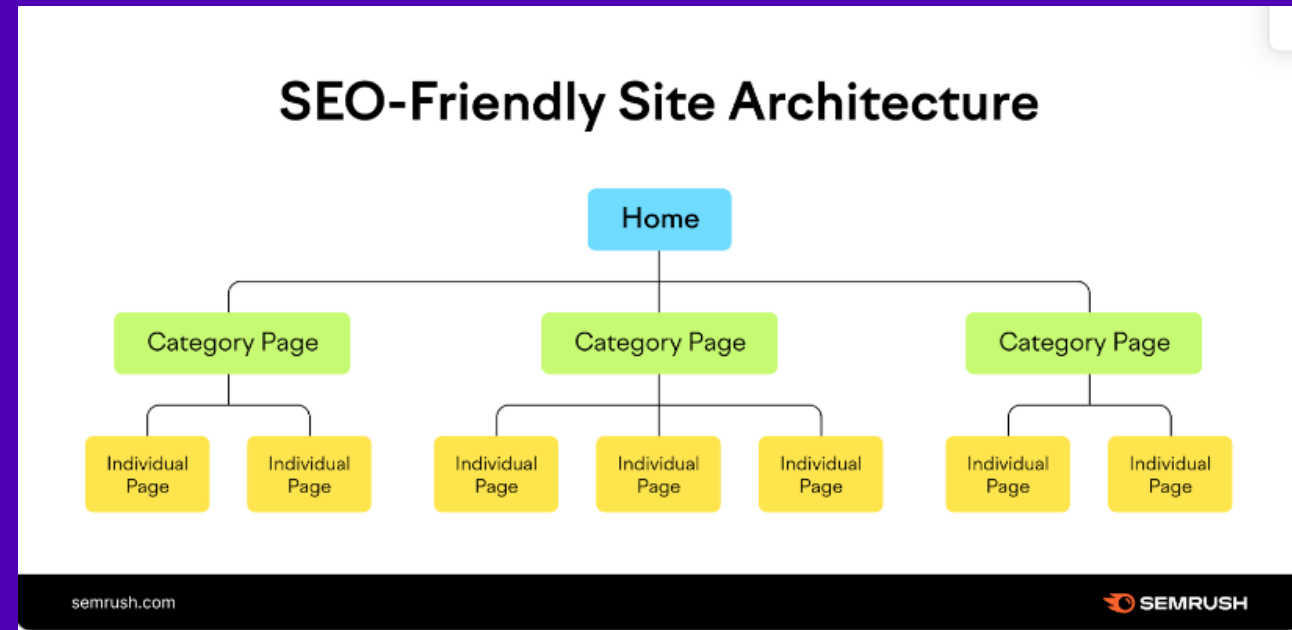
- Why? Google doesn't like it because it's hard for visitors to navigate

Use a free site structure tool to make sure it can grow over time

<https://slickplan.com/>

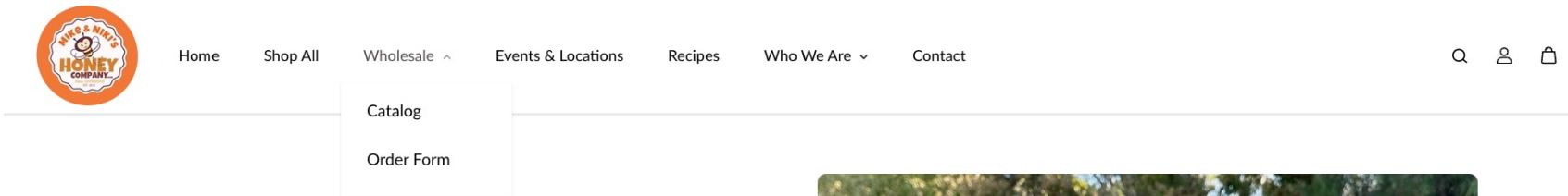
Don't change it if its already in place unless it really makes sense and you redirect correctly

- Adopt better URL creation for sub pages going forward



Home menu examples

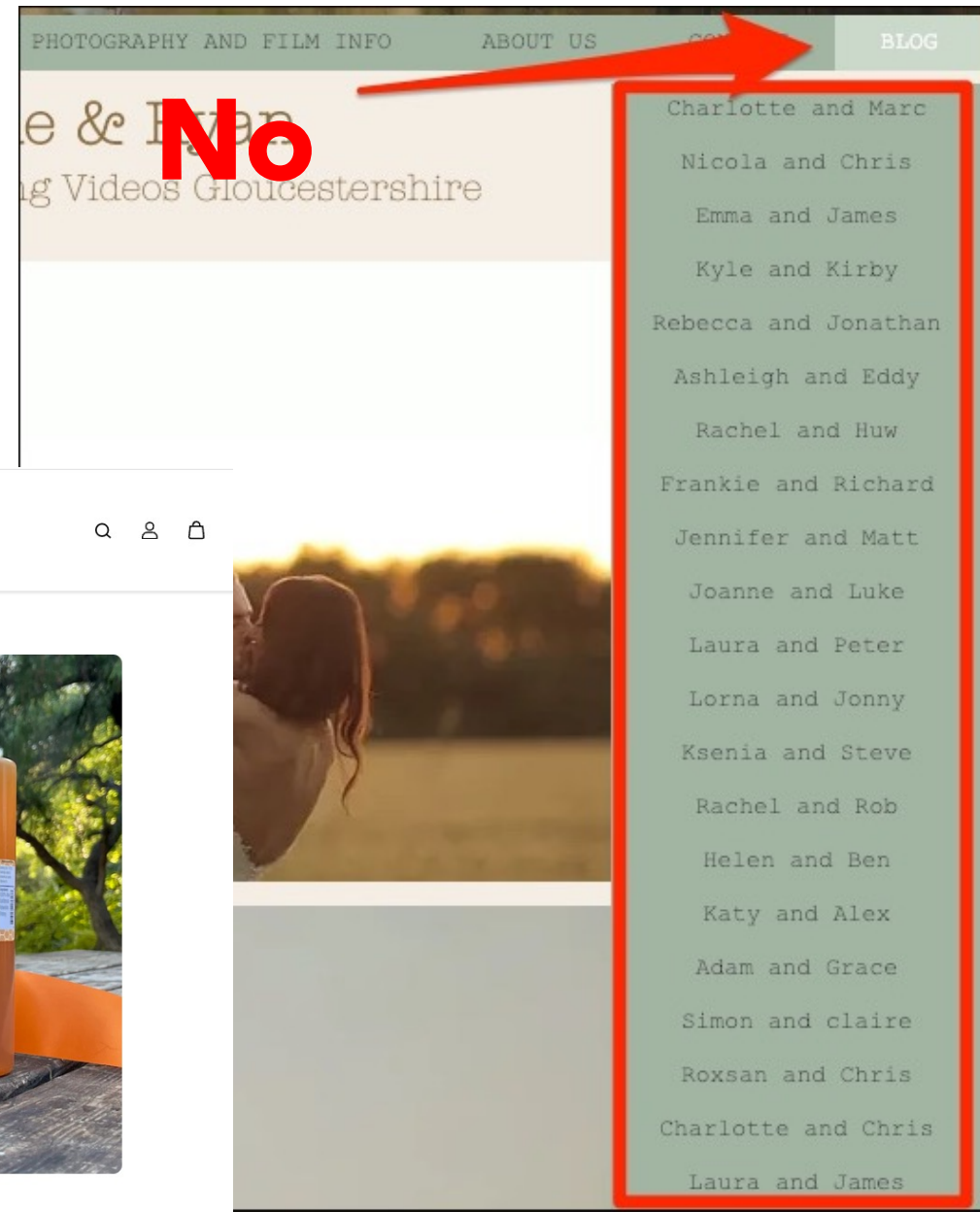
Yes



Bee-utiful Moments

Savor the Artistry of Nature's Finest Honey. Crafted with Passion, Shared with Pride.

[Shop our Campbell Exclusive →](#)



1. Keywords

Keywords are how Google knows to serve your content to answer a search query typed in by a visitor

What keywords are

- Intentional
- Specific
- Focused
- Significant

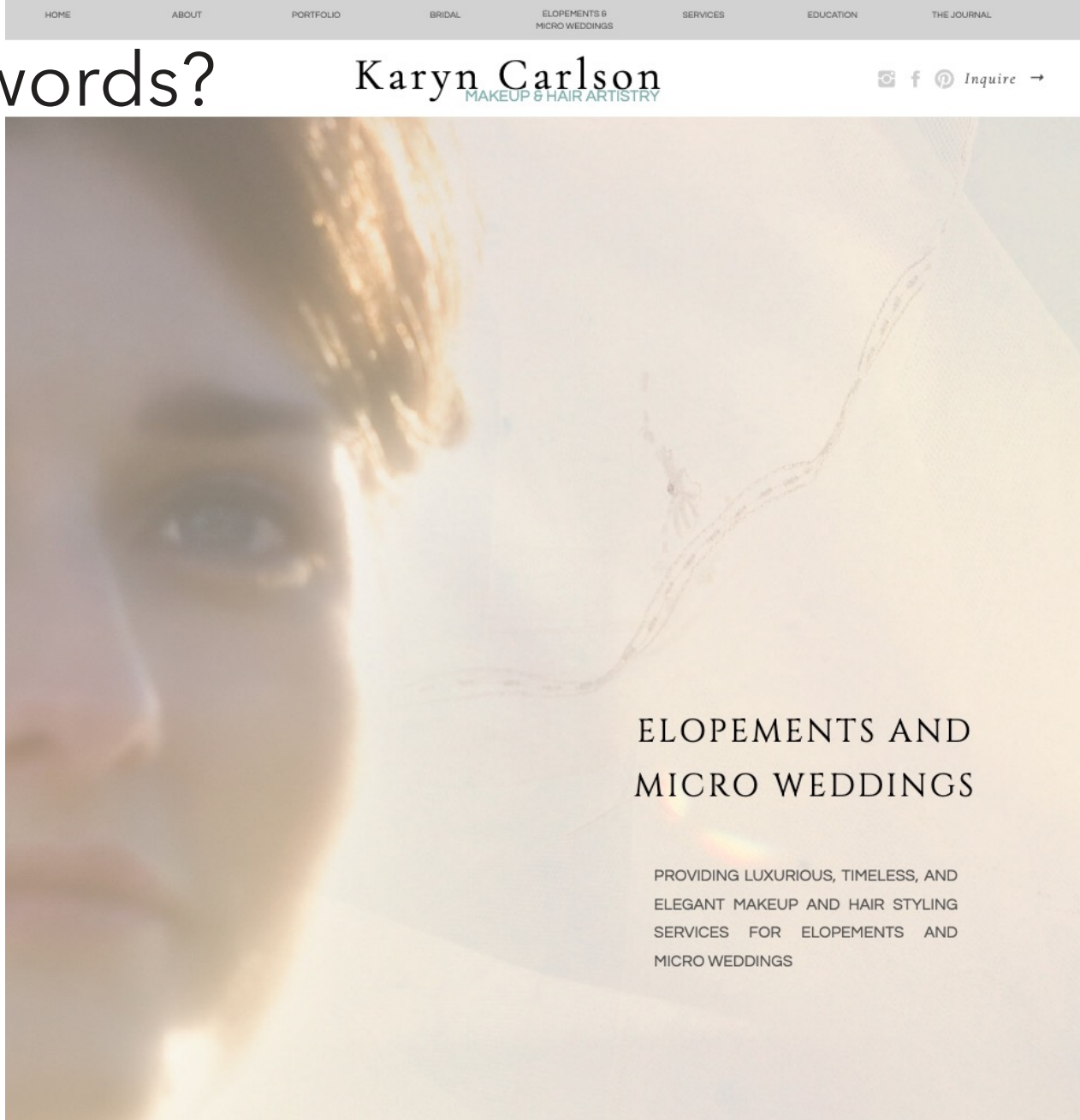
What keywords are not

- Touchy-feely
- Vague
- Business values
- Business mission



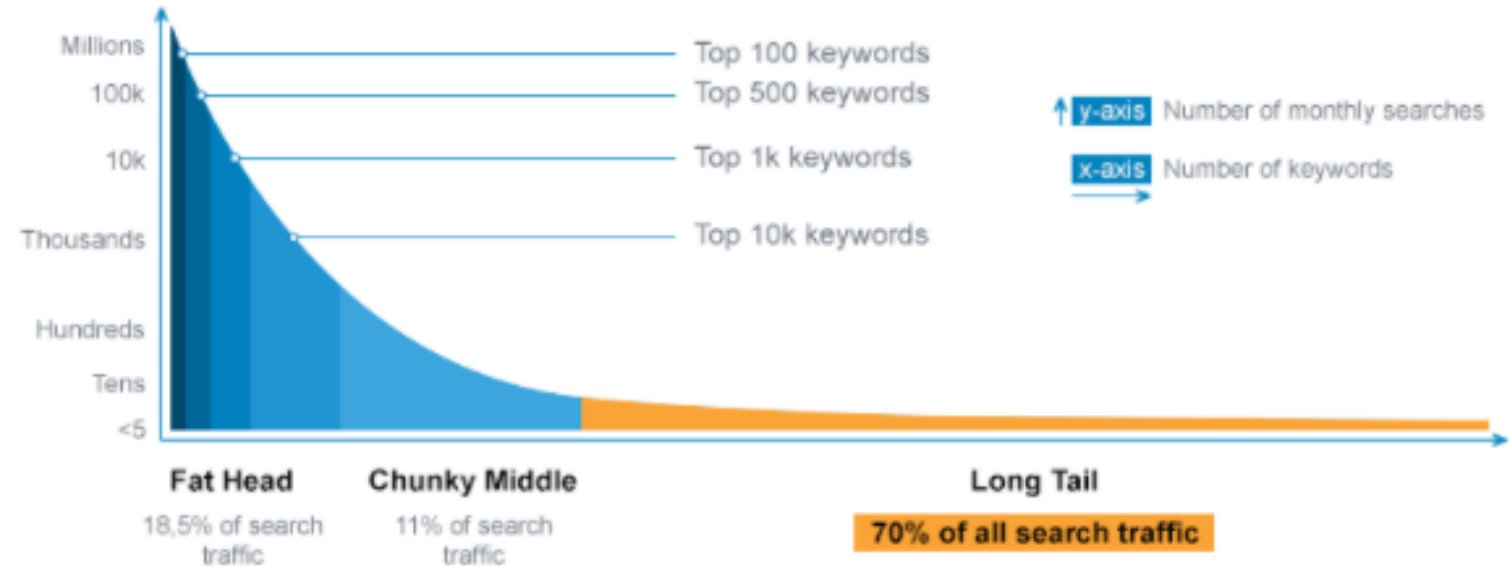
What are the purposes of keywords?

- Navigational - Looking for a specific web page or brand
 - Use case: business keywords
 - "Lisa and Lisa Realty, Sunnyvale CA"
 - "Pono Wellness Spa, Morgan Hill"
- Informational - Research for a purchase or task
 - Use case: blog keywords
 - "Why should I buy local honey?"
 - "What causes spider veins?"
- Commercial/Transactional - Ready to buy or sign up
 - Use cases: product & services keywords
and business keywords
 - "Loveseats for sale"
 - "Women's outdoor adventure tours"



Business keywords

- Head: 1-2 words
Extremely hard to rank for
"Portrait photographer"
"Local honey"
- Body/middle: 2-3 words
Hard to rank for
"Almaden portrait photographer"
"Bay Area honey"
- Long tail: 4 or more words
Easier to rank for
"Almaden Valley family portrait photographer"
"Local organic Bay Area honey"



The longer your keyword phrase the better your chances of ranking for it

- ✓ Focused
- ✓ Long tail
- ✓ Used on every page
- ✓ Specific to your business
- ✓ Geared to your customers

What keywords do you need?

Business keywords

- Overall business descriptors
- Best done intuitively as first
- Choose 3-6 main keywords

Product keywords

- Specific to the products/services you sell
- Choose 1-3 per product
- Use on product description pages (PDPs)
- Link to PDP when you mention them in blogs

Blog keywords

- Not part of getting started
- Topic-related
- Adjacent to your main keywords
- Join my Feb 15 seminar about blogging
- Join my Apr 18 seminar about picking keywords



Where to use business keywords

Use your business keyword(s) on every page's footer or header.

Sprinkle your business keywords into copy throughout your website

Use business keywords

In your meta descriptions

On the home page,

On the money pages,

On the about page,

On your linked assets



FAQ

What is Raw Unfiltered Honey?

Why should I choose raw honey over

Why has my honey turned solid?

Shipping & Returns

Description

Indulge in the distinctive allure of our Campbell Wildflower Honey, a masterpiece crafted by the diligent bees dancing through the historic plum orchard district of South Bay. This golden elixir, sourced from our own hives, is a celebration of the local terroir, embracing the essence of San Jose, Los Gatos, Saratoga, Santa Clara, and the scenic Los Gatos Creek trail.

Smooth and velvety, Campbell Honey captivates with a nuanced symphony of flavors. Unfiltered, raw, and organic, it unveils a rich blend of cinnamon, molasses, and anise, creating a sensory experience that transcends ordinary honey. A signature offering, it's the perfect drizzle for a Ruby Red grapefruit or a companion to your afternoon tea.

Delight in the authenticity of our honey, a true reflection of the thriving community and natural splendor found in Campbell and Santa Clara County, California. Elevate your culinary moments with the pure, unbridled essence of Campbell Wildflower Honey.

Ingredients

Origin

+

+

+

+

Keyword examples

Business keyword examples

Immune boosting supplements
SEO professional San Jose
SSD storage manufacturer
Family portrait photographer Morgan Hill
Handcrafted baked goods
Organic local raw honey

Product keyword examples

Clover honey
60TB SSD
Compact binoculars
Beach chair for camping
Running shoes for pronators
Pregnancy massage

Blog examples

When is the [best time to clean gutters](#)
Best [ebikes for commuting](#)
What do I wear to a [headshot photo shoot](#)
Should I [file taxes myself](#) or hire a firm
Why buy [organic local honey](#)

2. Put engaging content on every page

Make sure someone coming on your page knows what you do in 3 seconds or they bounce

E-E-A-T

Experience

- How long have you been in business
- Team member's time in the industry
- First-hand experience with the topics in your blog
- Limit AI use in creating your content

Expertise

- Degrees
- Knowledge in your field
- Clients

Authority

- Awards and certification
- Earned backlinks

Trustworthiness

- Verifiable accuracy of info on your site
- Show there is a real organization behind you
 - Real pictures of you/your work/your products
 - Some stock photos are okay
- Provide ways to contact you
- Avoid all errors – spelling, grammar, font usage, tiles lining up, etc



Things that decrease trust

Lack of information about your brand, product or services

Lack of images & bios of your team

Bad UX

- Unreadable fonts

- Flashing letters and graphics

- Scrolling, blinking, spinning text

Slow loading

Spelling errors and grammar mistakes

No customer testimonials or reviews

No SSL certificate

Asking for too much info from visitors

Pop up ads that block on-page content

Add trust with social signals

GMB profile

- Images

- Reviews

- Correct info

Social media tie-ins and engagement

- Only pick a couple of social platforms

- Stay involved

- Respond to customers

Word count for each type of page

Home, Contact and Product pages 100 min, target over 350 words

Make it easy to understand

Tell them above the fold (3 seconds)

What you do and why you are good at it

How you benefit the customer



Home Shop All Wholesale ▾ Events & Locations Recipes Who We Are ▾ Contact



About page 400 word min, target 600+

May be your most important page

Builds trust

People buy from those they trust, and they trust those they know

Be yourself

Be personal and vulnerable

Review it every year – do I still feel this way?



We are a family-owned business dedicated to producing high-quality honey products while promoting bee conservation and community support.

Who we are:

Mike & Niki's Honey Company was founded by Mike Ryan and Niki Canotas, two bee enthusiasts who turned their passion into a business. We are based in San Jose, California, and have been producing delicious honey products for over a decade. Our team includes expert beekeepers, candle makers, and honey artisans who are passionate about their craft.

Where We Are:

Our apiaries are located throughout Northern California, including San Jose, Half Moon Bay and Morgan Hill. We also have bees in Hawaii, where we produce unique and delicious Hawaiian honeys. Our products are available online and in various stores and farmers' markets throughout California.

How We Save the Bees and Support Our Community:

We believe that bees are vital to our ecosystem, and we are committed to doing our part to save them. We practice sustainable beekeeping techniques and use natural remedies to prevent pests and diseases in our hives. We also educate the public about the importance of bees and how they can help support their local bee populations.

In addition to promoting bee conservation, we also support our community by giving back. We donate a portion of our profits to local charities and organizations, including those that support education and the environment. We also participate in community events and offer educational programs to teach people about bees and honey production.

At Mike & Niki's Honey Company, we are dedicated to producing high-quality honey products while supporting our community and protecting the bees.

Blog articles 350 word min, target 800-1500 or more

Again, not part of getting started, but a great way to get noticed in your industry so plan to incorporate it later

3. On-page optimizing

1. Use Headings (H1) and subheads (H2, H3, H4) to tell Google and your visitors what each page is about
You want to use have a logical and easy to understand user journey throughout each page

Check your pages with this tool

<https://adresults.com/tools/heading-tag-checker-check-h1-t-m-h6-tags>

WordPress Elementor editor sidebar for the 'SEO Resources' heading. It shows settings for Title (SEO Resources), Link (Paste URL or type), Size (XL), HTML Tag (H1), and Alignment (Left).

Website header with navigation menu: Home, Services, Resources (active), Courses, About/Contact, SEO Blog. The main heading 'SEO Resources' is displayed in a large, bold font.

You don't want to just bring visitors to your website, you want visitors who convert and become clients. We can get you started on your way to understanding how Search Engine Optimization can help your business grow.

- Evaluate where you are now with SEO
- Track who visits your site
- Identify where you can improve *not just website traffic, but client acquisition*

Download valuable resources to help you jumpstart your website's SEO. Let's get you going for better SEO and a healthier bottom line.

AdResults website interface showing search results for 'https://soracreative.com/resources/'.

Page title Resources - Sora Creative Content SEO

Heading 1 Niet gevonden

Heading 2

- SEO Resources
- Persona Worksheet
- Blog ContentCreative BriefInstructions
- Keyword Tips
- Google Analytics Setup Checklist
- SEO Tactics Checklist
- SEO Starter Guide
- Google My Business Checklist
- On-Page SEO Checklist
- Writing Tips for Blog Posts
- SEO for Lawyers
- Set the foundations with SEO strategy for your small business today
- Sora Creative Content
- Follow us
- Subscribe to our Newsletter to Get the Latest on SEO
- This website uses cookies to ensure you get the best experience on our website.



AdResults website interface showing search results for 'https://soracreative.com/resources/' with a different heading structure.

Page title Resources - Sora Creative Content SEO

Heading 1 SEO Resources

Heading 2

- Persona Worksheet
- Blog ContentCreative BriefInstructions
- Keyword Tips
- Google Analytics Setup Checklist
- SEO Tactics Checklist
- SEO Starter Guide
- Google My Business Checklist
- On-Page SEO Checklist
- Writing Tips for Blog Posts
- SEO for Lawyers
- Set the foundations with SEO strategy for your small business today
- Sora Creative Content
- Follow us
- Subscribe to our Newsletter to Get the Latest on SEO
- This website uses cookies to ensure you get the best experience on our website.

On-page optimizing

2. Index your web pages

Create Google Search Console account
<https://search.google.com/search-console/about>

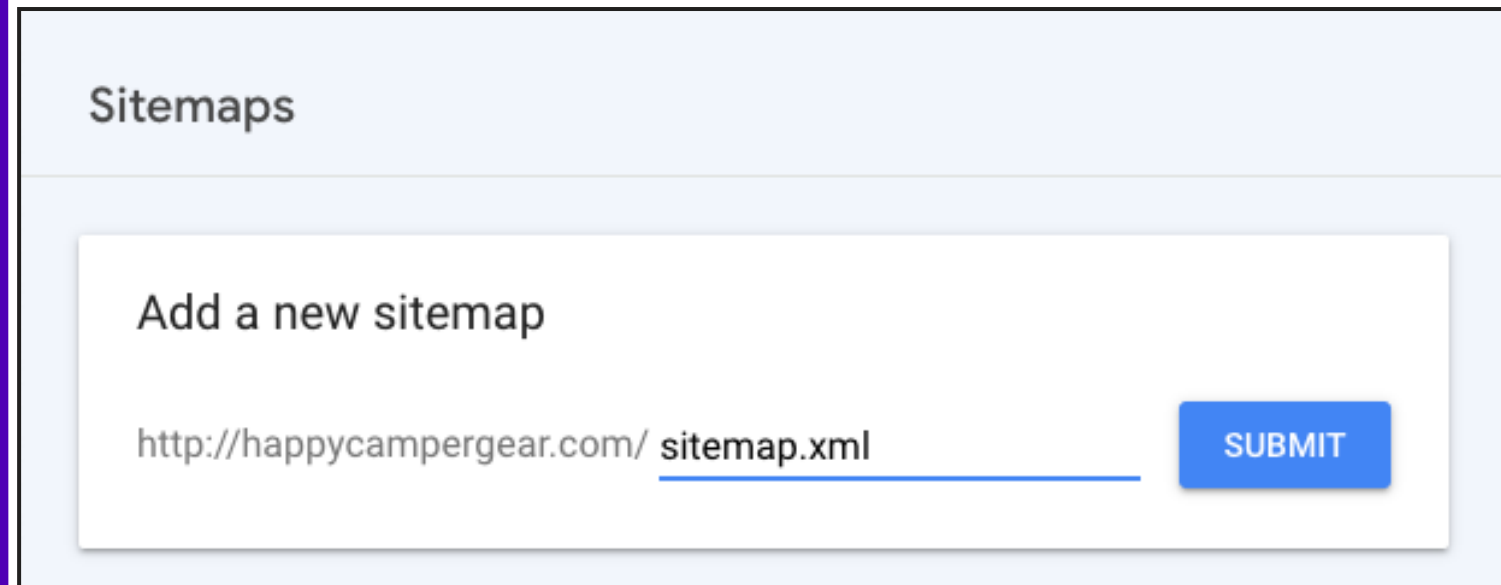
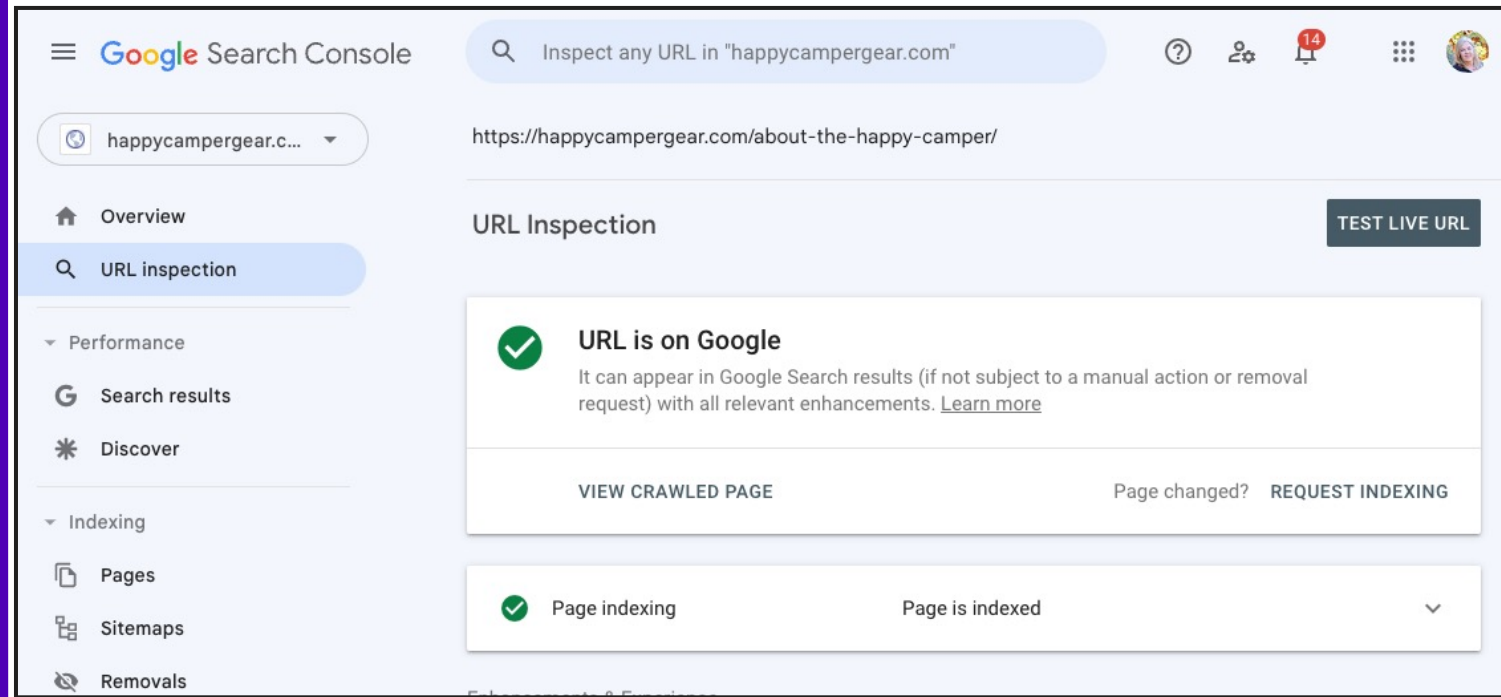
You can submit individual pages as you add/change them

There is a daily limit

You can submit a sitemap and index all at once

site.com/sitemap.xml

site.com/sitemap_index.xml



On-page optimizing

3. Create engaging page title and meta descriptions

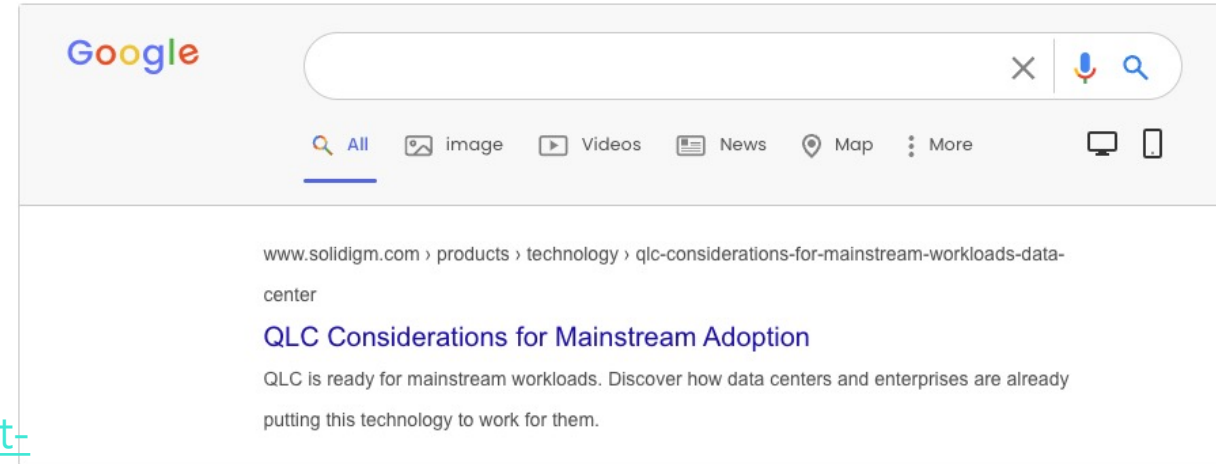
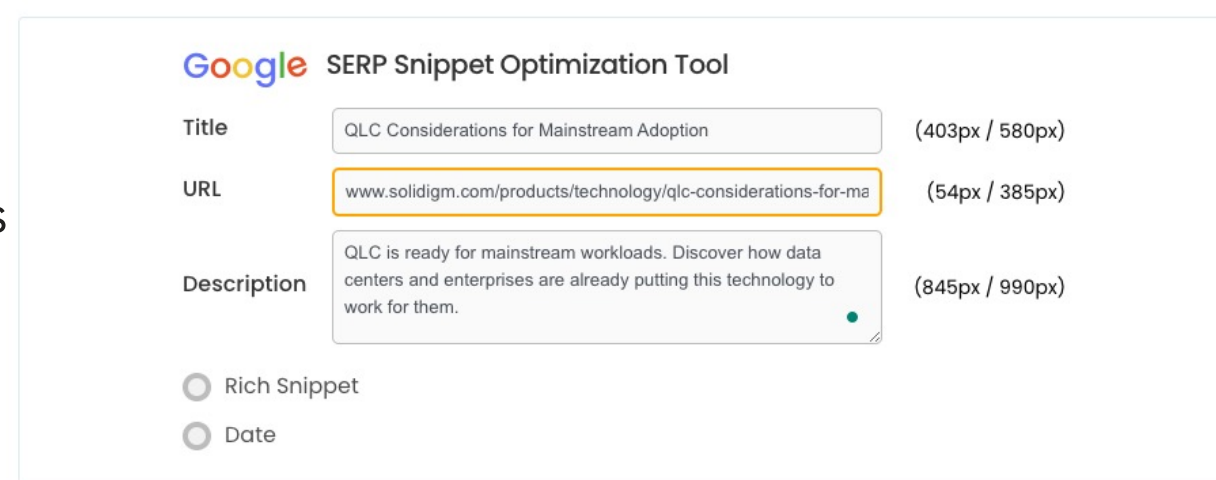
1. Your page title is different from your H1
 1. Title will show on the browser tab/SERP
 2. H1 will be at the top of your web page
2. Make sure you have both
3. Each meta description needs to be unique.
4. If you have an ecommerce site with multiple similar products, make sure each page has a different meta description, even by a small amount (size, color, usage, etc.)
5. Duplicate meta description will confuse Google
6. Check each page's current ones with

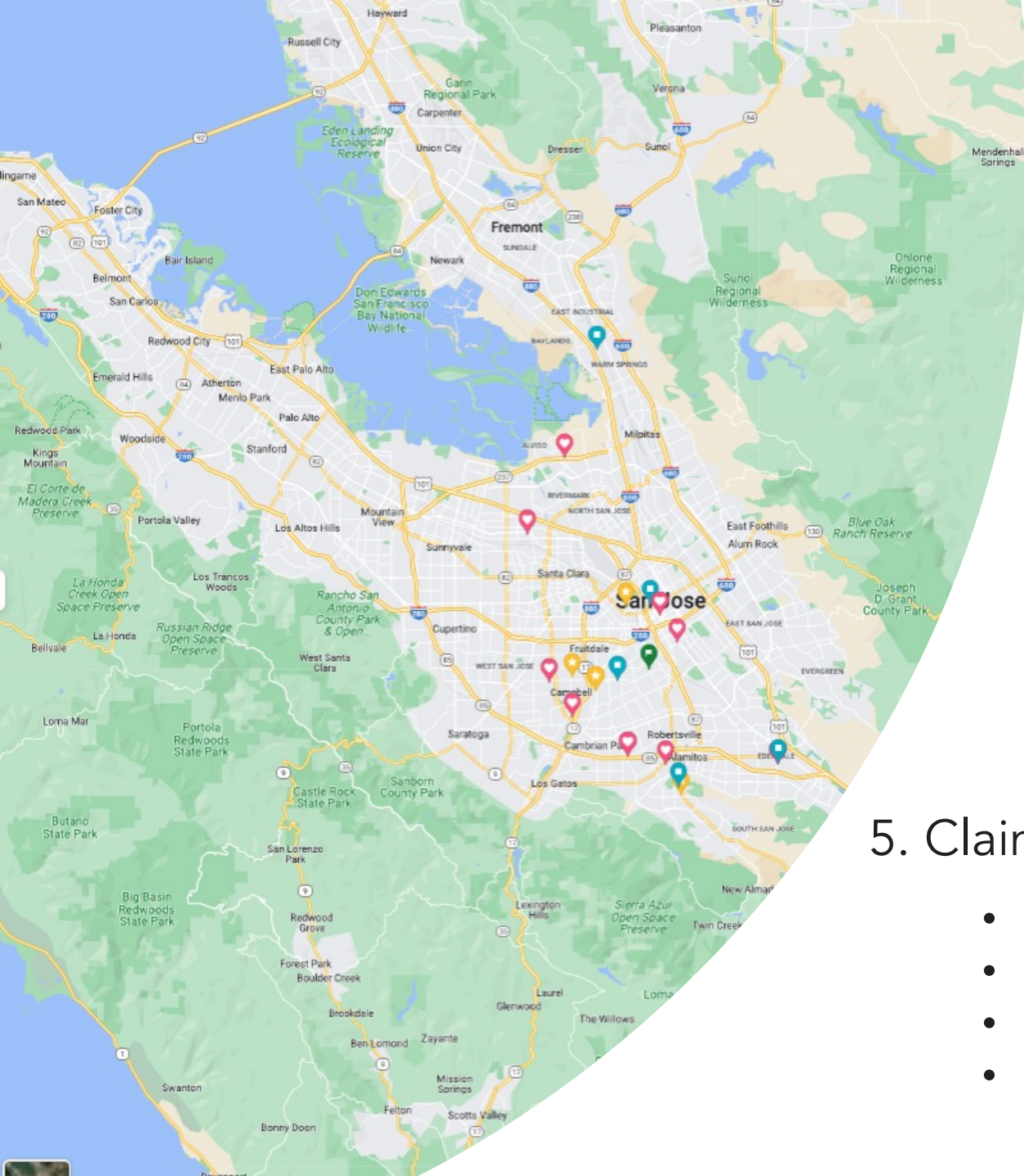
<https://www.highvisibility.com/seo/tools/serp-snippet-optimizer/>

Title 70 characters
Meta description 156 characters
Use Keywords in each
If it's boring rewrite it
If it's too long shorten it
If it's missing, add it

Check spelling and grammar.
Have someone else review it
Almost impossible to edit your own stuff

Check and standardize your NAP
Name, address, phone number
Exact same every time
St. vs Street
(215) 527-2810 vs 215-527-2810
95120 vs 95120-8463
Company vs Co.





On-page optimizing

4. Tell Google where you do business

Add your NAP info on every page

- Name
- Address
- Phone number
- Putting it in your footer makes it easy
- **Exact** same every time
 - St. vs Street
 - (215) 527-2810 vs 215-527-2810
 - 95120 vs 95120-8463

5. Claim your Google My Business account

- Business name and location
- Products and services
- Posts and photos
- Reviews

4. Link building

Links are a signal to Google that your site has high quality info for searchers

Anchor text is the copy on the page that contains the hyperlink

Exact match

“[SEO resources](#)” links to page with a list of downloadable SEO worksheets and starter guides

Partial match

“[Getting started in SEO](#)” links to that page

Branded

[Sora Creative](#) links to a page on my website

Naked link

www.soracreative.com is in the on-page text

Generic

[Click here](#) or [Learn more](#)

Images

Google uses the alt text as the anchor text

Kinds of links

Internal links

- Link from PDPs to mentions on your blogs
- Link from one blog to another
- Make your links out from home page make sense for user journey
- Use buttons or anchor text

External links from your site

- When you cite someone's info, create a hyperlink to their page
- If you mention suppliers, affiliates or distributors, link to their site
- If you include personal testimonials, link to their social media
- If you include business testimonials, link to their business website

External links to your site

- Careful they are not spammy
- You need lots of great content on your site before you pursue this
- Focus on building your blog before you invest in external link building

Many out there will try to sell you link building services. **Think twice.** There are MUCH better places to spend your time and money first.

Manually placed links

Social profiles

(Link these in your footer with icons)

- LinkedIn
- Facebook
- Instagram
- Pinterest
- Twitter/X

Business directories

- [BBB](#)
- [Apple Business Connect](#)
- [Yellow pages](#)
- [MapQuest](#)
- [Dun & Bradstreet](#)
- [Foursquare](#)
- [Chamber of Commerce](#)

Review and community sites

- Yelp profile
- Alignable
- Google My Business

5. Solve technical SEO issues

1. Check for 404 errors

Redirect the link to an existing page

Delete the link if the page or resource no longer exists

Make a 404 page that has your homepage URL and menu so if they land of this, they are not lost forever in the ether of the internet

2. Good redirects

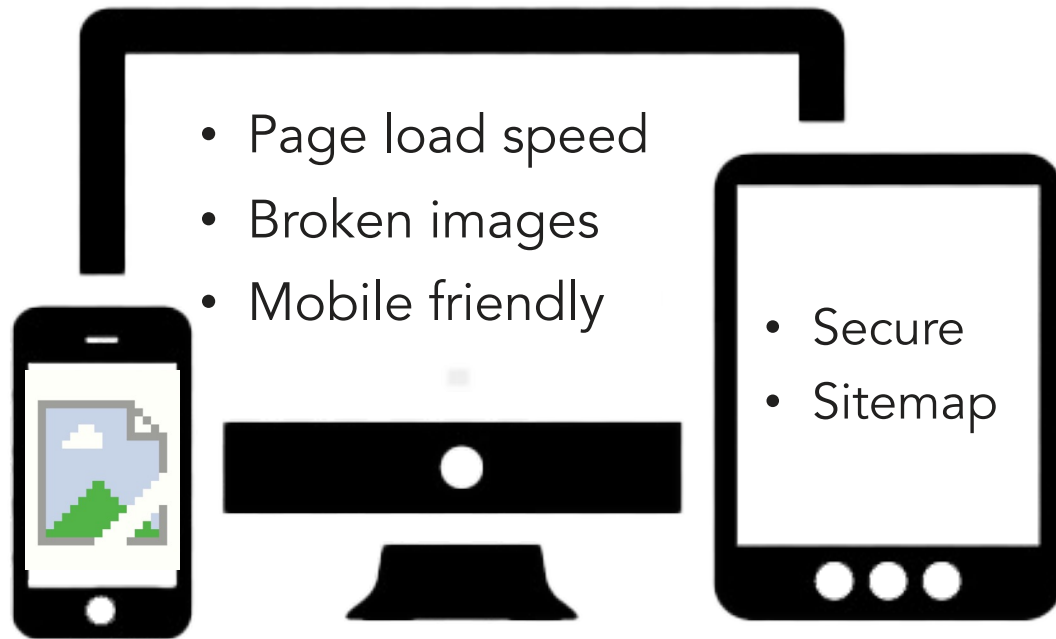
301 redirect: Page has permanently moved

302 redirect: Page has temporarily moved

3. Make sure you have SSL certificate

http vs https





4. Page load speed

- Resize images so they don't slow down your site
- Use a compression tool on your website to keep images sizes small so your images load quickly

5. Fix broken images

- You may need to upload new ones to replace broken ones
- It's usually faster than trying to figure out the problem
- It's a great chance to use your new naming conventions with keywords

6. Mobile friendly

- Most WP themes automatically do this
- Have your web designer check to make sure
- Google prioritizes mobile first in ranking your pages
- Starting July 1 2024 will deindex site that are not mobile friendly

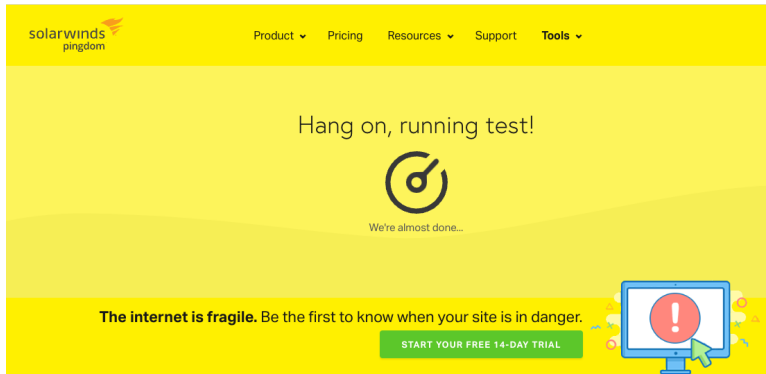
Tech SEO

4. Check your site speed with these tools

<https://pagespeed.web.dev/>

Free image size check tool

<https://tools.pingdom.com/free>



Large images are usually the main thing that slows down your site.

Javascript is often #2.

Give this to your web person. Anything glaring should be higher priority, but don't stress too much about it

Mobile Desktop



Performance

Values are estimated and may vary. The performance score is calculated directly from these metrics. [See calculator.](#)

▲ 0-49 ■ 50-89 ● 90-100



Collapse view

METRICS

- ▲ First Contentful Paint
3.0 s
First Contentful Paint marks the time at which the first text or image is painted. [Learn more about the First Contentful Paint metric.](#)
- ▲ Largest Contentful Paint
11.9 s
Largest Contentful Paint marks the time at which the largest text or image is painted. [Learn more about the Largest Contentful Paint metric.](#)
- ▲ Total Blocking Time
1,210 ms
Sum of all time periods between FCP and Time to Interactive, when task length exceeded 50ms, expressed in milliseconds. [Learn more about the Total Blocking Time metric.](#)
- ▲ Speed Index
8.5 s
Speed Index shows how quickly the contents of a page are visibly populated. [Learn more about the Speed Index metric.](#)
- Cumulative Layout Shift
0.017
Cumulative Layout Shift measures the movement of visible elements within the viewport. [Learn more about the Cumulative Layout Shift metric.](#)

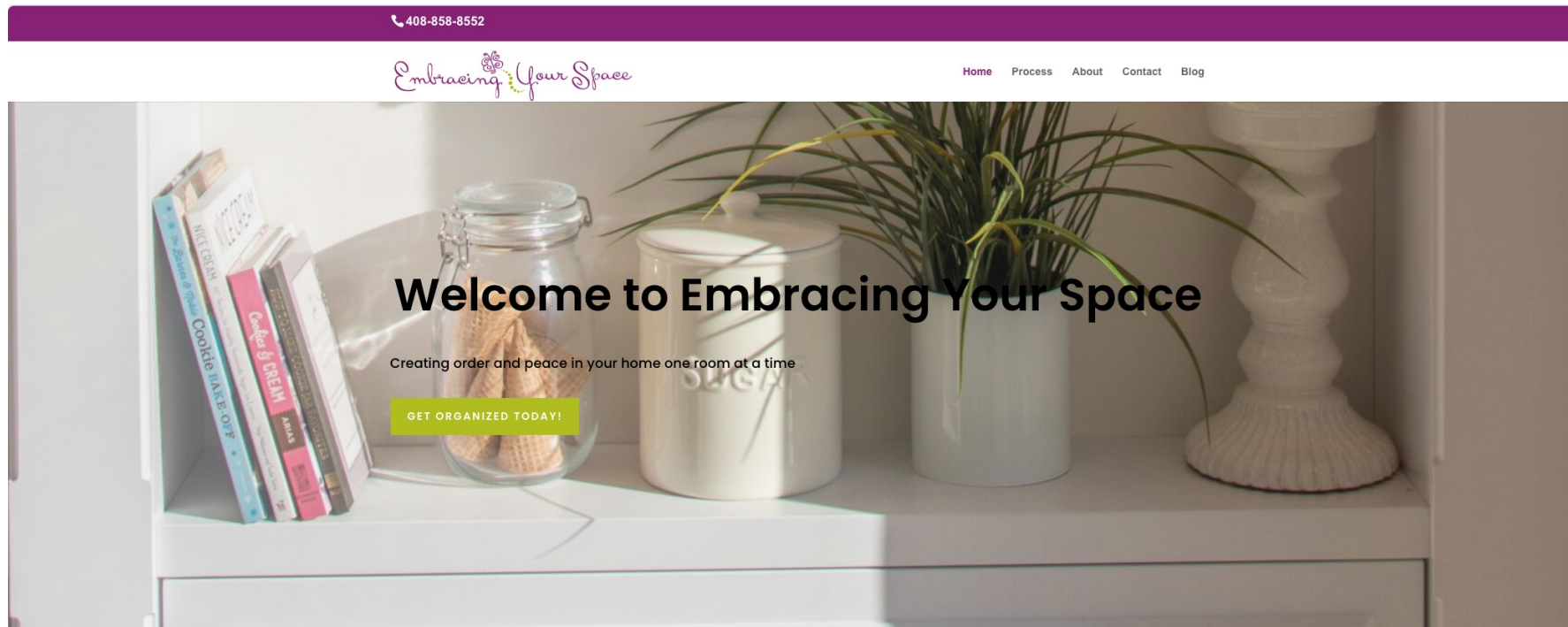
Tech SEO

6. Test to see if your site is mobile friendly

This is extremely important for local search

Google ranks mobile-first so you lose out if you are not

80+% of searchers visit a local vendor within 24 hours of a local search



Professional home organizing

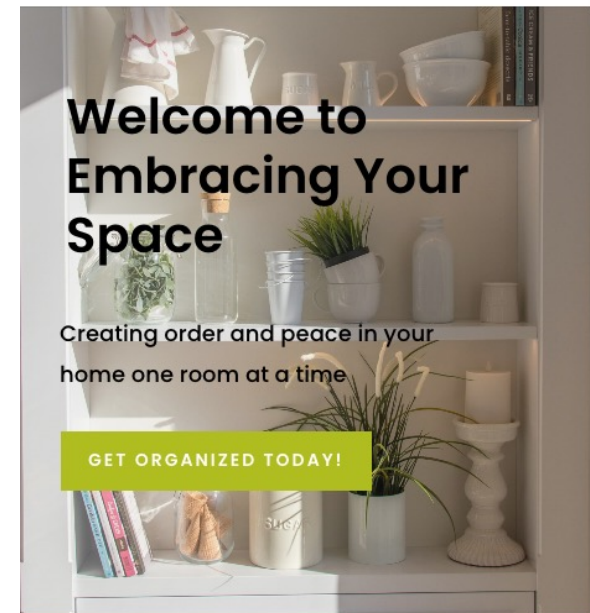
Together, we create beautiful, welcoming spaces in your home.

- Sensitive and non-judgmental approach
- Eliminate unneeded items
- Preserve your treasures

Organize your home to fit your life

Surround yourself with the belongings you love in a way that increases your quality of life.

- Walk into your dream home
- Relax and unwind
- Enjoy your clutter-free environment



Professional home organizing

Together, we create beautiful, welcoming spaces in your home.

- Sensitive and non-judgmental approach
- Eliminate unneeded items
- Preserve your treasures
- Reduce clutter so you can increase tranquility

Organize your home to fit your life

Optimize your photos for SEO



Decide on a naming convention for photos

Use hyphens, never underscores

Include your keywords if possible

Add alt text to describe each image as if describing to visually impaired person with keyword(s)

Resize images *before you upload them* so they don't slow down your site

Everything always 72 dpi

Choose 70% to 80% when exporting from your editing software

- Panoramic or full width images: 2560 pixels wide
- Header images: 1200 pixels wide
- Background images: 1920 x 1080 pixels (16:9 ratio)
- Other images: under 1000 pixels wide
- Thumbnails 800-900 pixels wide
- Logos: 250 x 100 pixels PNG

Choose the right file type for the image

JPG for images

PNG for charts, graphs, logos

PNG for transparent backgrounds

GIF for animations

SVG for logos, illustrations, drawings




Tabletop Sculpture – David ...
ddaysculpture.com

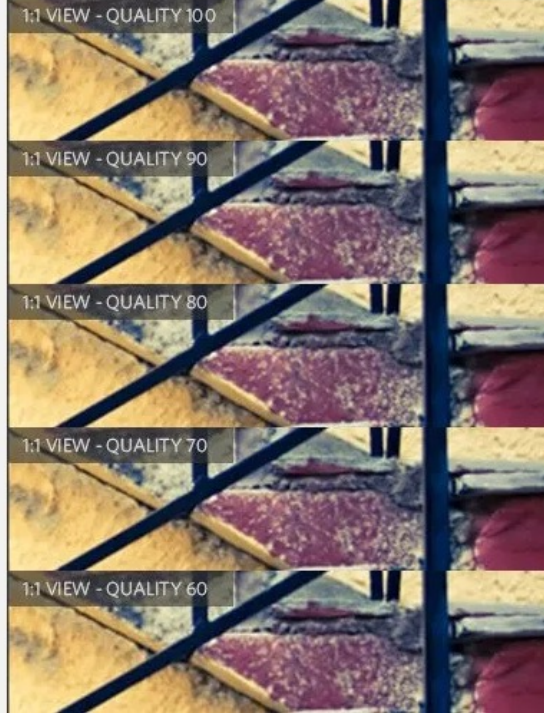


David Day Sculpture
ddaysculpture.com

**ADOBE LIGHTROOM
JPG EXPORT AT 1500px**



QUALITY	FILE SIZE
100	1,614 KB
90	1,149 KB
80	827 KB
70	641 KB
60	400 KB



Use a compression tool on your website to keep images sizes small so your images load quickly



Wordpress plugins:

[ShortPixel](#) (recommended)

[Imagify](#) (no longer has one-time credits)

[EWWW Image Optimizer](#)

[Kraken](#)

[Robin Image Optimizer](#)

[Optimole](#)

[ImageRecycle](#)

[Optimizilla](#)

[Smush Image Compression and Optimization](#)

[Optimus](#) (limited to 100 KB images in the free version)



Where do I put my time and effort today?



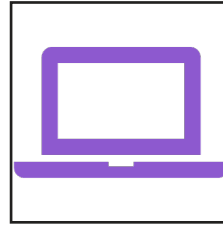
Brainstorm your business and product keywords

3 to 6 business
1 to 3 per product



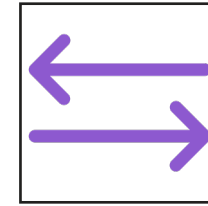
Add keywords to on-page content

Home page first
About page second
PDPs next



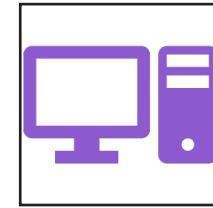
Check your headings and subheadings

Title for each page
H1s on every page
H2s and H3s where it makes sense



Link internally and to easy externals

PDPs
Social accounts
Business directories



Check tech issues and fix glaring ones

Page speed
Images
Redirects
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Your Own SCORE Mentor



Take advantage of this free service to help you make great business decisions.

When challenges arise, you can find mentors with relevant skills.

Review mentor profiles and request a free consultation with your choice.

score.org/find-mentor

siliconvalley.score.org/find-mentor



Request Mentoring:

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Spread the Word

Thank you for attending our class!

If you have any issue with our class or SCORE, please email: workshop405@scorevolunteer.org

If you believe that we have helped you, please tell business acquaintances or write a [Google Review](#). This will help other entrepreneurs find SCORE and access resources.

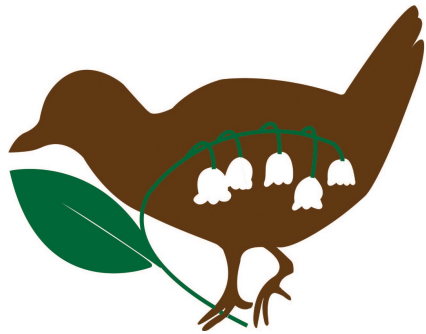


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Questions?



Cecily Whiteside

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