

DO'S & DON'TS Small Business SEO

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1

Optimize your Google My Business profile.

Google greatly rewards businesses that make full use of all of their tools and platforms. People also use Google Maps quite frequently which is directly correlated to your My Business profile. You can list your products, services, hours, description, host photos, and direct your clients to leave positive reviews which will also impact your search engine visibility. Easy!

2

Use a .ca domain.

Using a .ca domain indicates to search engines that your website is geo-specific, and will be more likely to sort it appropriately for people who are searching for services in your area / country.

3

Blog as often as possible, and share it

The more valuable content that you produce and disseminate, the better. Think of Google like a library, that is trying to figure out where to put your book (website). If your website is producing and publishing valuable and unique (no plagiarism please) content. Sharing your content and bringing organic content will be a good indicator to Google that your website is doing well.

4

Keywords are your best friend

Do some research into what keywords you should be focusing on in your web content - both on-page, and in blog articles, etc. These will be primary indicators to Google as to what your website should be indexed for. Google Search Console is a free tool that will give you insights into what words your website is already ranking for, so that you can **double down** or adjust accordingly.

5

Know that there is no "quick fix" for SEO

Implementing best practises regarding the SEO of your website is a long game that requires slow but consistent attention. The best time to start was yesterday. Pick away at it as much as possible, or hire someone, like me, who can help you get ahead!

Your creative partner.

JG

Questions?

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