

# Easy SEO for Entrepreneurs: Your 7 Day Strategy for a Better Website



## Day 1 | Keyword Research

The first step in improving your site's SEO is choosing a set of keywords. Keywords are phrases you want your website to show up for when someone searches for what you're offering. If your business is an organic bakery, the term "wedding cake" could be a keyword.

But so could possibly hundreds or even thousands of other word combinations.

Someone looking for baked goods online might enter the search term "artisan vegan cupcakes" or "best homemade bread near me." A hundred searchers looking for the same item might enter 100 different search terms.

Obviously, the list of websites that would show up in a search for a generic term like "wedding cakes" would be very long. That means it would be much harder for your website to appear anywhere near the top of the list for that term.

For smaller and new businesses, a better strategy is to target what are called long-tail keywords. These are search terms that contain more words in more specific phrases. The more tailored your keywords are to your target customer, the more relevant traffic they will bring you, the higher your conversions will be and the less competition they will have. Less competition means it will be

faster and easier for your website to rank higher for those terms.

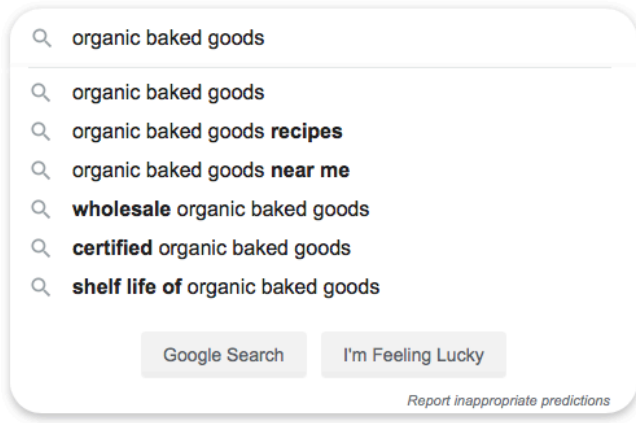
An example keyword for our fictional bakery business might be "unique organic wedding cakes." There are going to be fewer searches for a longer, less generic term like this but there will also be fewer websites that come up in the search results. People searching for this term are more likely to become your customers because they're looking for something very specific that you happen to offer.



If your business has a physical presence, some of your keywords should use your location. For example, "organic baked goods milford michigan." Searches performed for local results are more likely to have you at or near the top of the page because the competition will be much lower.

An easy way to start brainstorming ideas is to use Google, Pinterest and YouTube's enhanced suggestions. When you start typing in a search

term, a list of related terms will come up, giving you ideas you might not have thought of:



To get more in depth information like how often the terms are searched per month (called search volume) and how competitive they are, you'll need to use a keyword research tool (see sidebar).

I recommend starting out with 5-10 keywords. You'll add more over time but a small number to focus on initially will help you zero in on your main business objectives and give you a framework in which to build your online presence as you go.

It's important to use keywords that are descriptive and relevant to what your business offers. They should also have relatively low competition and get a fair number of searches per month. You can find ideas for keywords and check on how competitive they are and the search volume they generate using one of the many keyword research tools available online.

**Day 1 Assignment:** Choose a keyword research tool and come up with a list of 5-10 keywords you're going to focus on.

**Ongoing:** Update your list every few months by doing research. Decide if your chosen keywords are still in line with your business goals and add to your keyword list as you expand

## A Note on Keyword Research Tools

There are a lot of tools available to help you decide which keywords to use for your SEO strategy. Some of them are free and some require paid subscriptions.

The Google Keyword Planner is free but you have to sign up for a Google Ads account to use it. Signing up for Google Ads is also free and I recommend doing it because you'll want to use Google Ads and Google Analytics before long if you haven't already (more on that in another article).

Another free option is Soovle which compiles keyword lists from multiple sources including Google, Bing, Amazon and YouTube search engines. SEMrush and Moz Keyword Explorer are tools that require a monthly subscription fee. Keywords Everywhere is a tool that charges based on how much you use it. If you only plan on doing keyword research once in awhile this one might be a good option.

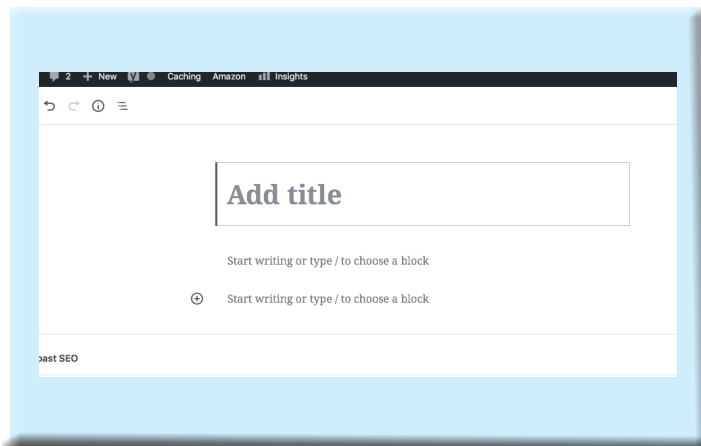
The tools come with different bells and whistles but at this point you mainly want to see the monthly search volume of the keywords you're considering and also the level of competition for them. Your goal is a list of relevant keywords with good search volumes that have low to moderate competition.

## Day 2| Update your Titles

Your page titles are the most important text on your website because they tell search engines (and your visitors) what your page is about.

Making your titles bold or using a larger font isn't enough to make titles stand out to search engines because they "see" your text differently than people do. Search engines use the underlying HTML code that makes up your website to learn what your pages are about. For a search engine to know that part of the text on your page is a title, it has to be formatted using what's called an HTML heading tag.

Publishing platforms like Wordpress make this easy. You can do it without knowing anything about coding. When you enter text in the title block, it's automatically formatted as an H1 heading, signifying that it's a title when read in HTML:



Only one H1 heading should be used for each page. More than one title per page makes it harder for search engines to index the page correctly. Also, because your titles are the most important text to the search engines, they should always contain your keywords. Try to

come up with descriptive titles that will interest your target audience and use your keywords near the beginning of the title.

Some websites use text in the form of GIFs or images for their page titles. Search engines can't "see" images so the text embedded in images is essentially invisible to them and doesn't help your pages rank. All titles in the form of an image should be reformatted as H1 headings.

**Day 2 Assignment:** Incorporate your main keywords into all your page titles and make sure they're in the H1 HTML heading format. Also, if you have any page titles in the form of a GIF or other image file, redo it as HTML text so the search engines can read them.

**Ongoing:** Craft the titles for each new page on your website around your main keywords and always post them in in the H1 HTML heading format.

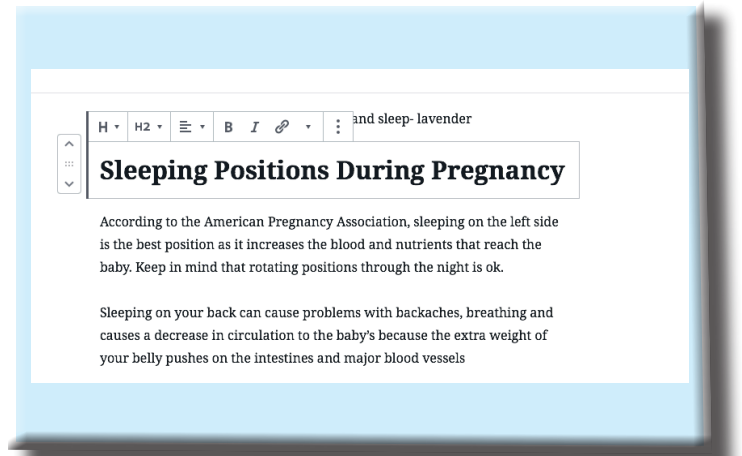
## Day 3| Use Headings in Your Text

The H1 heading tag, signifying a title, is one of six heading tags used in HTML. The H2 through H6 tags are for headings and sub-headings within your text. Using HTML headings is an important aspect of SEO. They make your text easier to read for people and for search engines.

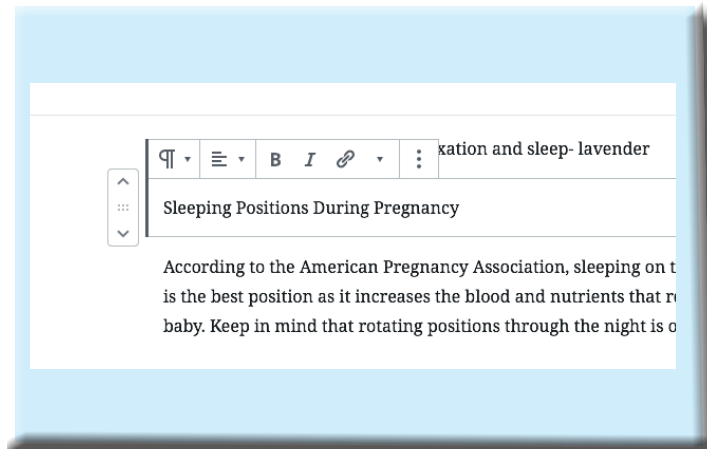
The H2 heading tells a search engine that the text contained in it is significant. It's second in importance only to the H1 title heading. Your text should always use H2 headings for each section and they should also contain your keywords when they seem to fit naturally and make sense. You can break up sections even further with subheadings (H3 through H6), if

they help make your text more organized and easier to follow.

Assigning heading tags to your text is easy. Your website's editor (the place on your site that you enter your text) gives you the option of formatting your text as a paragraph (regular body font) style or changing it to a heading. In this example from the Wordpress editor, the text block is in paragraph style, shown by the paragraph symbol in the top left corner:

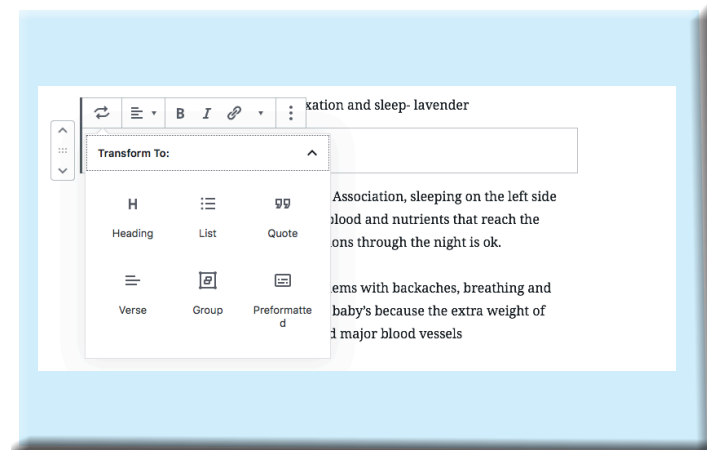


A good rule of thumb is to use a heading at least every 300 words. Most [people read text online](#) by skimming and scanning first. They'll pick out titles and headlines, bolded text, links and graphics before deciding to read further. When you break up your text into small chunks and give each section a heading that describes what it covers, it's much more likely to be read.



To change the text in the block to a heading, click on the paragraph symbol and it will change to show you other formatting options for the block:

You can also make your content more reader friendly by using lots of white space. That means making sure it has lots of empty space around it so it doesn't look crowded on the page. Another way to break up text is by using photos or graphics to clarify and illustrate your message.



**Day 3 Assignment:** Go through all the written content on your website and break up the text into easily readable chunks using HTML headings. Incorporate your keywords in where they seem to naturally fit but don't overdo it and make it awkward to read!

Choose the H symbol for Heading and then H2. You now have a heading that can be read in HTML by search engines:

**Ongoing:** Get in the habit of using HTML headings, keywords and lots of whitespace for all the text you add to your site.

## Day 4| Consider Writing a Blog

If you've never thought of writing a blog consider this: You most likely to have a unique perspective on your industry that could help motivate, educate, or entertain others. A blog is a great way to share it!

Writing for a blog isn't like the painful essays you remember from high school. They're actually best when written in a conversational tone—like how you naturally talk. Writing consistently helps you discover your brand voice and deliver your message in a more personal way to your customers and followers.

Businesses that have blogs get [55% more website traffic](#) than those that don't. And the consistent, original content is like candy to the search engines.

Blog posts can be used as a form of content marketing. The content in your posts can be shared and promoted within your social media

networks, leading new visitors to your website. The increased traffic and leads you can get from content marketing is much more cost effective than paying for advertisements and it also helps to build customer engagement, trust and recognition of your brand, unlike traditional ads.

Link all your social media sites to your webpage and update them frequently with changes. Consider writing a blog- or outsourcing one.

**Assignment:** Start a blog page on your website. You can write your own blog posts, outsource the writing or even have guest posts, as long as the content is original and relevant.

**Ongoing:** Try posting original content a few times per week on topics your ideal customers would love reading about. Make sure you're optimizing them with keyword rich HTML titles, headlines and lots of whitespace for an optimal reading experience.



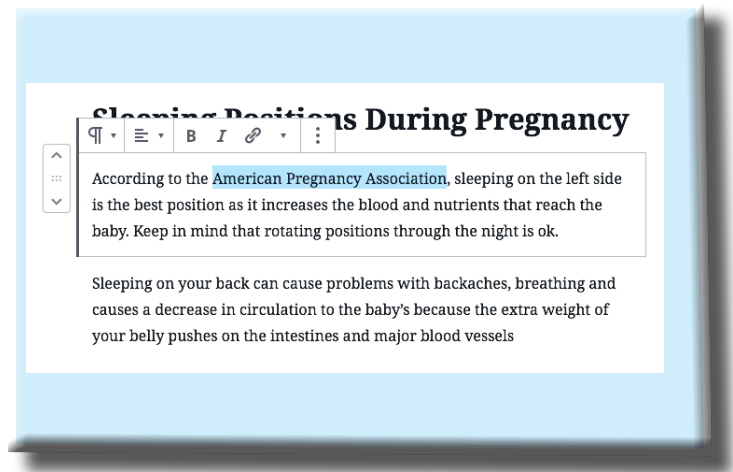
## Day 5 | Links, Links and More Links

When you publish a quality piece of content, other websites might want to share it with their readers. To do this they'll use a link from their website to yours. Links from other sites are called **backlinks** and they're good for your SEO because they lend credibility to your page by showing the search engines that actual people value your content. They're especially helpful when those other sites are authoritative and well-ranked themselves.

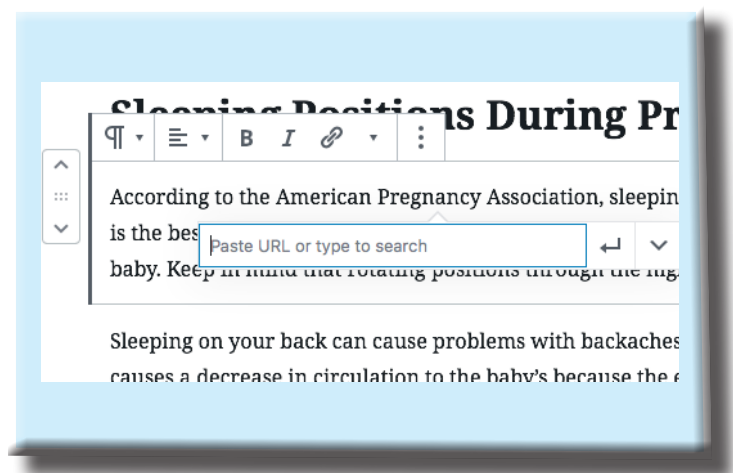
It might take some time for other websites to notice and link to your site but the best practice is to create excellent, thought-provoking and original content whether in the form of blog posts, infographics, video or other useful information. If you consistently deliver quality content and share it as much as possible within your social networks, it will be noticed, shared and linked to over time.

**Outbound links** are ones that you use to point readers to another website. You place them within your own text to help support facts or illustrate a point. When you use outbound links, make sure the text you use for [the link is descriptive](#) and helps your reader know what to expect from clicking on the link. For example, instead of using "click here" which tells the reader nothing about where they will end up if they click it, try coming up with a **phrase that gives some context** about the destination. Search engines use the text in your links, called the anchor text, to figure out what your page is about so having descriptive links is also good for your SEO as well as your reader's experience.

To create a link within the Wordpress editor, first copy the URL of the page you want to link to. Then highlight the text you want to appear as your link within the text block:



Then click on the symbol that look like a chain link, to the right of the symbol for italics. It will bring up a box for you to paste your copied URL into:



After you paste it in, click the arrow directly to the right of the URL. The text you highlighted is now formatted as an outbound link to the other website.

The third type of link that can help boost your SEO is the **internal link**. These are connections between pages on your own website. Internal links help people navigate deeper into your website and increase the time they spend

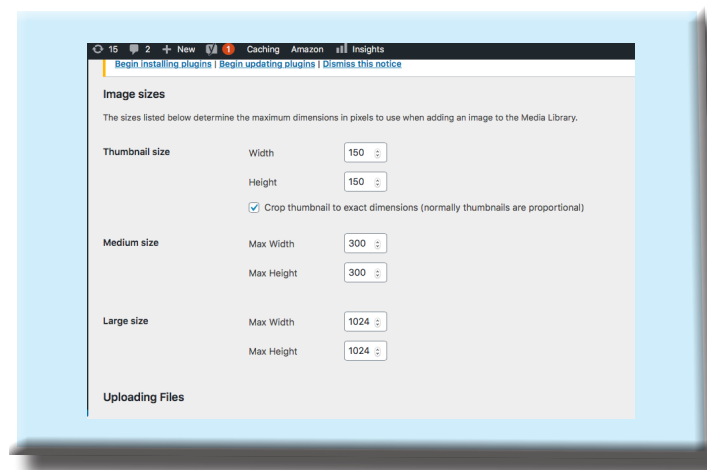
there— both good for your SEO strategy. If you write a blog post related to a post you already published, you can include an internal link to help your readers find that other post easily.

**Assignment:** Go through your current content and add internal links wherever it makes sense. If you have a Calendar Page of Upcoming Events, for example, make sure you link to it from your other pages so it can be easily found and accessed from all over your website.

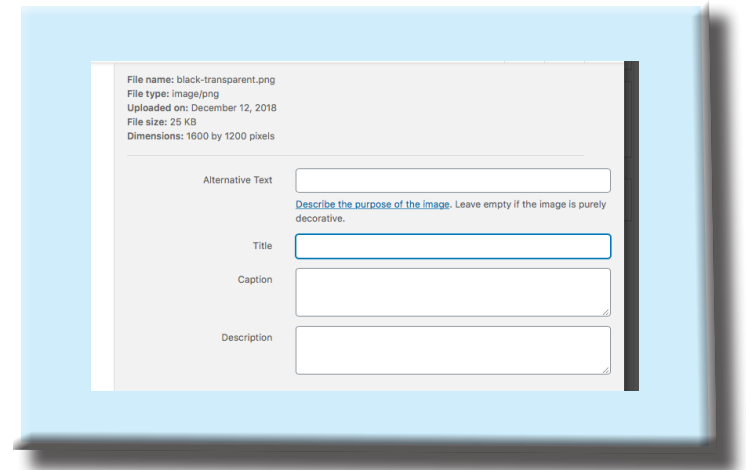
**Ongoing:** Whenever you add new content, build your internal links and get in the habit of using outbound links to other good quality sites to support your content. Share your content with others and inbound links will happen over time.

## Day 6 | Optimize Your Media

Search engine robots can't "see" your photos but they can read the metadata, which is the text information connected to your photos. Using good descriptions and keywords in your image ALT text and titles helps the search engines know what your photos are about. If you open any of the files in your media library, you can enter or change the metadata connected to them:



The loading speed of your site also impacts your search engine rank. Using huge photo files slows your site's loading speed way down. Resizing your photos can help your page load as fast as possible. You can check your website's media settings to see what optimal sizing should be for your photos in pixels:



Programs like photoshop, and Paint by Windows, and just a few of the tools available online to resize your photos before uploading them to your website's media library. There are also plugins on Wordpress like Smush! that will compress your photos automatically.

If you run an eCommerce or Shopify store or have a photography website, a good part of your content is probably image files. In that case, it's even more important to make sure every image is the smallest size possible while still preserving quality and that the metadata is optimized. Remember, search engines can only use text when indexing your site.

**Your Assignment:** Check the size of the photos in your media library. Make sure they're sized correctly so they're not slowing down your site's loading time.

**Ongoing:** Get in the habit of adding keyword-rich descriptions to your metadata and



ALT tags and resizing all your media files before uploading them.

## Day 7| Polish Up Your Website

You probably wouldn't work hard to get the word out about your new brick and mortar business and then have an opening at a dirty, broken down store. Spending time and energy getting visitors to your website when doesn't give them a good experience is kind of the same thing. They won't want to come back!

The end goal of SEO is to get more visitors to your website but that's when the real work of conversion begins. Getting that traffic to convert into loyal customers is the work of your website.

The most important aspect of your website is designing it with your visitor's experience in mind. If your site is hard to navigate with broken links, problems loading, has poorly written text, or is overwhelming and confusing, visitors will leave as soon as they get on.

Look at your website from the perspective of a customer. Is it easy to make a purchase? Does

each page have a purpose? Is there a clear call to action so customers know what to do? Can they easily find the information they're looking for?

**Assignment:** Have several friends or customers go through your site and give feedback on how easy it is to navigate and find what they're looking for. Ask if there are changes that would make it better as to how it can flow better or what might make better sense.

**Ongoing:** As you add content, products or media to your website over time, make sure it belongs and contributes to the overall purpose and goals of your website. Keep it clean and uncluttered and always keep your customer's experience in mind.

## Conclusion

Improving your website's SEO is one way to help your business grow with minimal cost. When you use the tips you've learned here, your customers will have a much clearer path to your virtual front door.

