

# THE SMALL BUSINESS SEO BLUEPRINT



**SoDak**  
MARKETING



# INTRODUCTION

*SEO (Search Engine Optimization) is no longer optional –it's essential for small businesses that want to be found online. Whether you're a local service provider, a boutique shop, or a growing eCommerce brand, showing up in search results can be the difference between thriving and just surviving.*

*This guide will give you a simple, actionable roadmap to start using SEO effectively. No jargon. No fluff. Just clear strategies to help you get seen, get clicks, and grow your business.*

## CHAPTER

# 01

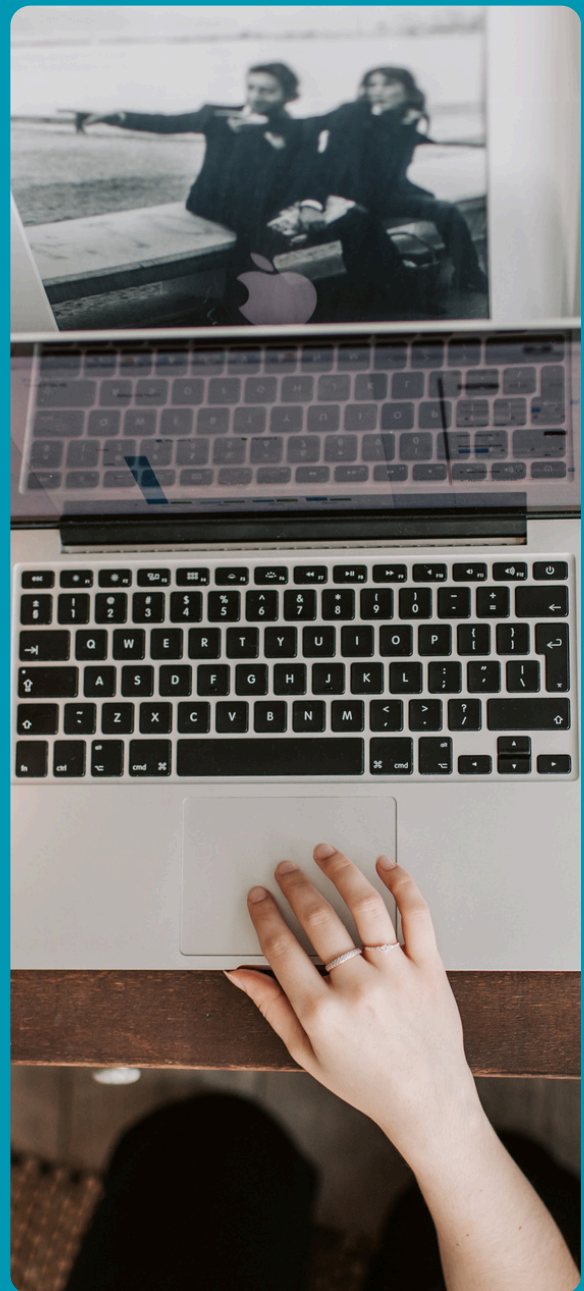
## BUILDING A STRONG SEO FOUNDATION

Website Basics That Impact SEO

# HOW YOUR WEBSITE SETS THE STAGE

Before you optimize content, you need a solid foundation. That means a fast, mobile-friendly, and secure website. Search engines prioritize user experience, so a slow or clunky site can hurt your rankings.

Make sure your site has clean navigation, clear page structure, and loads quickly. Bonus points for using HTTPS and having a sitemap submitted to Google Search Console.



# KEYWORD RESEARCH SIMPLIFIED



## **On-Page Basics**

Optimize titles, meta descriptions, and content structure to align with search intent.



## **Keyword Planning**

Use local and long-tail keywords to capture relevant, high-converting traffic.



## **Content Strategy**

Create useful, location-aware content that answers questions and builds authority.

Start with what your customers are searching for.

Use free tools like Google Keyword Planner, Ubersuggest, or AnswerThePublic to identify high-value keywords related to your services.

Focus on “long-tail keywords” (e.g., “plumber in Rapid City SD”)—they’re more specific and less competitive. Build a keyword list to guide your content, titles, and metadata.

## CHAPTER

# 02

## ON-PAGE OPTIMIZATION

Content That Works

# WRITE FOR PEOPLE, OPTIMIZE FOR SEARCH

Every page on your site should have a clear focus. Use your target keywords naturally in the page title, headings, and body content. But don't stuff—it should still read like a conversation, not a robot script.

Include internal links to related pages, use alt text for images, and keep paragraphs short. Good SEO content solves problems and keeps visitors engaged.



# METADATA & TECHNICAL TOUCHES

## Small Edits, Big Results

Meta titles and descriptions don't show up on your site—but they're what users see in search results. Write compelling, keyword-rich metadata that encourages clicks.

Also check that each page has a unique URL, uses heading tags (H1, H2), and loads without errors. Technical tweaks like these can quietly boost your rankings over time.



Claim and optimize your Google Business Profile to increase visibility in local search and map results.



Build consistent local citations across directories to strengthen your business's credibility and local ranking.



## CHAPTER

# 03

## LOCAL SEO FOR SMALL BUSINESS

Be Seen Where It Counts

# GOOGLE BUSINESS PROFILE OPTIMIZATION

Claim and fully complete your Google Business Profile (formerly Google My Business). This helps your business show up in local map packs and location-based searches.

Add your hours, services, photos, and frequently post updates or offers. Encourage happy customers to leave reviews—these act as trust signals and improve visibility.



# LOCAL LISTINGS & CITATIONS



## Link Building

Earn backlinks from reputable sites to boost your authority and search rankings.



## Guest Posts

Contribute content to industry blogs to expand reach and gain quality links.



## Local Mentions

Get featured on local websites and news outlets to strengthen community relevance.

## Consistency is Key

Make sure your Name, Address, and Phone number (NAP) are consistent across directories like Yelp, Facebook, Apple Maps, and industry-specific sites. Inconsistencies confuse search engines and hurt your rankings.

Use a tool like Moz Local or BrightLocal to manage your listings, or update them manually if needed.

## CHAPTER

# 024

## MEASURING & IMPROVING RESULTS

Know What's Working

# SEO TRACKING & TOOLS

Set up Google Analytics and Google Search Console. These free tools show how people find your site, what keywords they use, and which pages perform best.

Track key metrics like organic traffic, bounce rate, and keyword rankings. Use the data to tweak your strategy—more of what works, less of what doesn't.



# LONG-TERM STRATEGY

## SEO Is a Marathon, Not a Sprint

SEO takes time, but the payoff compounds. Publish fresh content regularly, optimize your website as it evolves, and stay up-to-date with Google algorithm changes.

Treat your SEO like a long-term investment. The businesses that win in search are the ones who stick with it and keep learning.



Track SEO performance using tools like Google Analytics and Search Console to measure traffic, keyword rankings, and user behavior.



Refine your SEO strategy by using data insights to improve rankings, increase traffic, and enhance user engagement.



# THANK YOU!



**Let's Keep In Touch!**  
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