



PAGE HEADINGS

Title (H1): The title of your page should contain the subject of your content, a.k.a your focus keyword.

Sub-Headings (H2 & H3): Should contain synonyms of your focus keyword or related keywords.

TABLE OF CONTENTS

If your text is lengthy consider adding a hyperlinked table of contents towards the top of your text. This will give readers a snapshot of your content and allow them to navigate to different sections. Check out this great example from SEMrush!

Demystifying SEO for SMBs

You may have heard that you'll need to invest thousands of dollars in a specialist or an agency every month to see your website rank when you search for your business's name. This is a myth, and it couldn't be further from the truth.

While SEO, especially for larger websites, can become very technically complex, small businesses are often competing on a local-level against other businesses just like theirs.

In many cases, the goal of small business SEO is to increase visibility and awareness in a relatively small geographical area. This will drive website visits, sales, or inquiries, as well as a higher level of foot traffic in a store or showroom. If you're prepared to invest a little bit of time, you can make some real gains in your business's online visibility.

In this guide, we'll walk you through how to get started with small business SEO, specifically looking at:

[Demystifying SEO for SMBs](#)

[The Importance of SEO for a Small Business](#)

[SEO Issues Faced by Small Businesses](#)

[Small Business SEO Tips to Get Your Site Ranking](#)

[Further Reading to Help You Learn More about SEO](#)

Hyperlinked Table of Contents

See it in action here → <https://www.semrush.com/blog/small-business-seo/>

PARAGRAPHS

First Paragraph: Include your focus keyword in the first sentence.

Secondary and sub-paragraphs: should contain a mix of keyword synonyms and related keywords.

Overall:

- Paragraphs should not exceed 300 words.
- If you go over 300 words, start a new sub-paragraph or paragraph.
- Use number and bullet lists where appropriate.
- Throughout your text you want to mention your focus keyword 3 times. More uses puts you at risk for keyword stuffing.

Keyword stuffing is an old Search Engine Optimization technique in which a web page's meta description, visible content, and/or backlinks and anchor text is filled with exact match keywords. This was done to gain an unfair advantage in search results. Today, this is considered Webspam which is against Google's guidelines. If you engage in keyword stuffing it will lead to poor written content, bad user experience, low engagement, and decreased visibility. Check out this example of keyword stuffing:

"We sell [aluminum robots](#). Our [aluminum robots](#) are the best. If you are interested in buying one of our [aluminum robots](#), contact our [aluminum robots](#) expert at aluminum.robots@aluminum-robots.com"

Pretty bad huh?

WRITING STYLE

Do's

- Be conversational.
- Provide quality answers and value.
- Be original. Capture your reader's attention.
- Use transition words.
- Introduce readers to the subject right away.
- Use synonyms of your focus keyword throughout your text.
- Use related keywords. If your focus keyword is, Coral Reef Scuba Diving, some related keywords would be goggles, air tank, and wet suit.

Avoid

- Starting consecutive sentences with the same word.
- Providing irrelevant information.
- Grammar and spelling errors.
- Using passive voice.
- Decorative fonts in the body of your content.
- Using complex language.
- Keyword Stuffing.

GRAPHICS

Use high quality pictures, infographics, or videos to support your text. Graphics are great because they allow readers to have a deeper understanding, quickly inform those with little time, and increase engagement.