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DIY SEO: 5 SIMPLE WAYS TO HELP YOUR BUSINESS GET FOUND ONLINE



Expert Tips

By Mike Simays, Owner, Customer Journey Pros

Does your business show up when local customers search for what you sell or services you offer? These five do-it-yourself fixes can help.

1. Make sure your website loads quickly: About one in four visitors will abandon a website that takes more than four seconds to load, and Google factors speed into its rankings. Test yours for free with Google's PageSpeed Insights or GTmetrix.

2. Give each main service its own page: Many businesses simply list their services as bullet points on the homepage. A tree service might list Tree Trimming, Tree Removal, and Stump Grinding. Give each one its own page instead. Then, when someone searches for "stump grinding near me," your Stump Grinding page can appear in the results. And be sure to give each new page a descriptive web address in the URL at the top, like yourtreeservice.com/stump-grinding.

3. Name the towns you serve: "Serving the greater Philadelphia area" doesn't help much when someone searches "tree removal Phoenixville." Mention the specific towns and communities you serve on your pages, such as Phoenixville, Collegeville, and Royersford, so Google knows to show you to customers in those areas.

4. Make your main heading say what you do: Google puts a lot of weight on the main heading of each page (called the H1), and visitors decide in seconds whether they're in the right place. For example, "Accidents Happen" tells Google nothing. "Affordable West Chester Auto Insurance" tells it everything.

5. Use the words your customers use: People search for the same thing in different ways: "auto insurance agent," "affordable car insurance," "local car insurance." Weave these variations naturally into your page text, but don't overdo it. Keyword stuffing reads poorly and can hurt your rankings.

None of these require a big budget, just a little time and attention.

Mike Simays owns Customer Journey Pros, a Chester Springs digital marketing agency serving local small businesses. Learn more at cjpros.com.

