

Paraliya-SEO-Starter-Guide.pdf

PAGE 1: COVER PAGE

[Paraliya Web Solution Logo]

SEO STARTER GUIDE FOR SMALL BUSINESSES

How to Rank Higher on Google
Without Spending a Fortune

Your Beginner's Roadmap to SEO Success

www.paraliyaweb solution.com

PAGE 2: WHAT IS SEO?

UNDERSTANDING SEO

What is SEO?

SEO (Search Engine Optimization) is the process of improving your website to increase visibility when people search for products or services on Google.

Why Does It Matter?

- ✓ 75% of users never scroll past first page
- ✓ Organic search drives 53% of website traffic
- ✓ SEO leads have 14.6% close rate
- ✓ It's FREE traffic (no ads needed)

SEO Has 3 Main Parts:

1. ON-PAGE SEO
What you do on your website
2. OFF-PAGE SEO
What others say about you (backlinks)

3. TECHNICAL SEO

How search engines read your site

PAGE 3: KEYWORD RESEARCH

FINDING THE RIGHT KEYWORDS

Step 1: Brainstorm Topics

What do your customers search for?

Example: "web design Ahmedabad"

Step 2: Use Free Tools

- Google Keyword Planner (Free)
- Ubersuggest (Free version)
- Answer the Public (Free)
- Google Search suggestions

Step 3: Choose Keywords

Focus on:

- ✓ Low competition keywords
- ✓ Local keywords (city + service)
- ✓ Long-tail keywords (3-4 words)
- ✓ Questions people ask

Example Keywords for Web Design:

- ✗ "web design" (too competitive)
- ✓ "affordable web design Ahmedabad"
- ✓ "small business website Gujarat"
- ✓ "how much does a website cost in India"

PAGE 4: ON-PAGE SEO BASICS

OPTIMIZING YOUR WEBSITE

1. PAGE TITLES

- ✓ Include main keyword
- ✓ Keep under 60 characters

- ✓ Make it compelling

Example: "Web Design Ahmedabad | Paraliya Web Solution"

2. META DESCRIPTIONS

- ✓ Include keyword naturally
- ✓ Keep under 160 characters
- ✓ Include call-to-action

Example: "Professional web design in Ahmedabad.

Get a stunning website in 2 weeks. Call now!"

3. HEADINGS (H1, H2, H3)

- ✓ One H1 per page (main heading)
- ✓ Use keywords in H2/H3
- ✓ Structure content logically

4. URL STRUCTURE

- ✓ Keep URLs short and descriptive
- ✗ Bad: website.com/page123?id=456
- ✓ Good: website.com/web-design-services

5. IMAGES

- ✓ Compress images (under 200KB)
- ✓ Use descriptive file names
- ✓ Add alt text with keywords

Example: "web-design-portfolio-ahmedabad.jpg"

6. INTERNAL LINKS

- ✓ Link related pages together
- ✓ Use descriptive anchor text
- ✓ Help users navigate easily

PAGE 5: CONTENT TIPS

CREATING SEO-FRIENDLY CONTENT

Content Length:

- ✓ Blog posts: 1000-2000 words
- ✓ Service pages: 500-1000 words
- ✓ Longer content ranks better

Content Quality:

- ✓ Answer user questions
- ✓ Solve real problems
- ✓ Use simple language
- ✓ Break into short paragraphs
- ✓ Add images and examples

Keywords Usage:

- ✓ Use keyword in first paragraph
- ✓ Use naturally (don't stuff)
- ✓ Use variations and synonyms
- ✓ Include in headings (H2/H3)

Content Ideas:

- How-to guides
- Case studies
- FAQs
- Industry tips
- Local news/events

PAGE 6: LOCAL SEO

RANKING IN YOUR CITY

Google My Business (Must Do!)

1. Claim your listing
2. Complete all information
3. Add photos (10+ images)
4. Get reviews from customers
5. Post updates weekly

Local Keywords:

- ✓ Add city name to keywords

Example: "web designer in Ahmedabad"

NAP Consistency:

Keep your Name, Address, Phone same everywhere:

- Website
- Google My Business
- Facebook
- Directories

Local Directories:

List your business on:

- ✓ JustDial
- ✓ Sulekha
- ✓ IndiaMART
- ✓ Local business directories

PAGE 7: TECHNICAL SEO BASICS

TECHNICAL CHECKLIST

Website Speed:

- ✓ Target: Under 3 seconds load time
- ✓ Compress images
- ✓ Use caching
- ✓ Minimize code

Mobile-Friendly:

- ✓ Responsive design
- ✓ Large tap targets (buttons)
- ✓ Readable text without zooming
- ✓ Test on Google Mobile-Friendly Test

SSL Certificate:

- ✓ Use HTTPS (not HTTP)
- ✓ Shows lock icon in browser
- ✓ Free with most hosts

Sitemap & Robots.txt:

- ✓ Create XML sitemap

- ✓ Submit to Google Search Console
- ✓ Configure robots.txt

Fix Errors:

- ✓ Check for broken links
- ✓ Fix 404 errors
- ✓ Redirect old URLs

PAGE 8: NEXT STEPS

YOUR 30-DAY SEO ACTION PLAN

WEEK 1: Foundation

- ☐ Set up Google Analytics
- ☐ Set up Google Search Console
- ☐ Claim Google My Business
- ☐ Do keyword research (10 keywords)

WEEK 2: On-Page Optimization

- ☐ Optimize page titles
- ☐ Write meta descriptions
- ☐ Add alt text to images
- ☐ Fix broken links

WEEK 3: Content Creation

- ☐ Write 2 blog posts
- ☐ Update service pages
- ☐ Create FAQ section

WEEK 4: Off-Page & Local

- ☐ Get 5 Google reviews
 - ☐ List on 3 directories
 - ☐ Share content on social media
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Need Professional SEO Help?


Paraliya Web Solution offers:


- ✓ Complete SEO setup
- ✓ Keyword research

- ✓ Content optimization
- ✓ Monthly SEO maintenance

Starting from ₹12,000

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