

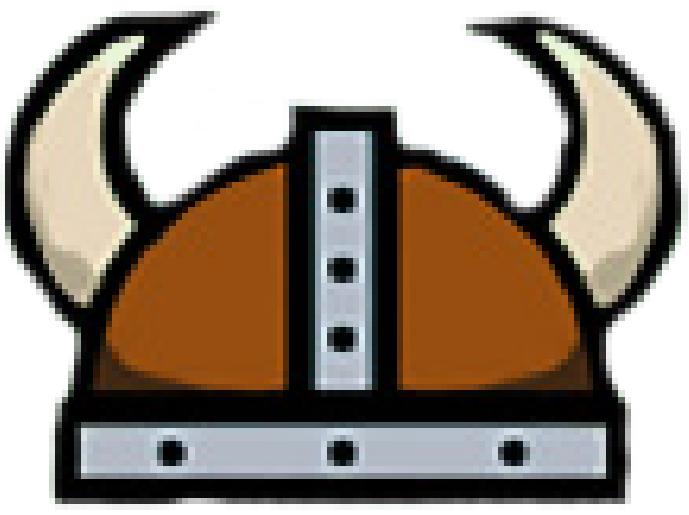
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TOP 5 SEO TIPS You Can Do RIGHT NOW

Ready to get more eyes on your business? Our friendly, step-by-step guide shows you five easy SEO tricks you can do *right now* to get noticed by local customers.

From setting up your Google profile to speeding up your website, these tips are simple, effective, and perfect for busy business owners.

Read on to start climbing Google's ranks today!



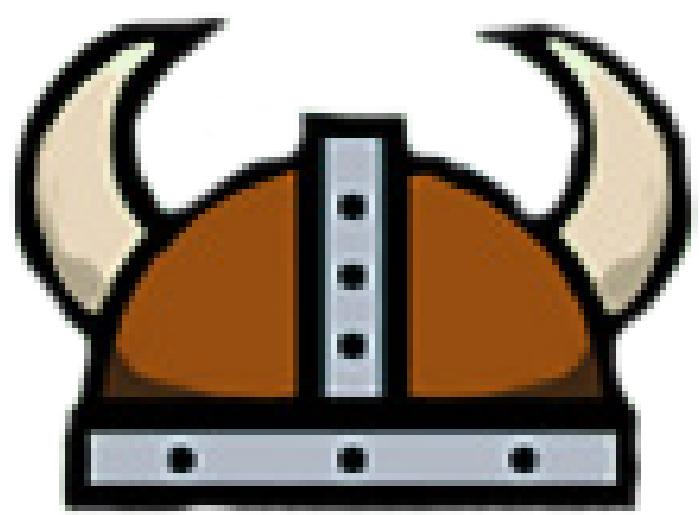
Welcome to the Wild World of SEO

(Search Engine... whaaat?)

Let's be honest: SEO sounds like a term best left to tech gurus and computer nerds (like us :D) with way too much coffee. But here's the thing – you **don't need** a tech degree, fancy software, or a ton of free time to make SEO work for you. In fact, a few small, simple tweaks can help your business get seen by people searching right in your area – and you can start today!



So, grab a coffee, take a deep breath, and let's get your local business climbing Google's ranks with some easy, actionable SEO tips. No code, no jargon – just straightforward advice that'll get your website (and business) noticed.



#01

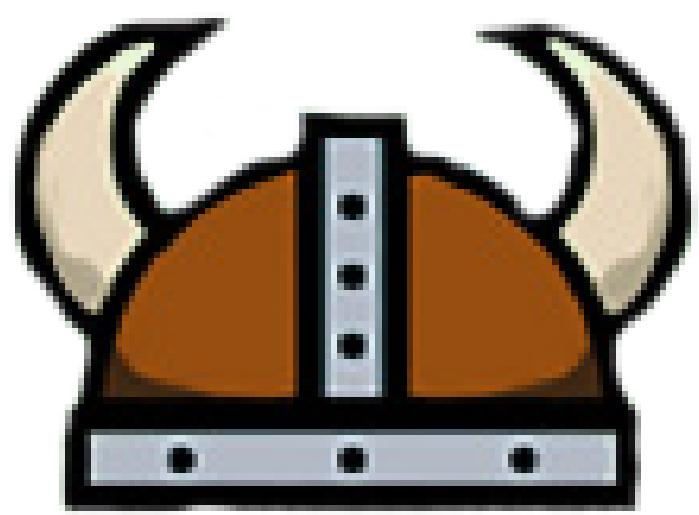
Be Google's Best Mate

Have You Claimed & Updated Your Google Business Profile?

First things first, you gotta be on Google's radar. Imagine you're at a networking event, but you haven't even put on your name tag – not helpful, right? Claiming and updating your Google Business Profile is like waving at Google and saying, "Hey, I exist! And here's where I am!"



Make sure all your info is accurate – name, address, phone number, website link, hours, and even some snazzy photos. Got a logo? Toss that in too! This small step can help you get found when people search for businesses near them. And don't be shy about showing off some good reviews (we'll get to that later)!



#O2

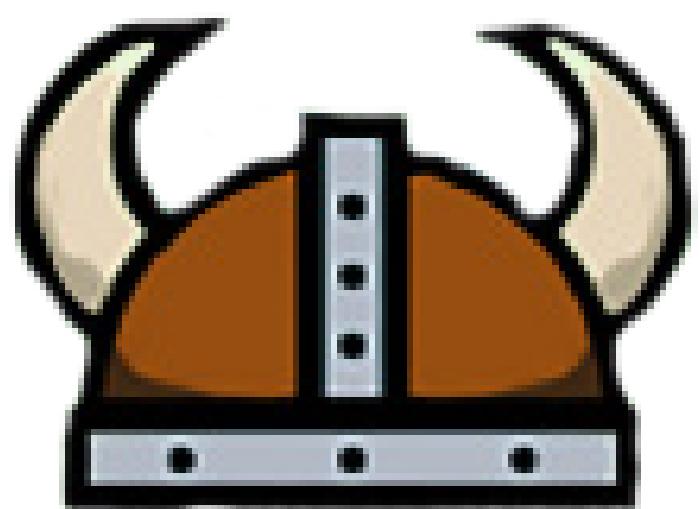
Need for Speed

Does Your Website Load On Time?

If your website is slower than a turtle on vacation, people will click away faster than you can say “refresh.” Test your site speed on Google PageSpeed Insights – it’ll tell you if your site’s in tip-top shape or if it needs a little boost.

Compress large images (those gallery shots from 2016 are huge!) and ditch any autoplay videos. No one wants a full Broadway performance just to see your opening hours. A faster site can help keep customers on the page, and Google loves that!





#03

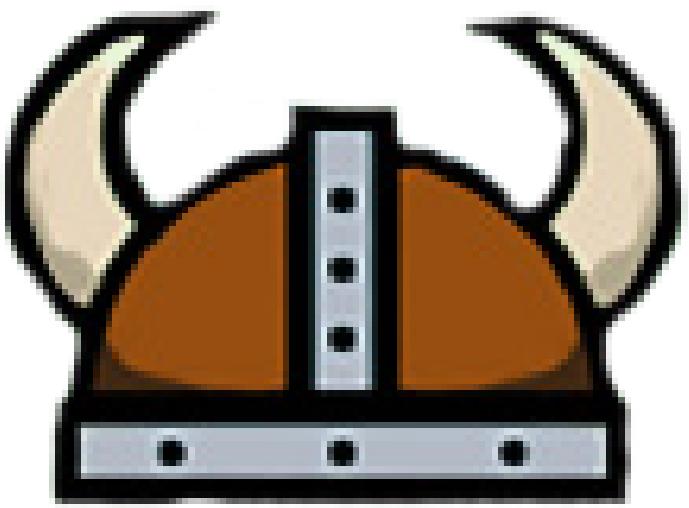
Keywords Are Key!

Do you know optimal keywords?

Think of keywords as the magic words that help customers find you. What would they type into Google to find you? Maybe it's "hair salon in Leeds," "the best coffee in Sheffield," or "fluffy dog grooming." Whatever it is, sprinkle these terms into your website content – think headers, descriptions, and even blog posts if you're feeling ambitious.

WARNING! Don't go overboard! Use these keywords naturally, like you're talking to a friend, not an SEO robot. Awkward keyword stuffing makes Google frown. Aim for quality, not quantity!





#O4

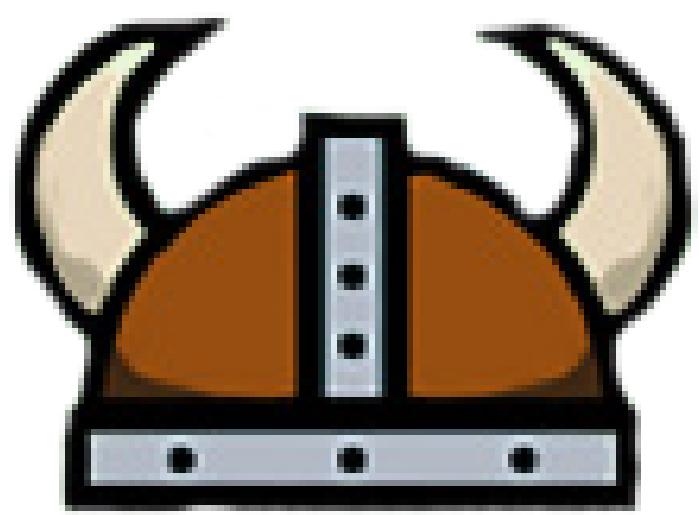
Get Those Glowing Reviews!

Is it easy for your customers to give you a review?

Good reviews are like SEO rocket fuel for local businesses. Encourage happy customers to leave positive feedback on your Google Business Profile. Reviews make you look trustworthy, and Google likes that. (Plus, new customers trust strangers on the internet more than we'd like to admit!)

Make it easy for people to leave reviews! Try putting up a friendly sign at your store, or add a link on your website that says, "Loved your experience? Tell us on Google!" And yes, reply to reviews – even the "constructive" ones. Google notices when you're active and responsive!





#05

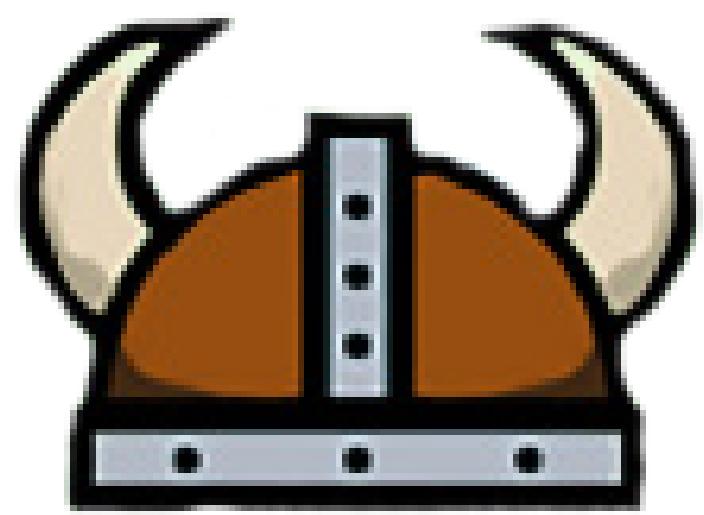
Mobile-Friendly is a Must!

Is your site responsive?

In today's world, everyone's searching on their phones. If your website looks wonky or hard to use on a mobile screen, people will leave faster than they arrived. Google also prioritizes mobile-friendly websites, so it's a big deal for SEO.

Check your website on a phone or tablet and make sure everything looks good, buttons are easy to tap, and text is easy to read. If anything feels awkward, it's time to make some mobile-friendly tweaks.





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Don't Panic!

The first steps in SEO don't have to be confusing or particularly time-consuming! With these five quick fixes, you'll be better equipped to attract locals searching for exactly what you offer.

And for anything that *IS* too techy or time consuming, that's what we're here for!

Email Hannah at:

hello@jorvikweb.dev

Now go forth and be a local
SEO superhero!

