

# A BEGINNERS GUIDE TO SEO: 5 THINGS YOU CAN DO TO GET FOUND ONLINE



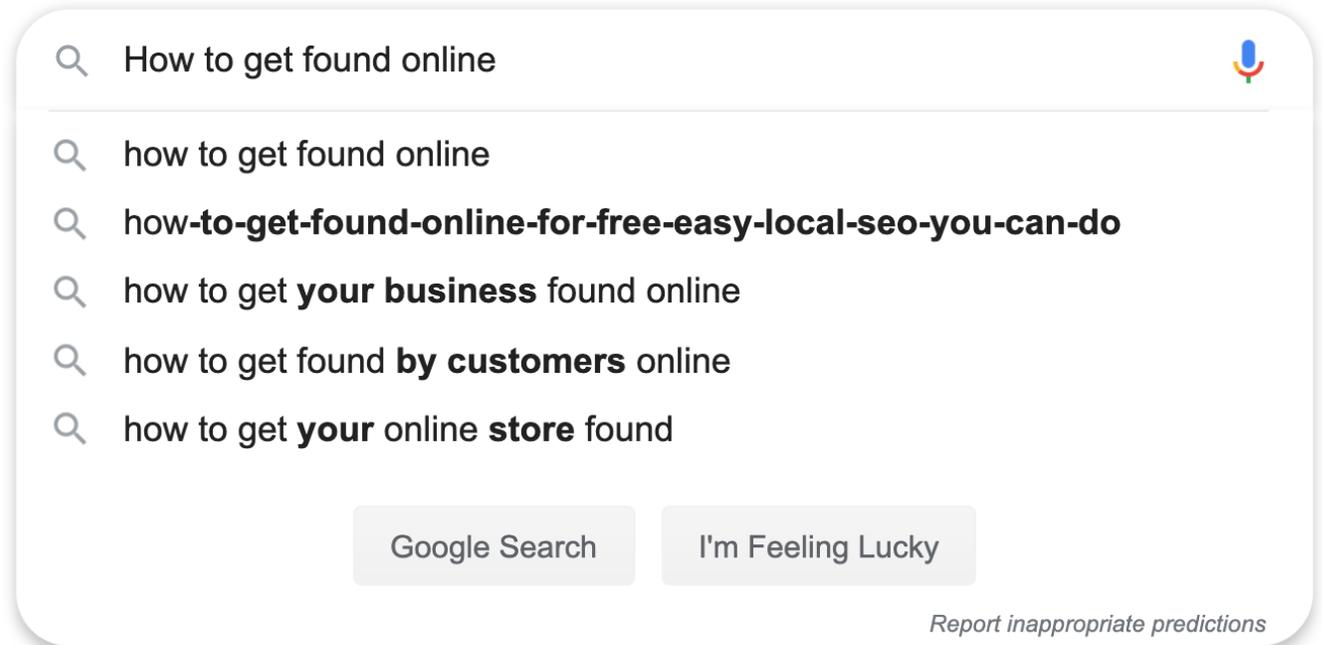
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# Rich Gannon

## SBDC Rural Small Business Advisor

10 Years Website Design and SEO Experience

Business Marketing Degree from University of Montana



*Funded in part through a cooperative agreement with the U.S. Small Business Administration.*

# Two Components of SEO

## On Page

Any work you do on your website.

These are things you can directly control.

## Off Page

Any work you do off of your website.

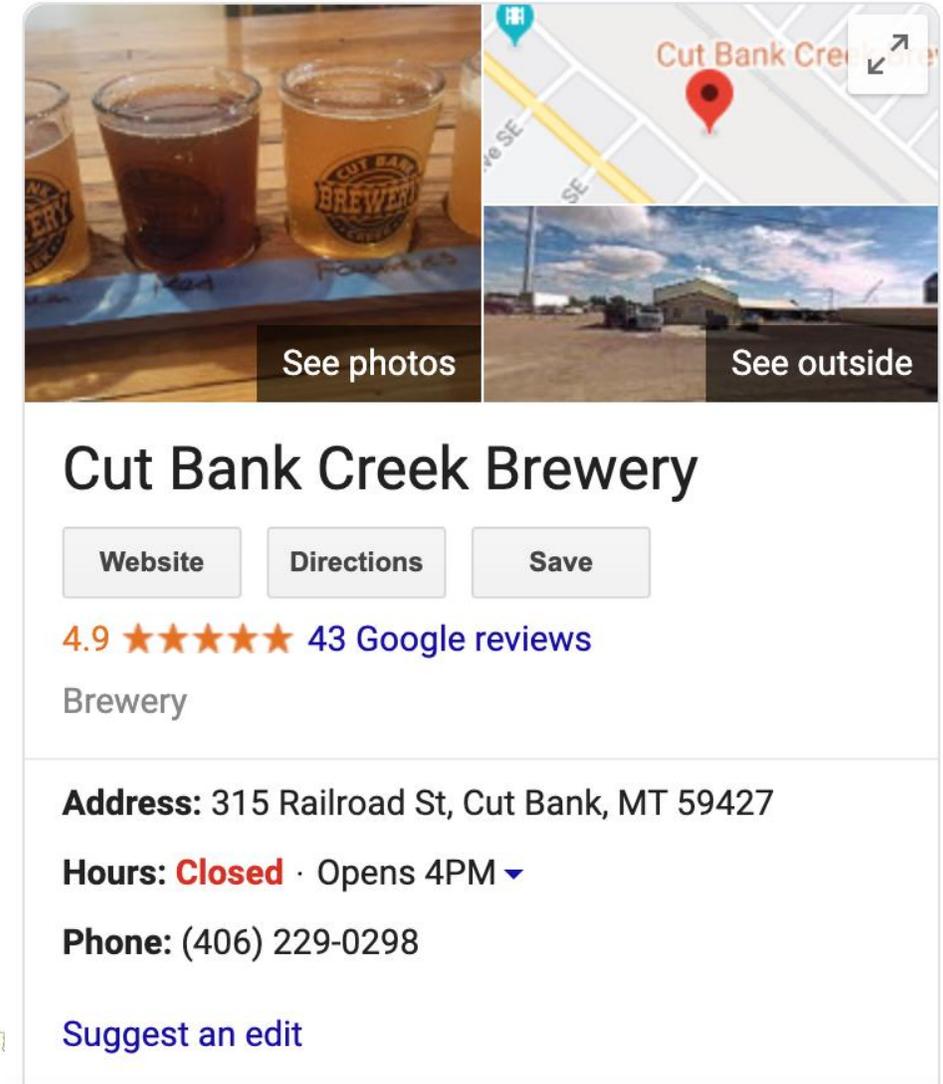
Sometimes you can directly control, sometimes you can't.



# 1. Claim your business on Google My Business

Off Page Activity

- Set up a free Google My Business Account, <https://www.google.com/business/>
- Estimated 40% of users conducting a search on Google don't clicking anything at all, this means more users are finding what they need directly on the results page and leaving



See photos

See outside

## Cut Bank Creek Brewery

Website Directions Save

4.9 ★★★★★ 43 Google reviews

Brewery

**Address:** 315 Railroad St, Cut Bank, MT 59427

**Hours:** Closed · Opens 4PM ▾

**Phone:** (406) 229-0298

[Suggest an edit](#)



## 2. Stay engaged with your Google My Business Profile

**“To maximize how often your customers see your business in local search results, complete the following tasks...” – direct quote from Google**

- Enter complete data - Make sure that you’ve entered all of your business information in, so customers know more about what you do, where you are, and when they can visit you
- Verify your location(s)
- Keep your hours accurate
- Manage and respond to reviews – ok to ask for reviews – just not in bulk.  
<https://support.google.com/business/answer/3474122?hl=en> – Google Review Policy
- Add photos
- There's no way to request or pay for a better local ranking on Google My Business. The steps above **show engagement** with Google, which overtime helps lead to a higher ranking.



# 3. Do basic keyword research

Prepping for On Page

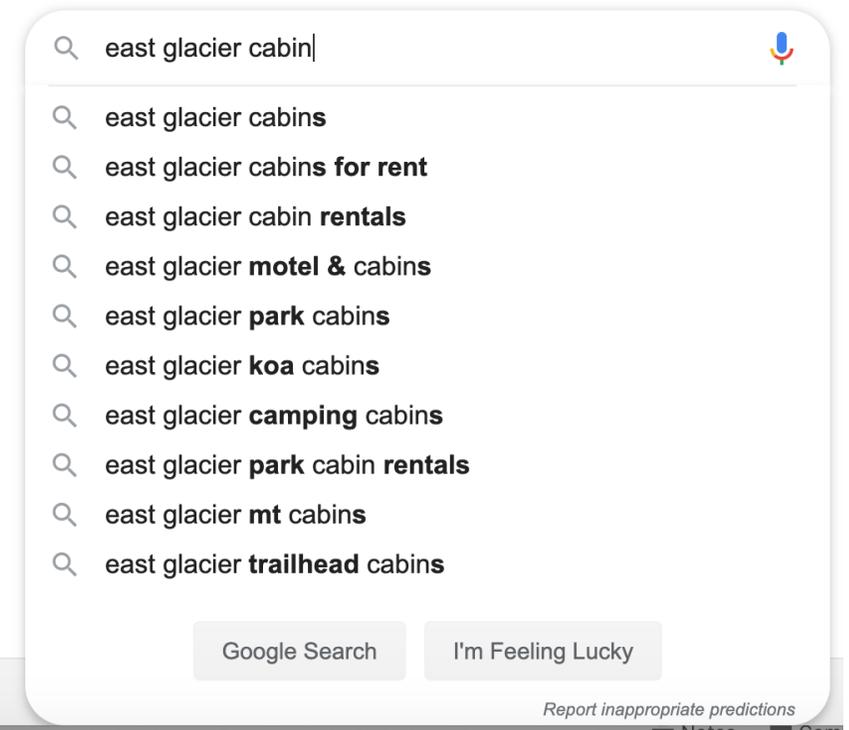
Find out what keywords customers might use to find you.

## 2 Free Tools

- Google Auto Complete. Easy and simple method
- SmallSEOTools.com - free website.
  - Use the “Keyword Suggestion Tool”, enter a keyword idea and get a list of other possible keywords

<https://smallseotools.com/keywords-suggestions-tool/>

Google Auto Complete the the lazy guy's keyword planner!



# Example – East Glacier Cabin

Using the keyword planning tool from SmallSEO Tools you enter the following “East Glacier Cabin” as a seed word. A list of ideas is populated.

Small SEO Tools will give you a longer list than Google Auto Suggest.

Suggested Keywords			
1	east glacier cabins	Keyword options	
2	east glacier cabin rentals	<input type="checkbox"/>	
3	east glacier cabins for rent	<input type="checkbox"/>	
4	east glacier motel & cabins	Keyword options	
5	east glacier park cabins	Keyword options	
6	east glacier koa cabins	Keyword options	
7	east glacier camping cabins	Keyword options	
8	east glacier park cabin rentals	Keyword options	
9	east glacier mt cabins	Keyword options	
10	east glacier trailhead cabins	Keyword options	
11	east glacier hotels and cabins	Keyword options	

- Check Related keywords
- Check Keyword Position
- Check Long Tail Keyword



# Spy On Your Competition

You can also figure out what keywords your competitors are ranking for by using yet another Free Tool from Small SEO Tools called Keyword Position Tool

<https://smallseotools.com/keyword-position/>



Keyword	Position	Previous Position	Search Volume	URL	Number of Results
montana cattle drive	1	1	170	https://www.bearcreekguestranch.com/cattle-drives	5210000
bear creek ranch	5	5	720	https://www.bearcreekguestranch.com/	22100000
horseback riding montana	7	7	880	https://www.bearcreekguestranch.com/horseback-riding-excursions	44800000
cattle drive vacation	10	10	880	https://www.bearcreekguestranch.com/cattle-drives	11500000
montana horse ranch	9	9	320	https://www.bearcreekguestranch.com/	14900000
riding a bear	12	12	590	https://www.bearcreekguestranch.com/	198000000
montana horseback riding vacations	2	2	50	https://www.bearcreekguestranch.com/horseback-riding-excursions	418000
montana horseback vacations	2	2	40	https://www.bearcreekguestranch.com/horseback-riding-excursions	768000
horse riding in montana	6	6	110	https://www.bearcreekguestranch.com/horseback-riding-excursions	54700000
bear creek horseback	10	10	140	https://www.bearcreekguestranch.com/horseback-	2100000

# Use keyword research to develop “Long Tail Keywords”

- Long Tail Keywords are highly actionable phrases used by motivated Searchers/Shoppers.
- Compare the search phrases of “Glacier Park Rental” vs. “East Glacier Cabin Rental July 2020”
- What phrase is more likely to result in a buying action by the searcher?

## Regular Keyword Search

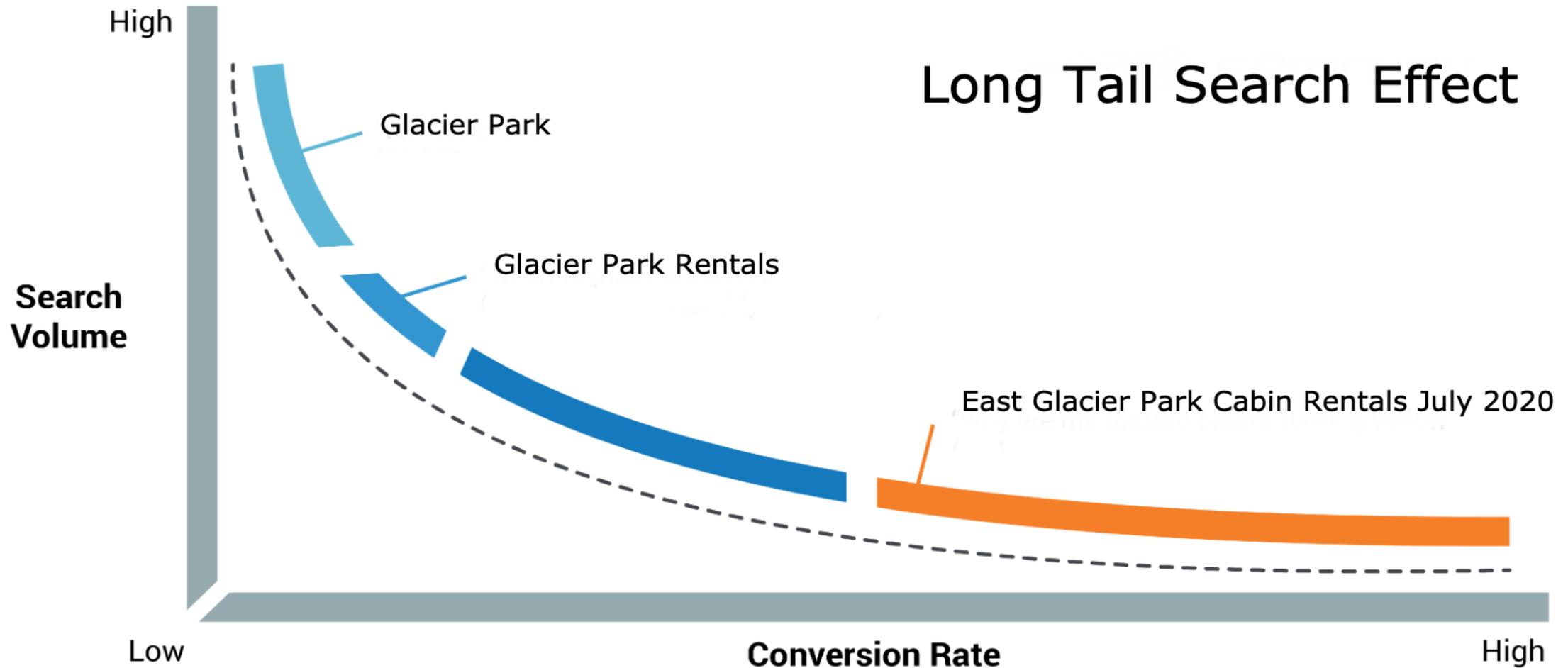
## Long Tail Keyword Search

Glacier Park Rental	East Glacier Cabin Rental July 2020
Broad term	Very specific search term
Competing against other rentals types – boat, kayak, car	Searcher has specific product, location, and time
Competing against other geographic areas, West Glacier, St. Mary, Polebridge	High likelihood that this searcher is going to make a reservation.



# Behold the power of Long Tail Keywords

(in Graph Form)



# 4. Create content on your site using keywords.

## On Page Activity

- Using your keyword research and your newfound understanding and love of Long Tail Keywords create content on your website.
- Create a blog and make useable & helpful content – write for a human!
- Don't just make sales content. Google loves it when you become a resource for their users.
- Post often – or don't blog!



# 5. Build links to and from your site.

Both On and Off Page Work

- Links to, from and *around* your site are important
- Links from your site help – but don't forget about internal links
- Backlinks are the most important! - This is how Google won the search war.

## How to Get Backlinks?

- Easy - post links from your social media accounts
- Harder - Ask other website owners to trade links (reciprocal linking)
- Hardest - Create share worthy content so that others want to link to you



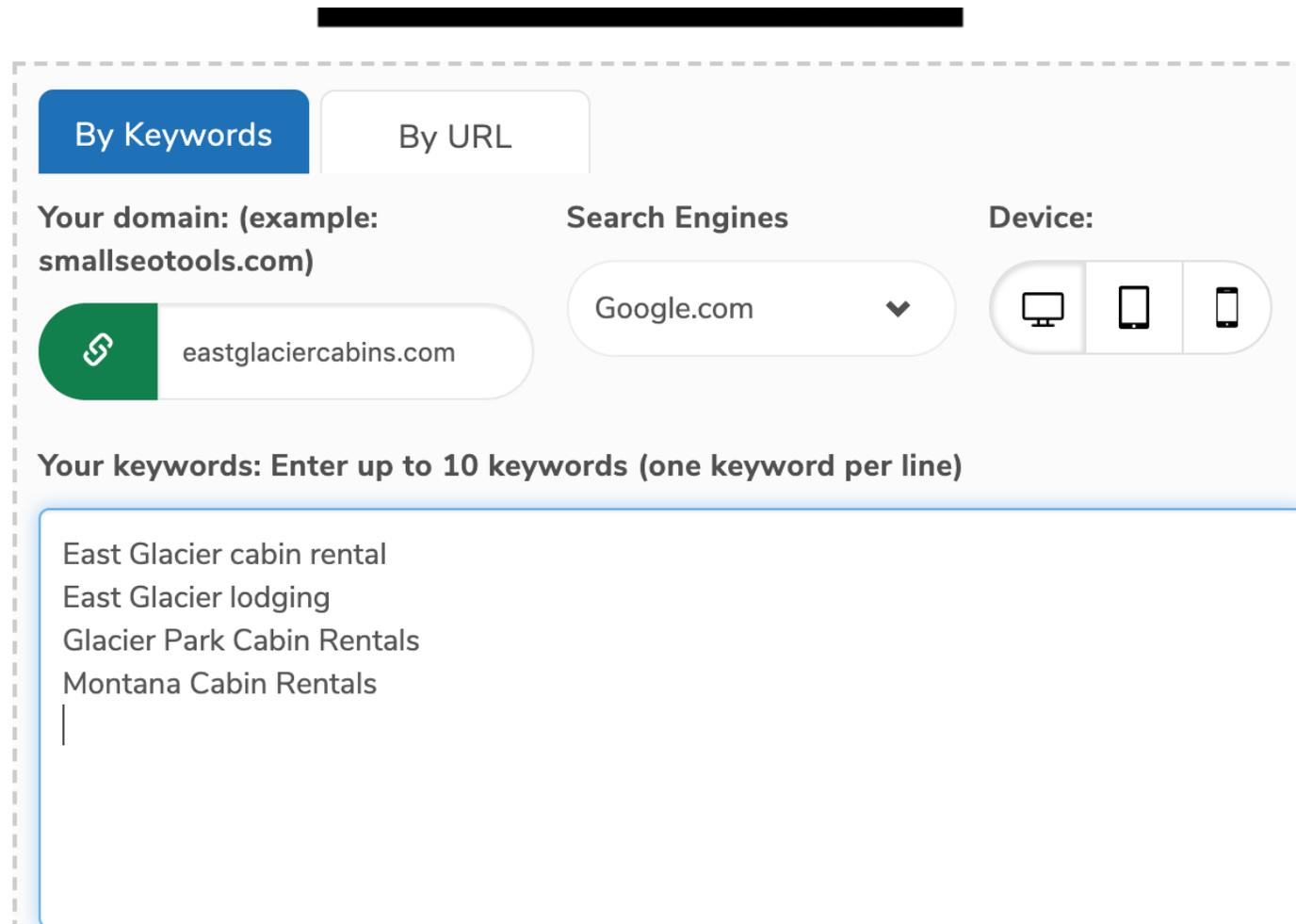
# Bonus step 6. Monitor your progress

- Use SmallSEO Tools to monitor your progress.

<https://smallseotools.com/keyword-position/>

Check your website's ranking before you start this process.

Monitor your ranking at least monthly to see if there are any changes.



The screenshot shows the SmallSEO Tools interface. At the top, there are two tabs: "By Keywords" (selected) and "By URL". Below the tabs, there are three main sections: "Your domain: (example: smallseotools.com)", "Search Engines", and "Device:". The "Your domain" section has a green link icon and a text input field containing "eastglaciercabins.com". The "Search Engines" section has a dropdown menu currently set to "Google.com". The "Device:" section has three icons representing desktop, tablet, and mobile. Below these sections, there is a text area labeled "Your keywords: Enter up to 10 keywords (one keyword per line)". The text area contains the following keywords: "East Glacier cabin rental", "East Glacier lodging", "Glacier Park Cabin Rentals", and "Montana Cabin Rentals".



# Review

1. Setup a Google My Business profile
2. Stay engaged with Google My Business
3. Do basic keyword research
4. Add content often your website
5. Build links to and from your site
6. Monitor your progress



# Need some help? Contact me

I can help you do a website SEO audit...all of my counseling services are free of charge.

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Call or Text

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