

# SMALL BUSINESS SEO BOOSTER ACTION GUIDE

*3 Expert Tips Any Business Can  
Use to Rank Higher on Google,  
Get More Website Visitors,  
and Convert More Leads  
for Your Business*



# WHY BUSINESSES DON'T GET NOTICED ONLINE

If you own a business, it is vital to know where new business comes from both in your own business and in your industry. You need to find out how people discover services like yours. More often than not, you'll find most people interested in services like yours start their search in one place: Google.

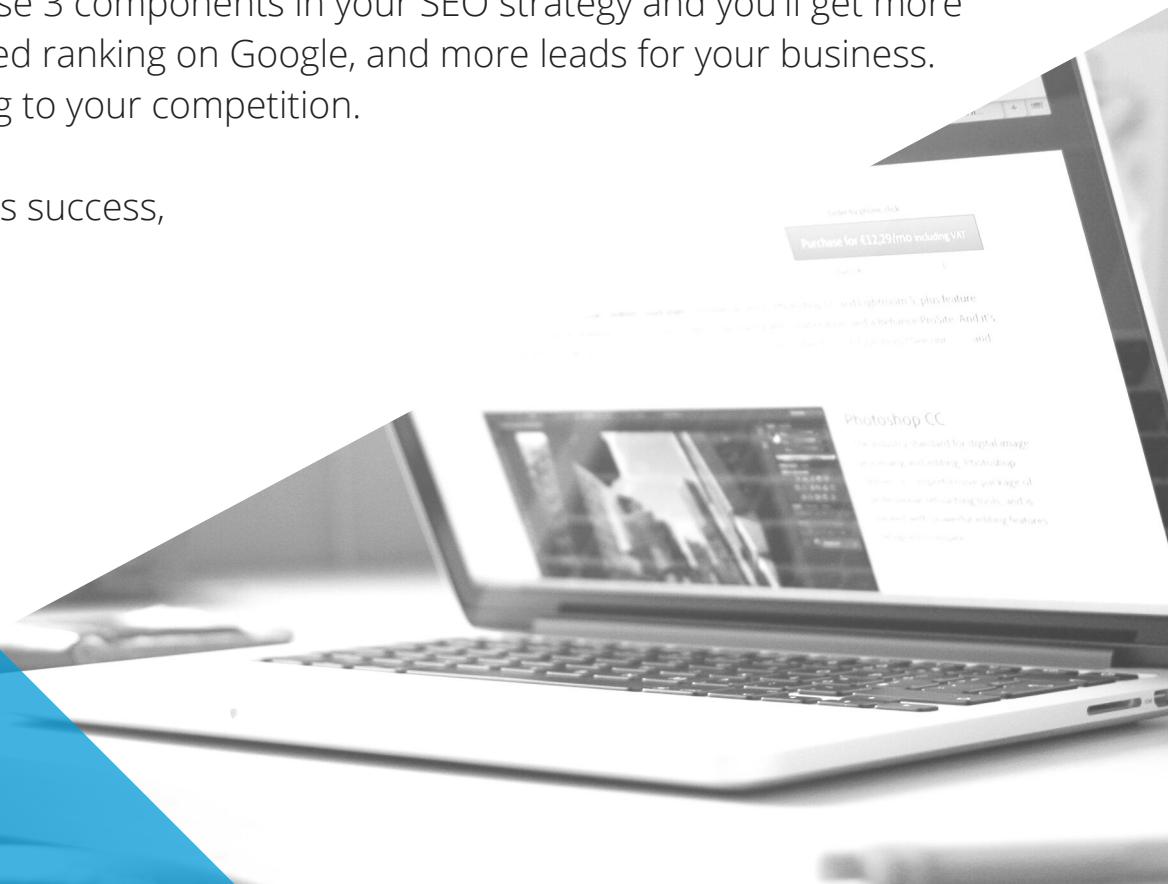
Are you showing up on Google search results? Are you ranking at the top of page 1? If not, then you're missing out of tons of website traffic and potential new leads for your business everyday.

At Voixly, we've built hundreds of SEO campaigns for small businesses to help them grow their business online. No matter what industry you're in, there are 3 things that we've suggested most often when implementing SEO.

Incorporate these 3 components in your SEO strategy and you'll get more visitors, increased ranking on Google, and more leads for your business. You'll stop losing to your competition.

To your business success,

Colton Rucker  
CEO, Voixly



# 1

## An SEO Optimized Website



# AN SEO OPTIMIZED WEBSITE

Google ranks websites based on how relevant and useful it thinks they are. Google's search algorithm consists of 200+ factors, but there are a few that have been found to be the most important to rank on page 1 of search results.

## **Commonly known ranking factors:**

- Specific Keywords or Key-phrases
- Site Structure
- Site Speed
- Inbound Links
- Outbound Links
- Mobile Optimization
- Bounce Rate (How long someone stays on your site)

If you've done your research, then you may have already learned about these factors. In this guide, we want to give you some specific pro tips that will help boost your Google ranking even more.

## **PRO Tip Ranking Factors:**

1. **Include at least 300 words on each page you wish to rank for.**
2. **Include images with keywords in the file name and description.**
3. **Include a video on each service page on your website.**
4. **Include a map on each page.**

Implement these tips into your site and you'll a dramatic boost in Google Rankings.

# 2

## Location-Specific Landing Pages





# LOCATION-SPECIFIC LANDING PAGES

A location-specific landing page is a modified version of your services page on your website, usually focusing on a specific service. Since we're talking about ranking on Google, when we say "service", we're really talking about a specific keyword or key-phrase.

Basically, what do people type into Google to find the kinds of services that you offer? Once you have that info, you can build a dedicated page on your website focusing on that keyword and attach a location to that keyword.

As an example, see the image on the previous page. You'll see that it focuses on a specific service in a specific city the company is capable of performing that service in. In this case, it's *"Friendswood Commercial Window Film and Tinting."*

To build a high-performing location-specific landing page, follow these pro tips:

- 1. Title your page with the service you want to promote and the city you want to target, followed by your company name.**

*[City Name] Core Service – Company Name*

*Ex. Conroe Electrical Services – Sherman Electric Company*

- 2. Title each Subheading in your landing page with a rewording or synonym of your keyword or key-phrase, or an additional service you provide and include the city name again.**

*[City Name] Core Service Synonym*

*Ex. Conroe Home Wiring Services*

3. **Repeat this for each relevant service you provide.**

4. **Place a call to action on the page, or after each service if possible.**

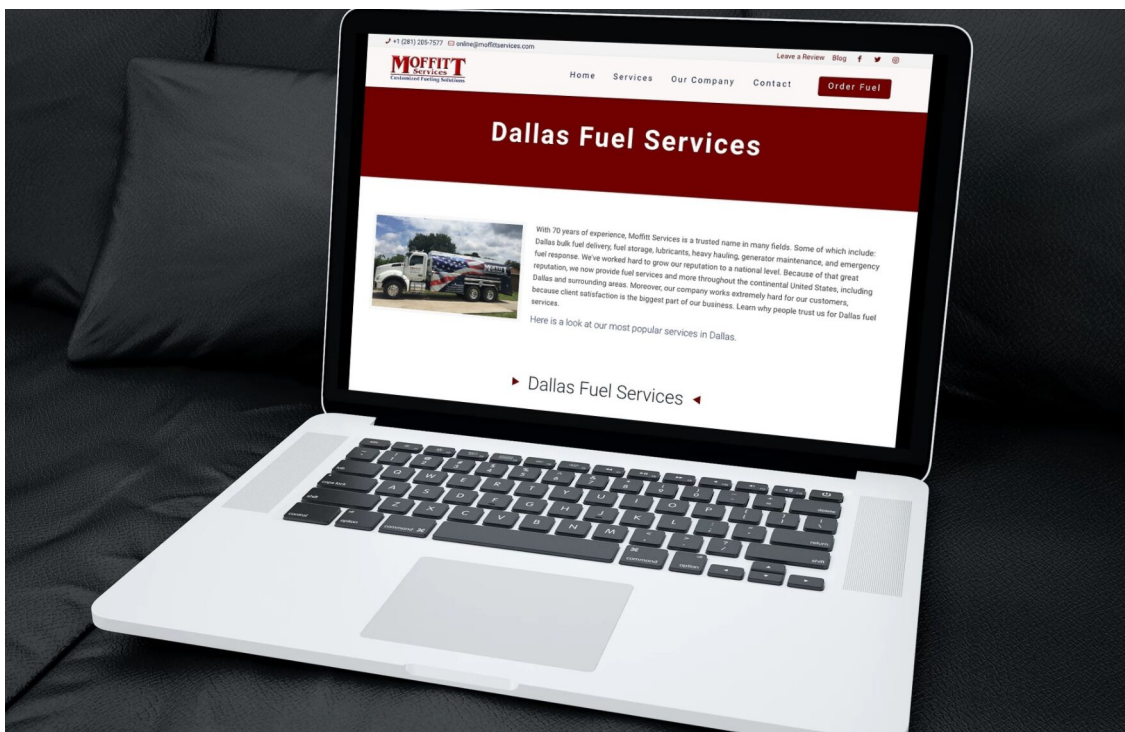
*Ex. Contact us about our Conroe Home Wiring Services here. [link to contact you]*

5. **Include a short video on your page targeting your specific keyword.** (Not necessary, but will boost SEO considerably in competitive industries.)

6. **Include images, making the image file name the same as your page or subheadings.**

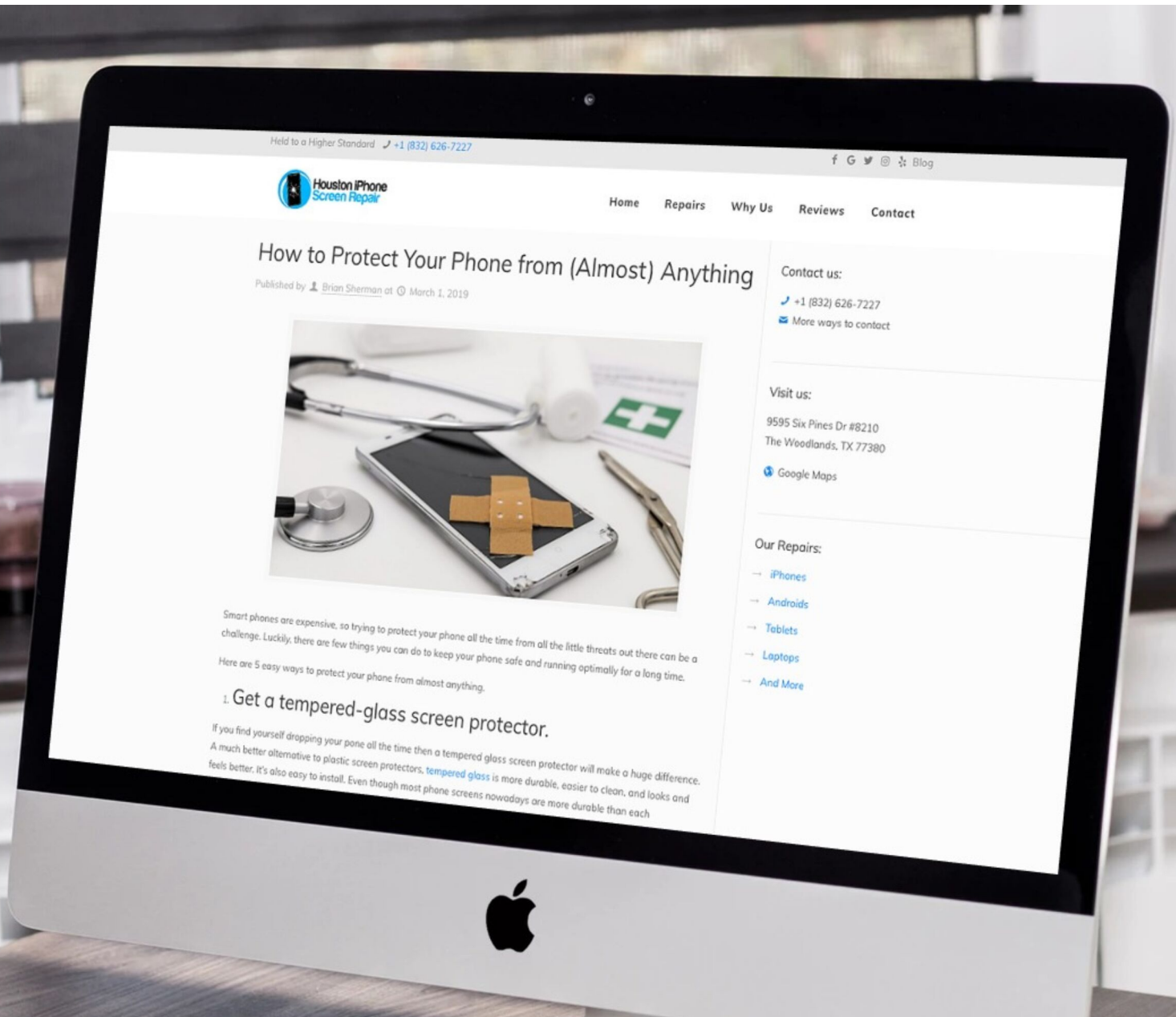
7. **Place a map of your business at the bottom of each landing page.**

8. **Link to your social media pages and other relevant pages.** (Blog articles, service pages, contact page, etc.)



# 3

## Keyword-Specific Blog Articles





# KEYWORD-SPECIFIC BLOG ARTICLES

Aside from having relevant keywords and fixed content on your website, Google loves it when you add new content to your site regularly. One of the best ways to do this is with blog writing.

Writing blogs for your website allows you to target even more keywords to show up on search engines. It's also a way to grow your authority in your industry by providing value-based content to your audience. You'll get more people to your website and you'll keep them there longer while they consume your content.

Follow these PRO tips for effective SEO blog writing:

1. **Write blog articles focusing on relevant keywords and specific services your business provides.**

*Title Ex: How to Save Money on Conroe Electrical Services*

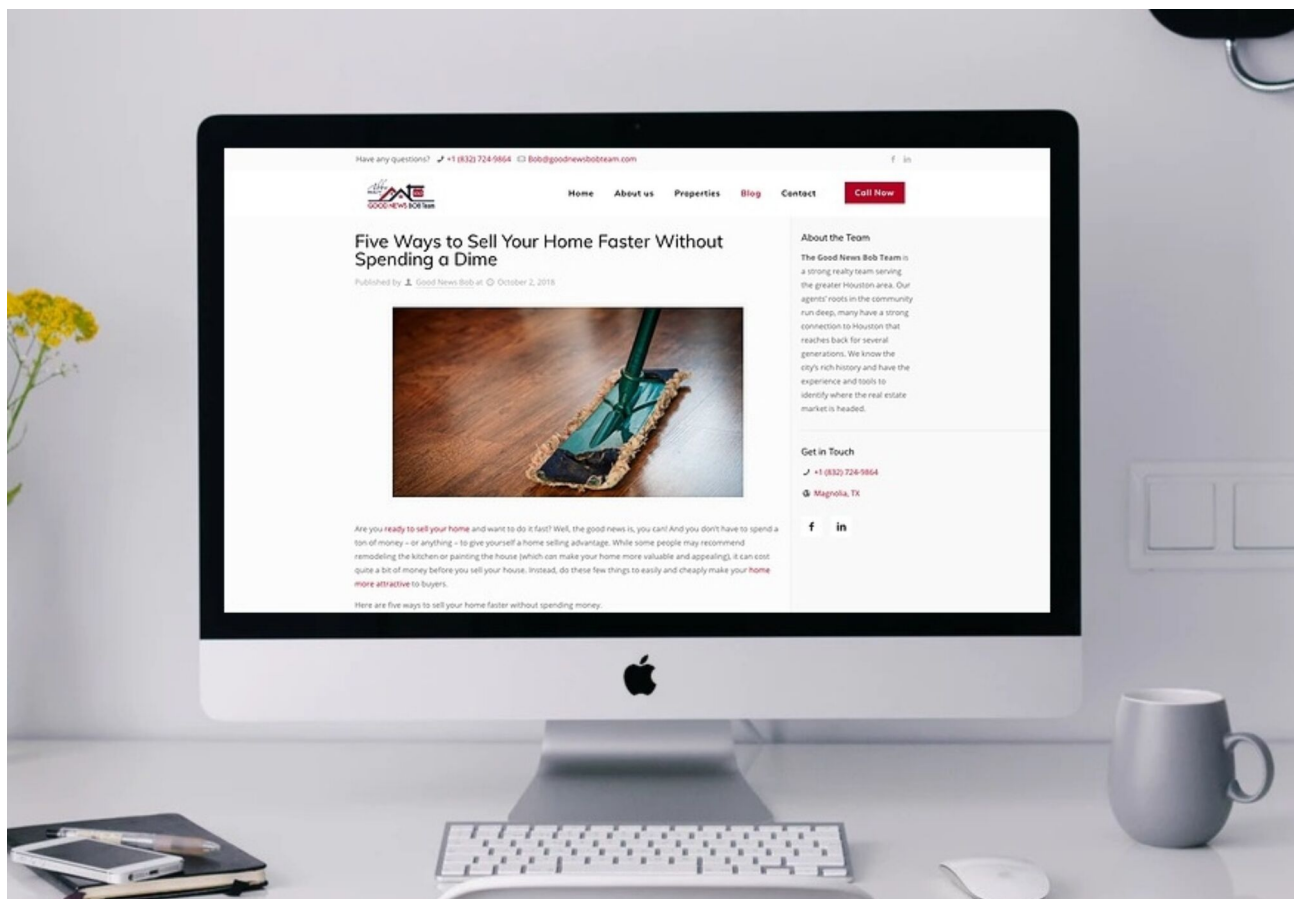
2. **Make sure your word count is over 500 words. If you can keep them around 1,000 words, it's even better. Long form content ranks higher on Google.**

2. **Use plugins like Yoast SEO to optimize each blog article for maximum SEO effectiveness.**

*With Yoast SEO you can optimize your title, meta description, focus keyword, images, and readability.*

### 3. **Publish a new blog article at least once a month to keep your website updated with new and relevant content and to give you more chances to rank on Google.**

Not every business owner has time to write blog articles, or has the proficiency to write articles that can perform well for SEO. Due to the time consuming nature of this tactic, this is a service that would serve you well to hire out.



Apply these PRO tips to your SEO strategy to see a huge boost in your rankings on Google. Higher rankings means more clicks. More clicks means more visitors. More visitors means more customers.

Ready to get started?

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# GET A FREE SEO STRATEGY FOR YOUR BUSINESS

Are you ready to start using your website to bring in more leads and customers for your business every day?

SEO can be a tricky process. It takes time and consistent work to do it right, and it can be very technical and tedious on the developmental side. We'd love to give you a head start and tell you exactly what you need to do make SEO work for you and your specific business.

Schedule a call with a personal SEO consultant from Voixly today for a free SEO strategy for your business.

[Schedule a Call](#)