



# Top 10 Helpful SEO Tips for Small Business Owners

## 1) Identify your Intended Audience

The first step in any SEO campaign should always be determining who the intended audience of your good or service is. While it's easy to simply focus on your business as the driving force behind your SEO operations, it always helps to be a more specific in your approach. By selecting a certain product as the core keyword of your campaign, you will be able to attract more traffic than otherwise.

## 2) Expand your Keyword Focus

Although your focused keyword may not have a hundred and one uses, you should always try to be as forward thinking as possible when considering other optional keywords. Sometimes the search term that Google looks for may not be the same one that you would have typed when looking for it yourself. You should always do research to find other ways that web surfers may try to look up your product or service.

## 3) Refine your Website's Page-to-Page Connectivity

A well-designed website is one that funnels users from page to page effortlessly. By interlinking your site so that relevant pages connect to one another, you'll find that even the less visited branches of your website will see more traffic. As a result, you can expect your website to have better domain authority and, as a result, a higher place among the search engine rankings.

## 4) Keep your Keywords Dynamic

Even if a particular keyword has generated a lot of traffic during the course of your SEO campaign, don't let that prevent you from cycling your keyword focus. Search trends change as much as social ones do, so there's never a guarantee that one term will consistently prove fruitful. Always be on the lookout for other applicable keywords that may bring traffic to your website.

## 5) Establish your Business on Social Media

Social media work has become an increasingly popular way to generate long term website traffic. These days, many SEO agencies focus a lot of their attention on establishing a follower base for their clients. As the number of people following your company continues to increase, so too will the potential customers that may frequent your business' site. No matter how big or small your organization may be, you can never have enough Facebook or Google+ followers.

## 6) Go Where the Competition Isn't

While it is important that your company builds a significant social presence on the more popular networks, it's always a smart move to look for alternative sites on which to make your business known. As anyone in the SEO community can tell you, there are several up-and-coming social networks that have yet to be capitalized on. In addition to establishing yourself on Facebook or Twitter, consider also extending your social media campaign to sites like Pinterest as they become available.

## **7) Constantly Create Original Content**

Increasing your company's web traffic and domain authority is only the first step in your SEO campaign. While some SEO agencies may focus entirely on getting potential customers to your site, giving users a reason to stay on your website is going to be vitally important. Original content, such as a weekly blog or community activities, can go a long way towards capturing an audience and convincing them to continue interacting with your site until a sale is made.

## **8) Consider Pay-Per-Click as a Way to Create Site Traffic**

While the service that PPC companies provide may not be as attractive as the long term solutions of most SEO practices, that doesn't mean they aren't useful. PPC advertisements have been a decent way to drive site traffic volume for over a decade. Should you feel your monthly analytics aren't showing the numbers you want to see, consider supplementing them with PPC work.

## **9) Patience is Key**

Even when employing the most methodical and well-run SEO or social media campaign, one has to keep expectations manageable. Yes, search engine optimization and other SEO practices can lead to dramatically improved site traffic and search engine rankings, but they do take time. After having built up momentum and established your company as a significant online presence, your website's analytics will rise sharply. However, getting there may sometimes take a month or two. One should always keep this in mind throughout the duration of the campaign.

## **10) Always Stay in Contact with your SEO Firm**

By keeping a close working relationship with your SEO agency, you and your business will be able to reap a number of benefits. Aside from having a greater degree of control over the details of your campaign, you will also be briefed on any setbacks or major developments as they occur. As a result, your optimization and social media work will go without a hitch, and you'll be able to fine tune the particulars of the campaign as you see fit.

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