

DIY SEO Optimization For Small Business Owners: A Beginner's Guide

northcarolinanewsdaily.com/diy-seo-optimization-small-businesses

David Straughan

August 18, 2020



Search engine optimization, or SEO, is a term you've likely heard before. But chances are you've never heard a clear definition of what it does. You've only heard that you need it for your business.

Here is a rudimentary definition: SEO is the practice of tuning your website so that it becomes more attractive to search engines. All the elements of your site – from the design to the content – are part of its optimization score.

A true SEO professional will leave no stone unturned. They'll comb through your website and find anything that's a turnoff to Google and other engines. It takes a long time and a lot of know-how.

However, there are a few things you can do yourself to improve your site's SEO optimization.

Use SEO Keywords the Right Way

Keywords are a double-edged sword. Content writers used to be able to pack a site with keywords to spam search engines. But these days search engines are much smarter.

There are tons of useful free tools to help you find the right keywords. Google is by far the most popular search engine, accounting for 82% of search share worldwide. Focus your energy there.



Image by [William Iven](#) from [Pixabay](#).

Use a [keyword tool like this one](#) to find popular search terms for your site's topic. Then, use those keywords throughout your content in a natural way.

Don't use them too often, though. Overusing a keyword will lower your score.

Yoast, a freemium plugin, can do most of your work if you host your site on WordPress. It will analyze your content and let you know where you can improve it.

Use SEO Best Practices for Headlines and Meta Content

Search engines have a limited amount of space to display your link text. Because of this design, there is an ideal length for headlines and meta descriptions. Meta descriptions are the text you see below the headline in a search engine link.

The ideal character count for an English headline is 60, according to Hubspot. But you don't need to count. Excellent [free tools exist](#) to take the guesswork out of writing headlines. Yoast also analyzes your meta content for you.



Your Site Content Should Spearhead SEO Optimization

The more advanced search engines get, the better they get at replicating the way humans access information. For that reason, many SEO best practices revolve around making it clear what content is about.

To do that, you can use features on your page to give the search engines a clear idea of what people can find there.



Image by [Diggity Marketing](#) from [Pixabay](#)

Work the keywords into different elements in your page. There are dozens of items that you can optimize, but these three are the most important:

1. Header Tags – These tags (H1, H2, H3, etc.) separate your content into sections. Use keywords in around 20% of your subheadings. Keep sections down to 300 words or less for best optimization.

2. Body Content – This is the main text on your page. Listen to your tools as to how often and where you can insert your keyphrase.

3. Images – Include keywords in image filenames and alt text to boost your SEO score. Every little bit counts, even down to the text that your readers won't see.

Don't forget to gather up more DIY business tips from [North Carolina News Daily](#): what else should you know?

About author

David Straughan (David Straughan)

David Straughan is a writer, editor, and coffee nerd from Durham, North Carolina. Before coming back home, David served as Editor of two English-language magazines in Ningbo, China. Now, back in Durham, he is an obsessive investigator of local businesses, culture, and politics.



More posts

~~June 23, 2020~~ (June 23, 2020)

Black-Owned Clothing & Accessories Businesses in NC

Whether you're looking for vintage second-hand items or fresh designs right off the rack, there is a multitude of businesses to purchase your wardrobe from in North Carolina. We've gathered a list of 25 Black-owned businesses where you can find your clothing and accessories while supporting the African American community.

[Read More](#)

~~September 23, 2020~~ (September 23, 2020)

Third Quarter Economic Outlook for NC: The Good, Bad and Unknown

The recovery of the economy is at the front of everyone's mind. Third-quarter unemployment numbers for North Carolina so far show reasons to be positive, but also to worry.

[Read More](#)

Trackbacks and Pingbacks

1. Pingback: [5 Twitter Tips to Help Your Business | North Carolina News Daily](#)
2. Pingback: [What You Should Know About Starting a Small Business on Etsy](#)

Comments are closed.
