



# Search Engine Optimization (SEO) for Small Businesses

## Link Building:

Google admits that backlinks are one of the top 3 'ranking factors.'

There are many tactics you can use to get other websites to link back to your web pages.

It's important to use your competitors because each niche is different and tactics that work great in one niche might not be so effective in yours.

Guest blogging works for link building when you follow three basic rules:

1. You publish on an authoritative website with a large relevant audience.
2. You create a high-quality piece of content, which is helpful to the audience of the website on which it is placed.
3. You link to relevant resources on your website that will further help the audience expand their knowledge on the topic.

When followed, these turn guest blogging into a great tool for brand-building, generating referral traffic, and improving rankings.

## Essential SEO Tools for Your Business:

- Get registered and claimed on Google Business
  - <https://www.google.com/business/>
- Google Mobile Friendly
  - <https://search.google.com/test/mobile-friendly>
- Google PageSpeed Tool
  - <https://developers.google.com/speed/pagespeed/insights/>
- Google Keyword Planner
  - <https://ads.google.com/home/tools/keyword-planner/>
- Google Analytics
  - <https://analytics.google.com/analytics/web/>
- Google Search Console
  - <https://search.google.com/search-console/about>
- Let's Encrypt
  - <https://letsencrypt.org>