

# SEO for Startups

This talk is about an easy way to get more website traffic that is extremely relevant. There is so much advice and information out there about SEO, here is one tactic I recommend doing right away if you aren't doing it already. If you're having trouble figuring out where to start with SEO, this could be your first step.

Pre-reqs and next steps

1. Site is built well
2. Getting conversions through other channels
3. Little organic search traffic, most of which goes to your homepage
4. Want more organic traffic

In terms of making sure the site is built well and has a solid foundation for SEO in terms of technical aspects, my consulting company provides that as a service, but I'm not going to talk about that in this talk. If you do want to dive into it, I'm always happy to chat. Find me on Twitter: [@jozacks](#).

I'm gearing this talk for anyone who is getting most of your organic traffic coming to your homepage, or not getting much organic traffic at all.

What I'm providing is a simple recipe for getting your SEO efforts off the ground—you will also definitely learn things about your company by deploying this tactic, and it's a quick thing you can do with the knowledge you already have.

The synopsis of this talk is that you should add more informational pages to your website. Here are the steps to follow.

Here are the steps:

1. Write down a bunch of main aspects and features of your product. What ways can you describe your product and it's main aspects and features? Write down as many words and phrases as you can think of in 30 minutes.
2. Next, figure out what topics will you write about, and what words to include on each page.
3. Search for keywords in Ahrefs:
  - a. Pop those keywords into Keyword Explorer.
  - b. Use Site Explorer to look at keywords your site already ranks for, but not on the first page of search results.
  - c. Use Site Explorer to look through keywords your competitors rank for.
  - d. Copy/paste all those lists into Keyword Explorer, all in one combined list.

- e. Sort by volume. Pick 5 high volume keywords that are very relevant, each one should be distinct enough to represent an aspect or feature of your product. Each will be the topic of a page.
  - f. For each of those 5 topics, make a list of supporting keywords. You'll end up with 5 lists of keywords.
4. Find a relevant image or photo to include on the page.
5. Write 500-1,500 words about your product for each main keyword, focused around each of those 5 aspects or features.
6. Use your main keyword in:
  - a. Page title
  - b. Meta description
  - c. H1
  - d. First paragraph
  - e. URL
  - f. Image path and alt tag / caption
7. Use the supporting keywords throughout the text of the page.
8. Link to these 5 new pages in your footer, and find other pages in your site to link from as well.
9. Announce the pages on social media, a few days apart from each other. Even if you don't have much social media experience, you can simply Tweet out the link, post it on Facebook, and pin the image.
10. Wait and see the results, meaning move onto other things. You might do additional SEO work right away, or other items on your todo list.

As long as your site is clean, loads fast, and all your basic technical SEO aspects are covered (what I call a **solid foundation for SEO**), you should start seeing relevant traffic come from search engines to the new pages. How soon and how much traffic depends on the volume of searches, competition, your domain authority, and what else you do to publicize your site and the pages. If you do no other promotion, you should still see some traffic to these pages, and that will grow over time.

If you're not sure if your site already has a solid foundation for SEO or not, I'm happy to answer questions about that, just reach out to me on [Twitter](#).

My companies:

- [SEO consulting agency](#)
- [Appointment reminder SaaS startup](#)