

# BASIC SEO GUIDE

Step-by-step instructions to help your website show up on Google

Search Engine Optimization (SEO) helps more people find your business online.

Follow these simple steps to get started:

01.

## ADD YOUR WEBSITE TO GOOGLE

- Go to [google.com/search-console](https://google.com/search-console) and sign in with your Google account
- Add your website and follow the instructions to verify ownership

02.

## USE CLEAR PAGE TITLES

- Each page on your website should have a clear title that says what the page is about
- Example: "Fresh Flowers in Vanier | Maria's Flower Shop"

03.

## USE KEYWORDS THAT PEOPLE SEARCH FOR

- Think about what your customers might type into Google and use those words in your page titles, headings, and main text
- Example: "Middle Eastern catering in Ottawa" or "Best hair salon in Vanier"

04.

## ADD YOUR BUSINESS ADDRESS AND PHONE NUMBER

- Make sure your contact info is easy to find and matches your Google Business Profile

05.

## ADD IMAGE DESCRIPTIONS (ALT TEXT)

- When you add photos to your website, include a short sentence that describes the image
- Example: "Falafel wrap with garlic sauce and pickled turnips"

06.

## MAKE SURE YOUR WEBSITE WORKS ON PHONES

- Many people use their phone to search — check that your site is easy to read and use on small screens

07.

## KEEP YOUR SITE UP TO DATE

- Update your hours, menu, services, and news regularly so search engines know your site is active

QUICK  
TIPS

- Ask happy customers to leave reviews on Google
- Add links between your pages (ex: Menu → Catering → Contact)
- Use short paragraphs and headings to make content easy to read