

DIY SEO STARTER KIT

Get Found on Online
Without the Stress

*A Beginner-Friendly Guide for Small Business
Owners to Boost Brand Visibility.*

ByteSimple



What is SEO, and why does it matter?

SEO (Search Engine Optimization) is how you make your website show up on Search Engines when customers search for your product or service.

Benefits of SEO

- *Increased website traffic*
- *More leads*
- *Greater brand visibility*

DIY SEO CHECKLIST



Name	<input type="text"/>	Date	<input type="text"/>
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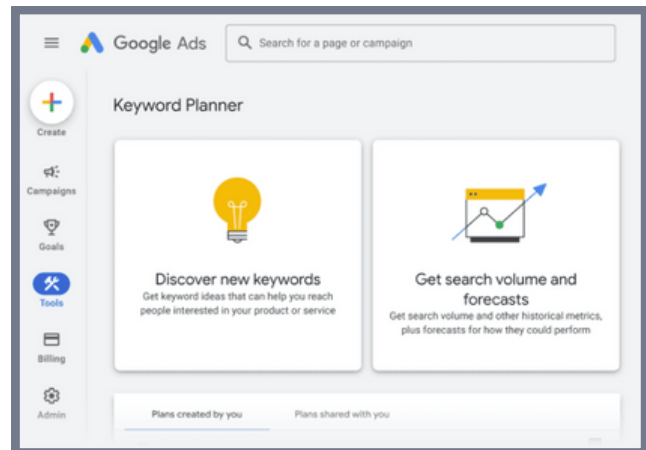
No.	Activities	✓
01	Keyword Research <ul style="list-style-type: none">▶ Step-by-step instructions to find keywords - Use free tools like <i>Google Keyword Planner</i>.▶ Action Step: Write down 3 keywords customers might search for.	
02	On-Page SEO Basics <ul style="list-style-type: none">▶ Optimize title tags, meta descriptions, and headings: Example: "Title: 'Affordable Plumber in Toronto 24/7 Service'."	
03	Google My Business Setup <ul style="list-style-type: none">▶ Instructions to claim and optimize Google My Business for local SEO.▶ Checklist:<ul style="list-style-type: none"><input type="checkbox"/> Add photos<input type="checkbox"/> Update contact info<input type="checkbox"/> Encourage customer reviews	
04	Website Speed & Mobile-Friendliness <ul style="list-style-type: none">▶ Test speed with PageSpeed Insights.▶ Action Step: Fix images, remove unnecessary plugins, and test on mobile.	

Free SEO Tools & Resources

Tools included:

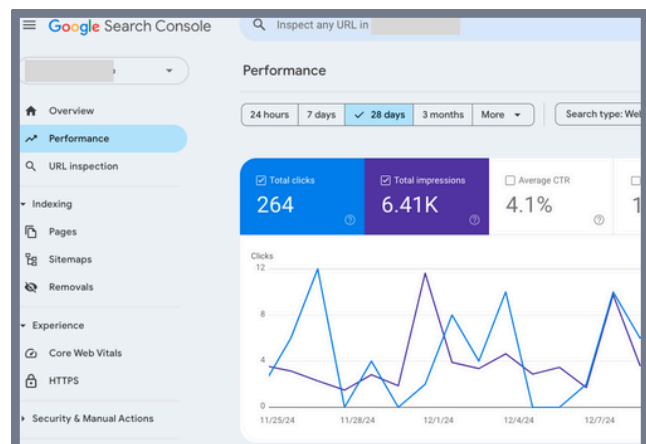
Google Keyword Planner

Google Keyword Planner is a free tool in Google Ads to find keywords, check search volume, competition, and estimate costs for SEO or PPC campaigns. Ideal for discovering high-traffic, low-competition terms.



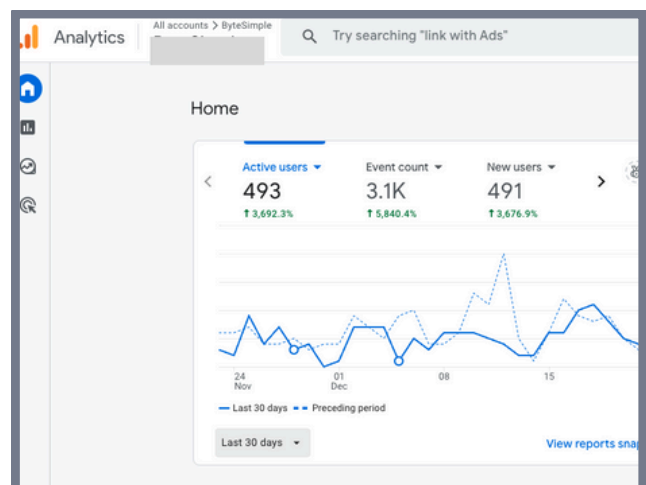
Google Search Console

Google Search Console is a web service by Google which allows webmasters to check indexing status, search queries, crawling errors and optimize visibility of their websites.



Google Analytics

Google Analytics is a web analytics service offered by Google that tracks and reports website traffic and also mobile app traffic and events, currently as a platform inside the Google Marketing Platform brand.





Morgan Fong
In Line Chiropractic

ByteSimple has been amazing for our chiropractic office! They created a fantastic website, seamlessly integrated Jane EHR with our booking system, and even optimized our Google Workspace and Business profile for local SEO. We're excited to keep growing with their support!



Worksheet – Plan Your SEO

Template: Simple fill-in-the-blank worksheet

My Top 3 Keywords

01 _____

02 _____

03 _____

Blog Topic Ideas

Google My Business Next Steps

Up Next!

“Not sure where to start?”

Book a FREE SEO consultation with us to uncover how to boosting your website’s rankings, driving more traffic, and building a stronger online presence. We’ll map out clear and actionable steps to take your website to the next level!!

