



The No-BS Guide to Getting Your Ideal
Clients to Find You

SEO Isn't as Complicated as It Looks

Just like a pie needs flour for structure, butter for richness, milk to bring it together, and fruit for flavor. If you leave one out and the whole pie falls apart, no matter how good the other ingredients are. SEO works the same way.

Technical SEO is your flour, the foundation that holds everything else up; without it, Google can't even find or read your site.

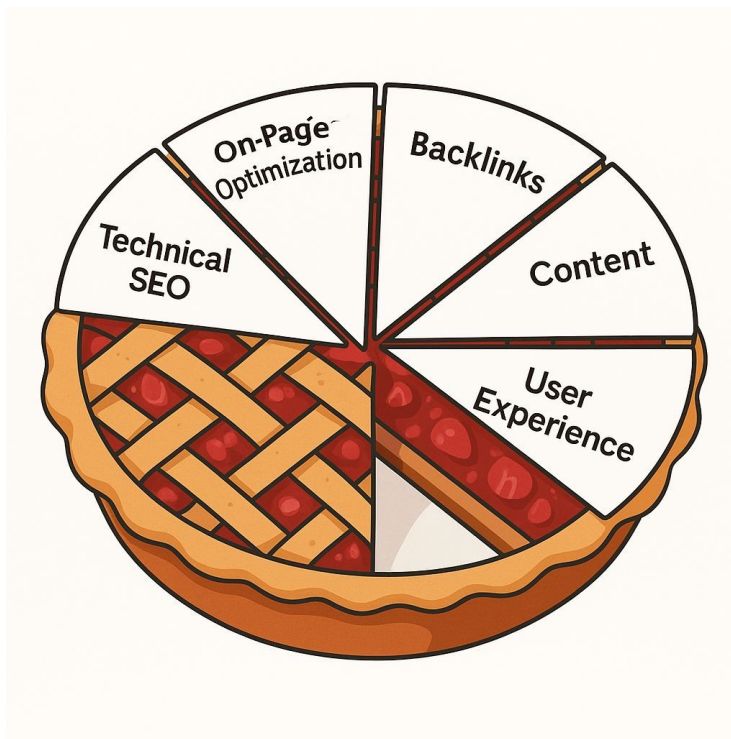
Content is the fruit it's the actual flavor, the reason anyone wants a bite in the first place.

On-page optimization is the butter, working quietly in the background to make everything else taste and perform better.

Backlinks are the milk that binds it all together, signaling to Google that other people trust and vouch for what you've made.

And user experience is the crust holding the whole thing in one piece because if it's clunky or falls apart in someone's hands, they won't stick around to enjoy what's inside.

Skip any one of these, and you don't get "80% of a good pie" and you get a pie that doesn't hold together at all.



The 3 Pillars of SEO

Forget the alphabet soup for a second. SEO really only comes down to three questions. Can Google get into your site? Are you answering what people are actually searching for? And do others out there trust you enough to link to or review you? Nail those three, and you're doing SEO.

Technical

Can Google access and understand your website?

Think: website speed, mobile-friendliness, crawlability, secure connection (HTTPS)

Content

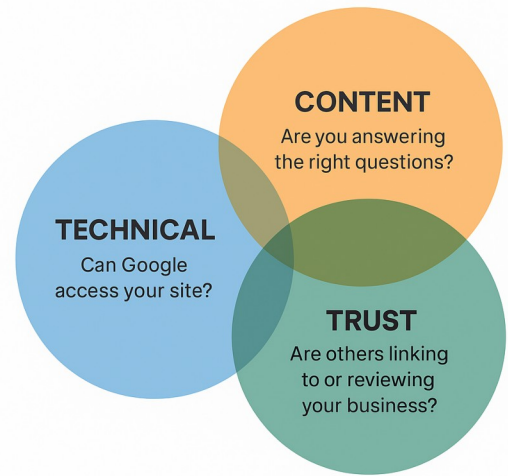
Are you publishing content that answers the questions your audience is actually asking?

Think: blog posts, landing pages, clear service descriptions, keyword usage

Trust

Do others link to, review, or mention your business online?

Think: backlinks, Google reviews, directory listings, brand mentions



Search Intent: What People Actually Want

The **purpose** behind a user's search query.

Every time someone types something into a search, they have a goal in mind. Maybe they want to learn something, find a specific site, compare their options, or buy right now. That goal is called search intent, and it's the difference between content that gets ignored and content that gets clicked.

There are 4 main types:

1. **Informational** – Looking for knowledge
e.g., "how to choose running shoes"
2. **Navigational** – Trying to find a specific site or brand
e.g., "Nike running shoes website"
3. **Transactional** – Ready to buy or take action
e.g., "buy trail running shoes size 11"
4. **Commercial Investigation** – Comparing options before buying
e.g., "best running shoes for flat feet 2025"

Sponsored



Runner's World
<https://www.runnersworld.com>

The 10 Best Running Shoes for Flat Feet in 2025

If you're one of many runners with **flat feet** or low arches, it is important to find a **shoe** that is comfortable. Editor's Top Picks. Ratings. July Sales 2025. Reviews.



Discover the 10 best running shoes for flat feet >

The 10 Best Running Shoes >

Best Mens Running Shoes >

Womens Running Shorts >

Trail Running Shoes >



RunRepeat
<https://runrepeat.com> > Running shoes > Flat Feet

7 Best Running Shoes For Flat Feet in 2025

Mar 25, 2025 – The **Brooks Adrenaline GTS 24** is a solid recommendation for those needing stability because of its GuideRails technology and firm base offering a surefooted and ...



Free Keyword Research Tools

A no-cost toolkit for finding what people search. You don't need a big budget to find out what people are actually searching for. The list below are free tools that will show you real search terms, questions, and trends...all without spending a dime.

Google Keyword Planner

Basic keyword ideas and search volume

Google Autocomplete

Start typing in the search bar and see what is suggested (google tells you what people search IN what pops up next)

Google Trends

Track keyword popularity over time

Answer The Public

This is a free website that gives you the questions people ask about a subject

Ubersuggest (Free Plan)

Keyword ideas + SEO difficulty

Keyword Surfer (Chrome Extension)

Shows search volume and keyword ideas directly in Google

Paid Keyword Research Tools

Premium tools that give you access to checking how hard a keyword is to rank for, or seeing exactly what your competitors are targeting. They cost money, but for a business serious about growth, that insight can save far more than it costs.

SEMrush

Ahrefs

Moz

Keyword Explore

Backlinks: Earning Trust Signals

Practical link-building tactics: guest posting, industry organizations/certifications, the "topic + resources" search method, and the broken-link method using the Check My Links extension.

Guest Posting in relevant websites

Organizations for certification, licensure, or accreditation

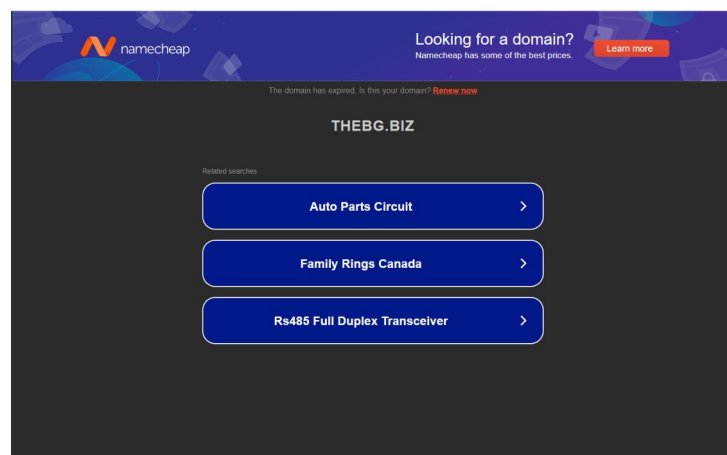
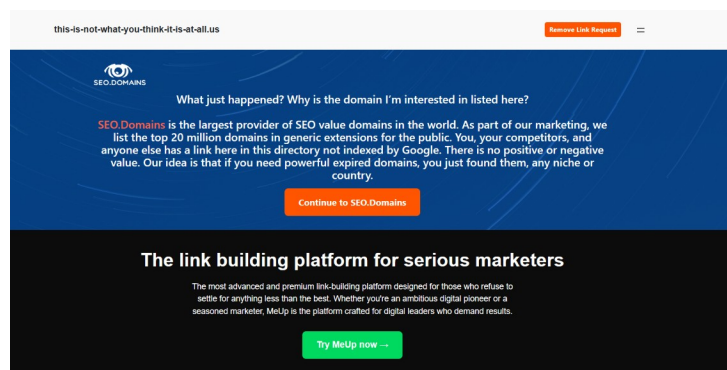
Type in google or an LLM a searches like **"your industry + resources"** or **"your topic + links"**

Broken Link method.

Check My Links browser extension

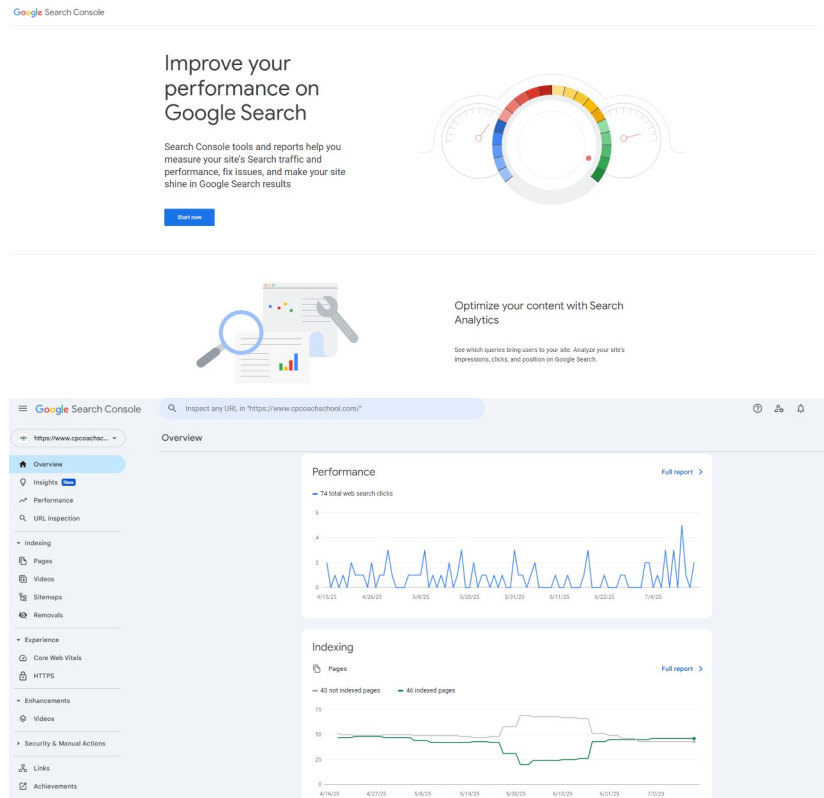
Examples of buying backlinks

Thousands of fraudulent backlinks lead to a dead-end links of a page. The two example screenshots show a sketchy expired-domain listing site and a Namecheap "domain expired" page.



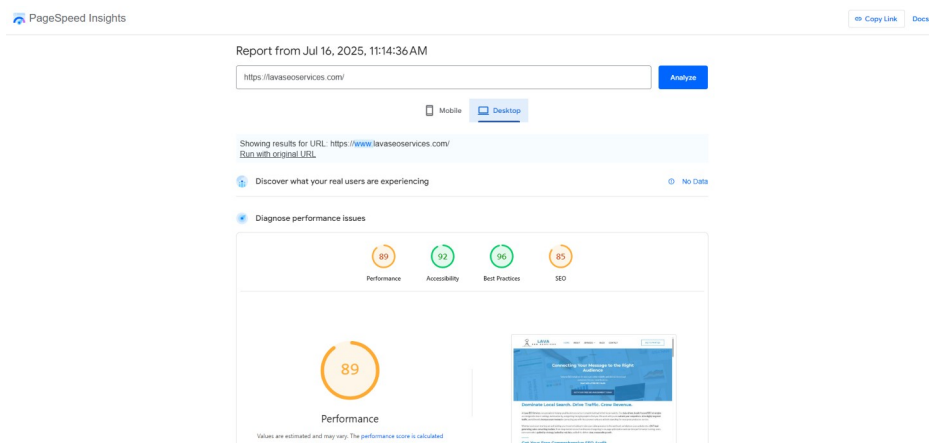
Google Search Console

Free tool for tracking real search performance such as queries, clicks, impressions, and average position, and data straight from Google.



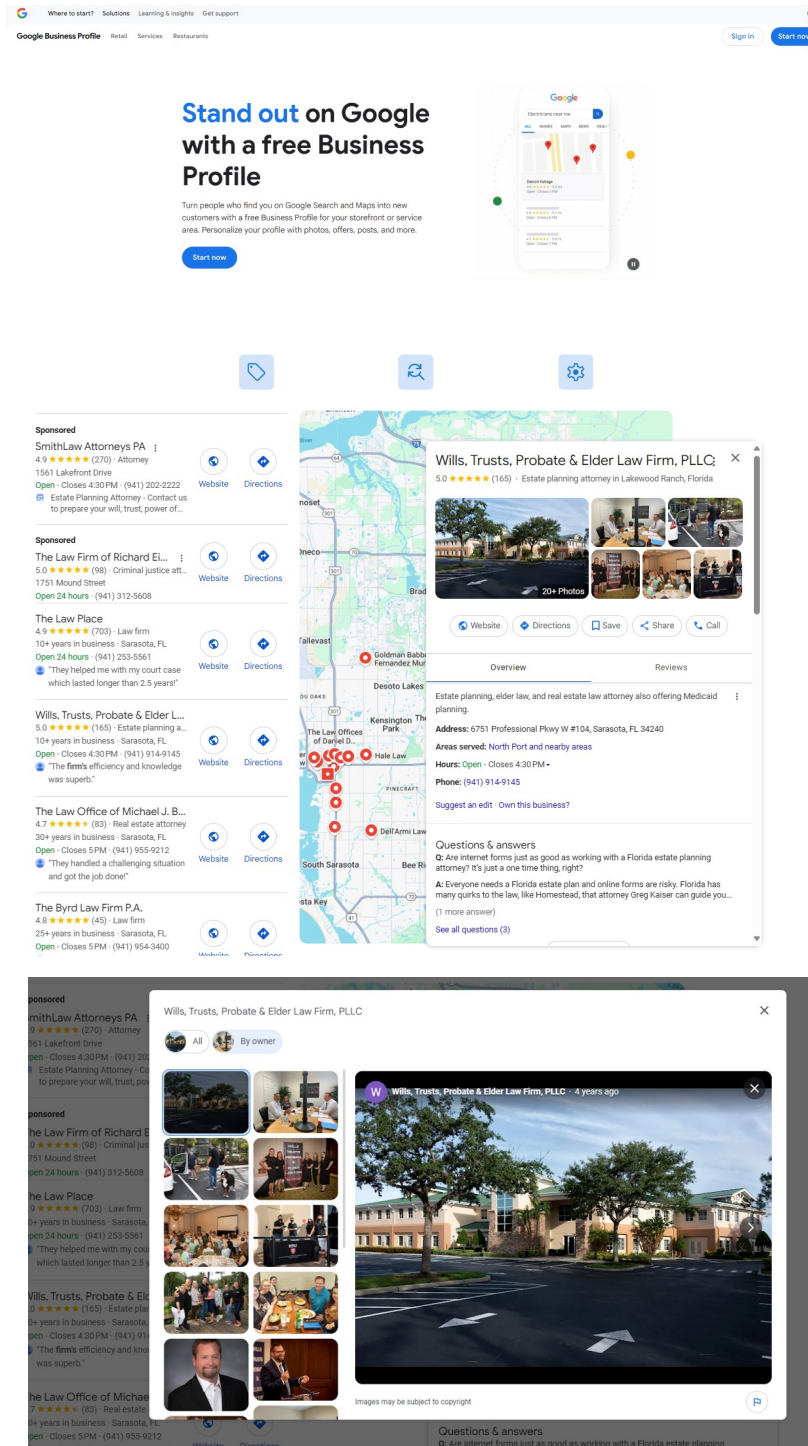
PageSpeed Insights

How long your website takes to load isn't just a technical detail, because it's the first impression a visitor gets of your business. Google actually tests this for you, and a slow page doesn't just frustrate people; it quietly damages the Know, Like, and Trust a visitor needs to feel before they'll do business with you. If your site feels sluggish, it feels cheap.



Google Business Profile

When someone searches "near me," Google isn't showing them a list of websites, it's showing them a map with three businesses on it. That's called the local map pack, and it's some of the most valuable real estate in search. A free, well-optimized Google Business Profile with real photos, current hours, answered reviews, and a clear service area is often the difference between landing in that map pack or getting buried below it.

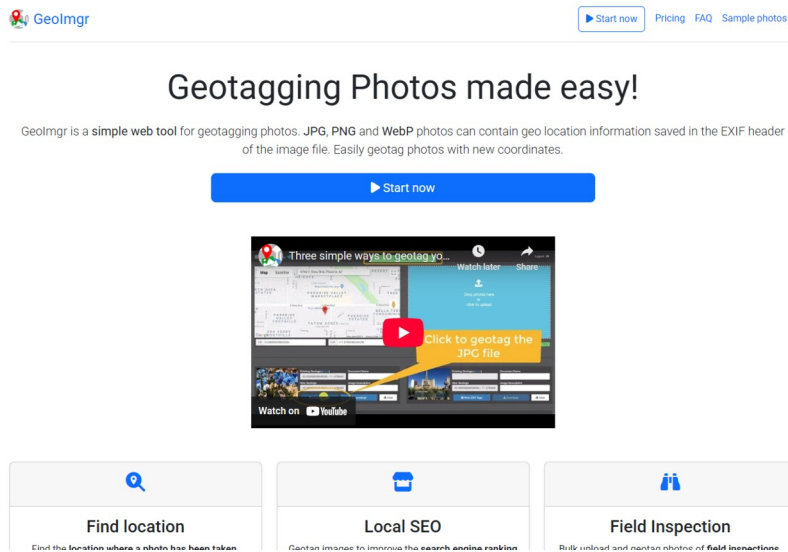


The image shows two screenshots related to Google Business Profiles. The top screenshot is the 'Stand out on Google with a free Business Profile' landing page. It features a 'Start now' button and a diagram showing a smartphone displaying a Google search result for 'Electricians near me' with a map showing three businesses. The bottom screenshot is a mobile view of a Google Business Profile for 'Wills, Trusts, Probate & Elder Law Firm, PLLC'. The profile includes a map, a list of sponsored businesses, and a detailed overview of the firm's services, address, and hours. The overview section lists the firm's address as 6751 Professional Pkwy W #104, Sarasota, FL 34240, and provides contact information. It also includes a 'Questions & answers' section with a question about internet forms and a response from the firm.

Geolmgr

Geotagging for Local SEO

Google can read hidden location data embedded in your photos, not just the words on your page. Geotagging adds that data to your images, giving one more signal that you're relevant to local searches. This is a small, free step that helps service-area businesses show up in local results.



Images & SEO

Every image on your site is either helping your SEO or quietly working against it. A photo named "IMG_4837.jpg" tells Google nothing, while a slow, uncompressed image can drag down your entire page's speed.

The good news: fixing this takes minutes, costs nothing, and turns every image into one more way for people to find you.

Why Optimize Images:

- Drives extra traffic through image search
- Descriptive filenames/alt text give Google more context
- Compression improves site speed, which affects UX and rankings
- Costs nothing, takes minutes per image