

# SEO FOR SMALL BUSINESSES IN 2025

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[www.toninavarro.net](http://www.toninavarro.net)  
[www.rockandclick.com](http://www.rockandclick.com)  
[@toninavarro\\_marketing](https://www.instagram.com/toninavarro_marketing)

# TONI NAVARRO

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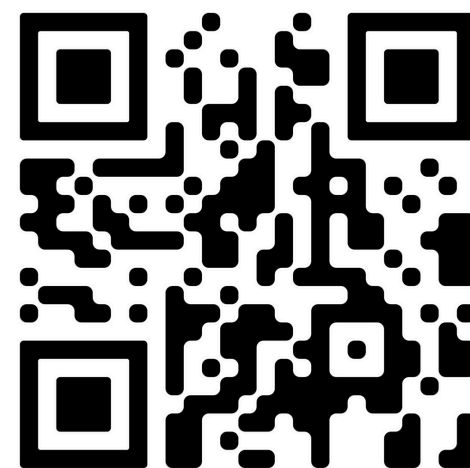
## DIGITAL MARKETING CONSULTANT & ENTREPRENEUR

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**SEO & PPC consultant**  
**Co-founder of Rock and Click**

Based in Manchester and working with  
companies internationally.

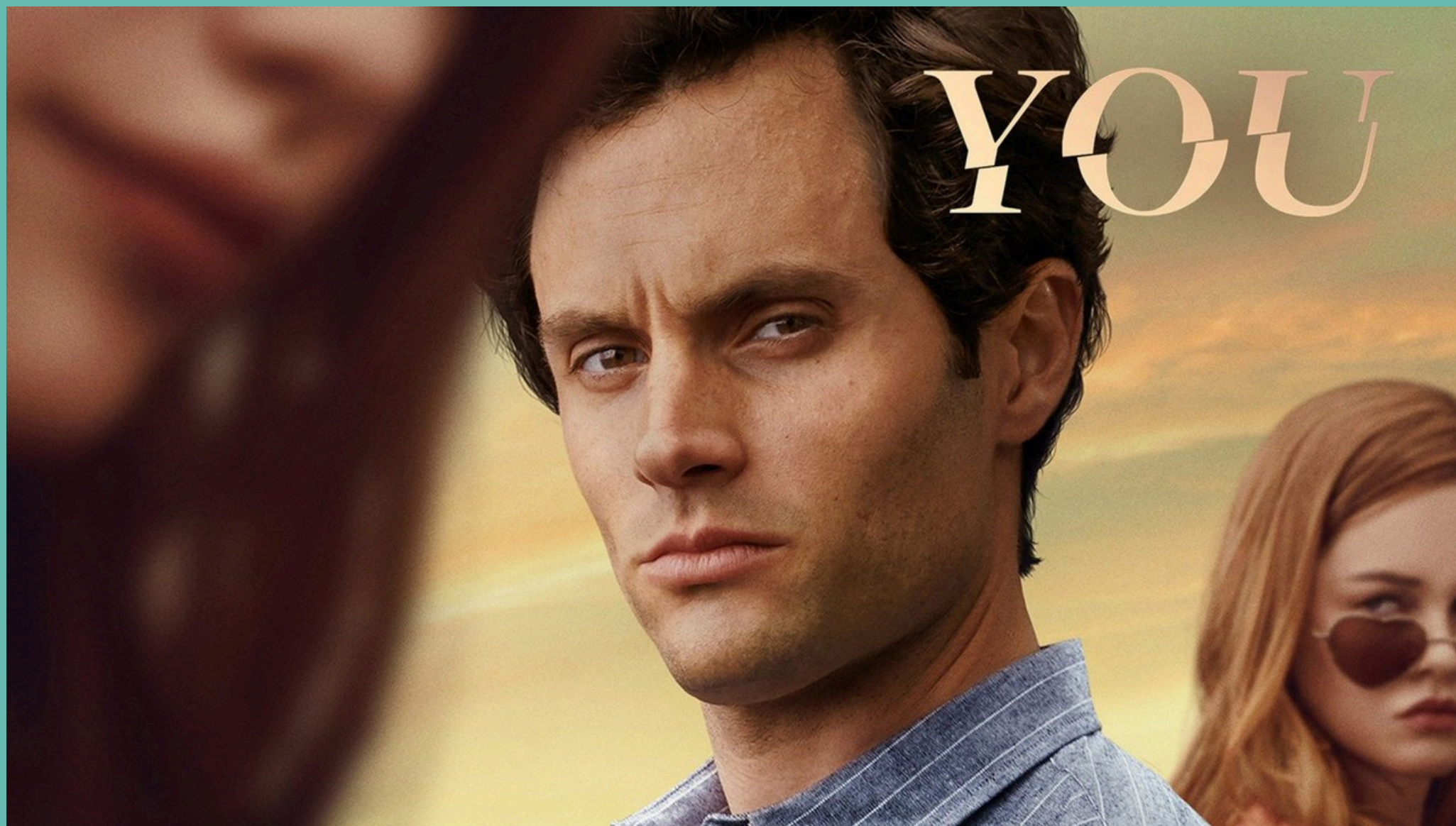
Scan below to get the resources &  
to sign up to my weekly newsletter



# **What I'll be covering in this session:**

- **Things to consider in SEO**
- **7 SEO Tactics**
- **Tools & resources**
- **Q&A's**





**But this Masterclass it's  
not for me, it's for you**

**I'm here to give you something new  
to learn so that you can implement  
it in your business.**

**Introduce yourself in the chat**



# THINGS TO CONSIDER IN SEO

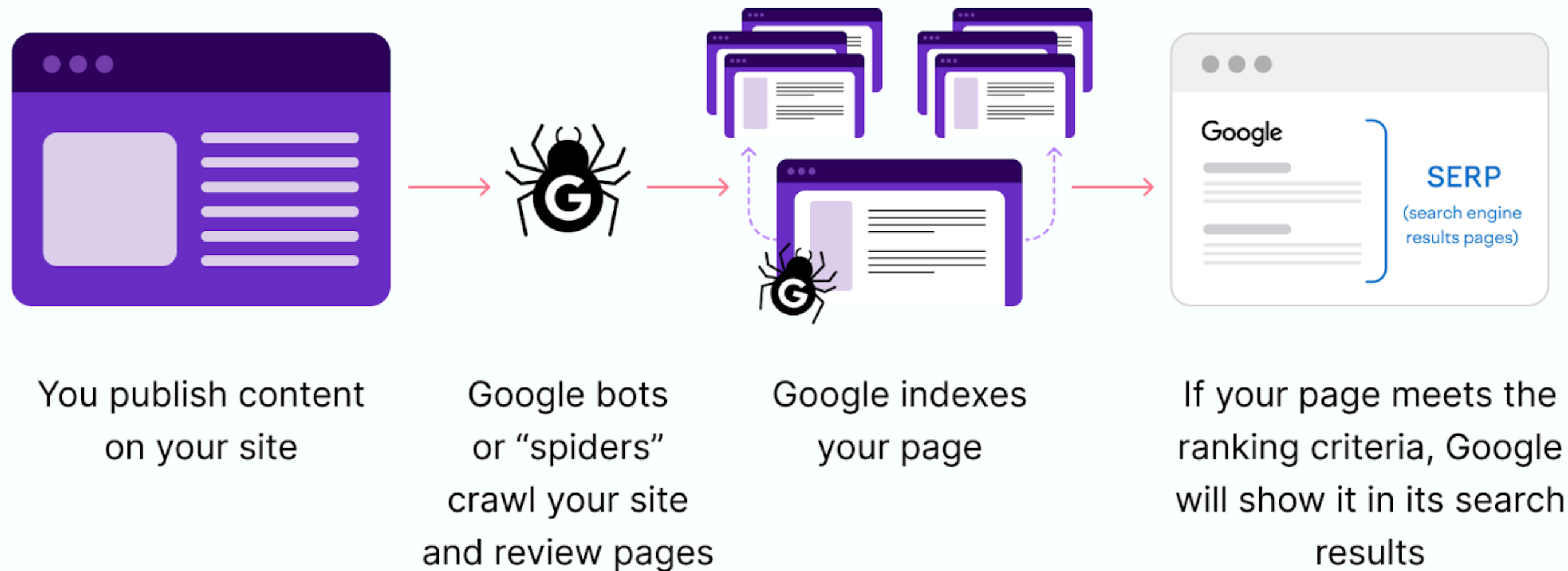
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- SEO is a medium-long term strategy, you should invest having this in mind.
- Analyse the Google SERP regularly to identify opportunities & changes
- Things are evolving constantly on Google, so be flexible and don't put all your eggs in one basket
- Your CMS depends on the size of your shop, resources and other aspects.
- Google is constantly changing (AI overviews) & users search behaviour is evolving, so stay up to date.

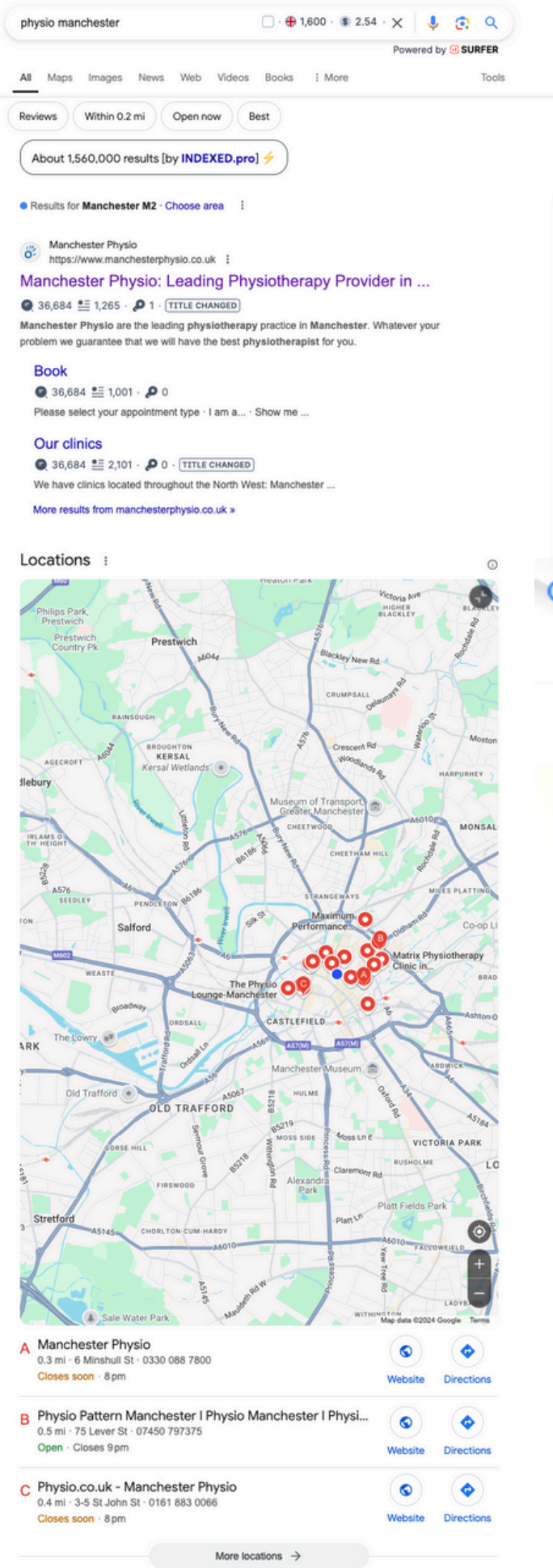


# HOW SEO WORKS?

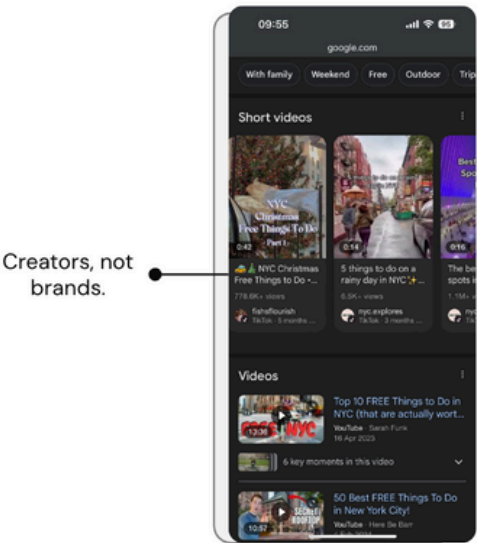
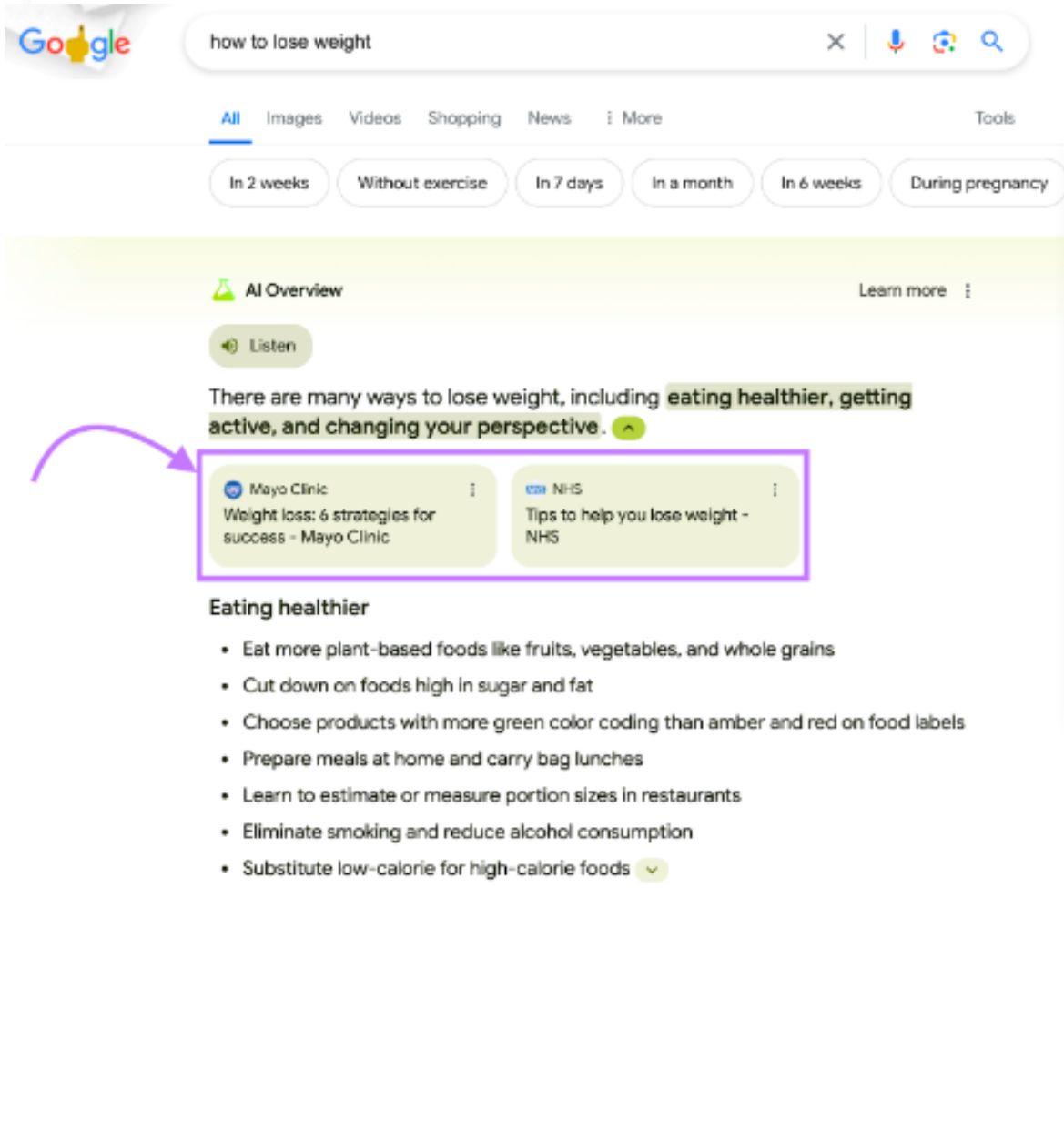
## How Search Engines Work



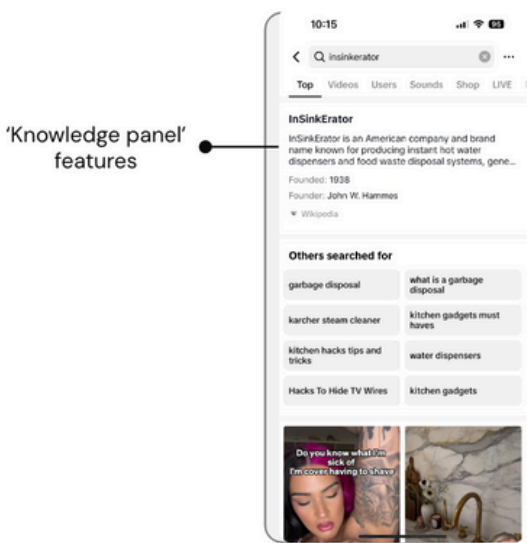
# UNDERSTAND GOOGLE SERPS



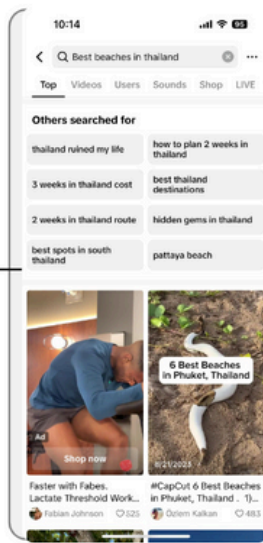
The SERPs determine how your site appears on Google's first page.



TikTok shown more than YouTube Shorts



TikTok pulls in traditional Google features



TikTok takes 'related search' from Google pages

Search is developing



# THINGS ARE EVOLVING IN SEARCH



Table: Weekly searches of the main search engines

Search Engine	Weekly Queries	Date of data or estimate	Source
Google	96 billion	Mar 2025	<a href="#">Google</a>
ChatGPT Search	1 billion	Apr 2025	<a href="#">OpenAI</a>
Bing	Between 700 million and 4.3 billion	Mar 2023	<a href="#">Bing</a>
DuckDuckGo	656 million	Jun 2022	<a href="#">Search Engine Land</a>
Perplexity	57 million	May 2025	<a href="#">Adweek</a>

Google still driving more searches than their competitors.  
Followed by ChatGPT with 1 billion per week.  
and Microsoft Bing

Credit: Juan Gonzalez Villa (USEO)

[Search Engine Land](#) » [SEO](#) » [Google Search is 373x bigger than ChatGPT search](#)

## Google Search is 373x bigger than ChatGPT search

Think Google has lost market share to ChatGPT and other AI engines? Wrong. Google search grew, and ChatGPT's market share is less than 1%.

[Danny Goodwin](#) on March 11, 2025 at 10:27 am | Reading time: 2 minutes

# Understanding the different SEO approaches:

## Local SEO VS E-commerce SEO

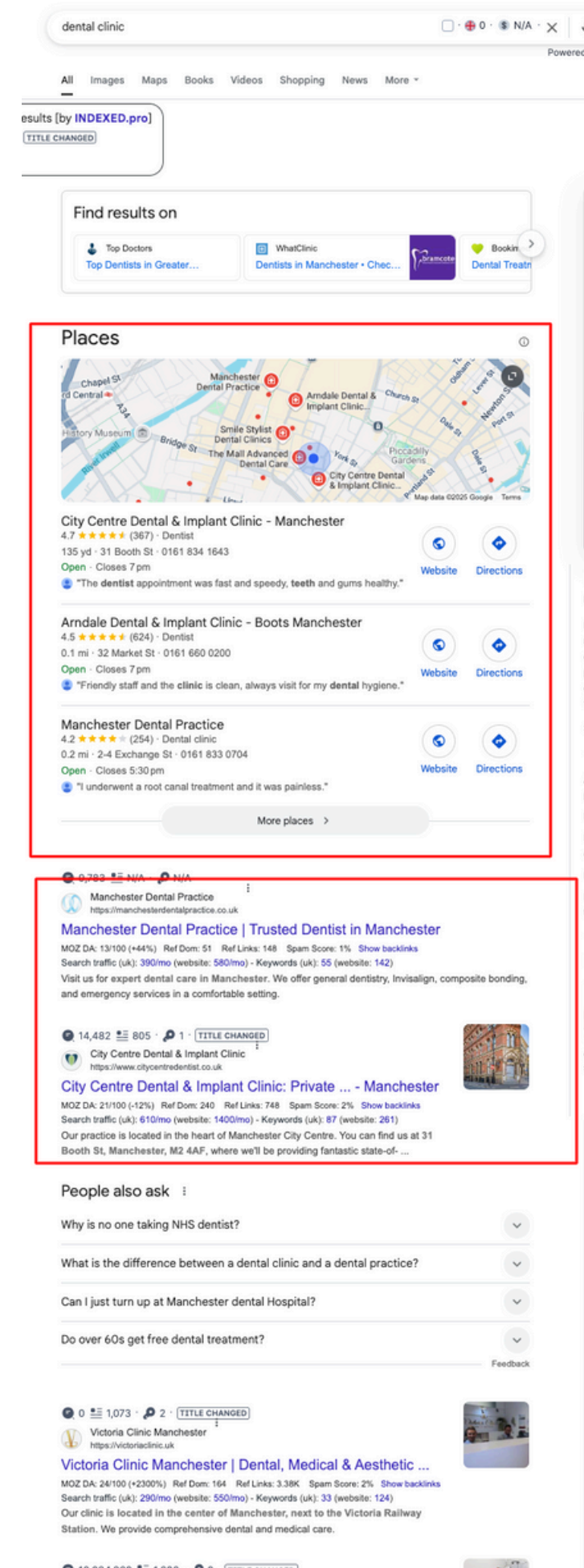


# WHAT'S LOCAL SEO?

Local SEO helps small businesses increase their visibility.

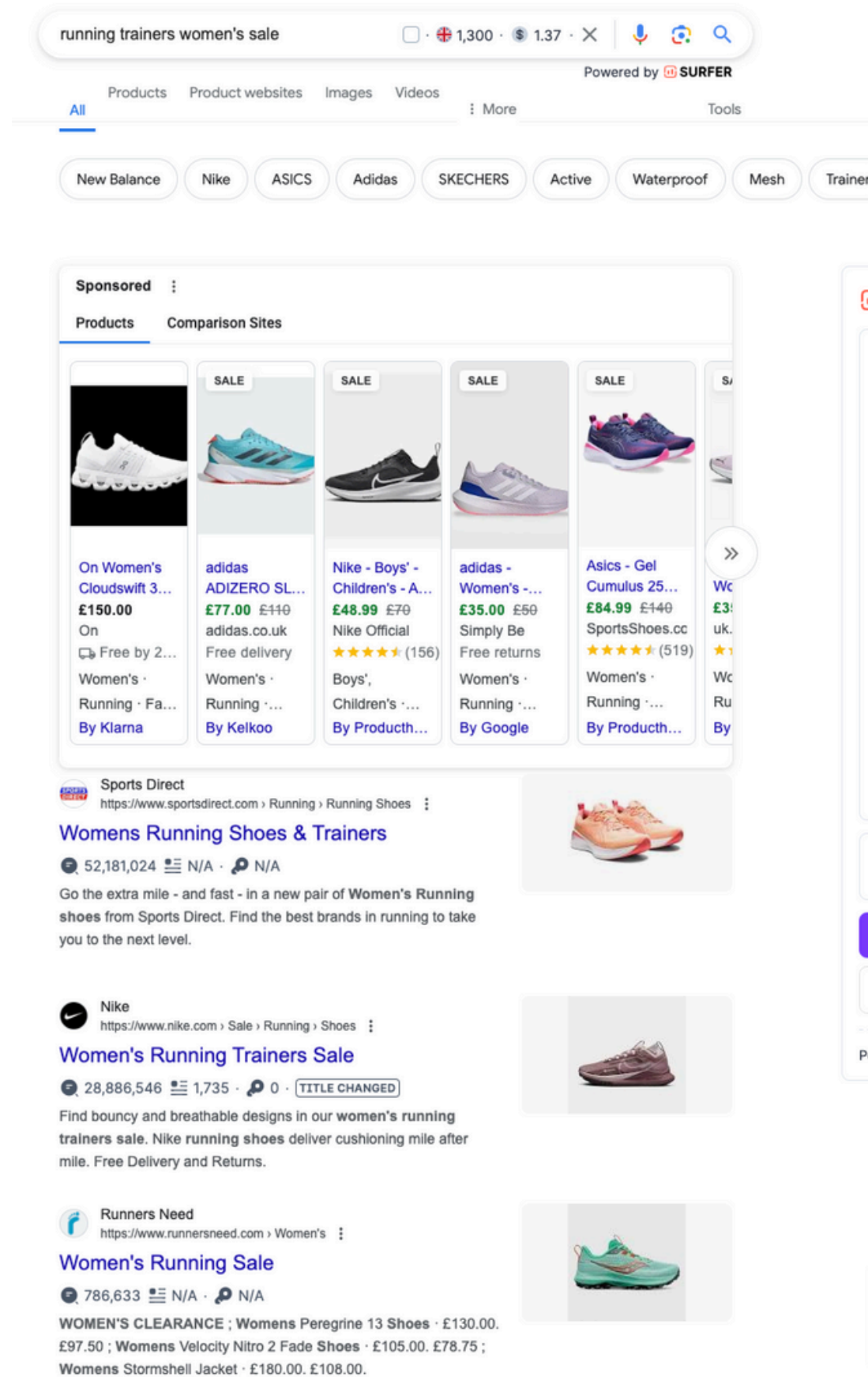
It can help you rank for organic terms and in the local map/google maps.

The goal is to appear in the top 3 local pack, when people are searching for your services within your area.





# WHAT'S ECOMMERCE SEO?



Ecommerce search engine optimisation (SEO) is the **practice of fine-tuning your website to meet search engine best practices**, and updating your content to reflect what your customers are searching for.

Benefits of SEO for store owners include **increased visitors, brand awareness, and sales.**

But with Google constantly running updates and changes, it can be difficult to keep up

# ALWAYS STAY UP TO DATE

Google shares everything



Top SEO newsletters:  
SEO Fomo by Aleyda Solis &  
Search and Grow by me  
bit.ly/search-and-grow-newsletter

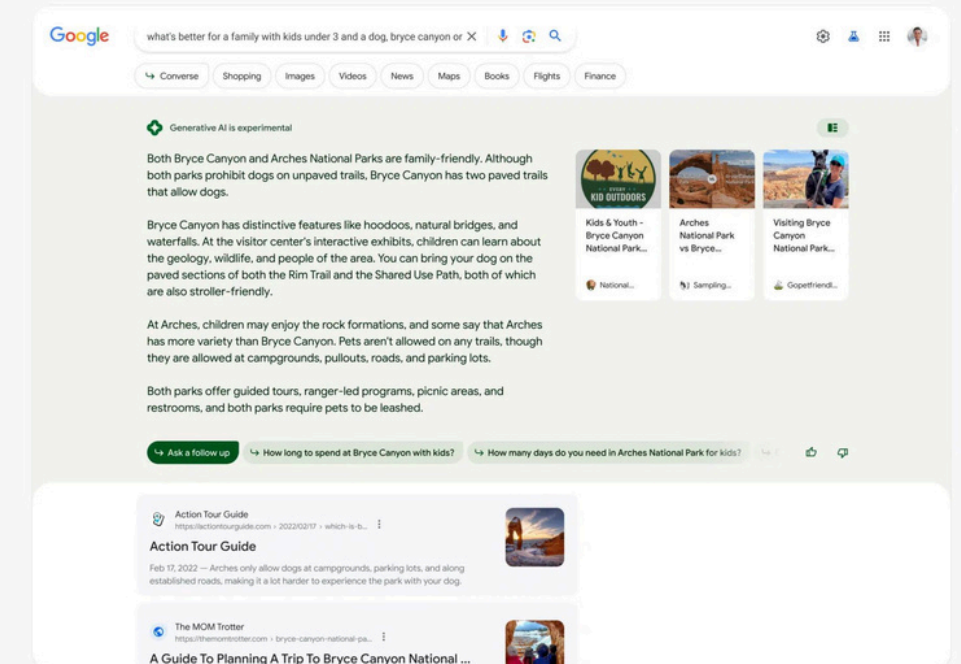


## Google Updates

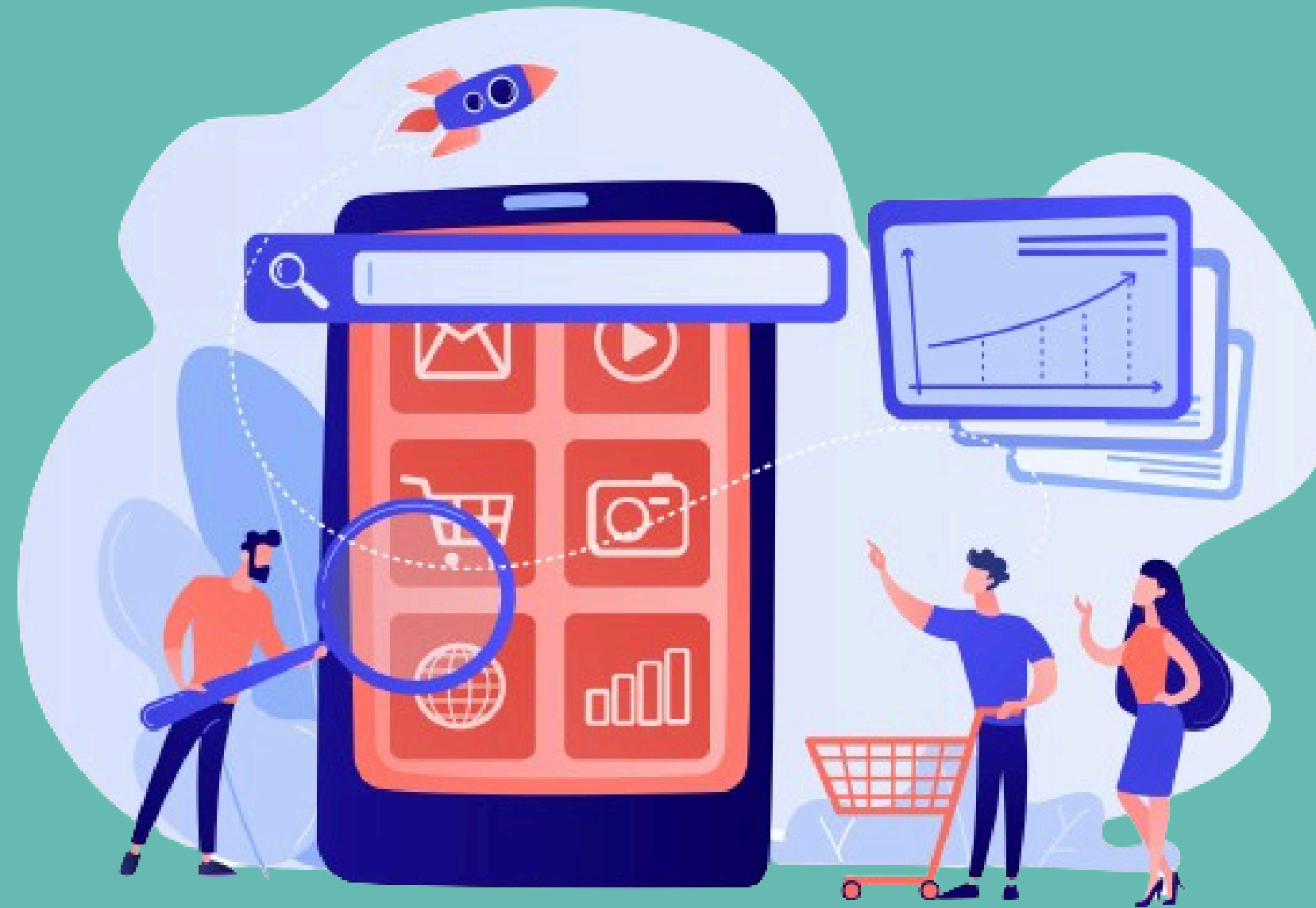


Google Search  
Central twitter  
account  
+Google Search  
Engine Starter  
Guide

New AIO



# 7 SEO tactics for small businesses





# 1- Cover the basics of SEO

Make sure your website is well optimise for bots to crawl it and index it.

## Main technical aspects:

Set up Search Console (to monitor)  
Crawlability/ Indexability/ Rendering  
Optimise your website architecture/URL's structure  
Sitemaps/Robots.txt  
Structured Data  
Canonical Tags  
Understand Status Codes (2xx, 3xx, 4xx, 5xx)  
WPO (Website Performance Optimisation)



# 2- Optimise your Google Business Profile

1- **Accurate and relevant information:** name, address, phone & website (use keywords in the name when possible)

2- Attractive cover photo & logo

3- Choose the **right primary category**

4- Accurate business hours

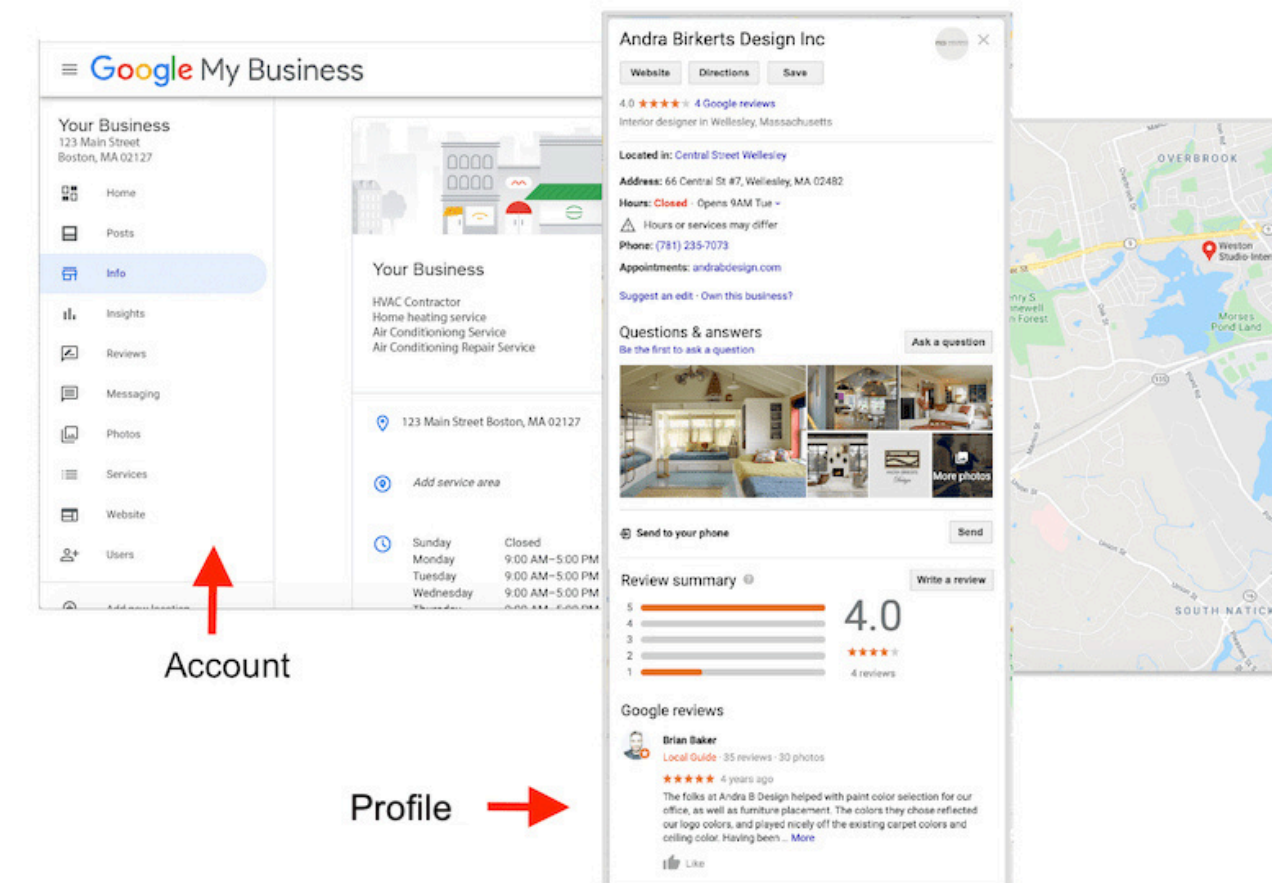
5- Regularly update photos & posts

6- Replying all customer reviews

7- Updated Products & services

8- **Get more positive reviews than your competition**

9- **Add services +descriptions** aligned with your website)



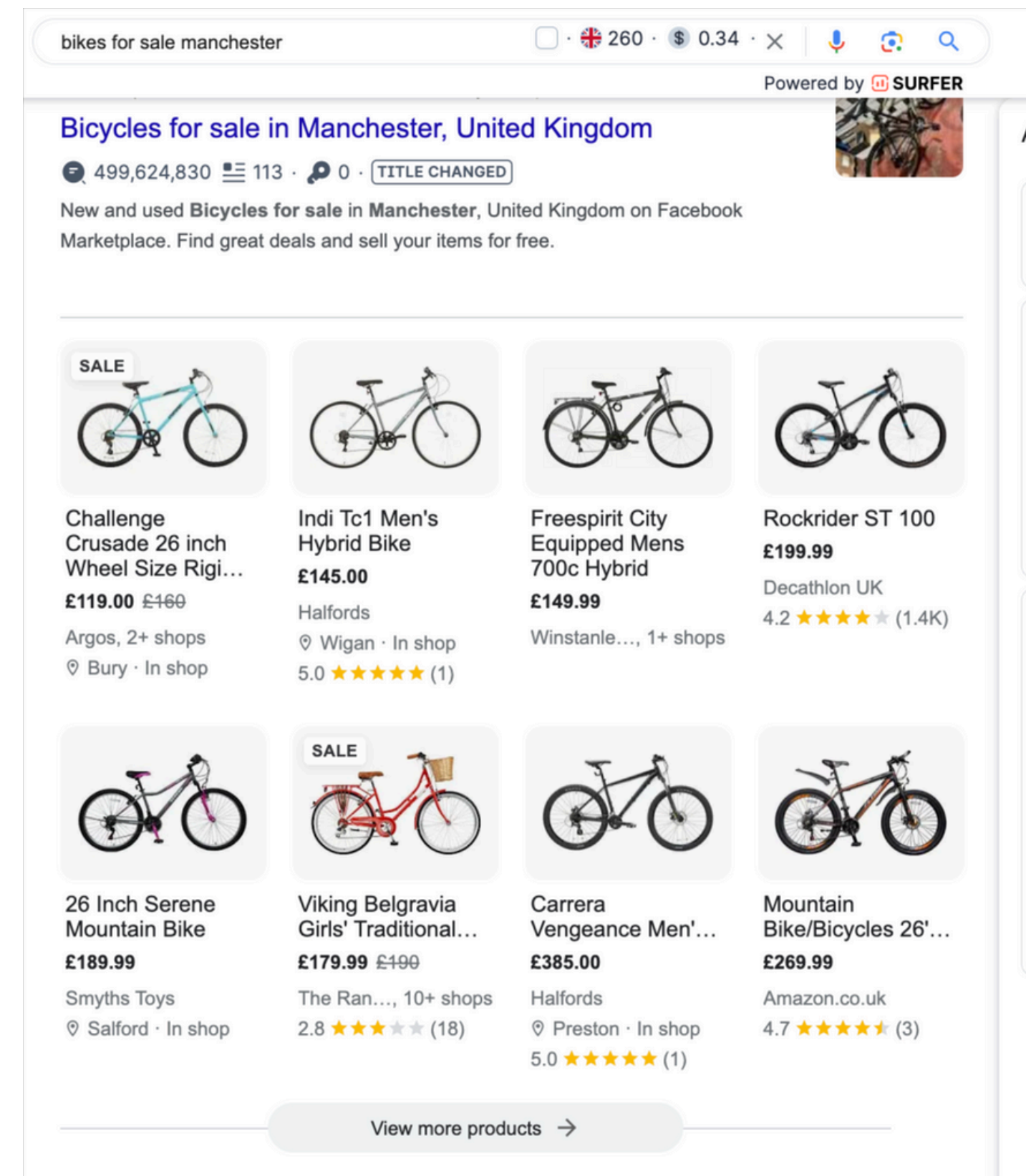
# Google Merchant Centre



If you run an ecommerce site.  
Connect your shop with your Google Merchant Centre account

Here's info on how to optimise your GMC

toninavarro.net





### 3- Double down in content



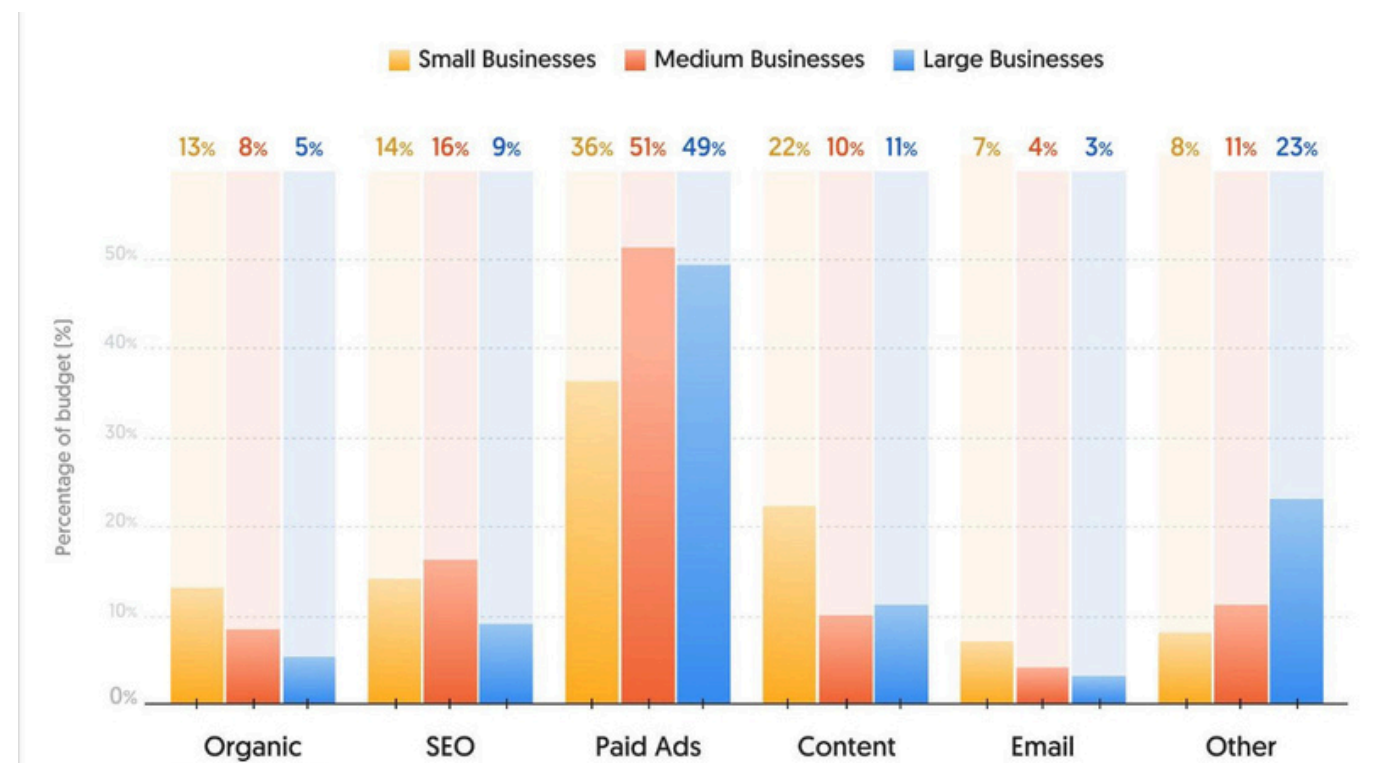
Content alongside Onpage SEO is one of the main SEO aspects that you can focus on as a small business owner.

Who knows better your product or service than you?

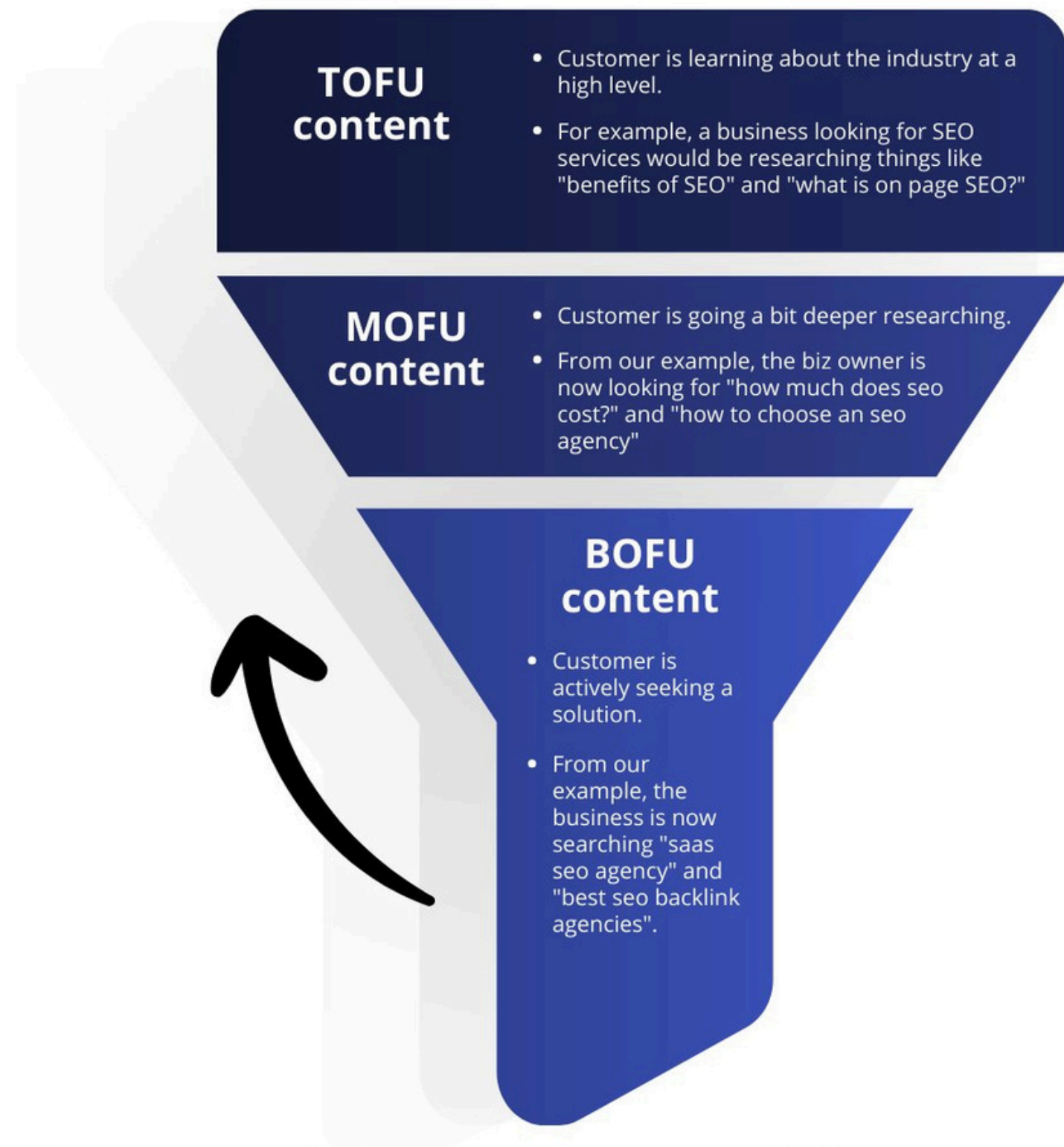
You can use AI to help you create outlines, content draft, ideas, etc.

However, I always recommend add your own expertise and experience to each piece of content.

(Blog, services page, product page, etc)



# Build an SEO Content Funnel



SEO applies to the entire customer buying journey  
From initial research to the purchase process.

Create content for each of the stages:

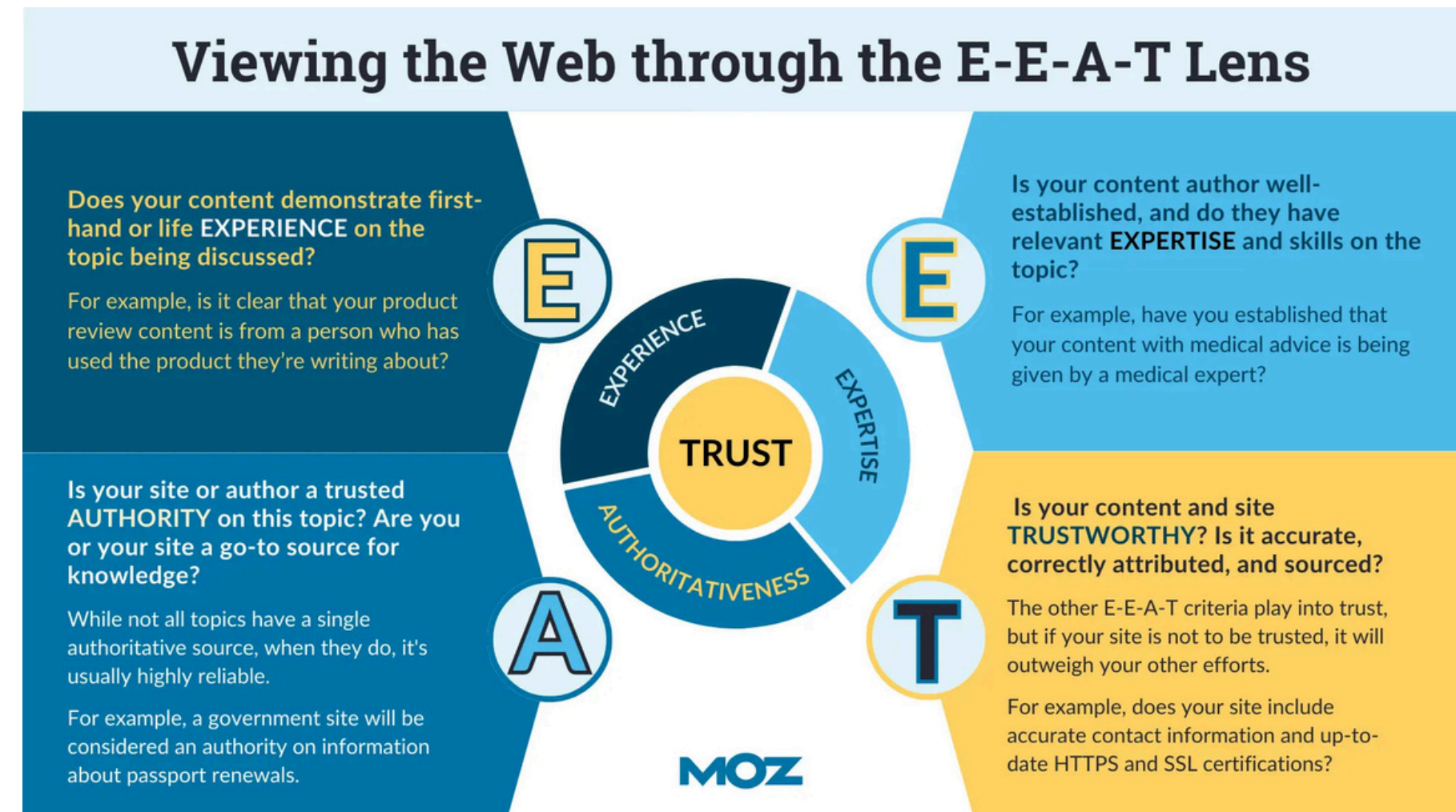
TOFU  
MOFU  
BOFU

# EEAT matters more than ever

## What's EEAT?

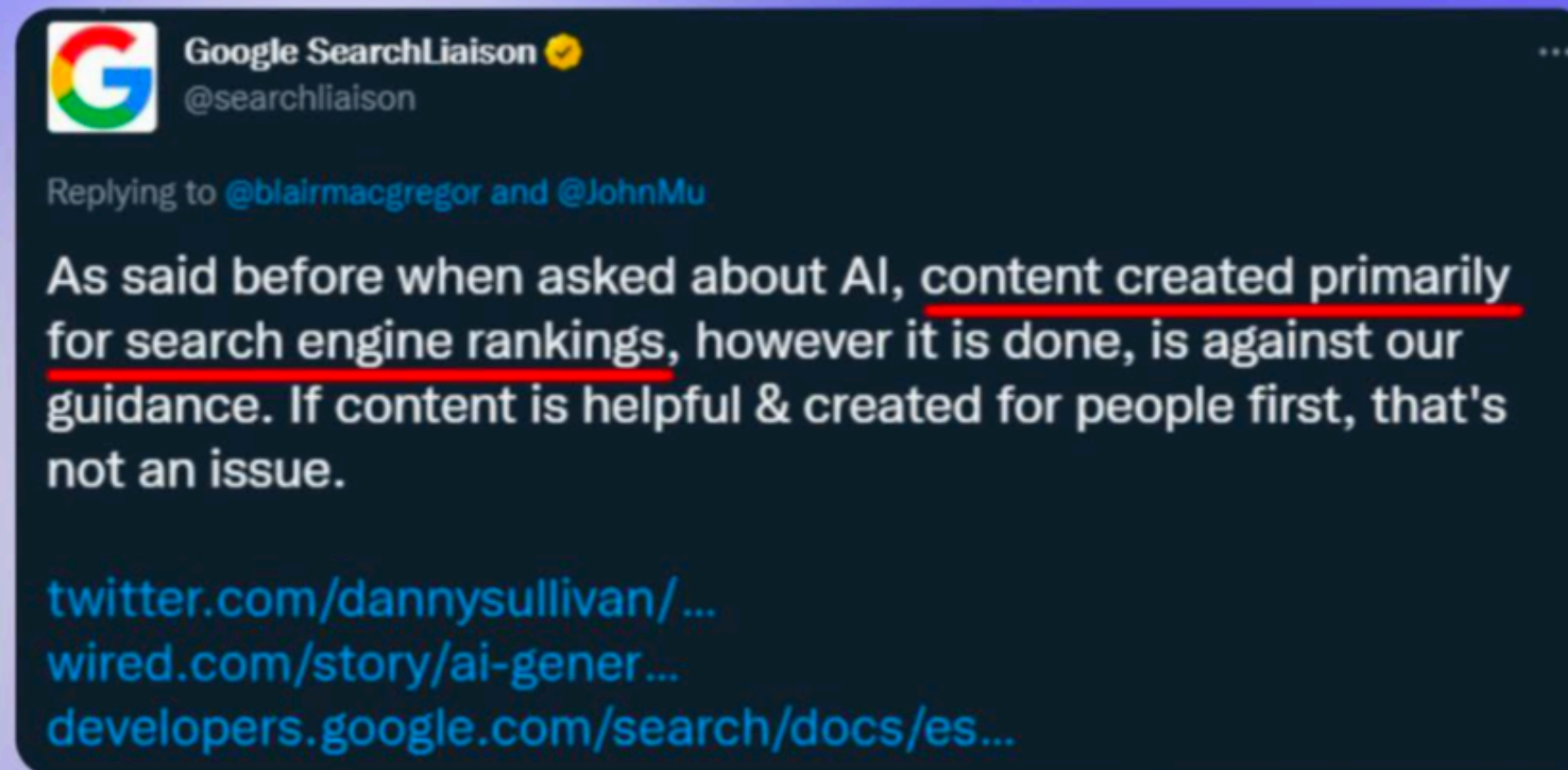
Experience.  
Authoritativeness  
Expertise  
Trust

This is what is going to help you differentiate yourself from your competitors.





# Shall I use AI for Content Creation



**Creating content using AI tools is against Google's guidelines**

However, you can use it to get ideas, do research and analysis, and make some of your tasks faster and easier.



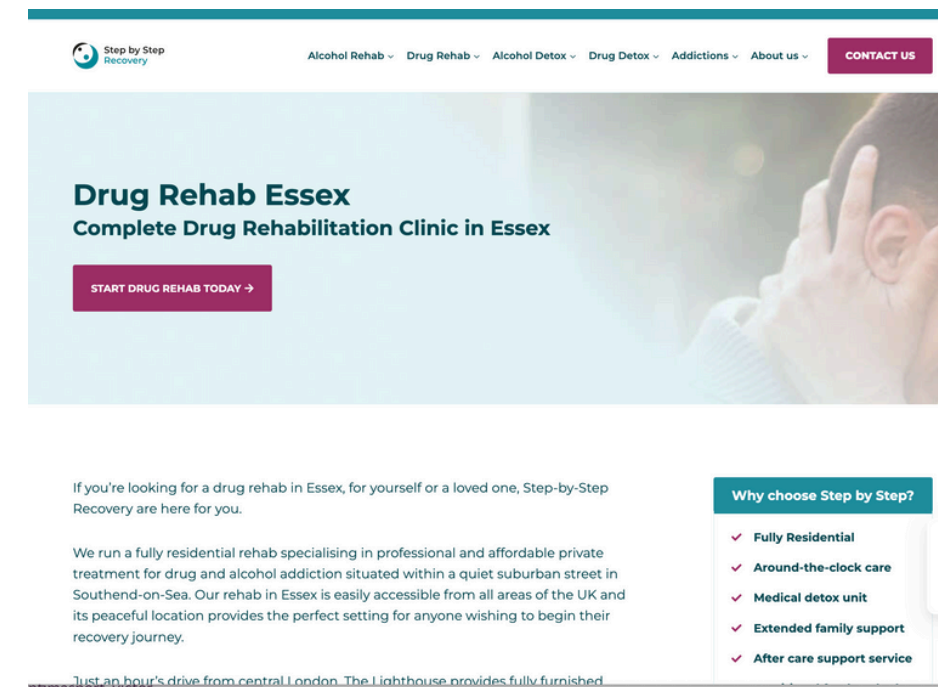
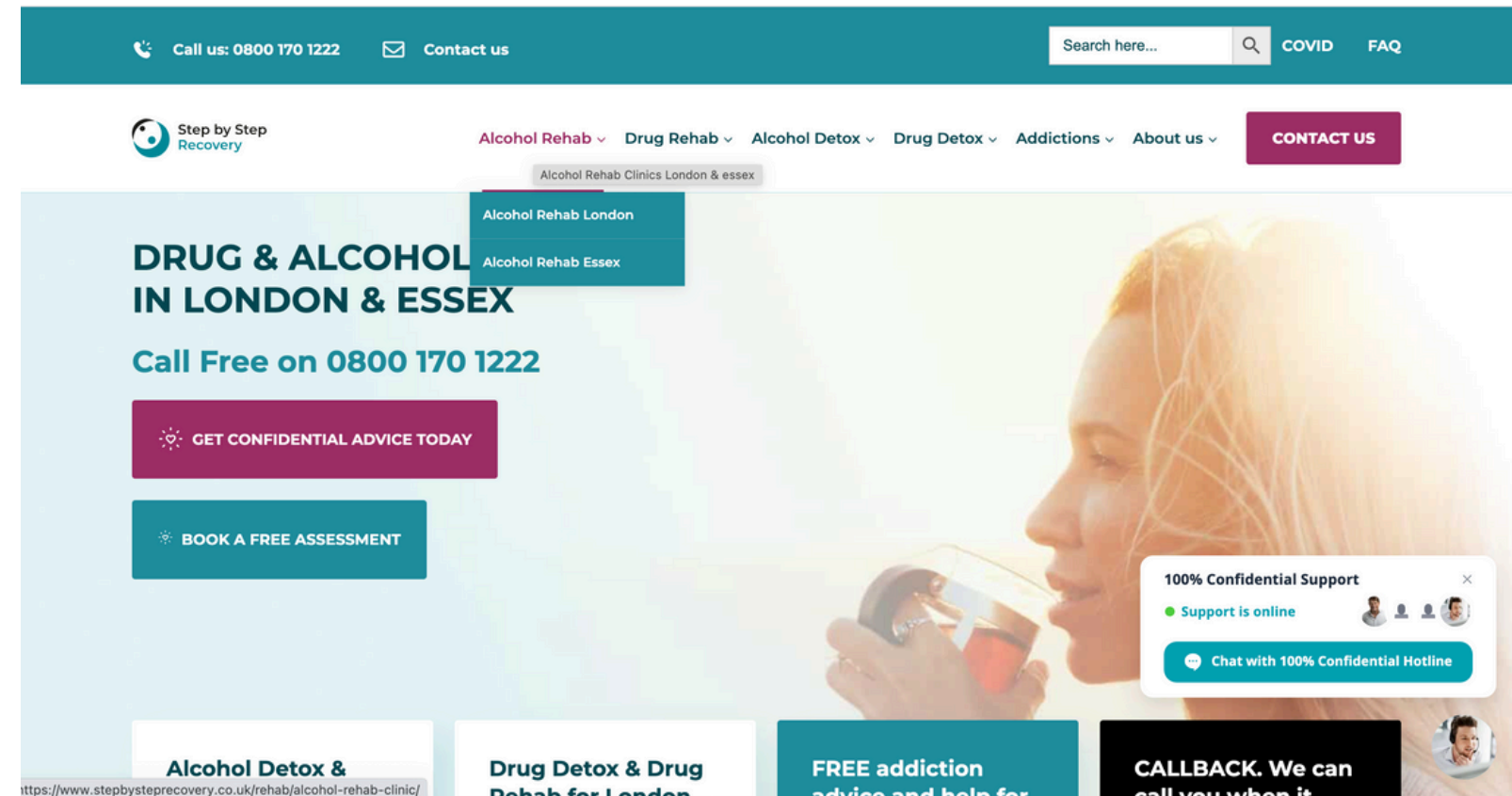
## 4- Create local landing pages

Create a landing page for each service and location

A good site architecture serves both users and bots

A good site structure makes browsing intuitive.

Target a main keyword for each of the pages/URLs



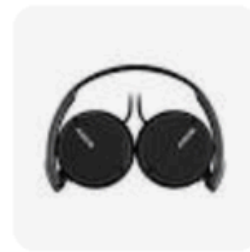
# ONPAGE SEO Optimisation

Optimising meta title and metadescrptions for your pages is key in SEO

<https://www.target.com> › Electronics

## Over Ear Headphones - Target

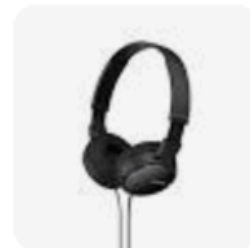
Shop Target for over ear headphones you will love at great low prices. Choose from Same Day Delivery, Drive Up or Order Pickup plus free shipping on orders ...



<https://www.target.com> › Electronics

## Corded Headphones - Target

Shop Target for corded headphones you will love at great low prices. Choose from Same Day Delivery, Drive Up or Order Pickup plus free shipping on orders ...



shopify

Unsaved Changes

Cancel Save

Online store is password protected  
Only visitors with a password can access your online store.  
Disable password

**Title and meta description**  
The title and meta description help define how your store shows up on search engines.

Homepage title 16 of 70 characters used  
Internet Biz Uni

Homepage meta description 0 of 320 characters used  
Enter a description to get a better ranking on search engines like Google

Google Analytics  
Google Analytics enables you to track the visitors to your store, and generates reports that will help you with your marketing. [Learn more about Google Analytics.](#)

Google Analytics account ([how do I set this up?](#))  
Paste your code from Google here

# Pages Optimisation (Product & Services)

In SEO it's key to optimise the most important pages of your site.

Product, category or services pages often have little to no content and aren't well optimised.

First, understand your main pages, and then optimise them accordingly.

1- Services pages

2- Product pages

3- Category/Collection pages (e-commerce)

Here are a few tips for doing this:





# 5- Multichannel approach to Search



- Understand Evolving Consumer Behavior
- Align Content with Platform-Specific Behaviors
- Recognise and Leverage Content Lifecycles
- Prioritise Speed and Agility in Content Production
- Utilise Data to Inform Strategy

Credit: Rise at Seven Blog



# LLM Optimisation (CHATGPT)

Google

Sennheiser Accentum Plus Wireless Noise Cancelling Headphones

4.5 (287 user reviews)

Track price

Color: Black

Immerse yourself in outstanding all-day audio with the Sennheiser ACCENTUM Plus Wireless. No matter where you listen, be ready to go thanks to the fast charge feature that gives you 5 hours of playtime in 10 minutes, and the 50-hour battery life means non-stop sound for days. The acoustic design of ACCENTUM Plus Wireless recreates the exhilaration of being immersed in music. Developed and manufactured in-house by Sennheiser, the high-quality transducer system is subtly angled into the ear to create a...

More

Max Battery Life

50 hours

Rechargeable

Yes

Recharge Time

3.5 hours

More details

Generated by Google

Top insights

Sound Quality (Vocals, EQ)

10-22000 Hz · 2 · Dynamic

A significant dip in the low-treble into the mid-treble darkens harmonics and detail in vocals and cymbals.

Without EQ, the Accentum Plus offers enough bass to envelop yourself in. It's a boosted frequency range like the original...

Good sound quality  
...The sound quality was surprisingly good. Great bass and capable of playing some very low frequencies. One thing in particular that I noticed...

Pros  
Microphone's voice quality is also very good  
Great sound quality  
4 more pros and cons

...really Lively delivery of audio though perfect for all different genres of music plenty of bass they go...

RTINGS.com  
Sennheiser ACCENTUM ...

Major HiFi  
1y · Sennheiser Accentum...

sgriesch  
1y · On bestbuy.com

GadgetGuy  
1y · Sennheiser Accentum...

Geekanooids  
Mar 2024 · YouTube

Connectivity (Codecs, Latency)

Bluetooth · Mobile Phone

Buying options

Typically \$180-\$200

Nearby

Best Buy

4.6/5

\$178.99

10% off \$200

Sennheiser - ACCENTUM Plus Wireless Bluetooth Headphones, Adaptive Hybrid ANC, Smart Adaptive...

In stock online and nearby, 7.8 mi

Free delivery · Free 15-day returns

Best price

Amazon

4.5/5

\$162.49

18% off \$200

Sennheiser ACCENTUM Plus Wireless Bluetooth Headphones - Quick-Charge Feature, 50-Hr Battery...

In stock online

30-day returns

Sennheiser

ACCENTUM Plus Wireless

In stock online

Free delivery · Free 30-day returns

Guitar Center

4.6/5

\$179.95

10% off \$200

Sennheiser Accentum Plus Wireless Black Black

In stock online

Free delivery May 12 - 15 · Free 45-day returns

B&H Photo-Video-

4.8/5

\$179.95

10% off \$200

Sennheiser ACCENTUM Plus Wireless Active Noise Cancelling Headphones (Black)

In stock online

Free delivery May 9 - 12 · Free 30-day returns

More stores

## How to optimise for Large Language Models/ AI

1. Understand the AI-Driven Landscape
2. Structure Content for Clarity
3. Incorporate Conversational Keywords
4. Provide Comprehensive, Expert Answers
5. Ensure Technical Accessibility
6. Update Existing Content for AI Consumption
7. Leverage Internal Linking and Topic Clusters
8. Monitor and Adapt



# GOOGLE SAYS....

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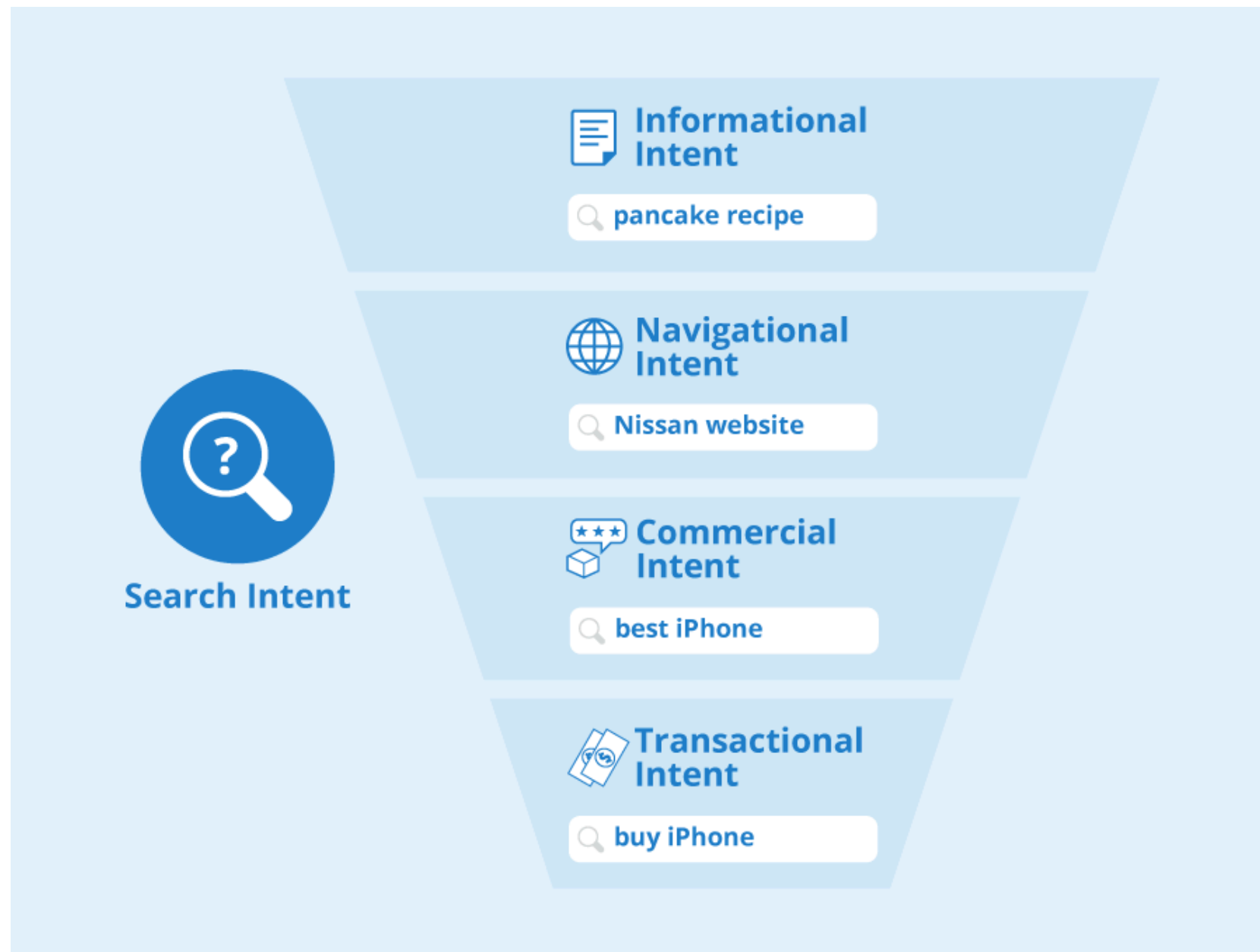
## Your site in Google's AI features

- **No optimizations necessary.**
- ~~Features are still very new!~~ Changes likely.
- User-behavior and expectations will vary.
- **Total clicks, impressions, position in Search Console**  
(but not broken out for AI features; similar to featured snippets)
- Please flag any weird issues. Thank you!

Google

No optimisation is needed to appear on in Google's AI features.

# 6- From keyword to Search Intent Optimisation



## 1. Understand Search Intent

Identify the purpose behind a user's query: informational, navigational, transactional, or commercial.

## 2. Align Content with Intent

Ensure your content matches the user's intent to improve relevance and engagement.

## 3. Analyse SERP Features

Study search engine results pages to understand what content types are ranking and why.

## 4. Optimise Content Accordingly

Tailor your content's format, depth, and calls-to-action to meet the identified intent.

## 5. Monitor and Adjust

Continuously assess performance metrics and refine your content to better serve user intent.



# Keyword tools I recommend

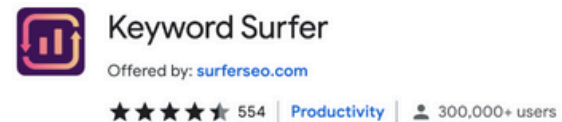


Paid tools

Free tools



Free 30 day trial to use SERanking

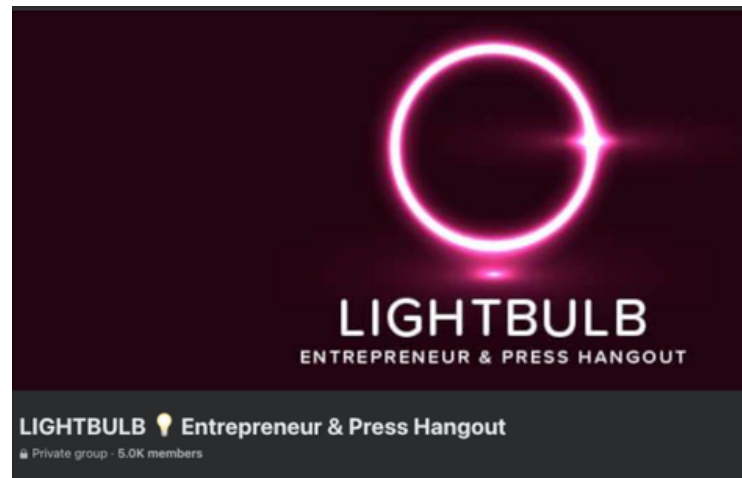


rockandclick.com



# 7- Links still matter in 2025

Overall Decline in Link Impact: Ahrefs analyzed 1 million U.S. keywords and found that while links still correlate with higher rankings, their overall influence has diminished compared to previous years.



## 1. Build Backlinks That Drive Revenue

Focus on product/category pages or services pages that generate sales, not just traffic.

## 2. Fix Internal Linking

Guide users and Google to your most valuable pages.

## 3. Land PR Links (Without a PR Agency)

Use tools like #JournoRequest and Qwoted to respond to journalist callouts.

## 4. Build Partnerships in your industry

It's best way to find link opportunities.

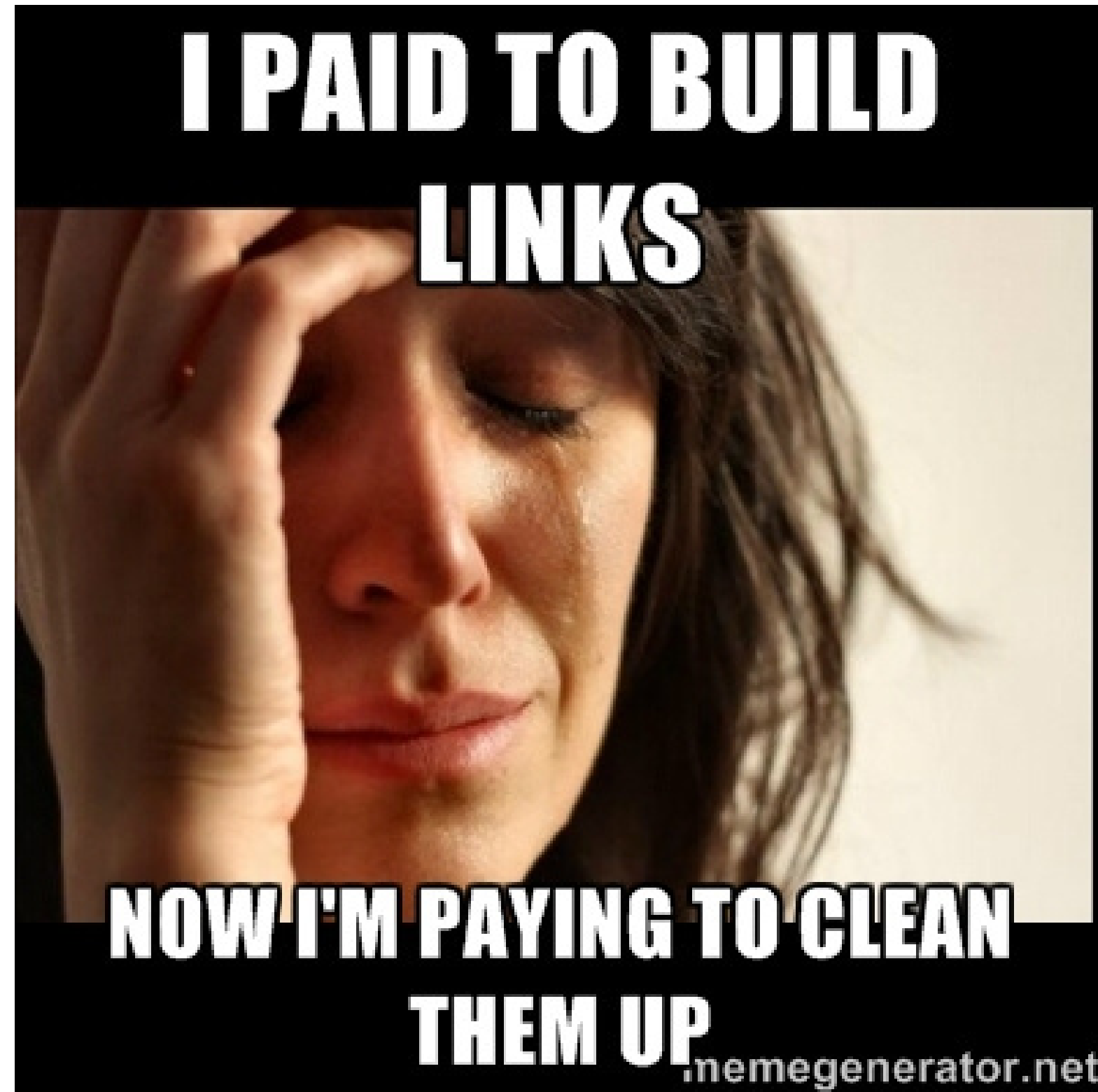
## 5. Use the Reverse Silo Technique

Build backlinks to useful content. (statistics).

## 6. Become a Trusted Source

Consistently contribute insights on platforms like Qwoted and Featured.

**Please don't do this!**



@toninavarro\_marketing

# RECAP- 7 SEO TACTICS FOR SMALL BUSINESSES

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1. COVER THE BASICS OF SEO (USE SEARCH CONSOLE)
2. OPTIMISE YOUR GOOGLE PROFILE OR MERCHANT CENTRE
3. DOUBLE DOWN IN CONTENT
- 4- BUILD & OPTIMISE LOCAL SERVICES PAGES
5. MULTICHANNEL APPROACH TO SEARCH /INCLUDING LMM
6. FROM KEYWORD TO SEARCH INTENT OPTIMISATION
7. LINK BUILDING STILL MATTERS IN 2025



# SEO Tools & Resources





# FREE TOOLS TO FIND KEYWORDS

buy sunglasses online


Keyword difficulty: 72.32% (for google.co.uk database) — View full report

All Shopping Images News Videos More


Powered by SURFER Tools

About 314,000,000 results (0.57 seconds)


Ads · Shop buy sunglasses online




SunGod Renegades wi...  
£65.00  
SunGod  
By Google




SunGod Renegades wi...  
£65.00  
SunGod  
By Google



Glasses Direct Dario Glasses...  
£9.00  
Glasses Direct  
120-day retur...  
By Google



Prescription Sunglasses P...  
£19.97  
JustGoodGlasset  
By Google



THEODORE ACTIVE...  
£49.99  
Hygge Gear  
By Google

Ad · <https://www.optical-center.co.uk/>

Big-Brand Sunglasses in Stock - Try your Sunglasses Online

3,070 · 2,033 · 0

Buy your sunglasses online at Optical-Center and get the best price. Buy your sunglasses online at Optical-Center.

Ad · <https://www.sunglasshut.com/>

Sunglass Hut® Official - Up to 50% Off on a Selection

764,536 · 1,035 · 0

Don't Miss the Offer: Up to 50% Off on Exclusive Brands. Show Now at Sunglass Hut. Shop...

Ad · [https://www.mpmgoggles.com/custom\\_goggle](https://www.mpmgoggles.com/custom_goggle)

custom snowboard goggles - OEM&ODM Supply

1 · 378 · 0

MPM Is Aim to Supplying and Producing Good Quality Eyewear and Service. Each Part Of...

KEYWORD SURFER 4.0

Keyword ideas

Keyword	Overlap	Volume
<input type="checkbox"/> uk sunglasses >	35%	2400
<input type="checkbox"/> sunglasses uk >	33%	2400
<input type="checkbox"/> sunglasses buy >	75%	720
<input type="checkbox"/> online sunglasses >	70%	720
<input type="checkbox"/> buy sunglasses >	60%	720
<input type="checkbox"/> sunglasses online >	75%	590
<input type="checkbox"/> sunglasses to buy online >	80%	390
<input type="checkbox"/> buying sunglasses online >	75%	390
<input type="checkbox"/> sunglasses online uk >	43%	210
<input type="checkbox"/> sunglasses shop uk >	33%	110
<input type="checkbox"/> sunglass shops uk >	30%	110
<input type="checkbox"/> buy sunglasses uk >	60%	70
<input type="checkbox"/> buy sunglasses online uk >	50%	50
<input type="checkbox"/> shop for sunglasses online >	65%	30
<input type="checkbox"/> sunglasses shop online >	65%	30
<input type="checkbox"/> order sunglasses online >	60%	30
<input type="checkbox"/> where to buy sunglasses uk >	35%	30

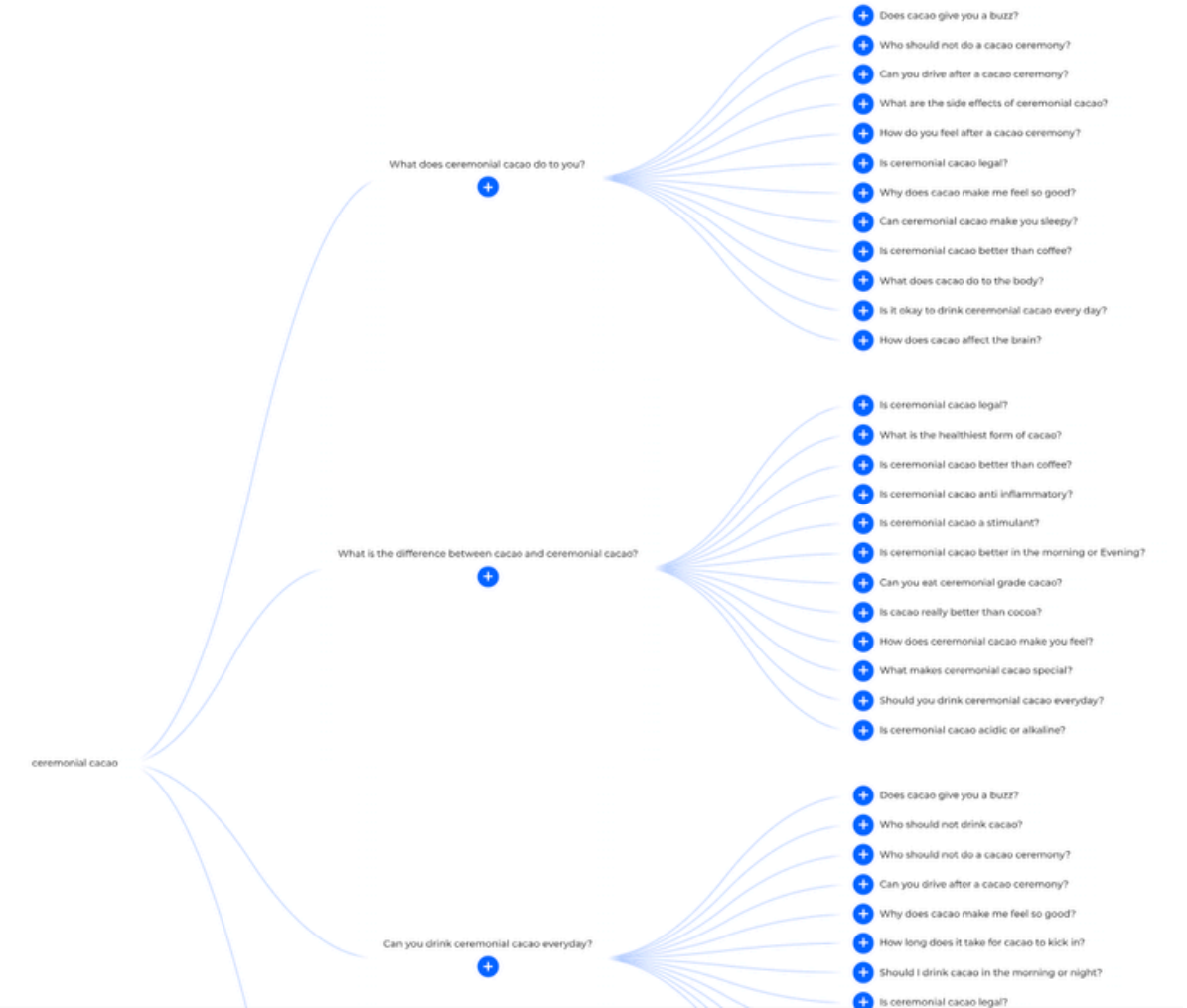
Google

buy sunglasses |

buy sunglasses online  
buy sunglasses near me  
buy sunglasses uk  
buy sunglasses london  
buy sunglasses case  
buy sunglasses with prescription  
buy sunglasses in bulk  
buy sunglasses amazon  
buy sunglasses india  
buy sunglasses chain

Google Search I'm Feeling Lucky

Report inappropriate predictions



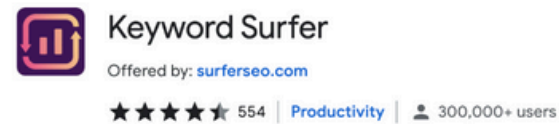
Tools that I recommend:

- Google Autocomplete
- Google Search Console
- Keyword Planner
- Alsoasked.com

# SEO TOOLS



## Keyword analysis



## All in one SEO tools + Google Tools

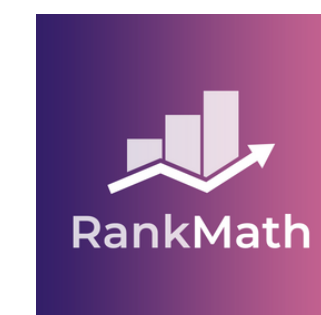
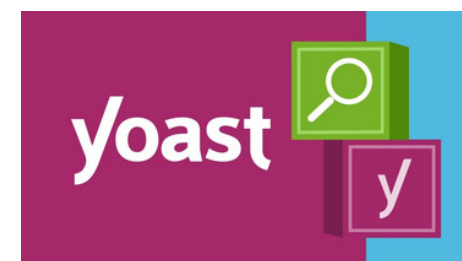


## On page + SEO Audit Tools



Bonus: to everyone who attended this session if you email me at [info@toninavarro.net](mailto:info@toninavarro.net) or reach out to me on LinkedIn, I will send you the resources.

## SEO Plugins



toninavarro.net

# Q&A TIME

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Connect with me on LinkedIn





**Thanks for your time today  
I hope you found it useful!**

