# SEO FOR SMALL **BUSINESSES IN 2025**

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digital **boost**!



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# **TONI NAVARRO**

## **DIGITAL MARKETING CONSULTANT & ENTREPRENEUR**

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

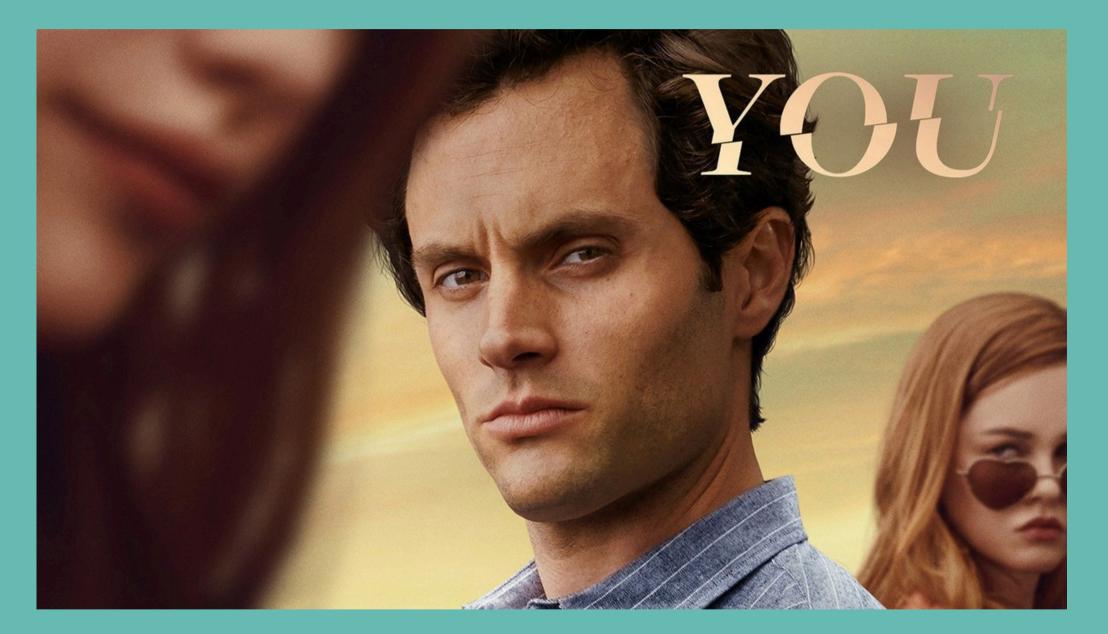
Based in Manchester and working with companies internationally.

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



Bun

# 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

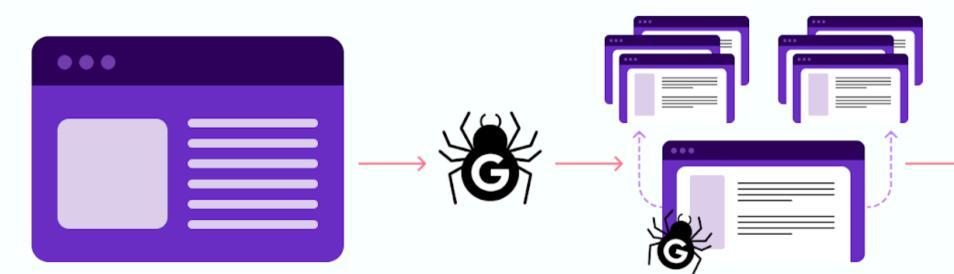
## **THINGS TO CONSIDER IN SEO**

- 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



You publish content on your site

Google bots or "spiders" crawl your site and review pages Google indexes your page

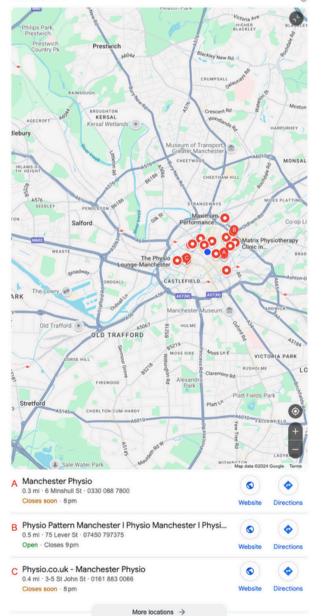
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•••	
Google	SERP (search engine results pages)

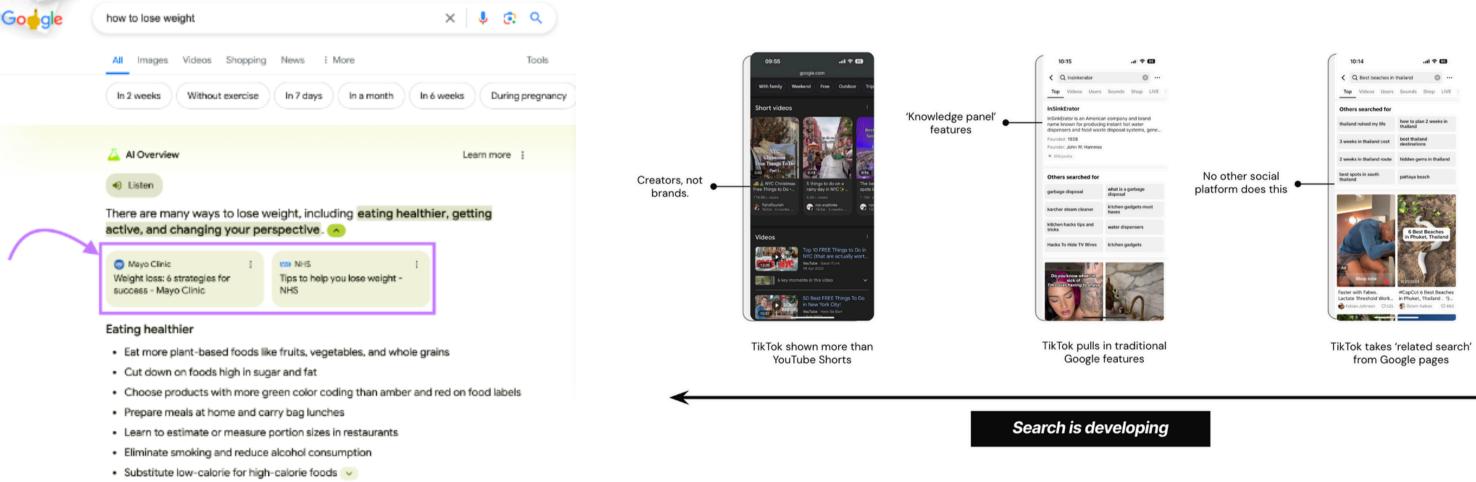
If your page meets the ranking criteria, Google will show it in its search results

□·⊕1,600· \$ 2.54·× ↓ 🔅 🔍 physio manchester Powered by ... SURFER Tools Videos Books I More Reviews Within 0.2 mi Open now Best About 1,560,000 results [by INDEXED.pro] 5 Results for Manchester M2 · Choose area Manchester Physio https://www.manchesterphysio.co.uk Manchester Physio: Leading Physiotherapy Provider in ... Ø 36,684 ≝ 1,265 · Ø 1 · [TITLE CHANGED] Manchester Physio are the leading physiotherapy practice in Manchester. Whatever your problem we guarantee that we will have the best physiotherapist for you. Book 💽 36,684 🔮 1,001 · 🔑 0 Please select your appointment type · I am a... · Show me Our clinics We have clinics located throughout the North West: Manchester More results from manchesterphysio.co.uk »

### Locations



### The <u>SERPs</u> determine how your site appears on Google's first page.



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**S** 

## 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	Google
ChatGPT Search	1 billion	Apr 2025	OpenAl
Bing	Between 700 million and 4.3 billion	Mar 2023	Bing
DuckDuckGo	656 million	Jun 2022	Search Engine Land
Perplexity	57 million	May 2025	Adweek

### **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

### rockandclick.com

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

**Understanding the different SEO** approaches:

## Local SEO VS E-commerce SEO





## WHAT'S LOCAL SEO?

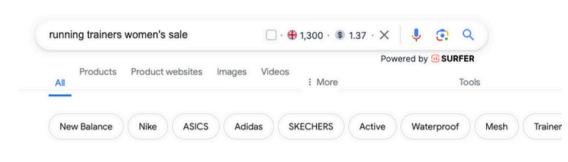
# Local SEO helps small businesses increase their visibility.

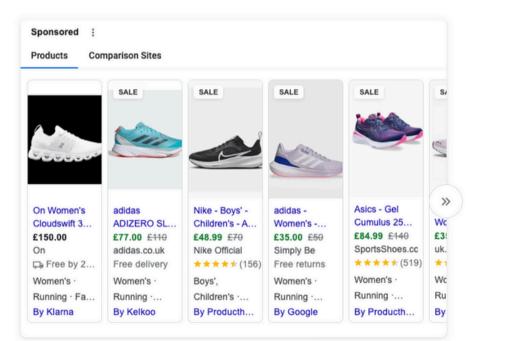
It can help you rank for organic terms and in the local map/google maps.

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

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Find results on	
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City Centre Dental     Simplant Clinic.     Man data 0	2025 Google Terms
City Centre Dental & Implant Clinic - Manchester	
4.7 * * * * (367) · Dentist	
135 yd · 31 Booth St · 0161 834 1643 Open · Closes 7 pm Websit	e Directions
The dentist appointment was fast and speedy, teeth and gums healthy."	
Arndale Dental & Implant Clinic - Boots Manchester	
4.5 * * * * (624) · Dentist	
0.1 mi · 32 Market St · 0161 660 0200 Open · Closes 7 pm Websit	e Directions
*Friendly staff and the clinic is clean, always visit for my dental hygiene.*	
Manchester Dental Practice	
4.2 ★ ★ ★ ★ (254) · Dental clinic 0.2 mi · 2-4 Exchange St · 0161 833 0704	
Open - Closes 5:30 pm Websit	e Directions
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## WHAT'S ECOMMERCE SEO?





### Sports Direct COLUMN ST

https://www.sportsdirect.com > Running > Running Shoes

### Womens Running Shoes & Trainers

### € 52,181,024 . N/A · ₽ N/A

Go the extra mile - and fast - in a new pair of Women's Running shoes from Sports Direct. Find the best brands in running to take you to the next level.



### Women's Running Trainers Sale

💽 28,886,546 🔚 1,735 · 🔎 0 · TITLE CHANGED

Find bouncy and breathable designs in our women's running trainers sale. Nike running shoes deliver cushioning mile after mile. Free Delivery and Returns.

Runners Need https://www.runnersneed.com > Women's

Women's Running Sale

### ☑ 786,633 ... N/A · ₽ N/A

WOMEN'S CLEARANCE ; Womens Peregrine 13 Shoes · £130.00. £97.50 ; Womens Velocity Nitro 2 Fade Shoes · £105.00. £78.75 ; Womens Stormshell Jacket · £180.00. £108.00.



### 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



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

## **ALWAYS STAY UP TO DATE**

-

### **Google shares everything**



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



Google Announces September 2022 Core Algorithm Update searchenginejournal.com • 3 min read

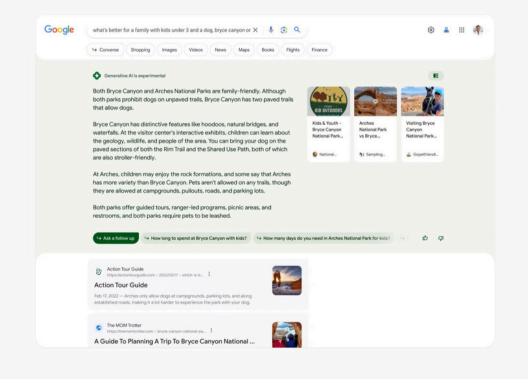
### **Google Updates**



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Google Search Central twitter account +<u>Google Search</u> <u>Engine Starter</u> <u>Guide</u>

### **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)



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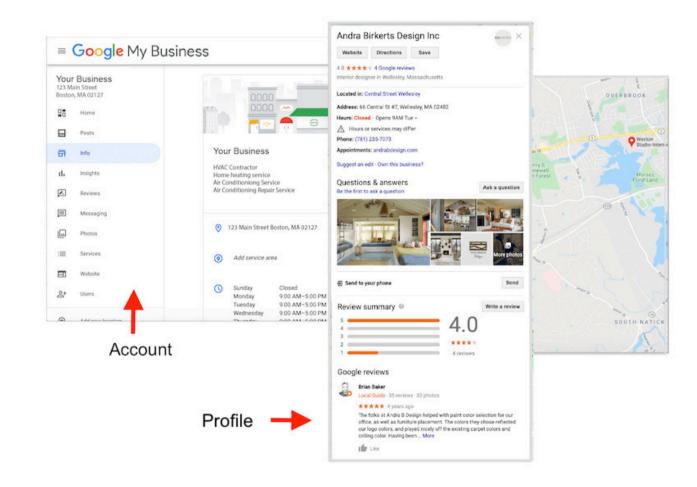
## 2- Optimise your Google Business Profile

**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)



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## **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

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bikes for sale manchester

### $\bigcirc \cdot \textcircled{$} 260 \cdot \textcircled{$} 0.34 \cdot \times \bigcirc \biguplus \textcircled{$}$

### Bicycles for sale in Manchester, United Kingdom

### 

New and used **Bicycles for sale** in **Manchester**, United Kingdom on Facebook Marketplace. Find great deals and sell your items for free.



Challenge Crusade 26 inch Wheel Size Rigi...

£119.00 £160

Argos, 2+ shops <sup></sup>⊗ Bury · In shop



Indi Tc1 Men's Hybrid Bike £145.00

Halfords <sup>©</sup> Wigan · In shop 5.0 ★★★★★ (1)



Freespirit City Equipped Mens 700c Hybrid

£149.99

Winstanle..., 1+ shops



Powered by . SURFER

Q

Rockrider ST 100 £199.99 Decathlon UK 4.2 \* \* \* \* \* (1.4K)



26 Inch Serene Mountain Bike

### £189.99

Smyths Toys © Salford · In shop



Viking Belgravia Girls' Traditional... £179.99 £190

The Ran..., 10+ shops 2.8 ★★★★★ (18)



Carrera Vengeance Men'... £385.00

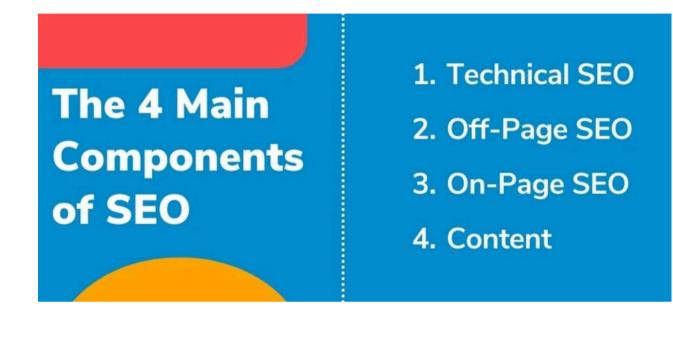
Halfords <sup>©</sup> Preston · In shop 5.0 ★★★★★ (1)

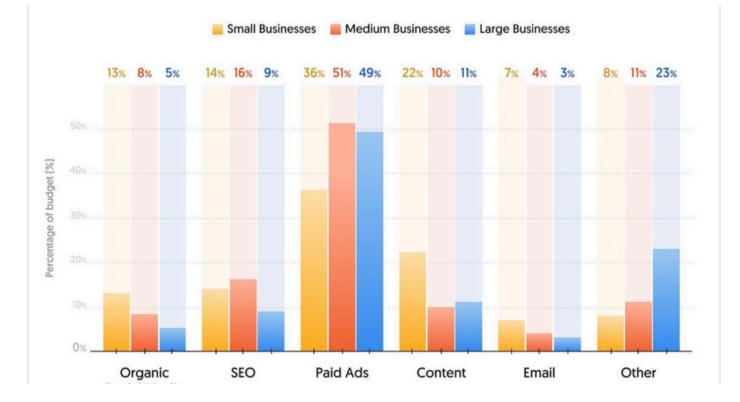


Mountain Bike/Bicycles 26'... £269.99

Amazon.co.uk 4.7 ★★★★★ (3)

## **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, expertise content. (Blog, set

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

(Blog, services page, product page, etc)

## **Build an SEO Content Funnel**

### TOFU content

- Customer is learning about the industry at a high level.
- For example, a business looking for SEO services would be researching things like "benefits of SEO" and "what is on page SEO?"

### MOFU content

- Customer is going a bit deeper researching.
- From our example, the biz owner is now looking for "how much does seo cost?" and "how to choose an seo agency"

### BOFU content

- Customer is actively seeking a solution.
- From our example, the business is now searching "saas seo agency" and "best seo backlink agencies".

journey

TOFU MOFU BOFU



- SEO applies to the entire customer buying
- From initial research to the purchase process.
- Create content for each of the stages:

## **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.

### Viewing the Web through the E-E-A-T Lens

TRUST

MOZ

TE THORITATIVENESS

EXPERTISE

5

WERTENCE

Does your content demonstrate firsthand or life EXPERIENCE on the topic being discussed?

For example, is it clear that your product review content is from a person who has used the product they're writing about?

Is your site or author a trusted AUTHORITY on this topic? Are you or your site a go-to source for knowledge?

While not all topics have a single authoritative source, when they do, it's usually highly reliable.

For example, a government site will be considered an authority on information about passport renewals.

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Is your content author wellestablished, and do they have relevant **EXPERTISE** and skills on the topic?

For example, have you established that your content with medical advice is being given by a medical expert?

### Is your content and site TRUSTWORTHY? Is it accurate, correctly attributed, and sourced?

The other E-E-A-T criteria play into trust, but if your site is not to be trusted, it will outweigh your other efforts.

For example, does your site include accurate contact information and up-todate HTTPS and SSL certifications?

## Shall I use AI for Content Creation



Google SearchLiaison 😔 @searchliaison

Replying to @blairmacgregor and @JohnMu

As said before when asked about AI, content created primarily for search engine rankings, however it is done, is against our guidance. If content is helpful & created for people first, that's not an issue.

twitter.com/dannysullivan/... wired.com/story/ai-gener... developers.google.com/search/docs/es...

BrandBird

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### 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





If you're looking for a drug rehab in Essex, for yourself or a loved one, Step-by-Step Recovery are here for you.

ecovery journey.

hour's drive from central London. The Lighthouse provides fully fur

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### Evenue of Cuideo

We run a fully residential rehab specialising in professional and affordable privat treatment for drug and alcohol addiction situated within a guiet suburban street in Southend-on-Sea. Our rehab in Essex is easily accessible from all areas of the UK and its peaceful location provides the perfect setting for anyone wishing to begin their





## **ONPAGE SEO Optimisation**

# Optimising meta title and metadescriptions for your pages is key in SEO

https://www.target.com > Electronics

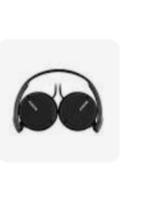
**Over Ear Headphones - Target** 

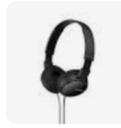
Shop Target for over ear **headphones** you will love at great low prices. Choose from Same Day Delivery, Drive Up or Order Pickup plus free shipping on orders ...

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 ...





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80	Apps		
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큫	Online Store	0	
	Themes		
	Blog posts		
	Pages		
	Navigation		
	Domains		
	Preferences		
0	Point of Sale		
570	Buy Button		
1	Facebook		
	View all channels		
0	Cattings		

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Unsaved Changes	Cancel Save
Online store is password prote Only visitors with a password can act Disable password	
Title and meta description	Homepage title 16 of 70 characters used
The title and meta description help define how your store shows up on	Internet Biz Uni
search engines.	Homepage meta description 0 of 320 characters us
	Enter a description to get a better ranking on search gries like Google
Google Analytics	Google Analytics account (how do I set this up?)
	Paste your code from Google here
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.	Paske your code nom oodge nine

## **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- <u>Services pages</u>
- 2- Product pages
- 3- <u>Category/Collection pages (e-commerce)</u> Here are a few tips for doing this:

URL keyphrase in it.

Title features.

Image quality, and size.

Reviews customer reviews.

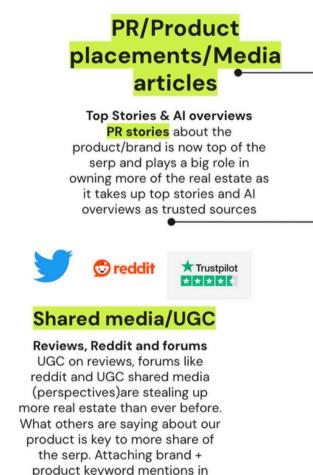
interested in.



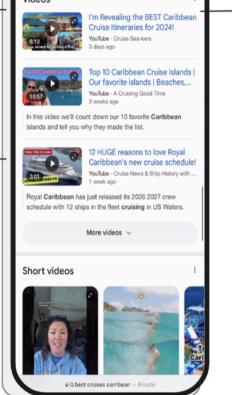
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## 5- Multichannel approach to Search



offsite forums



Google

For adults All-inclusive For far

Rise at Seven

**TikTok VouTube** Social/Influencer TikTok, YouTube, Instagram, UGC video 37% of search results in the top 20 feature video from TikTok, Youtube, Instagram and influencers/creators. It's becoming more and more important to optimise videos for search and drive more visibility on social search INFLUENCER

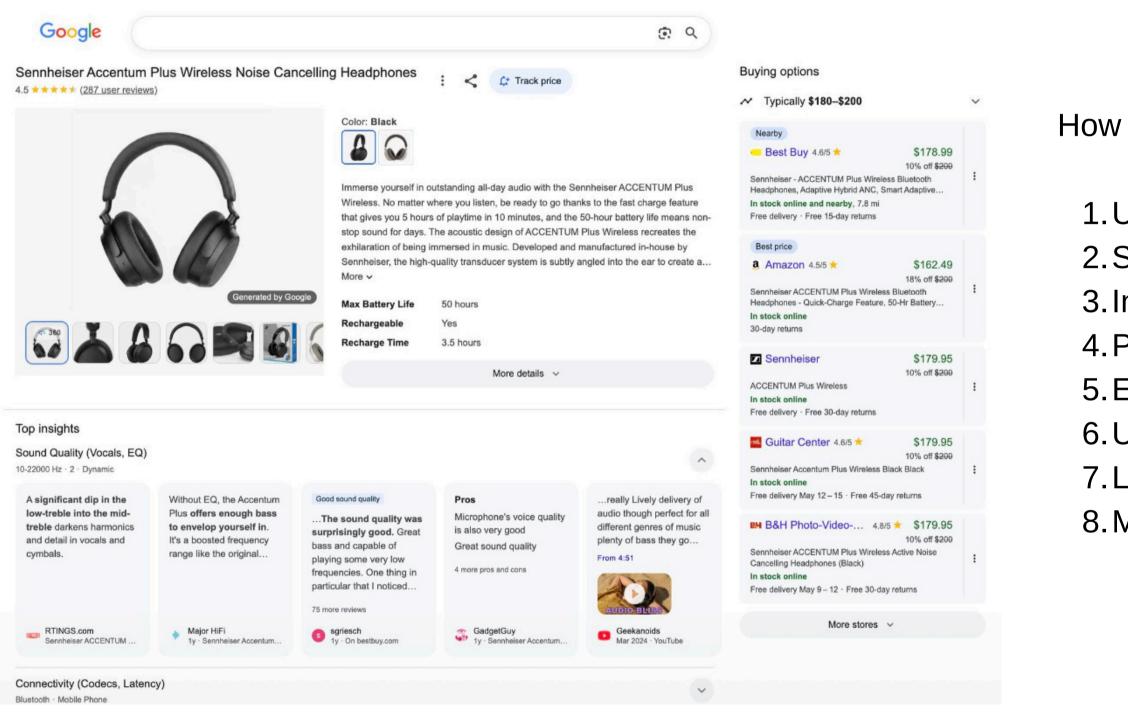
(J)

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### Credit: Rise at Seven Blog

 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

## LLM Optimisation (CHATGPT)



# )

How to optimise for Large Language Models/ AI

Understand the AI-Driven Landscape
 Structure Content for Clarity
 Incorporate Conversational Keywords
 Provide Comprehensive, Expert Answers
 Ensure Technical Accessibility
 Update Existing Content for AI Consumption
 Leverage Internal Linking and Topic Clusters
 Monitor and Adapt

### GOOGLE SAYS....

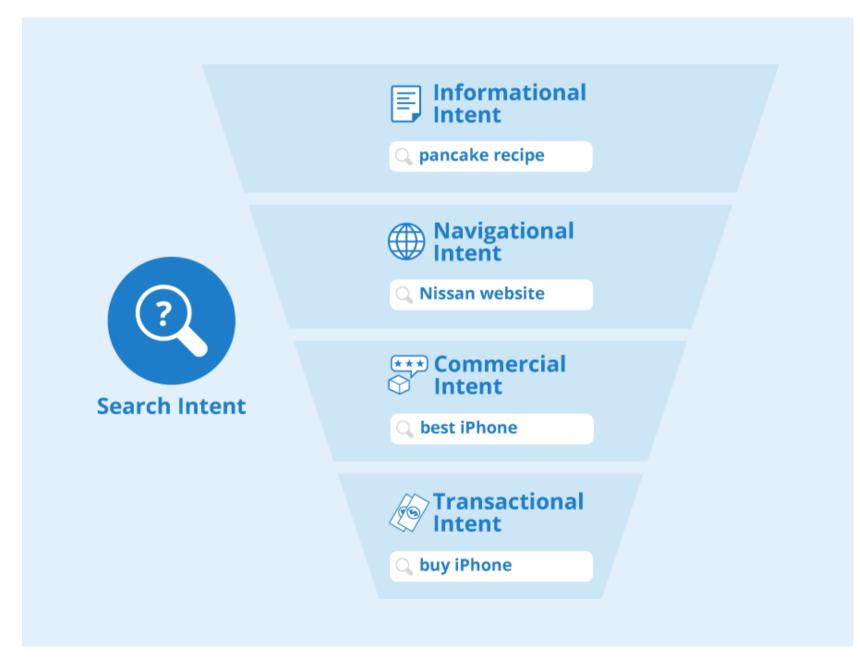
# Your site in Google's Al features

- 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 engagement.

3. Analyse SERP Features ranking and why.

4. Optimise Content Accordingly intent.

5. Monitor and Adjust serve user intent.

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

Study search engine results pages to understand what content types are

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

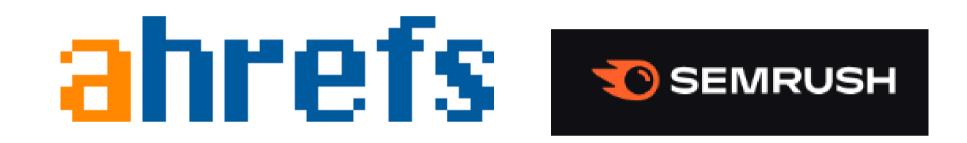
Continuously assess performance metrics and refine your content to better

## **Keyword tools I recommend**

### Free tools

Keyword Shitter







Ceyword Surrer Offered by: surferseo.com ★★★★★ 554 | Productivity | ≗ 300,000+ users





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### Paid tools

### Free 30 day trial to use SERanking



## 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.



LIGHTBULB 💡 Entrepreneur & Press Hangout



**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.

**4.Build Partnerships in your industry** It's best way to find link opportunities.

6. Become a Trusted Source Consistently contribute insights on platforms like Qwoted and Featured.

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

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

### **5. Use the Reverse Silo Technique**

Build backlinks to useful content. (statistics).

## Please don't do this!

# I PAID TO BUILD LINKS

# NOW I'M PAYING TO CLEAN THEM UPmemegenerator.net

@toninavarro\_marketing



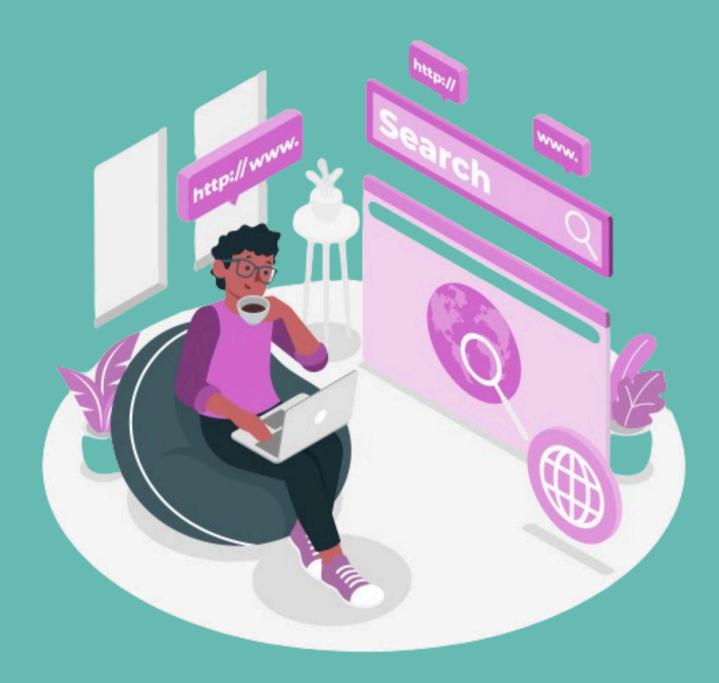
## **RECAP-7 SEO TACTICS FOR SMALL BUSINESSES**

- **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

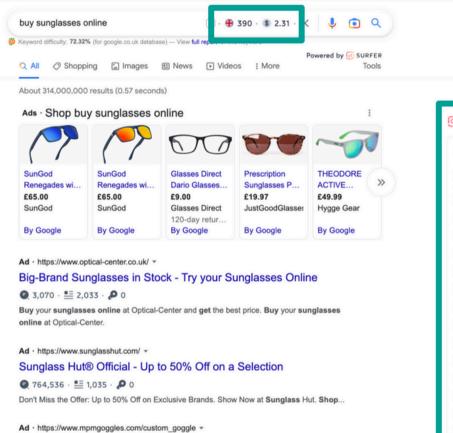
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## **SEO Tools & Resources**



## FREE TOOLS TO FIND KEYWORDS



custom snowboard goggles - OEM&ODM Supply

Q 1 · ≛ 378 · ₽ 0

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

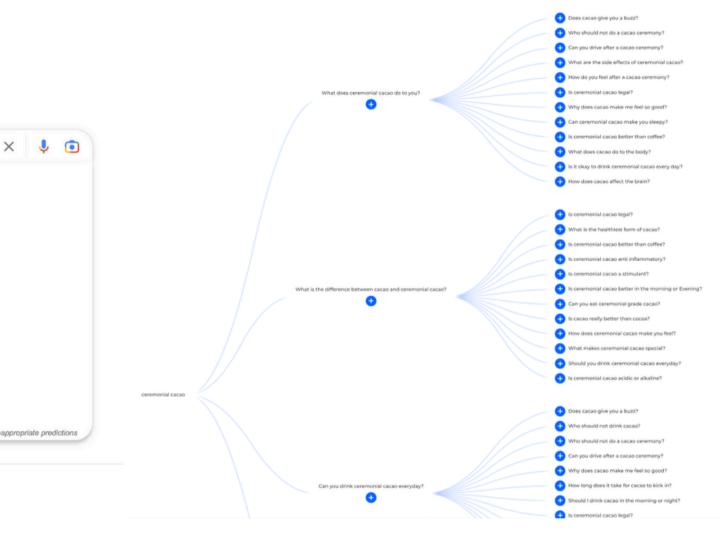
KEYWORD SURFER		+
Keyword ideas		
Keyword	Overlap	$\downarrow$ Volume
uk sunglasses >	35%	2400
sunglasses uk >	33%	2400
sunglasses buy >	75%	720
online sunglasses >	70%	720
buy sunglasses >	60%	720
sunglasses online >	75%	590
sunglasses to buy online >	80%	390
buying sunglasses online >	75%	390
sunglasses online uk >	43%	210
sunglasses shop uk >	33%	110
sunglass shops uk >	30%	110
buy sunglasses uk >	60%	70
buy sunglasses online uk>	50%	50
shop for sunglasses online >	65%	30
sunglasses shop online >	65%	30
order sunglasses online >	60%	30
where to buy sunglasses uk >	35%	30

Goog	e

Q buy sungl	asses online	
Q buy sungl	asses near me	
Q buy sungl	asses uk	
Q buy sungl	asses london	
Q buy sungl	asses case	
Q buy sungl	asses with prescriptio	'n
Q buy sungl	asses in bulk	
Q buy sungl	asses amazon	
Q buy sungl	asses india	
Q buy sungl	asses chain	
	Google Search	I'm Feeling Luck

### Tools that I recommend:

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



## **SEO TOOLS**

### Keyrword analysis



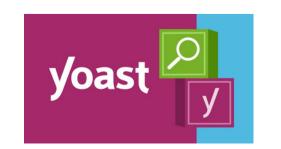




SEMRUSH

**SEO Plugins** 

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





**SEO** Reporting

### On page + SEO Audit Tootls







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## **Q&A TIME**



**Connect with me on Linkedin** 



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



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