

# GRIZZLE GROWLS: THE VOICE OF B2B MARKETING

Weekly Newsletter

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## We're Talking Top SEO Strategies For Small Businesses

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You're not being left behind...you're choosing to stay! Yes, you heard right. If you still haven't started using SEO for your small business, you're setting yourself up to miss out on new customers, growth, and long-term success.

### "I've never even heard of SEO."

SEO (Search Engine Optimization) is what your website needs to show up as number #1 on Google search results. However, there's a catch: it doesn't happen overnight, but is totally possible through consistent and value-based content...even for a small startup business. Here are the best strategies to get you started:

#### On-Page Basics

On-page SEO is all about what is on your business website. It focuses on improving parts of your website to help search engines understand your content better. One easy way to start is by updating your meta tags, like your page titles and descriptions. Make sure your title includes keywords people might search for and clearly describes the page content. To get a better understanding, [read our case study on how we helped a fintech brand gain 22K unique monthly visitors.](#)

#### Keyword Research and Analysis

Finding the right keywords is one of the most important parts (if not THE most important) of any SEO plan. You want to know what your customers are searching for, as this helps you pick the best keywords for your content. Tools like Google Keyword Planner and SEMrush can show you which words people search, how often, and how tough the competition is.

#### Local SEO

If your business serves nearby customers who are searching for what you offer online, then [setting up local SEO](#) is a must. This helps your business show up in local search results, like "IT support near me" or "best commercial printer in [your city]"

#### Need Help With Your SEO?

Getting started with SEO can be tricky, but you don't have to figure it out on your own. At [Grizzle.io](#), we guide you through the whole process and help you get real results.

Our [SEO services](#) are built with small businesses like yours in mind, so you can focus on running your business while we help you grow it.



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