



DIY SEO BLUEPRINT

A Step-by-Step Guide
for Service Business
Owners





Why SEO Matters for Service Pros

- 90% of online experiences begin with a search¹
- 70% of clicks go to organic results²
- A well-optimized site delivers qualified leads—not just traffic

Pro Tip: Treat your website like a storefront. If people can't find you on Google, they can't hire you.





Step 1: Targeted Keyword Discovery

Goal: Identify the exact terms your ideal customers type.
Time: 1–2 hours

Task	Checklist
Brainstorm core services	List 5–10 phrases (e.g., “residential painting”)
Analyze competitors	Top 3 local rivals—what keywords are they ranking?
Prioritize long-tail	≥3 words, location-specific, lower competition
Build your keyword map	Assign 2–3 keywords to each main page
Expand with tools	Google Keyword Planner, Ubersuggest, Keyword Surfer





Step 2: On-Page Optimization Checklist

Goal: Make each page “speak” Google’s language.

Time: 2–3 hours per page

Essential Elements

- Title Tag (≤ 60 chars): Brand + Primary Keyword
- Meta Description (≤ 160 chars): Benefit + CTA + Keyword
- URL Slug: all-lowercase, hyphens, include main keyword
- Headers:
 - H1: primary keyword (once)
 - H2/H3: related keywords, questions your customers ask
- Content:
 - 500+ words of helpful, original text
 - Include keyword in first 100 words

continued... →



Step 2: Continued

- Images:
 - Descriptive file names (e.g., residential-painting-exterior.jpg)
 - Alt text with keyword + context
- Internal Links: Link to at least 2 other pages on your site

Quick Checklist

- Title & meta optimized
- Headers structured
- Keyword density ~1% (no stuffing)
- Image alt text added
- 2–3 internal links

Pro Tip: Read your page out loud—if it sounds spammy, Google will think so too.






Step 3: Technical Health Audit

Goal: Ensure Google can crawl, index, and trust your site.

Time: 1-2 hours

Task	How to Check
Mobile-friendliness	Google Mobile-Friendly Test
Page speed	PageSpeed Insights (aim ≥ 90)
HTTPS certificate	Check for “  ” in browser address bar
XML sitemap	Submit in Google Search Console
Broken links & 404 errors	Use Screaming Frog or BrokenLinkCheck.com
robots.txt	Ensure no critical pages are blocked





Step 4: Content Strategy & Creation

Goal: Build authority and attract new visitors.

Time: 30 min/week for planning + content creation

- **Content Calendar**

- Schedule 1 blog post or “How-To” per month
- Topics driven by your keyword map

- **Content Types**

- Articles: “5 Signs You Need New Electrical Wiring”
- Checklists: “Moving Checklist for Homeowners”
- Videos/Infographics: Quick how-tos

- **Optimization**

- Use primary keyword in title and first paragraph
- Add internal links to service pages
- Update/republish older content every 6 months





Step 5: Local Visibility & Reviews

Goal: Own the Map Pack and local search.

Time: 1 hour initial + ongoing

- **Google Business Profile**
 - Complete every field (services, hours, photos)
 - Add 3–5 high-quality images
- **Local Keywords**
 - Add city/neighborhood to your service pages
- **Reviews**
 - Ask every happy customer (in person, via email)
 - Respond to each review within 48 hours
- **Citations**
 - Ensure NAP (Name, Address, Phone) is consistent on directories





Step 6: Link Building & Promotion

Goal: Increase your site's authority with quality backlinks.

Time: 2–3 hours/week

- **Guest Posts:** Offer to write for local blogs or trade sites
- **Partnerships:** Trade links with complementary businesses (e.g., landscapers)
- **Social Sharing:** Automate sharing new posts to Facebook, LinkedIn, Instagram
- **Directories & Associations:** List in industry-specific directories

Pro Tip: A single high-authority backlink (DA > 50) can outperform 50 low-quality links.





Step 7: Tracking, Analysis & Audits

Goal: Know what's working—and what's not.

Time: 30 min/month

Metric	Tool	Target/Benchmark
Organic Sessions	Google Analytics	+10% MoM
Top 10 Keyword Rankings	Google Search Console	5 new keywords in top 10
Page Load Time	PageSpeed Insights	< 2 seconds
Conversion Rate (leads)	Google Analytics Goals	≥ 3% on contact forms

- **Monthly SEO Audit:** Rerun on-page and technical checks, fix issues
- **Quarterly Strategy Review:** Update keyword map, content calendar, and goals





Next Steps & Free Resources

👉 **Get a FREE SEO Scan at:**
www.mybusinesswebdesign.com/free-seo-scan

