

• FREE GUIDE FOR BUSINESS OWNERS

The Complete 4-Step **SEO** Framework

A practical guide to improving your website's visibility, attracting the right visitors,
and building long-term organic traffic — no technical background required.



SEARCH ANALYTICS

Q restaurant website designer near me



ORGANIC TRAFFIC

+184%

90-day growth

● GETTING STARTED

Why SEO Doesn't Have to Be Complicated

Search Engine Optimization sounds technical, but at its core it's simple: SEO is just making it easier for people who need what you offer to find your business online.



Solve problems, not the algorithm

The most reliable way to rank well is to genuinely help the people searching. Search engines reward websites that answer real customer questions clearly and honestly.



Built for busy owners

This framework is designed for beginners — no coding, no confusing jargon. Just four clear steps you can start applying to your website this week.



The mindset shift

Stop thinking "how do I trick Google" and start thinking "how do I become the clearest, most useful answer to my customer's question." Everything else follows from that.



What You'll Learn



How to choose the right keywords for your business



How to create content people actually want to read



A free audit checklist to score your website today



The on-page basics that help search engines understand you



Why internal linking and consistency drive long-term growth



A simple 30-day action plan to put it all into practice

1

STEP ONE Keyword Clarity

Keywords are simply the words and phrases your ideal customers type into Google when they're looking for something you offer. Getting clear on the right keywords is the foundation everything else in SEO is built on.

Why search intent matters

A keyword alone isn't enough — you need to understand the intent behind it. Someone searching "how to design a website" wants to learn; someone searching "hire a website designer" wants to buy. Match your page to the right intent.

Short-tail vs. long-tail

Short-tail keywords ("web design") are broad and competitive. Long-tail keywords ("affordable web design for restaurants") are more specific, easier to rank for, and attract visitors who are closer to ready to buy.



One keyword, one page

Choose a single primary keyword for each page on your site. Trying to rank one page for too many unrelated terms dilutes your message for both readers and search engines.

EXAMPLE KEYWORDS BY INTENT



Web design agency



Affordable website design



Restaurant website designer

Keyword Clarity Checklist

- ✓ Identify your ideal customer
- ✓ Use Google autocomplete
- ✓ Choose keywords with clear intent
- ✓ Think about their questions
- ✓ Research competitors

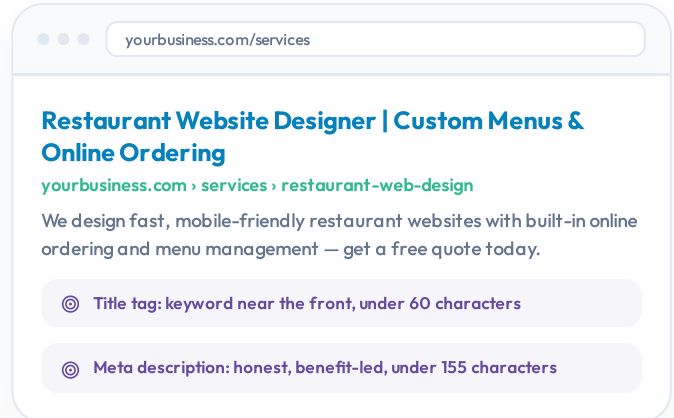
2

STEP TWO

On-Page SEO Basics

On-page SEO is about giving search engines (and readers) clear signals about what each page is about. These six elements form the foundation of every well-optimized page.

-  **Page titles** — clear, unique, and include your primary keyword near the front.
-  **Meta descriptions** — a short, honest summary that earns the click from search results.
-  **URL structure** — short, readable URLs beat long strings of numbers and symbols.
-  **Headings (H1–H3)** — one H1 per page, with H2/H3 organizing the content beneath it.
-  **Image alt text** — describes the image for accessibility and image search.
-  **Internal links** — connect related pages so visitors (and search engines) explore further.

**Keep it human-first**

Every on-page element should help a real visitor understand your page faster. If it reads naturally to a person, it's usually doing right by search engines too.

• QUICK REFERENCE

On-Page SEO — Quick Checklist

Run through this list on any page of your website. Most pages will be missing at least one or two of these — that's normal, and it's exactly where your quick wins are.



Structure

- ☐ One clear H1 heading
- ☐ Descriptive page title
- ☐ Clean, readable URL



Discoverability

- ☐ Good meta description
- ☐ Optimized images (alt text)
- ☐ Internal links to related pages

Before & After: A Real Title Tag Fix

BEFORE

"Home | Welcome to Our Website"

AFTER

"Custom Restaurant Websites with Online Ordering — [Business Name]"



Time estimate

Auditing and fixing on-page basics for a 10-page website typically takes 3–5 hours of focused work — a worthwhile investment for lasting visibility gains.

3

STEP THREE

Create Helpful Content

Search engines are built to reward genuinely useful content. Write for the person searching first — answer their real question, in your own natural voice, without stuffing in keywords.

Answer real questions

Write naturally

Avoid keyword stuffing

Update regularly



Bad Content

"Best web design company web design services affordable web design near me web design for small business web design experts."



Good Content

"Not sure whether to redesign your website or start fresh? Here's how we help small business owners decide — and what it typically costs."



Build authority over time

One great article rarely ranks overnight. Publishing consistently and refreshing older posts signals to search engines that your site is active and trustworthy.

● CONTENT IDEAS

10 Blog Topics You Can Write This Month

Not sure what to write about? Start with the questions your customers already ask you. Here are ten proven topic types to get you started.

01

"How much does [service] cost?"

02

"[Service] vs [alternative]: which is right for you?"

03

Common mistakes people make with [topic]

04

A beginner's guide to [your industry topic]

05

Behind-the-scenes: how we deliver [service]

06

Case study: results for a recent client

07

Checklist: what to look for before hiring [role]

08

Seasonal guide: preparing your [industry] for Q4

09

Frequently asked questions about [service]

10

Local guide: [service] in [your city]



Reuse and repurpose

Every blog post can become social captions, an email newsletter, or an FAQ page section. One idea, written once, can work across your whole marketing system.



STEP FOUR

Internal Linking & Consistency

Your pages shouldn't exist in isolation. Linking them together helps visitors find more of what they need — and helps search engines understand how your site fits together. SEO compounds: small, consistent updates outperform one big push.

How Your Pages Should Connect

Homepage



Services



Blog



Case Studies



Contact

Each blog post should link to a relevant service page. Each service page should link to proof (case studies) and a clear next step (contact).

Why pages should connect

Internal links pass authority between pages and keep visitors exploring longer — both signal quality and relevance to search engines.

Why SEO grows over time

Search engines trust sites that show sustained effort. Consistency compounds — the work you do this month supports rankings for years.

Consistency Checklist



Add internal links



Publish consistently



Update old articles



Monitor performance

• BONUS — PRINTABLE

Free SEO Audit Checklist

Print this page and score your own website in about 15 minutes. Check off each item that's already true — anything unchecked is your next quick win.



Technical

- ☐ HTTPS enabled
- ☐ Mobile-friendly
- ☐ Fast loading
- ☐ XML sitemap
- ☐ Robots.txt configured



On-Page

- ☐ Optimized title tags
- ☐ Meta descriptions written
- ☐ Clear heading structure
- ☐ Images optimized
- ☐ Internal links in place



Content

- ☐ Answers customer questions
- ☐ Updated recently
- ☐ Includes keywords naturally
- ☐ Easy to read



User Experience

- ☐ Clear navigation
- ☐ Mobile responsive
- ☐ Fast, simple forms
- ☐ Easy-to-read typography



Scoring guide

18–20 checked: strong foundation. 10–17: solid, with clear priorities. Under 10: an experienced audit will save you months of guesswork.

 AVOID THESE

6 Common SEO Mistakes (Part 1)

These mistakes are common — and each one is fixable. Here's why they hurt your rankings, and exactly what to do instead.



Keyword Stuffing

Why it hurts: Repeating a keyword unnaturally makes content unreadable and can trigger search engine penalties. **The fix:** Use your keyword once or twice naturally, then focus on genuinely answering the question.



Duplicate Content

Why it hurts: Copying content across pages — or from other sites — confuses search engines about which page to rank. **The fix:** Give every page a unique purpose and unique wording, even for similar services.



Ignoring Mobile Users

Why it hurts: The majority of searches happen on phones — a clunky mobile experience drives visitors away and hurts rankings. **The fix:** Test your site on a real phone and fix anything that requires pinching or zooming.



See part 2 on the next page

Slow websites, missing internal links, and inconsistent publishing round out the six most common mistakes we see.

 AVOID THESE

6 Common SEO Mistakes (Part 2)

The remaining three mistakes tend to be the ones businesses discover latest — often after months of stalled growth.



Slow Websites

Why it hurts: Every extra second of load time increases the chance a visitor leaves before your page even appears. **The fix:** Compress images, remove unused plugins, and choose reliable hosting built for speed.



No Internal Links

Why it hurts: Pages with no links pointing to them are harder for search engines to find and rank at all. **The fix:** Link to every important page from at least one other page on your site.



Publishing Once and Stopping

Why it hurts: A single burst of content, then silence, signals to search engines (and visitors) that the site is no longer maintained. **The fix:** Set a realistic, sustainable publishing schedule and stick to it — even once a month beats a one-time push.



Quick self-check: if you recognized your website in two or more of these six mistakes, that's normal — and it's exactly the kind of thing a focused SEO review can fix within a few weeks.

• PUT IT INTO PRACTICE

Your 30-Day SEO Action Plan

You don't need to do everything at once. Spread the framework across four weeks and you'll have a stronger, more visible website by the end of the month.

**WEEK 1****Keyword Research**

Identify your ideal customer, list their common questions, and choose one primary keyword for each key page on your site.

**WEEK 2****Optimize Existing Pages**

Update page titles, meta descriptions, headings, and image alt text on your most important pages using the on-page checklist.

**WEEK 3****Publish Helpful Content**

Write and publish one piece of genuinely helpful content that answers a real question your customers ask you.

**WEEK 4****Review Analytics & Improve**

Check which pages are getting traffic, note what's working, and set priorities for next month based on real data.

● YOUR QUESTIONS ANSWERED

Frequently Asked Questions

How long does SEO take?

Most websites start seeing meaningful movement in 3–6 months. SEO is a long-term investment, not an overnight switch — but the results compound and last.

Do I need to blog?

Not strictly, but regularly publishing helpful content is one of the most reliable ways to attract new visitors and build long-term authority.

Is SEO free?

The techniques themselves cost nothing to learn, but they take real time. Many owners choose to invest in professional help once they see how much time is involved.

Can I do SEO myself?

Absolutely — this framework covers the fundamentals. As your site grows more complex, professional support can help you move faster and avoid costly mistakes.

How often should I update my website?

Review your most important pages every few months, and aim to publish new content consistently — monthly is a realistic and effective baseline.

Does page speed affect rankings?

Yes. Faster sites tend to rank better and keep visitors around longer — speed is both a ranking factor and a trust signal.



Still have questions?

Every website is a little different. If you'd like a second opinion on your specific situation, the next page has a simple way to reach out.



• YOU'VE COMPLETED THE GUIDE

Ready to Grow Your Organic Traffic?

If you'd like expert help improving your website's SEO, Aformix can help with technical SEO, on-page optimization, content strategy, and high-performance websites built for search engines and users alike.

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Thanks for reading! We hope this guide gives you a clear starting point for improving your SEO. Small, consistent improvements can lead to meaningful long-term growth.

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