

A SEO Journey for Small Businesses

Your web designer friend builds a "SEO friendly" website for your small business.

15 Points



Road Block! Your new "SEO friendly" site is not turning up as a result when you search with valuable keywords on Google.

Lose a Turn



You use Pinterest to create an online media room, which showcases all of your mentions in traditional and social media.

15 Points

You become a marketplace leader by creating an online glossary of industry-specific terms.

30 Points



Your online media room gets a big SEO boost, because you created keyword rich descriptions and hyper-linked calls-to-action for each image.

30 Points

You forgot to incorporate hyper-linked text in your glossary, which drives traffic back to your conversion pages.

Lose a Turn



Flat Tire! You copied, pasted, and promoted a blogger's mention of you.

-10 Points



You empower your social media savvy employees to create and publish casual videos about your business.

20 Points



You help your employees write keyword rich descriptions of their videos.

10 Points

You fixed your SEO flat tires and are well on your way to search paradise. Bon Voyage!

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