

SEO, SIMPLIFIED

8 steps to show up higher on Google. One step per page.

WHAT THIS IS

SEO means Search Engine Optimization — making your website show up when people search on Google. Not magic, not tricks. Just doing the right things in the right order.

WHY YOU SHOULD CARE

If you're not on page one of Google, you basically don't exist. 95% of clicks go to the first 10 results. This playbook shows you how to get there — without jargon.

THE PLAN

8 steps. One per page.

Read one step a day. Do the thing. Move on. By the end of the week, you'll be ahead of 95% of your competitors — not because this is hard, but because almost nobody actually does it.

- 01 Pick one topic and own it
- 02 Fix your titles before writing anything new
- 03 Send your best pages to your most important pages
- 04 Answer one question per section
- 05 Build trust signals Google can see
- 06 Get mentioned on bigger websites
- 07 Refresh your old content every 90 days
- 08 Claim your knowledge graph entry

01

Pick one topic and own it

Instead of writing about everything, pick ONE topic you want to be famous for online. Google rewards websites that go deep on one thing, not websites that touch everything lightly.

DO THIS

- Write down the one topic your business should be known for.
- Make a list of 10 questions your customers actually ask about it.
- Plan one long, thorough main article + 10 shorter articles answering those questions.
- Link them all to each other.

EXAMPLE

A dog trainer shouldn't write about 'pets'. They should own 'puppy training for first-time owners' — one big guide + 10 articles like 'when do puppies stop biting', 'crate training week 1', etc.

WHAT YOU GET

Google starts seeing you as THE expert. Rankings come faster, even on pages you barely optimized.

↓ NEXT STEP

Fix your titles before writing anything new

02

Fix your titles before writing anything new

The title that shows up in Google decides if people click. A better title can double your traffic overnight — no new content needed.

DO THIS

- Open Google Search Console (free).
- Find pages ranking in positions 4–15 — those are your biggest opportunities.
- Rewrite their titles to be more specific and curious. Add a number or a year.
- Wait 2 weeks. Check if clicks went up.

EXAMPLE

Change 'Our Guide to Running Shoes' → '7 Running Shoes Tested for Flat Feet (2026)'. Same page, more clicks.

WHAT YOU GET

More traffic from pages you already have. Zero new work.

↓ NEXT STEP

Send your best pages to your most important pages

03

Send your best pages to your most important pages

Every link on your website passes a little bit of power. Most websites waste this power on useless pages like 'privacy policy'. You want that power flowing to the pages that make you money.

DO THIS

- List your 5 most important pages (the ones you want customers to land on).
- Find your 10 most popular blog posts.
- Add a natural link from each popular post to one of your money pages.
- Remove links to useless pages in your footer if you can.

EXAMPLE

A blog post about 'best hiking boots' should link to your 'shop hiking boots' page, not just float on its own.

WHAT YOU GET

Your important pages rank higher without you creating a single new piece of content.

↓ NEXT STEP

Answer one question per section

04

Answer one question per section

Google now ranks individual sections of a page, not just the whole page. One great section can win even if the rest of the page is average.

DO THIS

- Look at each article you have.
- Break it into short sections with clear question-style headings.
- Each section should answer ONE question in the first 2–3 sentences.
- Then expand with details.

EXAMPLE

Instead of one giant heading 'About Coffee', use 'How much caffeine is in a cup of coffee?' with the answer right below: 'A standard 8oz cup has about 95mg...'

WHAT YOU GET

You start showing up in Google's answer boxes and 'People Also Ask' sections.

↓ NEXT STEP

Build trust signals Google can see

05

Build trust signals Google can see

Google is looking for real humans behind websites. If your site looks like it could be run by anyone, it gets treated like anyone.

DO THIS

- Add an author name and photo to every article.
- Write a real About page with real faces and a real story.
- List credentials, press mentions, and years in business.
- Get your business on Google Business Profile and verify it.

EXAMPLE

A finance blog without authors loses to one that shows 'Written by Jane Smith, CFA, 15 years at Goldman'.

WHAT YOU GET

Google starts trusting your site. Rankings in competitive niches become possible.

↓ NEXT STEP

Get mentioned on bigger websites

06

Get mentioned on bigger websites

One mention from a real news site is worth more than 100 directory listings. And you don't need to pay for it.

DO THIS

- Sign up for free services like HARO or Qwoted.
- Journalists post requests daily. Reply with a short, useful quote.
- When they publish, you get a real backlink from a real outlet.
- Do this once a week.

EXAMPLE

A dentist answered a journalist's question about teeth whitening. Got mentioned in a Forbes article. Rankings jumped for months.

WHAT YOU GET

Real authority links without paying for them. Brand recognition as a bonus.

↓ NEXT STEP

Refresh your old content every 90 days

07

Refresh your old content every 90 days

Google loves fresh content. Not new content — fresh. Updating an old article is often more powerful than writing a new one.

DO THIS

- Pick your top 10 articles by traffic.
- Every 3 months, update them with new info, new examples, and today's date.
- Change at least 20% of the words.
- Re-share them once updated.

EXAMPLE

A travel blog updates 'Best Things to Do in Lisbon' every quarter. It's been ranked #1 for 4 years — because it's always current.

WHAT YOU GET

Permanent top rankings on your best pages.

↓ NEXT STEP

Claim your knowledge graph entry

08

Claim your knowledge graph entry

Google has a hidden database of 'things' called the Knowledge Graph. Most businesses aren't in it. The ones that are get treated like celebrities.

DO THIS

- Go to wikidata.org and create a free account.
- Add your business, your founder, and your key products as entries.
- Link them to your website using the official 'sameAs' property.
- Be accurate — Wikidata editors check.

EXAMPLE

A small software company added itself to Wikidata. Six months later, Google started showing its logo and info panel in search — something usually reserved for big brands.

WHAT YOU GET

You become a recognized 'entity' on the web. AI tools and Google both give you preferential treatment.

↓ FINAL

Your checklist

QUICK CHECKLIST

Done is better than perfect.

- One main topic chosen
- Titles rewritten for top pages
- Internal links pointing to money pages
- Sections answer one question each
- Author bios live on every article
- HARO / Qwoted account active
- Top 10 articles scheduled for quarterly refresh
- Wikidata entry created

— *END* —