



Doing your own SEO for Quebec SMBs

You can do SEO yourself but does it make sense to do your own SEO in Quebec when there are hundreds of SEO variables that Search Engines take into account to assign position rank? Consider that back in 2010, Google CEO Eric Schmidt confirmed, but refused to list, the Top 200 SEO variables. Trade Secret. As you know, we are still waiting for an answer. No doubt we will never know for sure the absolute recipe for SEO. The short answer to doing your own SEO is yes, do it, but get ready for hard work. Therefore, instead of embarking on a journey of hundreds of variables, the following are a few topics you should look at in priority to get started in doing SEO for your Business.

How To SEO:

1. Read Google's own advice on SEO as well Bing's SEO Analyzer - Follow Webmaster Guidelines!

<https://support.google.com/webmasters/answer/7451184?hl=en>

<https://www.bing.com/toolbox/seo-analyzer>

2. Robustness and responsiveness of your site (coding that follows standards, displays in all device formats, compatibility with multiple browsers and versions, speed and use of SSL HTTPS)

3. Structured Content of your site must demonstrate that you cover all aspects of the question asked (search query is a keyword for which you have unique content that answers precisely the question on your website) within a simple URL structure while avoiding content duplication

4. Connections and Citations are the way for Search Engines to know if other web properties agree that your website provides good answers for keyword searches (social channels, partner sites, related industry listings and Qualified and Quality Links back to you)

5. Level of Competition for Search Terms will determine your initial rank chances of ranking on Search Engines (depending on competition, it will give you an indication of how much effort you will have to put into ranking with SEO)

6. Install both Google Analytics as well as Google Search Console in order to understand your web traffic

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