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# Simple SEO for Field Service Businesses

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# Introduction

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In the *Ultimate Website Checklist* you filled in earlier, you learned a bit about SEO, aka Search Engine Optimisation—and even jotted down some information that will make optimising your website for search much easier.

SEO can be complicated, and the best practices are always changing, but you don't have to devote your life to it to see results. This concise guide will cut through the confusion, give you a super-fast start, and help you attract the website visitors you want.

We'll skip the long explanations and give you just the facts so you can get started today. Some of the steps here are explained further in other parts of this Kit, and we've also included links to sites that dive into the details if you're interested to learn more.



# 1.

## Keyword Best Practices

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Here's our quick-start guide to using keywords on your website.

**Use long tail keywords**—keywords of two or more words that contain your main keyword (HVAC, plumbing, etc.) and that target niche demographics. Try adding your location, specialty, or key benefits to your keyword to make it more specific.

**Use each keyword on only one page of your site**, so you don't compete with your own content in search engines.

**Include your keywords here:**

- Blog headlines/page titles
- Subheads
- The first paragraph of page content
- Image alt tags
- The URL of the page or post
- The file names of images, videos, downloads, etc.
- Directories and business listings
- Link anchor text—the words you use as links to other pages on or off your site
- Meta description of each page, which is the page summary that search engines will show under your link. Many website systems, blogging platforms, and website plugins make it easy to add the meta description for each page.



**Use *variations* of your long tail keyword** throughout the copy so it doesn't come off awkward. This will also increase the chances that you'll come out on top of the search results when someone needs your services. (Example: *HVAC repair in Brighton, fix your HVAC, broken HVAC, Brighton homeowner with a broken HVAC.*)

**Write for humans, not machines.** Sentences should sound natural, so don't try to stuff your keywords into places where they don't belong. Don't worry about keyword frequency in the copy: Just use your keywords and variations where they would come up normally.

**Remember the inner pages.** Many businesses optimise their home page and forget about the rest—even when other pages on the site have better content!



# 2.

## Beyond Keywords

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There's more to SEO than using keywords correctly; here's the scoop.

**Be sure your pages load quickly;** search engines penalise sites with slow loading times. (Huge images can be a culprit in slowing your website to a crawl.)

**Use internal links,** which are links to your own content; for example, in your blog posts you can include links to other relevant posts, and on your website you might link to other helpful pages such as the FAQ or contact page.

**Link out to authority sites,** like well-known industry websites and blogs by influencers in your niche.

**Update your site frequently.** That's why we recommend adding a blog; see our *Blogging Basics* guide in this Kit for more help.

**Create an incredible customer experience.** It all comes down to that: Helpful internal and external links, interesting and readable copy, fast pageloads, and image alt tags for the visually impaired are all elements that help your visitors—and boost your SEO.



# More Reading

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Want to learn more about SEO? We like these resources.

*Hubspot's Complete SEO Starter Pack: Everything You Need to Get Your Website and Blog Ranking in Search in 2018*

This downloadable pack comes with three helpful guides: *What Is SEO?*, *How to Increase SEO Traffic in 30 Days*, and an Excel template to help you improve your on-page SEO.

*How to Choose the Right Long Tail Keywords by SEMRush*

SEMRush shows you how to use tools like Google's autocomplete feature and online discussion boards to pick just the right long tail keywords for your field service business.

*Link Building for SEO: The Definitive Guide from Backlinko*

Get deep into the details of how to entice popular websites to link to your site, which will boost your SEO.

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