

# SEO Tips to Get Your Leads and Sales Soaring

A simple, practical guide  
for small  
business owners

MORE LEADS

MORE SALES

HOTS  WOTS  
digital



## Introduction

If your website isn't bringing in enquiries, it's usually not because your business isn't good. It's because people can't find you easily, or they land on your site and don't know what to do next.

This short guide covers simple SEO and marketing actions you can take right now. They're designed for non-technical business owners, and they work best when done consistently.

You don't need to do everything at once. Start with one or two sections and build from there.



## 1. Write for the Words People Actually Search

SEO starts with language. The words you use on your website should match the words your ideal customers type into Google.

### Key tips

- Think like your customer, not your industry
- Use clear, specific phrases instead of broad terms
- Location matters if you service a local area

### What to do

- Write down 5 to 10 phrases people would search to find your service
- Include your main phrase naturally on each key page
- Avoid jargon. Plain English converts better

Example: instead of “integrated digital solutions”, try “web design for small businesses in Sydney”.

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## 2. Use Headings That Help Google and Humans

Headings make your content easier to read and help search engines understand what each page is about.

### Key tips

- One main heading per page
- Use keywords naturally, not repeatedly
- Break content into shorter sentences rather than long
- Use paragraphs to also break up text

## What to do

- Make sure every page has one clear main heading
  - Use subheadings to guide the reader
  - Write headings that describe the benefit, not just the topic
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## 3. Add Useful Content, Not More Pages

Google rewards helpful content. You don't need hundreds of pages; you need clarity and relevance.

### Key tips

- Quality beats quantity
- Answer real questions clients ask you
- Keep sentences and paragraphs short

## What to do

- Add a short FAQ section to key pages
- Expand content with explanations and examples
- Update existing pages before creating new ones

**N.B.** If you're not sure which keywords to focus on or whether your pages are helping or hurting your visibility, this is where a short SEO review can save a lot of guesswork. We often spot quick fixes that make an immediate difference.

## 4. Blog to Build Authority and Keywords

Blogging helps you show up for more searches and builds trust with potential clients.

### Key tips

- One good blog a month is enough
- Write for people first, Google second
- Answer one question per post

### What to do

- Choose blog topics based on client questions
  - Use one main keyword per blog
  - Use a good image or images that are relevant to the blog post
  - Link from blogs to your service pages
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## 5. Set Up and Optimise Google Business Profile

If you're a local business, this is essential.

### Key tips

- It's free and very powerful
- Reviews matter more than you think
- Consistency builds trust

### What to do

- Claim and verify your Google Business Profile
- Use the same business name, address and phone everywhere
- Add photos and request reviews regularly from customers and clients

### 6. Use Social Media to Build Credibility

Your website is the hub, but people will often check your social profiles before they contact you. This is about trust and reassurance, not posting every day.

#### Key tips

- Social proof matters more than follower numbers
- Consistency builds credibility
- Profiles often appear in Google search results

#### What to do

- Make sure your business profiles are complete and up to date
- Link all profiles back to your website
- Share links to helpful content rather than just promotions

#### Why LinkedIn still matters

Even if you don't actively post on LinkedIn, having a strong profile is important. Many potential clients check LinkedIn to assess credibility, experience and professionalism. Testimonials, recommendations and a clear business summary can make a real difference.

#### Don't forget Google reviews

Google reviews are one of the strongest trust signals for local businesses. Encourage happy clients to leave reviews and respond to them professionally.

**N.B.** If your Google Business Profile or LinkedIn hasn't been set up properly, you may be missing easy wins. We help businesses get these foundations right so they actually support enquiries.

## 7. Offer a Simple Freebie to Build Your List

SEO brings traffic, but email builds relationships.

### Key tips

- The money really is in the list
- Keep the offer simple and relevant
- Solve one small problem

### What to do

- Create a checklist, guide or short PDF
  - Add a clear sign-up box to your website
  - Email your list regularly with useful tips
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## 8. Use Social Media to Point Back to Your Website

Social media works best when it supports your website, not replaces it.

### Key tips

- Always link back to your site
- Reuse website and blog content
- Consistency beats frequency

### What to do

- Share blog posts with a short intro
- Link to your key service pages
- Use social proof like testimonials

**N.B.** If you're doing all of this but not seeing traction, it's usually a strategy issue rather than effort. This is often the point where having a clear plan makes everything easier.

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## 9. Keep It Simple and Consistent

SEO is not about tricks. It's about doing the basics well, over time.

### Key tips

- Small actions add up
- Don't chase every new tactic
- Review progress every few months

### What to do

- Pick 2 to 3 actions from this guide
- Schedule time monthly to review
- Get help when you're ready to scale



## When You're Ready for Better Results

These tips will help lay the groundwork. Real growth comes from strategy, consistency and professional implementation.

If you'd like support with SEO, content, website improvements or lead generation, the HotsWots Digital team is here to help.

### Next step

Book a chat and let's talk about what will make the biggest difference for your business.

Email: [info@hotswots.com](mailto:info@hotswots.com)  
Website: <https://hotswots.com>

