

5

Easy Steps:
DIY SEO for
Startups...

SWIPE



1

Awesome Website



Performance



Accessibility



Best Practices



SEO



PWA



Performance

Values are estimated and may vary. The [performance score is calculated](#) directly from these metrics. [See calculator.](#)

▲ 0–49 ■ 50–89 ● 90–100

S3Stat - Amazon S3 and CloudFront Log Reader
Recently, we ran into the issue where several companies wanted to piggyback onto our company's Amazon S3 storage - The obvious: how to automatically track.
[Read More >](#)

Google Apps Admins and Their Importance
Google Apps Administrators manage and secure organizations' Google Workspace, including user and application management.

KEEP SWIPING

Website Performance, Accessibility, Best Practices, and SEO Tests using - Google Lighthouse

Awesome Website

Make Your Website Awesome:

- Outstanding Web Design
- Easy Website Navigation
- High Performance Website

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2

Legit Keyword Research

All keywords: 523,551 Total volume: 2,505,200 Average KD: 39%

<input type="checkbox"/> Keyword	Intent	Volume	Trend	KD %	CPC (USD)
<input type="checkbox"/> + startup >>	I	18,100		100 ●	1.79
<input type="checkbox"/> + startup business loans >>	C	9,900		69 ●	4.83
<input type="checkbox"/> + idle startup tycoon >>	I T	8,100		44 ●	0.14
<input type="checkbox"/> + business loans for startups >>	C	6,600		68 ●	4.83
<input type="checkbox"/> + how to get a startup business loan with no money >>	I	6,600		43 ●	2.32
<input type="checkbox"/> + startup adjectives >>	I	6,600		12 ●	0.00
<input type="checkbox"/> + startup school >>	N C	6,600		53 ●	0.00
<input type="checkbox"/> + startups >>	I C	6,600		100 ●	1.79
<input type="checkbox"/> + business loan for startup >>	C	5,400		68 ●	4.83
<input type="checkbox"/> + business startup loans >>	C	5,400		63 ●	4.83

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Keyword Research on SEMrush Keyword Magic Tool

Legit Keyword Research

Do EXTENSIVE Keyword Research:

- Semantic Keyword Mapping
 - Keyword Clusters
 - Use Tools
- Collaborate Research with Customers & Sales People

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3

Create Content & Blog



SEO

DIY SEO for Startups in 5 Easy Steps



SEO

Top B2B SEO Strategies - That Are NOT Totally Obvious

KEEP SWIPING

*Example of SpearPoint's blog & SEO Tips
- thespearpoint.com/blog*

Create Content & Blog

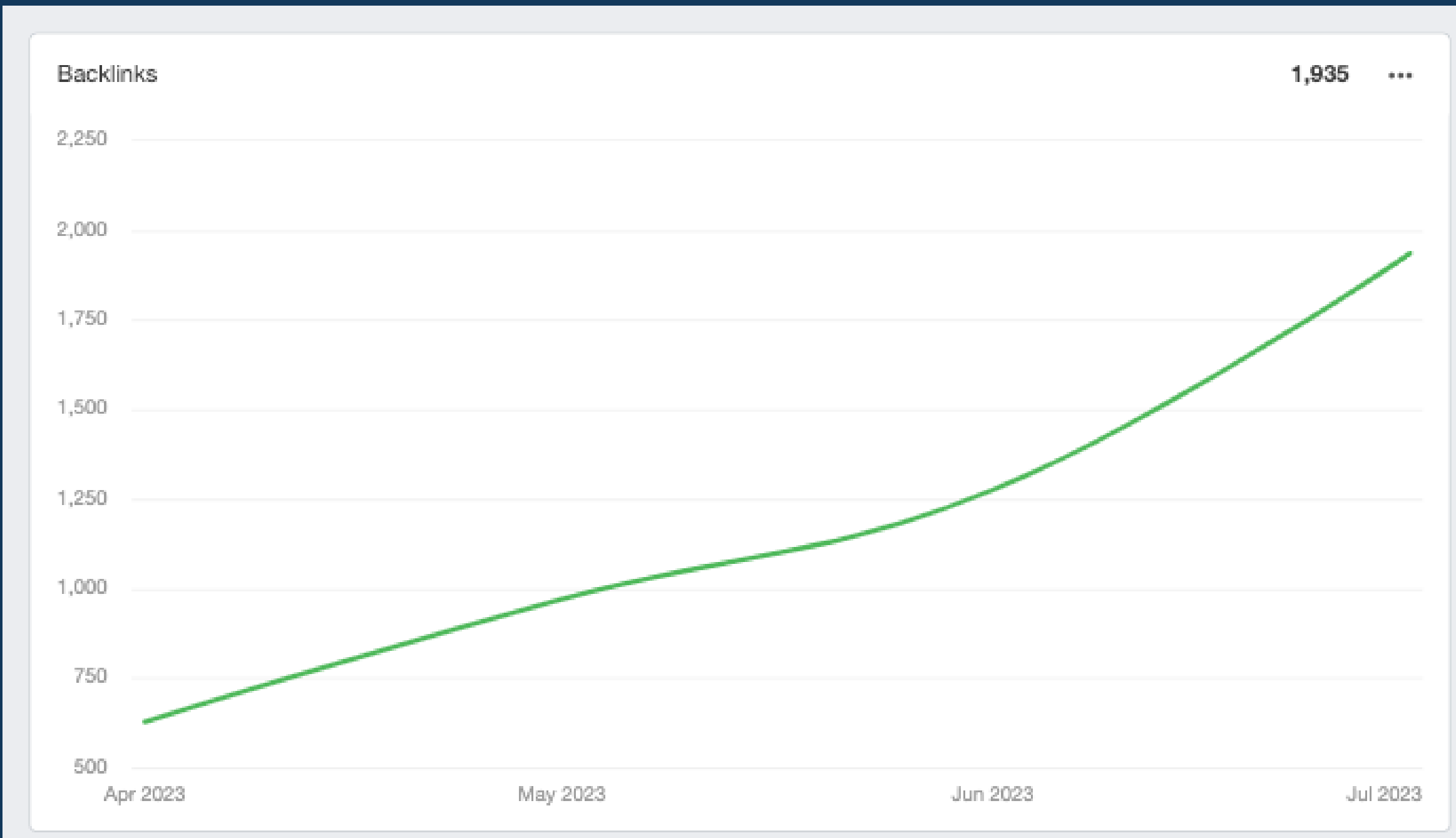
Create Meaningful, Engaging, and Searchable Content.

- Content for YOUR Ideal Customer
 - Become a Thought Leader
 - Use Search Intent

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4

Build Links



KEEP SWIPING →

*SpearPoint's backlink profile -
data from Majestic.*

Back Links

Start with a SIMPLE and REALISTIC back link strategy.

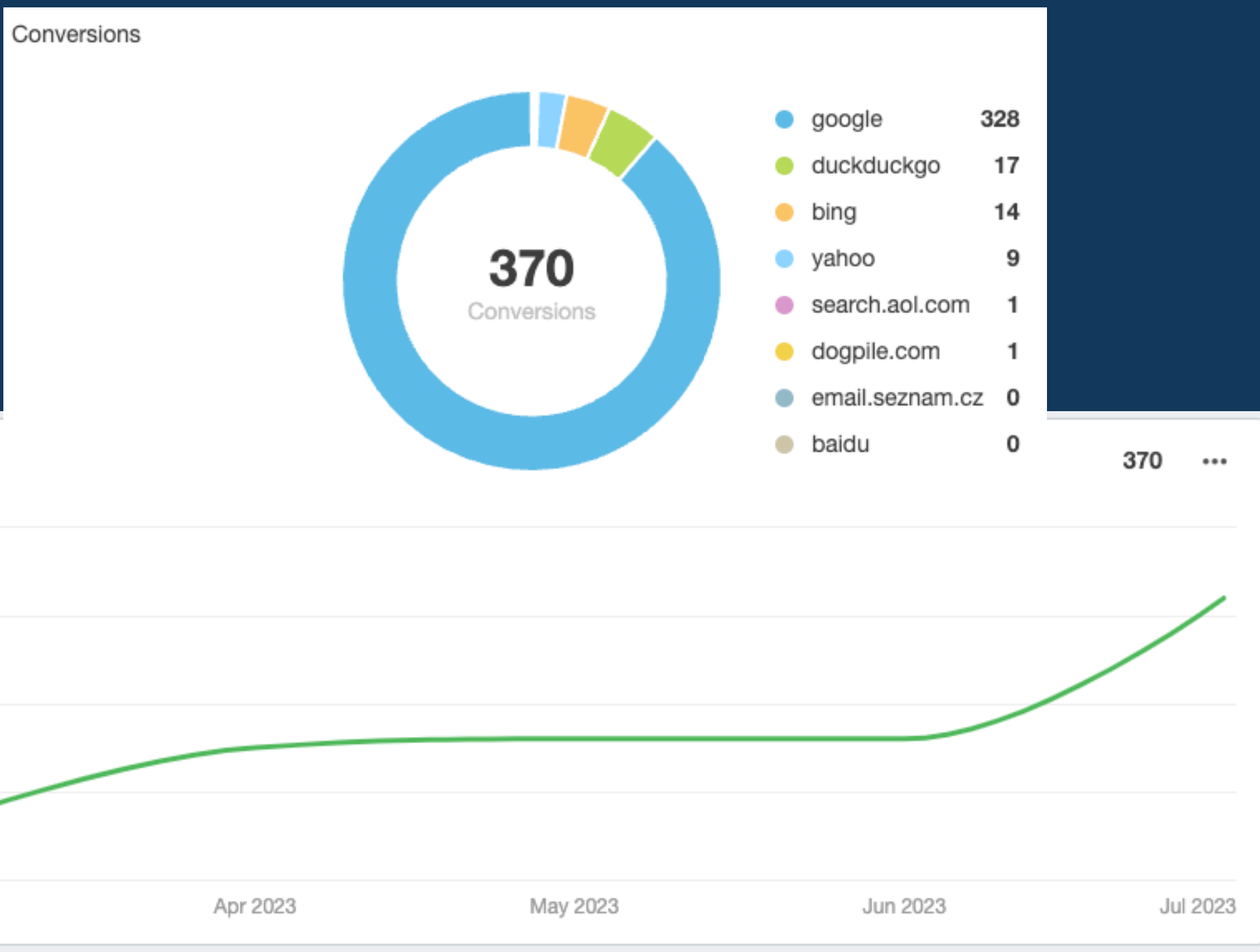
- Internal Links
- Get Reviews on Review Sites
- Guest Post on Niche Blogs

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5

Measure Growth



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SpearPoint SEO Customer: Organic Search Conversions - data from Google Analytics (G4).

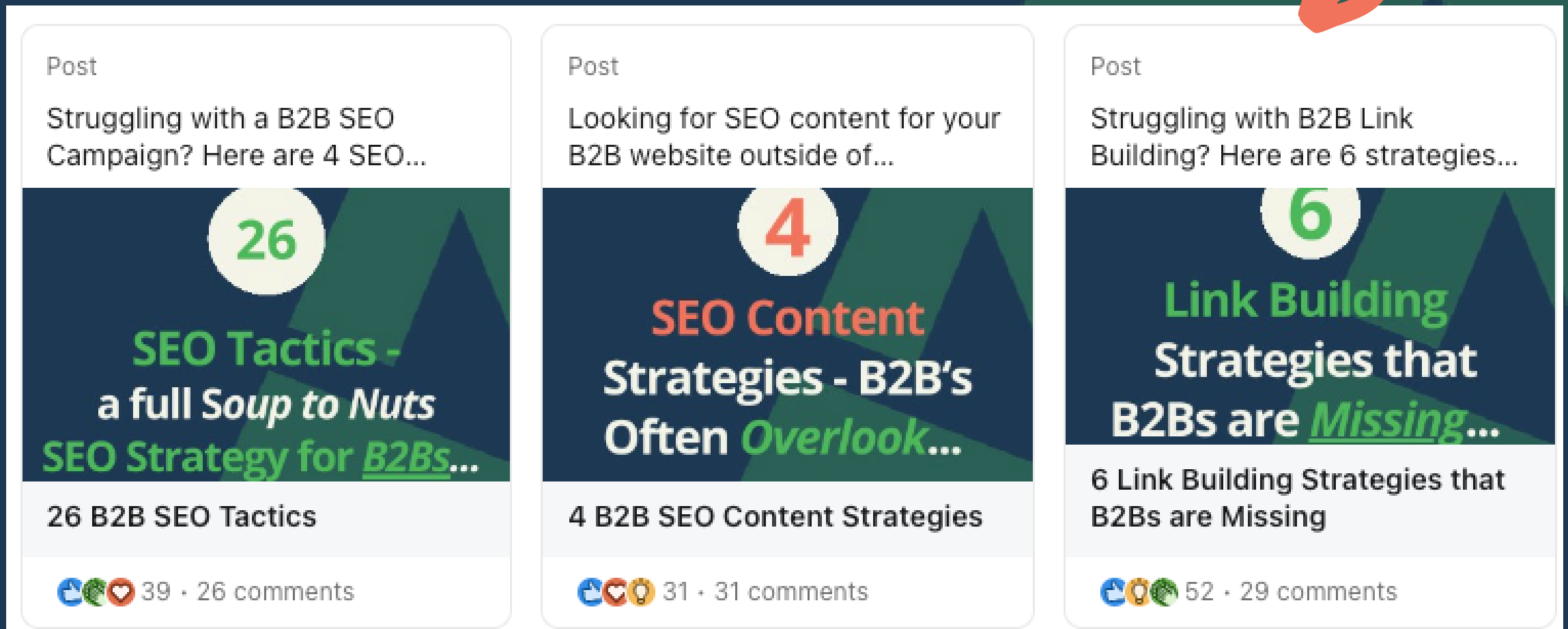
Measure Growth

Measure BASIC SEO Metrics that Matter

- Google Analytics:
Sessions, Users, Conversions
- Google Search Console:
Impressions, Clicks, CTR

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See my previous posts on B2B SEO...



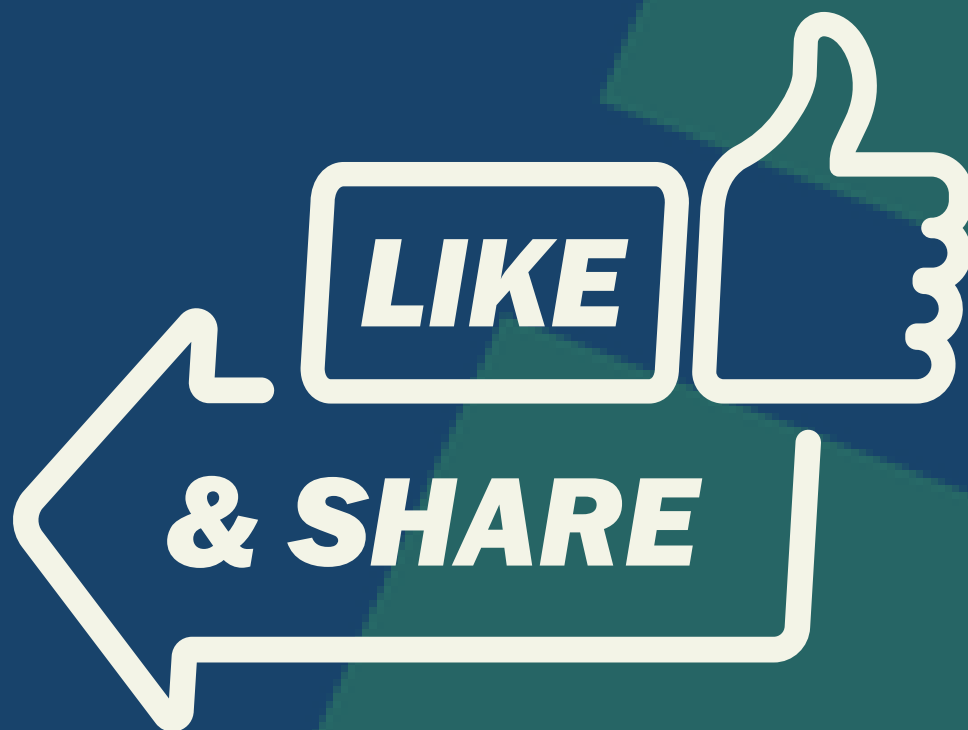
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link in comments...

More SEO DIY Tips!

Go to:

<https://www.thespearpoint.com/blog>



ONE MORE

Is this helpful?

**What would you
add?**

Questions?

COMMENT BELOW