



The SEO Basics Most Small Businesses Are Still Ignoring in 2026

Apply these 8 simple actions to give your website the edge over those that don't.

01

Google Business Profile

Most businesses set this up once and never touch it again. A complete, active profile with photos, services, posts and review responses is what gets you into local search results.



02

Google Analytics

If you don't know where your enquiries come from, you can't know what's working. Many businesses don't have this set up at all, they're flying completely blind.



03

Google Search Console

This is how Google tells you about problems with your site. If it's not connected, you won't know about errors until they've already hurt your visibility.



04

Meta Titles & Descriptions

These control how your pages appear in search results. If you haven't written them, Google guesses, and it usually guesses badly.



05

Structured Data

Code that tells Google exactly what your business does, where you operate, and what you offer. Without it, Google is making assumptions about you.



06

Directory Listings

Your name, address and phone number need to match everywhere you're listed. Inconsistencies confuse Google and damage your credibility.



07

Google Reviews

Social proof that builds trust with both customers and Google. The businesses that ask consistently and respond to every review are the ones that win.



08

Conversational FAQ's

AI and voice search work by answering questions. If your site answers real customer questions in natural language, you're what AI is looking for.

