

SEO Starter Kit

SEO starts with a simple foundation many businesses skip: knowing what your client types into Google, having a page that answers it, and making sure Google can read that page. This is where to start.

Keywords

- Write the service the way a client searches for it, with the city: “web design in Muscat”.
- Prepare one list in Arabic and one in English, because clients search in both.
- Start with keywords that show buying intent before broad ones.

Pages and on-page basics

- A separate page for each service or main keyword, not one page for everything.
- A title of about 60 characters, a description up to 155 characters, and one H1 heading.
- Internal links between services and related articles.

Local SEO

- A complete, up-to-date Google Business Profile with an accurate category.
- Name, address and phone that match across your website, profile and directories.
- Ask real clients for reviews regularly, and reply to them.

Technical setup and tracking

- Connect Google Search Console and submit your sitemap.
- A site that is fast on mobile and runs on HTTPS.
- A monthly review of impressions, clicks and the keywords bringing visits.

Xposio — digital marketing, web and app development agency in Muscat, Oman. Need help applying this?

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