

THE NON-TECH GUIDE TO SEO

EASY STEPS TO MORE

VISIBILITY AND CLIENTS

HELPING THE RIGHT PEOPLE FIND YOU



BY FREELANCE BIZ NINJA



INTRODUCTION

When you hear the term SEO, what comes to mind?

For many small business owners and freelancers, it sounds like a maze of technical jargon, expensive tools, and confusing strategies.

But SEO doesn't have to be scary.

At its core, SEO is just about one thing: helping the right people find your business online.

You don't need to become a tech wizard to make progress. With just a few simple steps, you can move your website from being invisible to being a powerful marketing tool that works 24/7.

This guide is designed to give you exactly that:

- A clear understanding of what SEO really is
- Free and simple tools you can use for keyword research
- Practical on-page SEO strategies you can implement right away
- Local SEO basics to attract clients in your community
- A bonus chapter on AI and SEO in 2025 so you're future-ready

By the time you finish, you'll have a simple action plan that you can start using immediately without stress, without overwhelm, and without wasting hours Googling technical tutorials.

CHAPTER 1

Let's strip SEO down to its basics.

SEO (Search Engine Optimization) is the process of improving your website so that search engines (like Google) can understand it, and people can find it when they search for what you offer.

Example 1: Coffee Shop Analogy

Imagine you open a coffee shop in a small alley. You make the best latte in town, but hardly anyone walks by.

Now, imagine moving that exact coffee shop to a busy downtown corner, with signs pointing the way. Suddenly, customers flood in.

That's what SEO does for your online business. It moves you from a hidden alley to the busy street where people are already searching for what you sell.

Example 2: Real-Life Scenario

Let's say you're a wedding photographer in Liverpool, New South Wales, Australia.

- *Without SEO:* Your website might only show up if someone already knows your name.
- *With SEO:* When someone searches "affordable wedding photographer Liverpool Australia," your website appears in their search results even if they've never heard of you before.

Beginner Takeaway

SEO is not about “hacking” Google. It’s about making your content easy to find, easy to understand, and easy to trust.

Pro Insight

Google is smarter than ever. Old tricks like stuffing keywords don’t work anymore. Now, search engines prioritize:

- Helpful content that answers real questions
- Fast, mobile-friendly websites
- Trust signals, like reviews, backlinks, and consistent information

Action Step

Write down 3–5 questions your ideal clients ask you all the time.

These questions are SEO opportunities because chances are, your audience is typing those exact questions into Google.

1. _____
2. _____
3. _____
4. _____
5. _____

CHAPTER 2

Keywords are the building blocks of SEO. They're the words and phrases your audience types into search engines.

The secret is to find the right keywords: **not too competitive, but specific enough that you can actually rank for them.**

Beginner-Friendly Tools

1. Google Autocomplete – Start typing a phrase into Google (like “best restaurant in...”) and see what it suggests. Those suggestions are actual searches.

Example: Typing “affordable wedding photographer” might suggest:

- affordable wedding photographer Manila
- affordable prenop photography packages
- affordable wedding photographer near me

2. People Also Ask – Scroll down in Google search results and look for a section that says “People Also Ask” or People also search for”.

Example: For “social media marketing,” you might see:

- What is the best social media for small businesses?

- How much should I pay for social media management?

3. Free Tools

- Ubersuggest – Gives keyword ideas, search volume, and difficulty.
- AnswerThePublic – Visualizes common questions around a keyword.

Beginner Takeaway

Start small. Pick 5–10 keywords that match your business and your audience's searches.

Pro Insight

Look for long-tail keywords (longer, specific phrases). They get fewer searches, but they're easier to rank for and attract people closer to buying.

Example:

- “Yoga” = very broad, high competition.
- “Yoga classes for beginners in Quezon City” = specific, easier to rank, and targeted.

Action Step

Open Google and type in a keyword related to your business. Write down 5–10 of the autocomplete suggestions or “People Also Ask” questions.

These are the exact phrases you can use in your content.

CHAPTER 3

On-page SEO is all about the things you control directly on your website pages.

1. Titles & Headings

Your title tag (what shows up in Google search) is like a headline. It should include your keyword and make people want to click.

Example:

Instead of: “Home | Jane’s Photography”

Use: “Affordable Wedding Photographer in Manila | Jane’s Photography”

2. Meta Descriptions

This is the short blurb under your title in Google results. Keep it under 160 characters, include your keyword, and make it click-worthy.

Example:

“Looking for an affordable wedding photographer in Manila? Jane’s Photography captures timeless moments at budget-friendly rates.”

3. Blogging for SEO

Every blog post is a new opportunity to rank on Google. Focus on answering real questions from your audience.



Example Blog Ideas:

- “How to Plan a Stress-Free Wedding in Manila”
- “10 Questions to Ask Your Wedding Photographer Before Hiring”

Each of these could target different keywords while also providing helpful content.

Beginner Takeaway

Use your keyword in your:

- Title
- At least one heading (H2 or H3)
- Naturally throughout your content

Pro Insight

Google also looks at related words and phrases (called semantic keywords or LSI). So don't just repeat your keyword, but use variations and synonyms.

Example: If your keyword is “wedding photographer,” also include phrases like:

- preup photography
- wedding packages
- event photography

Action Step

Pick one page of your website. Update the title, meta description, and at least one heading with your chosen keyword.

CHAPTER 4

If you serve a specific area, local SEO can be your secret weapon.

Beginner Takeaway

1. Claim your Google Business Profile – This is free and helps you show up in local searches and Google Maps.
2. Keep info consistent – Your business name, address, and phone number should match everywhere online.
3. Ask for reviews – Positive reviews boost your local rankings.

Example:

A salon in Toronto, Ontario, Canada claims its Google Business Profile, adds photos of hairstyles, lists services, and asks happy clients to leave reviews. Soon, when people search “hair salon toronto,” it starts appearing in the top 3 map results.

Pro Insight

- Use location keywords in your content (e.g., “family therapist in Quezon City”).
- Add blog posts about your area (e.g., “Top 5 Parks in Ontario for Prenup Photoshoots”).
- List your business in local directories like Yelp, Yellow Pages, or community websites.

Action Step

If you haven't yet, claim your Google Business Profile. Update it with your current hours, photos, and services.

CHAPTER 5

AI is transforming search engines. People are now asking full questions instead of short keywords.

Beginner Takeaway

Write content that answers natural, conversational questions.

Example: Instead of writing a blog titled "Best Coffee Shop New York," write "Where's the Best Coffee Shop in New York for Busy Professionals?"

Pro Insight

To thrive in the AI era of search:

- Build **E-E-A-T**: Show your **Experience, Expertise, Authoritativeness, and Trustworthiness**. Share case studies, testimonials, and real results.
- Keep your content fresh. AI tools favor the most relevant and updated answers.
- Think about voice search. People talk differently than they type.

Example:

Typing “therapist Los Angeles California” vs. asking “Who’s the best therapist in Los Angeles, California who specializes in trauma recovery?”

Your content should answer both.

Action Step

Create an FAQ section on your website. Write down 5–10 questions your clients usually ask and answer them in simple, natural language.

1. _____
2. _____
3. _____
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6. _____
7. _____
8. _____
9. _____
10. _____

CONCLUSION

SEO doesn't have to feel like rocket science. Start with the basics:

1. Learn what SEO is (visibility, not tricks).
2. Research keywords with free tools.
3. Optimize your titles, descriptions, and blogs.
4. Strengthen your local presence.
5. Stay ahead with AI trends.

Even small steps, like updating one title, writing one blog, or claiming your Google Business Profile, can make a huge impact over time.

Remember, it is always about progress, not perfection.

And when you're ready for deeper support, Freelance Biz Ninja is here to guide you.

A vertical photograph on the left side of the page shows two women with dark hair, one with curly hair and one with straight hair, both smiling and looking down at a laptop screen. They are wearing white shirts. The background is a textured, light-colored wall.

ABOUT FREELANCE BIZ NINJA

Freelance Biz Ninja was founded in the peaceful town of Ifugao, Philippines with the vision of providing top-notch digital marketing and virtual assistant services to small and medium-sized businesses. Since our inception, we have been dedicated to helping clients achieve their business goals.

We have had the privilege of serving a diverse range of clients, from startups looking to establish their online presence to businesses seeking to enhance their digital marketing strategies and busy entrepreneurs needing someone to take things off their plates so they can focus on the big picture.

Freelance Biz Ninja helps clients grow their businesses through social media, SEO, email marketing, content writing, lead generation, and virtual assistance without the tech stress.



CONTACT US!

**WE'RE HERE TO
SUPPORT YOU
WHEN YOU
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