

SEO for Startups



Every business on the Internet from multi-billion dollar giants like [amazon](#) down to a one-man software business is dependent on [SEO](#), because search engines have become the primary navigation tool for the [Internet](#).¹⁾

How important is SEO for your business model?

When considering how much of your time and/or budget to spend on [SEO](#), one of the most important questions to answer is: how important is [SEO](#) for your [business model](#)? If you are a [startup](#) in a sector where there is lots of demand and you have the budget to compete then [SEO](#) is definitely a strategy to pursue. In this case you should consider hiring an external [SEO-Agency](#) or build a strong in-house team. If you are in a sector where you need to create demand then it's probably best to put your budget elsewhere and just do the basics.²⁾

This article describes a road map with the basic tasks to perform for every web-based startup.

A Road Map - basic SEO tasks to perform

1. Choose the right (domain)name

Be smart when [choosing the name](#) and [domain](#) for your venture. Generic [keyword](#) domains like "beamer-shop.de" have an advantage concerning the [ranking](#) but also a lot of [competition](#). To get your brand into the head of your customers you might consider a more specific brand name like "mediastar.de". This tactic allows you to build a well-known brand instead of competing with internet giants like Amazon on generic [keywords](#).³⁾

Also be sure that, if you own a couple of [domain](#) variations pointing to the same website, redirect them properly with a [301 header redirection](#) to avoid being punished by Google because of [duplicated content](#).⁴⁾

2. Choose the right CMS

The decision, if any or which [content management system](#) to choose is one of the first things to do when launching a website. This decision is not only a technical one; you might as well consider the choice from a [SEO](#) point of view. If you are building a website from scratch you have to take care of all [SEO](#) relevant optimizations by yourself. This is time and knowledge consuming and might take too much of your valuable time. The alternative is to rely on open-source products such as [Wordpress](#). The big advantage of Wordpress is that it provides you with all the basic [SEO](#) features out of the box ([further reading: Wordpress for SEO](#)). On top there are a lot of useful plug-ins that make your life easier and enhance your website's ranking in [search engines](#).⁵⁾

3. Optimize OnPage - Content is King

There are two main focus points in every [SEO](#) strategy: [on-page optimization](#) and [off-page optimization](#). The most important off-page factor is how many websites linking to your page and on-page factors are the aspects of a given web page that influence search engine ranking. The content and the number of relevant [keywords](#) on a page are besides the technical condition of a website the most important things to consider. ⁶⁾

4. Get Backlinks - PR is SEO

A well thought through PR strategy is probably most underestimated when it comes to one of the key success factors in [SEO](#): [link building](#). There is no better way to get valuable [backlinks](#) from high quality sites such as [Techcrunch](#) or [ReadWriteWeb](#) then doing a great job in [press relations](#). Use your product launch to get press and [backlinks](#) at the same time. Giacomo 'Peldi' Guilizzoni the founder of [Balsamiq](#) describes in his post "[Startup Marketing Advice from Balsamiq Studio](#)" how to approach press and bloggers in a successful manner. ⁷⁾

5. Measure and Refine

Measure and refine the results of your [SEO strategy](#) continuously.

[Analytics to measure SEO Success](#)

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