

SEO Starter Kit for Small Business

A 60-day SEO plan that gets a local or niche business onto page one — with keyword maps, technical audits, content briefs, and link-building scripts.

2026 EDITION · SMALL BUSINESS OWNERS

Version 2026.01 · Free updates for 6 months · Single-organization license

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Table of Contents

01. SEO without the agency
02. Days 1–7 — Keyword and competitor research
03. Days 8–14 — Technical audit
04. Days 15–30 — Content cluster part 1
05. Days 31–45 — Content cluster part 2
06. Days 46–60 — Outreach and digital PR
07. Appendix — Brief library and trackers

SEO without the agency

What this kit assumes

You run a small or niche business, you have a website that loads, and you have an hour a day for the next 60 days. This kit is not a theory book; it is a sequence of tasks you complete in order. By day 60 you should be ranking for at least one commercial keyword that brings inquiries every week.

- Days 1–7: keyword and competitor research.
- Days 8–14: technical audit and on-page fixes.
- Days 15–45: content production against a brief library.
- Days 46–60: digital PR and link acquisition.

What modern SEO actually rewards

Signal	Weight (qualitative)	Where this kit covers it
Topical authority	High	Chapter 3 — content cluster planning
Editorial backlinks	High	Chapter 5 — outreach scripts
Page experience	Medium	Chapter 2 — Core Web Vitals fixes
Branded search	Medium	Chapter 6 — digital PR
Schema markup	Low–Medium	Chapter 2 — schema templates

What this kit will not do

It will not get you to page one for the most competitive head terms in your industry inside 60 days. Those rankings take 6–18 months and dedicated link budget. The kit will get you ranking for medium-intent and long-tail commercial terms that produce real leads.

End of preview

This is a watermarked preview of **SEO Starter Kit for Small Businesses**. The full editable file includes all 7 chapters, signature blocks, appendices, and a revision log. Buy the full editable .docx at thedigihubs.com/product/seo-starter-kit-smb

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