

Barebones SEO Framework & SOP: How To Make An SEO-Aware New Business

You're busy running your business. Here's the standard operating procedure to follow when you're launching an SEO-aware new business — a barebones framework that bakes search visibility into the company from day one instead of bolting it on later.

OBJECTIVE

Launch a new business that is "SEO aware" from the start: a keyword-informed site structure, a blog strategy rooted in real customer pain points, and a repeatable outreach/link-building engine — so the site is positioned to earn organic search traffic as the business grows.

KEY STEPS

1. **Core keyword ideation.** Decide what service pages are needed — "What would you say you do here?"
2. **Marketplace evaluation.** Gauge how many people realistically need your service; use a keyword forecast to size your marketplace with SEO data.
3. **Pain point & FAQ research.** This becomes your core blog strategy.
4. **Competitor insights.** Augment your research with competitor insights.
5. **Find your allies.** Use free & paid SEO tools to find who else reaches your target client and is NOT a competitor.
6. **Promotion plan.** Map your site's overall promotion plan — stages, costs, effort levels.
7. **Staging & smoke test.** Set up an interest-capture page and measure market interest.
8. **Site creation.** Build a page per service plus a contact page using onsite SEO best practices.
9. **Initial blog posts.** Have 10 blogs pre-created — 5 published, 5 ready to post weekly.
10. **Outreach link building.** Cyclical, ally-powered content: pain point → 1–3 questions → ally outreach → curated post + link-hook graphics → request link. Repeat.
11. **Citations / directories.** Get your site into all relevant directories.

CAUTIONARY NOTES

- Allies are NOT competitors — target people reaching the same client who don't sell your service.
- Don't skip the smoke test: validate real interest before over-investing in the build-out.
- Base your blog strategy on real customer pain points and FAQs, not guesses.
- Map the promotion plan's stages, costs and effort up front so the workload doesn't surprise you.

TIPS FOR EFFICIENCY

- Pre-load the pipeline: 10 blogs created, 5 published, 5 queued weekly.
- Make link building repeatable: one pain point becomes a whole outreach cycle.
- Use a keyword forecast to size the marketplace before you build.
- Batch directory and citation submissions to get listed everywhere in one pass.

SOURCES & RELEVANT EPISODES

- SOP: SEO Strategy for the Cannabis Industry · SEO Arcade keyword forecast & marketplace research · The Ugly, Disgusting Truth About Free SEO Tools · Why Is On-Page SEO Important
- Peak District SEO — Website Promotion Plan · Playground Era — interest-capture / smoke-test pages · Link Building Ideas — Link-Generating Expert Roundups