

# SMALL BUSINESS SEO

For Aussie businesses that  
want bookings, not just  
"more traffic".



21**W**EBBS

# THE SMALL BUSINESS REALITY



**Why your old SEO is not enough.**

People search on phones, not desktops.

They compare you with three other businesses in seconds.

One slow page or weak profile and they are gone.

DIY SEO and cheap shortcuts cost more in missed jobs than they save.



# WHERE PEOPLE ACTUALLY **FIND YOU**



**Your next customer will see you in more than one place.**



Google search results.



Google Maps and your Business Profile.



AI answers and voice search.



Instagram, TikTok, YouTube search.



Review sites and local directories.



**HOW WE BUILD**

# **SMALL BUSINESS SEO**



**Simple to follow,  
serious about  
results.**

- Check how you show up across search, Maps, AI and socials.
- Pick the services and suburbs that can grow fastest.
- Fix and strengthen existing pages before adding new ones.
- Make contact easy on every device.
- Track calls, forms and bookings so you see what is paying off.



# AI AND THE NEW SEARCH

**Search is turning into answers, not just links.**

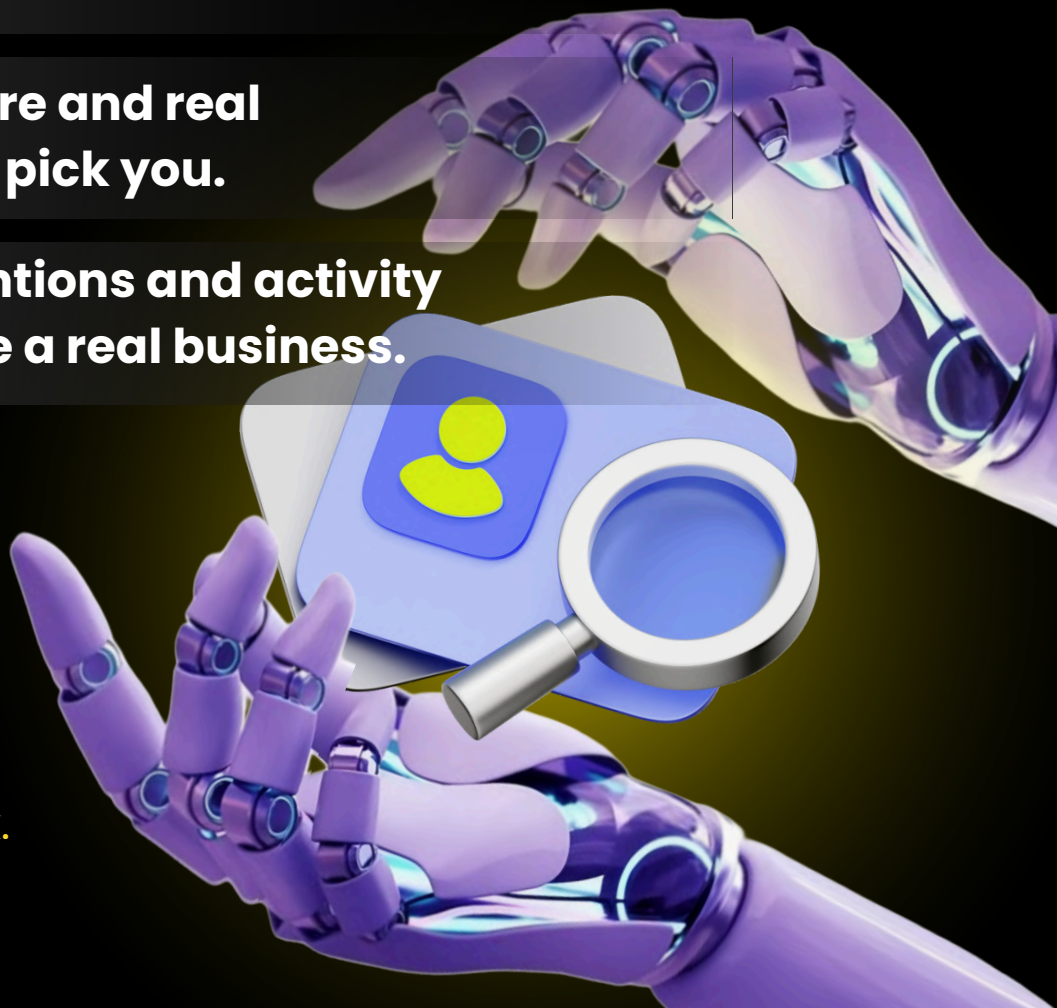
**People ask full questions.**

**AI chooses a few sources to quote.**

**Clear structure and real detail help AI pick you.**

**Reviews, mentions and activity prove you are a real business.**

**Our job is to make you the obvious answer for the questions that lead to work.**



# **WHAT YOU GET WORKING WITH US**

**No mystery work. No black box.**

**A plan you can read in under five minutes.**

**Changes explained in plain language.**

**Monthly view of rankings, leads and actual jobs won.**

**Adjustments when your capacity, services or market shifts.**

**If it does not help enquiries, it does not stay in the plan.**

# PROOF WE ARE NOT GUESSING

**Numbers that matter to small business.**



More than 300 Australian businesses helped.



25,000 plus pages worked on.



Around 90 percent client retention.



Most clients see movement inside the first 90 days.



Up to three times more organic enquiries for long term campaigns.



# WANT **SEO** THAT BEHAVES LIKE A ***SALES CHANNEL?***

**Book a marketing strategy session with 21 Webs.**

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