

New Resource To Give Small Businesses Impetus For Growth



Western Australia, Perth, Feb 1, 2021 (Issuewire.com) - A new resource to put small businesses on the map has just been launched by Perth digital marketing expert, Karen Dauncey.

[The SEO School](#) is a new self-managed course designed specifically to help small businesses boost their online visibility - an area which Ms. Dauncey says is critical to their growth and longevity.

“Being seen and being found online is one of the most crucial success factors, yet so many people avoid getting involved in that side of their business because they’re afraid they don’t have the skills or the time. With The SEO School, they’ll discover they have both,” she said.

Ms. Dauncey maintains that business owners will also discover that their enhanced visibility online is good for business. “It will put them on the map - literally - because they’ll learn the skills, tools, and techniques to get their business onto Google Maps and into prime positions on the search engine ranking pages. Enhanced visibility means more leads, more customers, and more sales - and with an increasingly competitive business landscape and an increasingly techno-savvy public, it’s imperative that small businesses make an effort with their SEO.

“Many business owners are daunted by the concept of SEO and are wary of delving into what they perceive to be a highly technical field,” said Ms. Dauncey. “They needn’t be. The truth is, it’s actually fairly simple to get started with an SEO strategy and once the basics are in place, the opportunities for growth can be significant.”

Ms. Dauncey launched The SEO School in response to a gap in the market for a resource that enabled

small business owners to put their business in the right places online where their customers could find them.

“Over the years, I have seen so many small businesses struggle to grow because they can’t attract new leads - and that’s simply because they’re not being found online by their target market. The business owners are passionate and driven to succeed but they simply lack the confidence and the skills to venture into the SEO space.

“The SEO School is a modular course, designed to be done at the participants’ own pace - and it isn’t likely to require more than a couple of hours’ work a week,” she said.

It covers the practical implementation of three key areas of SEO, namely finding the right keywords, solidifying keyword intent, and setting up Google accounts (such as Google My Business) effectively. Keyword research, working out which keywords customers are *actually* searching for, and understanding their motivation for using a particular keyword phrase are all fundamental to successful SEO, and Ms. Dauncey has drawn on her decades of experience to help business owners master these.

“The aim is to give business owners the skills, tools, techniques, and the confidence to get their website where it counts - in Google Maps, high up the search engine rankings and on their potential customers’ screens. Many small businesses operate in a local geographical area or in a niche industry - and SEO is an essential way of ensuring that their target market finds them online.”

While The SEO School is a DIY course, there’s no shortage of support. Shared content, videos, a workbook, worksheet, and a Facebook group are some of the resources available to ensure the best outcomes.

The SEO School doesn’t require participants to have any real technical skills - all it requires is a couple of hours of work a week and a passion to succeed, she said. “It has been designed for people to comfortably work through the content in around 2-4 hours a week, and once the fundamentals are in place, participants will be well set-up to leverage off this and build a longer-term strategy.”

About Karen Dauncey

Karen is the founder of [Blue Cherry Online Marketing](#) and [The SEO School](#), bringing over 17 years’ digital marketing experience to her consulting and training work. She regularly delivers educational programs for both Local and Federal Government and is an advisor for the ASBAS Digital Solutions Program. Karen’s passion and commitment to help small business owners get found online is the driving force behind her online school, making SEO advice accessible to all with free resources and online courses.



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