



Basic SEO & Google Visibility Guide

Helping people find your website



www.wisestart.co.nz

(Many sites are built on platforms like Wix, which include simple **SEO** settings.)

What SEO Means

SEO helps search engines understand your website so it can appear in relevant search results. It's about making your website clear and helpful for both search engines and potential customers.

Easy Things You Can Do

- Use clear page titles (example: “Hairdresser in Hamilton”)
- Write natural descriptions of your services
- Add blog posts or updates
- Keep contact details consistent

What Takes Time

SEO is not instant. It builds over months, not days. Consistency and patience are key.

Website Safety & Best Practices

Avoid common mistakes

- Deleting pages
- Installing random apps/plugins
- Sharing login details publicly

Always

- Preview before publishing
- Keep wording professional
- Use high-quality images

When to Contact Your Designer vs DIY

You Can Do Yourself

- Edit text
- Change images
- Add blog posts
- Update services/products

Contact for Help With

- Layout or design changes
- Adding new features
- Online store setup
- SEO strategy
- Full redesigns

Good **SEO** and safe website practices help your business get found while keeping your website secure and professional.

Need Help or Ongoing Support?

Contact Wise Start for website support and training.

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We're here to help your website succeed!

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