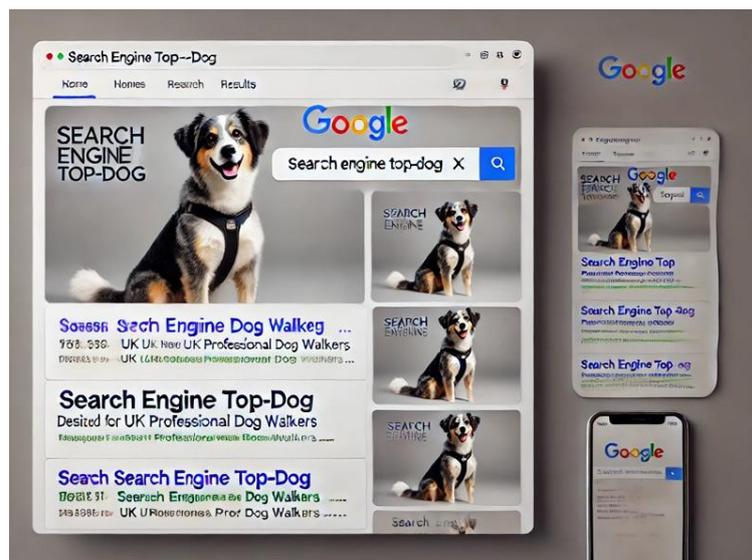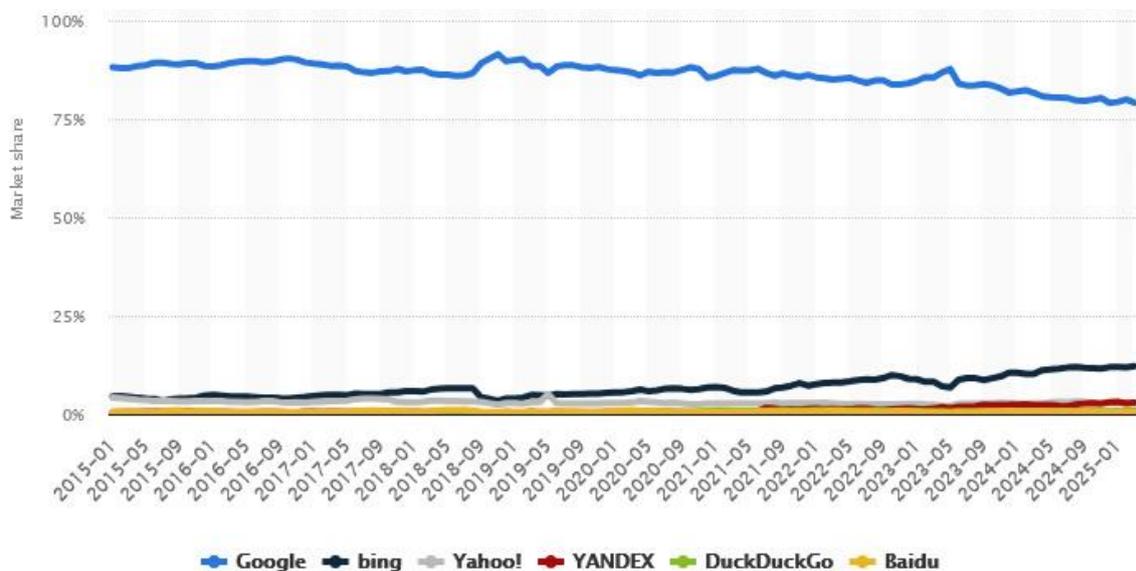# Search Engine Top-Dog

Search Engine Top-Dog

If you have half a clue when it comes to using the internet then you probably already know how important search engines are for finding what you want.

Google has grown to be the 500 pound Gorilla, towering above all other search engines. In most big-economy countries it has over 50% of the market share – and in some it has as much as 80% to 90%.

This is the search engine market share, as of 2025…

As you can see from this chart, Google has the lion's share of the search engine market. This pattern is more or less repeated in most countries – with Google taking half or more of the market.

There are a few reasons for this but primarily it comes down to Google offering a great, quick service (there is a business lesson in that alone).

Bing search engine is rising a little bit, at about 10% of market share.

Yes, it is great to be at the top of Yahoo or Bing (Microsoft's search engine), but it is not a patch on being at the top of Google.

Usually if you are at the top of Google, not only are you then in front of over half of the market…

But the good news is that, more or less, the same SEO factors that help you get to the top of Google also help you get to the top of Bing.

Get In Front Of Your Customers

With the ubiquitous daily use of the internet, doesn't it make sense to get your business in front of your potential local clients, to help them, add value to them and to increase business in the process?

Of course, there are other methods of using the internet aside from Google. Facebook is a big challenge to Google's dominance and a good source for you. You can use Facebook to drive visitors to your site – but that is a whole separate area of marketing. And a different strategy entirely.

From experience, I can tell you this.

People go to Google to look for stuff, to find stuff out, maybe to buy.

People go to Facebook to hang out and mingle socially. People do not go to Facebook to buy. That means to get someone on Facebook to buy, you have your work cut out. (Facebook is good for building trust).

On Google, people are *actively* searching.

Search Intent

Consider what is the goal behind a person's search?

Imagine these different situations – and think about which is going to be easier for you to sell something to them – or **how** you would sell to them…

1. A person searches for "Is my dog OK at home alone?"
2. A person searches for "How many walks does my dog need?"
3. A person searches for "Best pro Dog Walker near me"

Obviously the 3rd person is much closer to buying the services of a professional Dog Walker. They know what they want and are actively looking for it. It is always easier to sell to someone who is actively looking for what you offer, and are only deciding on **who** to buy from.

The first person is looking for tangential information. They're probably aware of a related need. They probably do not know yet that they need a pro Dog Walker.

The second person is further along in the buying cycle – aware of the need for more walks. Probably aware that maybe they don't have time to do all the walks. Maybe only slightly aware of the benefits of hiring a professional Dog Walker.
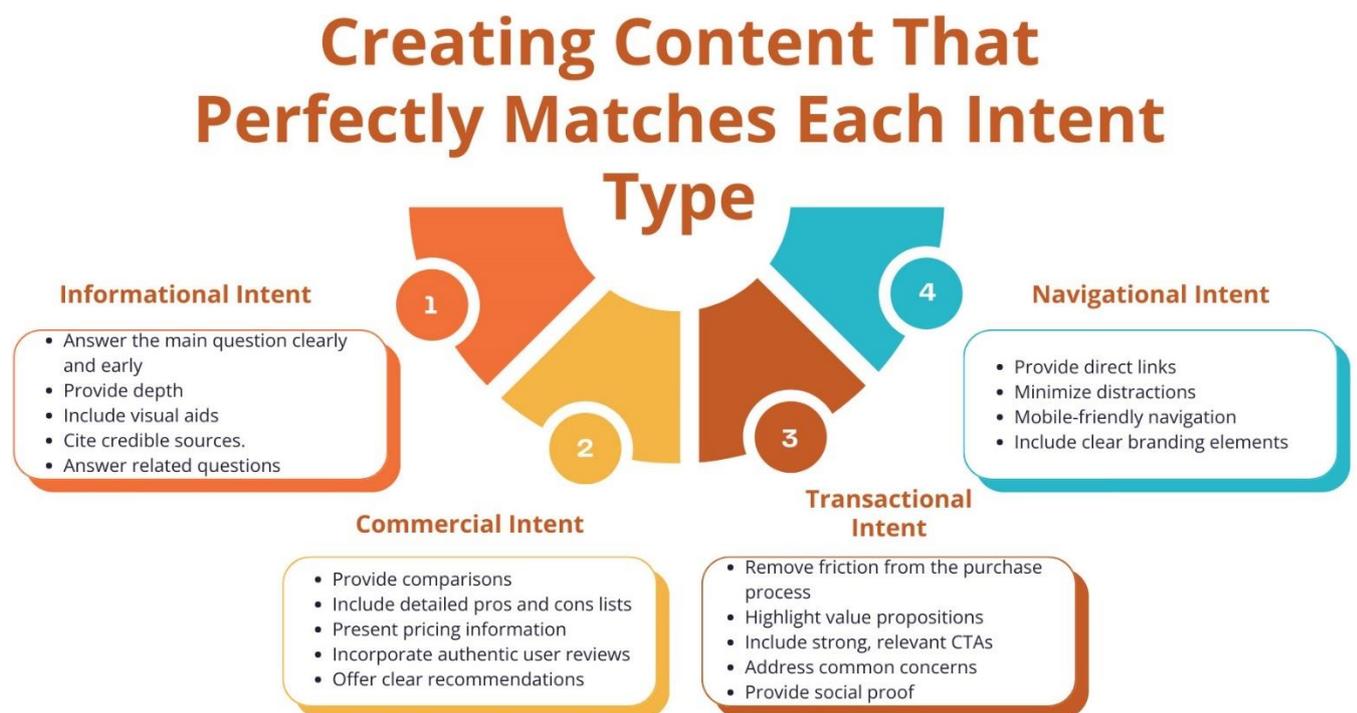
Intent Type	User Goal	Example Queries	Content Format
Informational	Seeking knowledge or answers	"how to fix a leaky faucet" "what is blockchain"	How-to guides, tutorials, explainers, FAQs
Navigational	Finding a specific website or page	"Facebook login" "Canon support"	Landing pages, contact pages, login portals
Commercial	Researching products before purchase	"best laptops under $1000" "iPhone vs Samsung"	Comparison posts, reviews, buying guides
Transactional	Ready to make a purchase or take action	"buy AirPods Pro" "download Photoshop"	Product pages, pricing pages, sign-up forms

Understanding these categories is integral to matching content with intent. But here's where many marketers go wrong: they assume the intent based on their own goals rather than analyzing what users (and Google) want.

Search Intent Dictates What Content

Each of these 3 people need to see different content and a different sequence of information on your website.

Creating Content That Perfectly Matches Each Intent Type

Informational Intent
- Answer the main question clearly and early
- Provide depth
- Include visual aids
- Cite credible sources.
- Answer related questions

Commercial Intent
- Provide comparisons
- Include detailed pros and cons lists
- Present pricing information
- Incorporate authentic user reviews
- Offer clear recommendations

Transactional Intent
- Remove friction from the purchase process
- Highlight value propositions
- Include strong, relevant CTAs
- Address common concerns
- Provide social proof

Navigational Intent
- Provide direct links
- Minimize distractions
- Mobile-friendly navigation
- Include clear branding elements

Source: SingleGrain.com

Person 1 first needs to be convinced on the benefits of a Dog Walker in general. As does person 2. Person 3 only needs to be become convinced that YOU are the right Dog Walker for them.

Person 1 your going to need to build a relationship over time, to build the 'know, like and trust' factor, until they are ready to buy from you.

This is where Email Marketing comes in, to gently educate them over time.

The second person will need some hand-holding through the process of buying but has the potential to buy soon. This would be a longer term 'relationship' buy potentially – look after them, help them and ultimately they should buy.

But person 3, the active seeker, is the best option to make a sale very soon. Maybe today!

Which is why 'seek' engines bring you great visitors; people who are looking for what you have got. You just need to make sure you tailor what you say to what they are asking for.

This is doubly-relevant. Not only is it good advice for website marketing, to help your visitors in the right way, if you don't match the message to the search intent, then they will bounce back to Google fairly quickly. And a high bounce rate is a sure way for your site to drop down the search engine results in future.

Rise To Be Top-Dog

So now you know *WHY* you need to use the search engines to bring you customers, HOW do you get into the search engines – and how to you get to the TOP of the search engines?

You need your website found and loved by Google so that when someone searches for what you offer, Google shows your site.

The practice of getting your site found and shown in this way is called Search Engine Optimisation – or SEO.

A huge industry has sprung up in the last 20 years with many experts and almost as many charlatans and con-men (some would say *more* con-men). You will hear numerous voices saying how hard it is, what a tricky subject it is, how it is always changing…

The reality from our extensive experience over many years is somewhat different…

The basics are simple, and do not really change that much. The advanced techniques are more complex, but not incredibly, once you understand the basics, and only the dodgy 'trick' techniques keep changing for the simple

reason that Google has worked out that they had a loophole or glitch in their system and have fixed it.

Have You Heard The Good News?

The good news is that <u>local search</u> is **far less competitive.** If you're a national seller of dog food, you're in a harder game. If you're a local professional dog walker in your local town, you're up against less competition than nationally.

And the chances are that, of all the Dog Walkers in your area, you could soon be the best at SEO in your town. Give yourself a hour or so to read the rest of this – then you will be 😉.

Armed with this Search Engine Dominator book right here, together with everything within the Dog Walkers Business Growth Formula, you are light years ahead of the pack.

IMPORTANT:
Do not be suckered into 'tricking' Google and do not buy eBooks and courses which claim to have found a "loophole" or "trick". Why? Because Google is a multi-BILLION dollar company and employs some of the best brains on the planet. They **will** fix any loophole – rest assured. And often when they do, they penalise websites which were trying to take advantage of that loophole.

SEO does evolve over time – but not at the speed that some SEO trainers would have you believe – simply because they are trying to get you to buy their latest course. In the last 5 years, the basics of SEO have hardly changed. The principle additions in the last few years are the importance of a balanced backlink profile, the increasing importance of diversity in backlink anchor text and source, website speed and of social interaction and triggers. And the importance of AI.   We'll get on to this soon…

Keywords

All SEO starts with 'keywords'. Keywords are the words or characters that someone types in to Google to do a search.

It might be a 1 word search or a multiple-word search. It might include numbers or other characters.

For you as a professional Dog Walker, you need to work out what search terms or 'keywords' you want your site to be found for. What would your potential customers most likely type in to hopefully find a service like you?

You are well blessed with the service of ChatGPT to help you with ideas on this. Just ask for good search keywords to attract the right people. Try this prompt;

"You are a search engine optimisation expert with 30 years experience in getting websites to rank at the top of Google. I am a professional dog walking in [TOWN]. Please give me a list of the 30 most powerful and highly searched for keywords and search terms used by dog owners in the [TOWN] area, who are wealthy enough to afford my dog walking services, and have the need. Break down the list into people who are ready to buy now, and people who are interested but will need more nurturing and educating to guide them toward their need for dog walking services, and mine specifically"
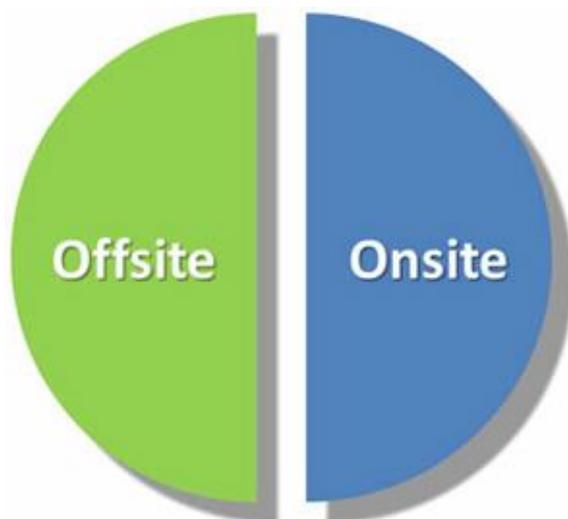
(Note the difference of '**intent**' here)

You need to look deep into the 'keyword analysis' part *before* you start on your SEO work. Don't waste your time on SEO for the wrong keywords. You might find that you do hours and hours of SEO work for a certain keyword – only to find that almost no-one searches for that keyword! Or you might find that it is insanely competitive and you are up against some major competitors with deep pockets and lots of money to throw at getting their site to the top. Choose wisely.

How To Do SEO – The 60-Second Overview

SEO is a simple concept – the devil is in the detail.

In overview, Search Engine Optimisation comes down to 2 things…

OFF site SEO	ON site SEO
This is all about links or 'backlinks' - other sites linking to your site. How many links? How relevant? How authoritative is that site? What link text?	These are the things that you control on your website. Where you put your keywords on your site, site speed, how your pages link together etc. Everything to do with what is ON your site.

Social Factors - How much social interaction is on your site, Facebook, Instagram and X / Twitter is also a factor, but Google essentially sees this as more backlinks to your site. How many social Shares and Likes linking to your site. So for Google, the social factors are still in the 'offsite' backlink category (Bing gives more weight to social factors).

How important is each part ?

Debate rages among SEO geeks. It depends on your industry. It *used* to be mostly about the backlinks…

20%
ON site SEO

80%
OFF site SEO
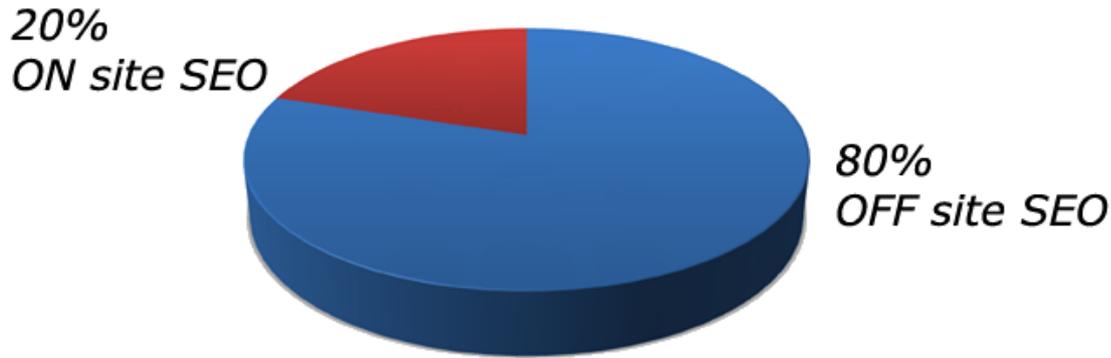
That is no longer the clear-cut case.

The over-dominance of backlinks has changed in the last few years, to bring in slightly more importance of onsite factors (unless you are in a massively competitive industry, and then it all comes down to powerful backlinks to differentiate).

Ultimately it comes down to how you divide and apportion your time and SEO efforts.

The great thing about onsite SEO is you're much more in control.

So be aware that you will benefit from both; Some onsite SEO, and some offsite and social media promotion.

SEO Plan Of Attack

I would suggest focusing exclusively on **building out a great website first – your onsite SEO**. Just follow the process below, and use the software.

Once that is all built, with lots of great pages and all optimised, then you can step off the onsite SEO pedal a bit (still keep tweaking and improving your site over time).

Then you can **add in the offsite SEO** and Social media work.

And don't get overwhelmed with the offsite SEO, feeling it is too much and too difficult. Just get started with **the next one single strategy** outlined. Nothing else. Just that one backlink process. Ignore the rest.

When that is done, **then choose your next single backlink strategy**.

But ALL of that work should be first about the human – the real person reading your Facebook, or website. Just know that you'll thread SEO strategies into great, readable content.

Exactly how do you set up your onsite SEO? The onsite part is the bit which you can directly control 100% of. You can get very good at the onsite part because this is the technical bit – the mechanical 'put this bit there, don't do that, make sure this is there' type thing.

With the offsite SEO you need to somehow convince other websites to link to you and in just the right way you want. And the good news is I will show you the exact science not only of how to do this – but how to do it easily and most effectively.

And here is some good news for you if you are not particularly geek-minded, not particularly technical…

About 99% of the onsite SEO can be done for you using the exact process outlined below, which shows you exactly how to optimally set up the onsite SEO, quickly and easily using software.

So all you need to do is **skim through the rest of the onsite section of this book**…

Simply **start to understand the general ideas**.

REMEMBER:
Everything in this book is the sum result of EXPERIENCE – not some fluff and theory. I've been doing this **professionally for 25+ years**. This is not an academic regurgitation of some other theory. This is what we have proven ourselves to work within our businesses – and what we DO ourselves on our numerous sites to get TOP search engine results

Onsite SEO:

The Geeky Bits

Firstly, know that you only need to *know* about the geeky stuff. You don't need to *do* the geeky stuff (the software will mostly do that for you).

When you understand the why and where, you can better use the software I'm going to point you to, to do the work for you.

So **skim read this section**.

NOTE 1: One important over-riding factor to consider and keep in mind: Your visitors and customers come first. Not Google. Do what you do on your site firstly for the humans reading it. Do what you do to make the best sense for your people.

NOTE 2: Don't get overzealous with applying any one of these factors. Google has spam filters to spot if you're over-playing or over-doing any particular element. Keep it natural.

The Software To Do It For You

You can get 99% of your onsite SEO sorted with the simple install and setup of one of either of 2 plugins – All In One SEO or Yoast SEO. With that in mind, simply skim-read the rest of this document so you understand it. Once you have either plugin installed, it will do the actual work for you.

BUT – You do need to read and understand the steps below so you can feed the software as best as possible.

For instance – what are the best words to put into links on your page? To where?   Wat should you rename each page to?

That is why you should read on…

You'll need to create great content and gently use your keywords and related keywords as outlined below.

Now read on the get an understanding of how any why you need to structure it this way.

The 13 Most Important Onsite SEO Factors

Now there are many, many factors which potentially affect the search engine ranking of your site – possibly about 200 different factors.

But most of them are really not that important, relative to the effect you can get by maxing out the power of using the most important 13 factors (luck for you!). What are they?

1. **Overall theme and site structure**
2. **Directory/folder names**
3. **Page names**
4. **Title tags**
5. **Link text**
6. **Link destination relevance**
7. **Image names**
8. **Image alt tags**
9. **Headings**
10. **Text prominence & relevance**
11. **Build more pages**
12. **Regularly update your site**
13. **Site speed**

Now, there are more that you will probably hear others mention and say is important – but if you stick to only considering these 13 factors you will get 95% of all that matters done – and get more free traffic because of it.

So let's look at each in turn so you can make maximum use from them – and learn how to get this free traffic!

1. Overall Theme and site structure

To understand this, you need to know that search engines such as Google factor in your sites overall relevance (as well as your specific page relevance) to your search term.

The website DogWalkersClub.co.uk is all about business help for professional Dog Walkers. So Google gets to understand that this site is all about that. If I were to start talking about off-topic things on this website, like how to rewire your home's electrics, or making bread, Google would get confused about what this site is about and what is its general theme, and the site would rank worse and worse for anything related to business help for professional Dog Walkers. The same applies to your site.

DO: Stick to the main aim and overall theme of your website.

2. Directory/folder names

Google looks at the directory names to factor in the relevance for any search term. If a website has more than 1 product or service, they should be grouped by theme and located in separated folders/directories on your web host, so search engines can see the links and relevance between them.

DO: Use keywords in the names of directories and sub-directories, and organise your site in sub-folders like this. For example
MyDogBusiness.com/dog-walking/
MyDogBusiness.com/dog-walking/weekly-wanderers-club/
MyDogBusiness.com/dog-walking/holiday-dog-walks/
MyDogBusiness.com/dog-grooming/
MyDogBusiness.com/dog-daycare/
MyDogBusiness.com/dog-daycare/weekly-visits/
MyDogBusiness.com/dog-daycare/daily-visits/

NOTE: The more different products and services you put onto one site, the more you are diluting the one main theme, and potentially weakening your principal SEO power.   Don't worry too much about this if you do have multiple dog-related services, but keep them organised tightly like this.

3. Page names

Google looks at the page or file names to factor in the relevance for any search term.

DO: Use keywords in the names of pages. For example;

MyDogBusiness.com/dog-daycare/weekly-visits/payments/

4. Meta Title tags

Google and other search engines look at your HTML 'Meta Title' tag to consider what the page is relevant to. Note this is not the page heading (see below). The meta title is what shows in the top tab of a browser, right at the top of your screen on a desktop. It is *not* what shows on the actual webpage. The meta title is also (hopefully) what Google uses to display in the search results as the results title, in the big blue text as a link to your site.

So you need to make sure your keywords are in the title tag.

On any webpage on a desktop, you can right-click and "View source" and see something like this…

<title>This page is interesting | Often the site name</title>

You can define the meta title within either of the 2 plugins mentioned above – Yoast or All In One SEO. It will be either at the very bottom or the side of each page or post you edit.

There is a real art and science to getting this right – because the meta title is usually used by Google as the search results title on the Google page – so it is the first thing that a potential customer reads about you, in the search results.

So as well as being great for SEO, it also needs to read well and compellingly – so they want to click on your site.
You don't just want the keyword (for example "Dog walker in TOWN").
You need it to be more compelling – may "Is this the best Dog walker in TOWN?"

The same applies to the meta description (also available to edit in AIOSEO or Yoast). Make sure it has your keywords in – AND reads well and compellingly for human readers to want to click.

DO: Include keywords in meta title and description tags, and make it human-readable and compelling.
DON'T: Use too many words - this will dilute the power of each keyword. AIOSEO or Yoast will guide you.

5. Link text

An important factor in onsite SEO is the text that is in any hyperlink. For example this hyperlink – dog friendly villa in France - contains the keywords "dog friendly villa in France". This would make the page that link is **on** more relevant to the keywords "dog friendly villa in France". It also makes the page the link points *to* more relevant to that keyword.

DO: Lightly use keywords in hyperlink text. Do keep it varied, not all the same each time.

6. Link destination relevance

This one is important. To make sure the searcher gets the best page, Google looks at where links are ***pointing to***, and considers that *destination page* as relevant to your site (why else would you link out to another site if it wasn't relevant?).

So who you link out to, makes your site more relevant for what that site is about. So be careful about what other sites you link out to. Keep them relevant.

For example, if your dog walking website links to my dog-friendly villa in France page, then that helps boost your websites overall relevance to dog-related stuff, and specifically about dog-friendly holidays.

This makes the first site relevant for what the second site is about.

DO: Link to other websites' (and your own) relevant pages. Link to other sites in the top 50 results for what you want to rank for.
DON'T: Link to irrelevant pages. Keep the links relevant.

7. Image names

Google and other search engines also look at the names of images to consider your page's relevance to a search.

For example, on my dog-friendly villa in France page at
https://gitedordogne.co.uk/luxury-dog-friendly-villa-france/ - the first image on the page is at
https://gitedordogne.co.uk/wp-content/uploads/2023/03/dog-friendly-holidays-france-2.jpg.webp

Note the image file name "dog-friendly-holidays-france-2.jpg.webp"

That has the keywords "dog friendly holiday France" in it, which helps towards me ranking for those words.

To rename an image, on a desktop or laptop computer, click on the file name, then click the file name again, and you should be able to edit the file name.

Then upload it into your site.

Rename maybe half of your images in this way. If the image is genuinely something that depicts that keyword or something relevant to it, then rename it using a relevant keyword.

DO: Rename a few images so the image file name contains keywords.
DO: Keep it varied, not all the same keywords.
DON'T: Over do it - don't rename basic navigation images like corners and lines.

8. Image alt tags

Alt tags – or 'alternative tags' - are the commands that make text appear if a browser cannot show an image and when you hover your mouse over an image.

Google reads alt tags in order to ascertain what a page is relevant to. This means you need to include keywords in your alt tags.

The HTML code for this is ...
<img src="image.gif" **alt="Your keywords here"**;>

Additionally you can use the title="" tag. For example:
<img src="image.gif" alt="Your keywords here" **title="Humanly interesting words"**;>

When you upload an image to your site and into your page or post, you will see an option box for "Alt" or "Alt text", usually to the right side. Put keywords, with lots of variation each time, here.

DO: Put keywords in alt tags. Make it readable.
DO: Add alt text for every image. It doesn't always have to be a keyword. Be natural.
DON'T: Over do it. This is not as important as it used to be so just do it for a few key images on the page.

9. Headings

This one is vital, and very effective for SEO. Google gives extra importance to text that is in header tags. The code behind the page will look like this…

<h1>Your Keyword</h1>

This looks like this on the web page ...

Your Keyword

On most websites, by default, the page name will be shown in H1 tags, at the top of the page. This is partly why you need to choose your page names wisely.

Only ever have 1 H1 header per page or post.

You can also add other headers like an H2 or H3 etc (each getting smaller than the other). Each will add some SEO boost and relevance to your page.

DO: Use keywords in header tags for both <h1> and <h2> tags.

10. Text prominence & relevance

Another of the factors that Google ranks your site by is the prominence of the keyword in amongst ordinary text.

This means that if the keyword is at the beginning of a paragraph, at the end of a paragraph, at the top of the page, and at the very end of the page then it is more prominent than if it were buried in the middle of a lot of other text.

You can also **bold** certain keywords a few times to tell Google that it is more relevant and prominent.

You can use the keyword a number of times, so Google knows that it is the main theme of the page, but beware of over-doing it. Google can consider it Spamming. 3 times on a page is OK – but there is no fixed number. Keep it varied. See the 'Google keyword quantity' section in the 'Advanced Techniques' section below for a great way to maximise your text prominence.

One of the best measures to see if it is OK or spamming, is simply this: Does it read OK as a human reader?

DO: Use relevant keywords in prominent places on the page.

11. Build more pages

Google loves big sites. The more pages the better. More pages means potentially more information for the customer. More pages means more pages that can be indexed and found by Google, therefore a higher chance that one of them will come up and be relevant to that search.

Make as many pages as possible, and interlink them where relevant.

Use a plugin like [Internal Link Juicer](#) to automatically add internal links from page to page. You specify on each page what keywords should be used (that already appear on other pages on your site) that should then link to this page.

So you need to create as many pages as possible, utilising all the onsite elements listed here. If you only have one product or service, break it down into many different pages with a product's feature or benefit to each

page. Think of any question a customer might have about your product(s) - then create a page to answer each question.

DO: Cross-link to other relevant pages in your site so Google can index through to all your other pages.

12. **Keep Your Site Updated**

Google loves FRESH NEW CONTENT. So you need to keep your site updated and changed regularly - ADD NEW CONTENT regularly. ChatGPT is good to get content ideas here, and to write *most* of your content – just read, edit and add your own flavour.

News and articles can also be a good way of putting new content on your site. Keep up to speed with dog related news, reviews, products and services that you can add info about to your site. Keep it relevant.

Be aware if it is unique. Google does not like 'duplicate content'. Don't copy another page's content - adapt it. Make sure you get unique new content into your site.

You can have ChatGPT create a fully SEO optimised page for you here. Again, make sure to carefully read, edit and add to it.

First ask ChatGPT the following prompt:

"You are an expert professional dog walker with 30 years experience. Come up with a list of 20 ideas for website posts that would be helpful and relevant to potential clients of my professional dog walking business, to inform them, and to build trust in my knowledge and service."

Then take one from that list and use it to create an article for you here with a prompt such as;

"Write an article about [INSERT TITLE GIVEN IN LIST] of 1000 words. Make it entertaining and engaging but professional. I am a professional Dog Walker and the target audience is my potential clients, who are dog owners in the area of [TOWN]"

Remember to add images and links (internal and external).

DO: Update your site regularly

13. **Site speed**

The faster your website and each page loads, the happier visitors are. And the happier Google is.

Short story – the faster your page loads (all other things being equal) the higher your page will be in the search results.

Read and action the Lightning LoadSpeed book that comes with your Dog Walkers Club membership.

Overall Onsite SEO Advice:

The best move is to make sure it all still reads well to a human.

Extra SEO Factors

1. Mis-spelings (sic - that means we know that "mis-spelings" is misspelled!)

Not everyone can type and spell perfectly. Some of your potential customers may type (for example) "dog waker" instead of "dog walker". You can still get the traffic from these miss-spelled searches by (discretely) including these as keywords in your site, following the SEO factors to make Search Engines LOVE your pages (previous section).

Google has got a lot better at realising someone has misspelt a word and does show the results for the proper spelling. But you will rank well for those misspellings if you add the misspelling to your site somewhere subtle.

Remember: Be discreet with misspellings. You do not want your visitors to notice them. People will think "That is not professional". You want the search engines to notice them, so put them in an area of your page or site that does not get looked at much by people. Because the SEO competition for mis-spellings (eg "dog walkr") will be tiny, you probably only need do it once in your site.

Get creative. For example, could you get away with a blog post about how people mis-spell words in your market ;)

2. Google's keyword quantity
Run a Google search for your keyword. Right click on each of the top 10 results, open in new tab.   Hit CTRL + F to find your keyword.
☐ How many times that keyword appears on the page

☐   Where it appears on the page

Now all you need to do is copy how many times the keyword appears and **where** it appears, and put your keyword there one more time, in order for Google to rank your site higher.

3. **Create more 'non-nav' words per page**

Each page you create needs to have lots of words in it. But how many?

Measure ...

1.   The word count of the main central 'content' area of the page

2.   The word count of your standard navigation (nav) system. That means the words in your top menu navigation, side menu(s) and bottom navigation.

Make sure the number of words in 1. is bigger than in 2.

How do you get the word count? The easiest way is to highlight all the words on your page (press CTRL and A) and paste this into MS Word or Open Word. Delete any central words specific to that page, to leave just the standard navigation, then use the word counter (in Word, this is under "Tools") or shown in the bottom left of the screen.

Then repeat the process to count just that page's main central area unique content.

The main aim is to make the number of unique words (in the central 'content' area) on your page more than the number of standard and repeated words (from the navigation system).

Use AI - ChatGPT or Claude - to add content that is relevant and readable.

DO: Write pages with more words in the 'main page' area than in the standard navigation.

4. Geo Location of Your Server

The IP address of the server where your website is hosted can affect your ranking. If your website is hosted in the USA, all other things being equal, for a UK searching customer, your site will not rank so high compared to a competitor who hosts in the UK.

Not sure where in the world you host (and don't assume you know)? Use [this here](#)

DO: Host your site on web servers in the same country as your target market

5. Robots.txt

The robots file is an instructions manual for search engine spiders or 'robots' to index - or *not* index - your site's pages.

For a detailed tutorial go to en.wikipedia.org/wiki/Robots.txt

But don't sweat it with the robots.txt file – it gets a bit technical. Only get into all that if you really want to and are interested – otherwise make your life easier – and just follow the steps outlined above. The software outlined there will automatically create the Robots.txt file where necessary.

Onsite Summary:

That is all you need to know about Onsite SEO. Sure there are some other bits, but frankly, from experience, if you get in place all the elements I have outlined for you here then you really don't need to bother about anything else, unless you really want to get lost in irrelevancies.

The only other thing you need to know – and it is a BIG must – is **<u>Offsite SEO</u>**.

In fact, you can overcome many failings in onsite SEO by doing great-guns with offsite SEO. And vice versa!

So now let's dig into Offsite SEO some more so you can really get the full power of seeing your website at the top of Google and bringing in stacks of hungry customers who are LOOKING for what you offer.

Offsite SEO – All that matters

From experience, offsite SEO makes a huge difference. If you have little competition, it won't matter so much.

Offsite SEO almost entirely boils down to…

Backlinks.

What Are Backlinks?

A backlink is simply a link on another website which links to your site.

And they are powerful for your SEO.

Why Backlinks?

It is worth understanding the reason behind Google choosing to use backlinks as a measure of how relevant your site is.

Google was created by Larry Page and Sergey Brin, who came from the academia of Stanford University. In the academic world, a research paper's importance is judged by the number of 'citations' it has. That is, the number of other papers which cite and mention this paper in their own paper as relevant and supporting. Other papers might mention this paper in its references or bibliography. This is like a 'vote' for the credibility of this paper in question.

So Page and Brin set up a mathematical equivalent for website 'voting', counting links pointing to a site as 'votes' for it. In addition they calculate the relevance of the site doing the linking, to calculate an overall 'citation power' - known as Google **PageRank**.

It's like a website's SEO street-cred.

Now search engines follow links through a site and when that link goes to your site, it sees your site as potentially important or relevant, and ranks *it* accordingly.

This is the basics of offsite SEO. You MUST do this to build your site's Google position.

Your <u>outgoing</u> link destination relevance is important (outgoing links on your site help Google categorise your site for what that outgoing link page

is about). Your **incoming link relevance** is even more important. Google will look at sites who are linking _to_ you and consider ...

1.   What their site is about (and its relevance to you), and
2.   Specifically the **text** in the link that is pointing to your site, and the text _around_ that link.
3.   The 'link power' or PageRank of the site linking to you.

If you have lots of links from **relevant and powerful (high PageRank or sites that rank high in Google for your chosen keyword) sites** with a hyperlink with _some_ **relevant keywords in the link**, Google considers you an 'authority' on that keyword subject. The greater the number of links (from different sites), and more relevant, and the higher the PageRank of the linking site, then the more Google considers your site an authority, and therefore ranks your site higher.

This tells you 2 things. You need to get...

1. **Relevant, high power / PageRank** websites to link to you, and
2. Make them **use a wide range of your keywords and non-keywords** in their hyperlink that points to your site.

NOTE 1: It is vital that you do NOT focus on getting lots of links with _only_ your main keyword in the link text. You must get a broad range of different link text links pointing to your site. Variation is key. You will get penalised if you obviously have an over-dominance of a single keyword backlink.

NOTE 2: Don't get too bogged down with paying attention to PageRank and worrying about if a backlink is on a high or low PageRank page. It is as important that the site/page is relevant for your keyword. That will carry over more SEO juice, more relevance and more weight to your site. A backlink from the site at number 1 in Google for your chosen search will be much more important and worth working to get.

You can use [this tool](#) to see a site's PR – but note that the data that shows is almost always a few months old.

A stronger and more up-to-date signal is AHrefs' [Domain Rating](#), or Moz's [Domain Authority](#).

Use these tools to figure out if a website is worth the work to get a backlink from.

Modern Backlinks

The REASON for working to get backlinks has changed in the last few years.

Now it is as much about contextual links, contextual authority or co-citation (being mentioned, if not actually linked to, on a page that mentions and talks about the big players in your industry).

And feeding the **LLM's.**

Large Language Models – AI, in other words – like ChatGPT and Claude etc.

Think of the search results these days. Yes there are those 10 sites ranking on the first page. But often there is an AI generated summary of what you searched for.

Wouldn't it be great if your content was what generates that summary, with the link to your site as the source?

So there are a few steps you can do to help that happen.

1. Write in a conversational tone. LLM's prefer it. People prefer it.
2. Be mentioned on authoritative pages amongst other experts.

Best Backlink Strategies and Sources

1. Help a Reporter
2. Directory websites
    a. National businesses
    b. Dog-related
    c. Local businesses
3. Comments (done right!)
4. Google Maps
5. Local Press
6. Local dog-related business
7. Sponsor local events
8. Guest writing
    a. National relevant
    b. Local
9. Create a Local Resource Guide
    a. Best walks
    b. Local dog businesses
    c. Dog-friendly cafes, shops etc
    d. "Lost Dog Response Guide"
10. Create a useful free Dog Help Resource
    a. Specialised for local schools
11. Client website links
12. Local business networks
13. Vet practices
14. Publish local case studies
15. Exclusive discounts for essential workers (then Press)
16. Collaborate with Dog Charities
17. Run a local competition "TOWN's Cutest Dog"
18. Video links

1. Become a Source for Reporters and Bloggers

This can be a lot of work. But worth it for a high power backlink AND credibility exposure.

Tools to use

1. Your local Press – radio and newspaper
2. https://www.helpareporter.com/
3. https://helpab2bwriter.com/

Journalists and reporters are always looking for new stories and the quickest way to get their story completed. Often they use 'local experts'.

With the first option – local Press – simply contact them and develop a relationship with a few reporters there, and offer your help should they need any input or expert quote or advice for anything dog-related. Your local town may have their own commercial newspaper and radio station. Also, where is your nearest BBC radio station?

Some years ago I ran a gadget insurance company. I managed to get interviewed by our BBC radio station multiple times, giving advice on that industry, and got mentions on air. Instant credibility.

Ask in return that they reference your website on their website.

Using options 2, and 3, the service to help a reporter, you get notified when a journalist is writing something and needs help. You offer your input as the Dog Expert, and hopefully get published in the article and referenced. You get massive kudos and brand awareness, and a backlink. It is hard work – don't expect to be published immediately – but it is worth it.

2. Directory websites

This can be a quick simple way to boost your SEO and to gain credibility and exposure both on national business directories, dog-specific and local directories. And it is something you can directly control (rather than waiting and hoping a website does link to you).

Just sign up with as many and all that you can. Maybe spread it out over time. An hour a week for example.

Best procedure;
- Keep your business information consistent in all listings (same address, name etc) so Google identifies you as being the same company.
- Use targeted keywords in your listing
- Use attractive high quality images
- Make the business description compelling, not just SEO-lead. Intrigue, show benefits and aim to convert.
- Encourage reviews, where relevant, eg Google Maps, Yelp, TrustPilot

The Directories:

    a. National business directories
       Google Maps (My Business)
       Bing
       Yell
       Yelp

Cyclex UK
192
FreeIndex
Scoot
Touch Local
UK Business Directory
Hot Frog
Bizify
Opening Times
Business Magnet
My Local Services
Thompson Local
https://www.reviewcentre.com/
https://www.adforum.com/
https://www.allinlondon.co.uk/
https://uk.ezilon.com/
https://gb.enrollbusiness.com/
https://uk.showmelocal.com/
https://www.find-us-here.com/
https://www.a-zbusinessfinder.com/
https://www.locallife.co.uk/
https://www.approvedbusiness.co.uk/
https://www.fyple.co.uk/
https://find-open.co.uk/
https://www.opendi.co.uk/
https://www.bizify.co.uk/
https://www.myindex.co.uk/
https://www.zipleaf.co.uk/
https://www.localpages.co.uk/
https://uksmall.business/
http://www.sulekha.co.uk/
https://www.121nearme.co.uk/
https://www.mylocaldirectory.co.uk/
https://wefindlocal.co.uk/
https://ukbusinessportal.co.uk/
https://wefindlocal.co.uk/
https://ukbusinessportal.co.uk/

b. Dog-specific directories
Dog Walker Near Me – I set this up specifically for you and our Dog Walkers Club, to help promote you.

https://dogs-directory.co.uk/
https://dotty4paws.co.uk/
https://pet-pages.co.uk/

https://petplatformdirectory.co.uk/
https://petsandanimals.co.uk/
https://www.dogfriendly.co.uk/
https://www.dogfriendlybusinesses.com/
https://www.dogsdirectuk.co.uk/dogs-direct-uk
https://www.dogservices.co.uk/dog-business-directory/
https://www.muddypawsguide.co.uk/
https://www.nationalpetregister.org/dir/
https://www.pawsandplaces.dog/
https://www.petbusinessworld.co.uk/trade-directory/list/dogs/page/3
https://www.petcarenearme.co.uk/
https://www.petdirectoryservices.co.uk/
https://www.professionaldogbusinessesuk.co.uk/
https://www.thegooddogguide.com/
https://yappily.co.uk/

c. Local Directories – Google search for "MYTOWN directory of businesses" or "directory listing in TOWN". You'll probably find a local version of thebestof.co.uk and quite a few others.

3. Comments

Dodgy spammers used to use (and still do use) the comments section of blog posts to try to inject a link to their site, using software to spam it to millions of websites at once, with carbon-copy, meaningless comments, followed by a link to the site.

Comments like "I like your post" and "interesting work" and nothing else.

DELETED!

That sort of comment will only ever get published on a website that is not moderated and is therefore quickly seen as a weak and meaningless website. And therefore not worth getting a backlink on.

This is why you as a website owner, need to moderate out such spam comments, with the Akismet plugin.

HOWEVER…

Done right, comments can be useful to you, for getting some broad, low-level backlinks. Nothing mega powerful, but they will start the ball rolling for your SEO, especially if you have a young website and/or have low competition.

I did this about 2 years ago, for a niche I was targeting for our French villa (not for dog-friendly holidays). I casually spent a few evenings over a period of a few weeks, reading websites related to that niche.

I then thought about the content of a certain page, and replied to it intelligently and very specifically, in the comments section, with as much thought as possible, with useful feedback or a personal experience story.

From that process, I got about 30 backlinks from highly relevant pages.

And our page for that niche started to climb up the search results.

That page has consistently been at position number 1 in Google for the last 18 months.

This is how to do comment backlinks the right way.

4. Google Maps(My Business)

In the video tutorials for setting up your Dog Walker website, I covered how to setup the [Google services here](#). Google Maps is part of that. And Google Maps is so much more than just a directory listing, because people are actively using it as a map, to navigate around town etc. Once you have setup your Google Maps profile, actively update it periodically. And definitely seek Google Reviews, which will show there, from your existing happy clients. That all feeds back to Google as you being a reputable company, and will improve your Google ranking.

5. Local Press

I covered this [here in the Business Growth Formula](#). The addition here is that almost all old-school newspapers will have an online version – and with that, comes a backlink to your site.

Story Ideas:

- "Local dog walker launches weekly walking club for anxious dogs"
- "TOWN dog walker helps local rescue dogs get more exercise"
- "How daily walks reduce separation anxiety in dogs – local expert explains"

Here is a template for an email to your local press:

Subject: Local story idea for your lifestyle section
Hi [Journalist],

I'm a professional dog walker here in TOWN, and I've noticed a big rise in dog owners struggling with separation anxiety and behaviour since returning to office work.
I've launched a community walking programme to help.
Happy to give quotes, photos, and expert insight if this is of interest.
Best,
[Name]
[Website]

6. Local dog related businesses

I covered this in the 2 sections about Maven Marketing [here](#) and [here](#).

The key relevance here is – ask for the backlink. Partner to get it.

7. Sponsor local events

Are there any local events that overlap with dog-relevance? If they have a website, sponsorship would usually come with a link to your site. And it might be far cheaper than anticipated.

8. Guest Writing

Guest writing is where you are the guest writer for another website; you create some high-quality content – helpful, informative, useful – and somewhere within it is a seamless link and mention of your website.

This is not about spray-and-pray marketing. Choose maybe 5 other websites that you have carefully researched to be relevant and high-authority, that you could genuinely help them to craft some useful content.

Again, done properly, this is hard work but very effective.

I still have a handful of very powerful backlinks on some super-relevant websites, from guest writing that I did about 8 years ago. It still brings direct traffic and still gets spidered by Google so it brings the Google juice.

One, for example, took me maybe 2-3 days in total time, of relationship work, to get the agreement, and to write high-value content.

It was on a very high Domain-Authority travel authority website (think Lonely Planet type company). I wrote a 'How To' article about buying a house in France, and seamlessly included a paragraph about our villa in France, with before and after renovation photos, to make it graphically appealing.

Don't be tempted to use software for this process of finding good websites. Manual search brings the magic. Check them out thoroughly.

Find a national and dog-related website, or local and possibly broader (generally all about your local area). Or maybe both – local and dog-related!

Check their Domain Authority. Spend time on their site and see if they seem reputable, with good information.

The content of your article – that's all about figuring it out, specific to their website. What will work for *them*?

9. Create a Local Resource Guide for Dog Owners

Create a be-all-end-all big guide to your local area, for dog owners. With everything a dog owner might want to know.   Effectively you could create the website you were searching for at the end of section 8 above – a local dog-related website all about your local area and all things dog related.

Position the content on your dog walking website so you get the links from other websites who find it useful.

Include;

    a. Best walks
    b. Local dog businesses
    c. Dog-friendly cafes, shops etc
    d. "Lost Dog Response Guide". Include
          i. Who to contact
         ii. Where to search
       iii. Local FB groups
       iv. Local police contact
        v. How to make posters
      vi. Immediate steps

           Why this works:
           Councils and animal charities often link to such a guide.

Make it genuinely the best resource for your local area on all things dog.

Keep adding to it and improving it over time.

Don't be afraid to link to lots of other dog businesses. The overall goal is to make it insanely useful to local dog owners.

You will need to do **Outreach** to get people's attention to it. See below on that. Short story – contact lots of people and businesses, tell them why it is in their interest to link to it.

The easiest place to start the outreach? Contact the dog related businesses you have sung the praises of. Everyone loves to show-off a bit – and they will to – to shout out how they are listed in your Guide.

Send this email to:
- Dog Groomers
- Trainers
- Behaviourists
- Vets
- Pet sitters
- Dog-friendly pubs

Outreach Email Template

Subject: Quick collaboration idea?
Hi [Name],
I run a professional dog walking service here in TOWN, and I'm creating a "Local Dog Owner Guide" for pet owners in our area.
I'd love to feature your business in the guide and link to your website.
If you're happy for me to include you, would you mind adding a link back to my site under your recommended local partners section?
Here's my website:
[Your URL]
It would help local dog owners and support more pet-friendly collaboration in TOWN.
Thanks so much,
[Your Name]

A logical inclusion in this section is…

Citation Magnets

A citation magnet is anything that is so useful or entertaining that other sites just can't help but link to it.

What could you create or write that is so informative, funny, entertaining, instructive etc, that other sites would happily link to it?

> Maybe some training materials you could create and give online?
>
> Software, tools, info-graphics, videos?
>
> Another example of this is…

10. Create a useful free Dog Help Resource
- Specialised for local schools

Schools and colleges usually have very high Domain Authority so can give you a powerful backlink.

Create a Guide – and possibly even a mini-course – on Dog safety. How to approach a dog that isn't yours. How children can safely interact with dogs. Maybe you could go into your local school to teach it, then give the resource on your website for the school to link to.

Or "How pets help children build confidence"

Sample Email:

Hi [Name],
I'm NAME, a local professional dog walker. I've created a child-friendly guide on "How to Safely Approach Dogs" and wondered if your school would like to share it with students.
I can also provide a short written article for your website if helpful.
Best wishes,

YOUR NAME

11. Client website links

This is an easy one – simply ask your existing clients if they would link to you from their business website somewhere. Some clients own:
- Blogs
- Businesses
- Online shops

Ask them to link to you in a sentence:
"This is our dog walker in TOWN."

Sample Email:

Subject: Quick favour?
Hi [Name],
Because your website has great local traffic, I wondered if you'd be happy

to mention MY DOG WALKER BUSINESS NAME somewhere on your site as "the dog walker we use"?
It really supports my small business, and I'd appreciate it so much.
My site: WEBSITE
Thanks
YOU

12. Local business networks

Business Groups often have member directories:
- Local Chamber of Commerce
- Nearest Business Club
- BNI (groups in your town)
- Local Facebook business pages & networking groups

Many allow a website link.

13. Vet practices

Help local vets to educate their clients on dog health. Write a guest article for them, that will include a backlink to you. For example:

How Regular Dog Walking Supports Long-Term Canine Health
By YOUR NAME, YOUR BUSINESS
Daily movement is one of the most powerful forms of preventative care for dogs. Here's how consistent walks support health:
1. Weight Management
Daily exercise prevents obesity, a major risk factor for diabetes and joint disease.
2. Digestive Health
Regular movement improves bowel activity and hydration habits.
3. Joint Mobility
Gentle, daily exercise slows arthritis progression.
4. Mental Stimulation Reduces Stress
Scent work lowers cortisol levels.
5. Socialisation Improves Behaviour
Supervised group walks build confidence and reduce anxiety.
If owners need structured, safe walks, BUSINESS NAME offers solo, group, puppy visits, socialisation groups and weekly subscriptions.
👉 YOU WEBSITE ADDRESS

14. Publish local case studies

If you were writing up your success stories for a scientific journal…

Example:

"How Daily Walks Helped a Frenchie With Separation Anxiety in Market Harborough"

Local, real-life stories encourage:
* Shareability
* Natural links
* Trust-building

15. Exclusive discounts for essential workers (then Press)

Provide a special discount for:
* Teachers
* NHS staff
* Senior community groups

And then let your local Press know about it, to promote you. It's a good feel-good community story that will get you kudos and backlinks.

16. Collaborate with Dog Charities

You can:
* Donate walks to charity raffles
* Partner on events
* Write guest blogs for them

Charity backlinks = strong domain trust.

Sample Email:

Subject: Would you like free support for your next fundraiser?
Hi [Charity Name],
I'm NAME from YOU BUSINESS NAME. I'd love to donate a **free dog walk package** to your next raffle or local fundraising event.
If you'd be happy to include my website as a supporter, even better: YOUR WEBSITE ADDRESS

Thank you for the incredible work you do,

Warmly,

YOUR NAME

17. Run a local competition "TOWN's Cutest Dog"

"TOWN's Cutest Dog 2025"

Local businesses and residents will link to enter, and winners share links too.

This is outlined in detail in the [Dog Walkers Business Growth Formula here](#).

18. Video Links – Facebook and YouTube

Links from Facebook and YouTube will help your SEO.

Example videos:
- "How to Walk Reactive Dogs Safely"
- "3 Signs Your Dog Wants More Exercise"

Include your website link in the description.

Be a Malinois Link-Sniffer

You probably know right? Malinois have the most amazing nose and sense of smell. Probably the best sniffer dogs in the world.

Train yourself to be a Malinois for backlink potential. For relevant and powerful content.

When you read anything related to dogs, dog walking, the outdoors – anything related to you – think to yourself "How could I help here? How could I get a backlink?"

If you find an article or page about anything dog-related, think about how you could insert some additional information or quote or tool, to be useful. And you are quoted as the source.

Consider Paying For It

Good backlinks don't come cheap.

You either work hard for it, like outlined above. Or you pay someone to do the work. You can *carefully* use a quality backlinks provider via Fiver but only if you carefully vet them. Do NOT use anyone who promises quick search engine results or who offers lots of backlinks.   It won't work.

The only option that I have found that works is to pay a decent price (£10 to £150) for one single high-powered backlink.   For instance you might try this guy. Search on Fiver for "Contextual backlinks".

Maybe give yourself a budget to do this once every other month. Don't go nuts on it. Little and semi-often.

Aim for a few high powered backlinks.

More On Outreach

At some point, for most backlink-seeking work, you'll need to get in touch with that other website.   You'll need to reach out and ask.

I have included sample emails already here for you, where possible. In general…

Don't just ask for the link.

Email them outlining why it would be good for THEM to link to you and the exact link text you want them to use when they link to you. Change the link text you want them to use each time (so you get link text variation).

Email them and specifically point them to your best content, and why this would be of interest or helpful to their readers.

Or email them outlining exactly where on their site you might be able to help and why it is good for them.

Don't expect instant results or 100% success rate in getting a backlink. You won't get many responses, but the few that do will be worth it. The links you can get this way can be very powerful – because often they get left there for many years, constantly helping your SEO.

That is why it is worth the effort – and worth repeatedly trying to build a relationship with the most powerful sites you want to link to you.

Don't get a link from their 'links' page – that is next to useless. Ask them to embed the link to you in one of their articles, pages or blog posts, and not in the side or footer menu. Find a specific page on their site that would be good for them and you to link from.

Conclusion

Now, if you only do just what is outlined in this book, then you will get **much better SEO results** and your site will start to climb up the search engine results very nicely – which means more free traffic for your site – and more clients.

SEO is a slow-burn, long-term game.

Don't rush or stress yourself.

What's the next step?

It will feel overwhelming to start with. Just attack one single step in this process above. Focus on that one thing. DO that.

Then the next thing?

Just keep moving forward…

Step by step.

Now, go back to the start of this document, right back to the top, and figure which bit you're going to start on.

Now go to that.

Good luck,

Duncan Ritson-Elliott

[Dog Walkers Club](#)