



Brand Afrika
CONSULTING

BRAND AFRIKA ACADEMY

SEO Fundamentals

The essentials of being found on search,
explained without the jargon.

GUIDE



WHAT IS SEO, REALLY?

Search Engine Optimisation simply means helping the right people find you on Google when they search for what you offer. You do not need to trick anyone. You need to be genuinely useful, clear, and easy for Google to understand.

The three pillars

1. Relevance — say what you do, clearly

Google matches searches to pages. If your page never uses the words your customers search for, it cannot match. Write in your customer's language, not internal jargon.

2. Authority — earn trust over time

Google trusts sites that others reference and that publish helpful content consistently. Reviews, mentions, and links from reputable local sites all build authority.

3. Experience — make the site easy to use

A fast site that works on mobile and is easy to navigate keeps visitors around, and Google notices.

Local SEO: the quick wins

For most businesses serving a city or region, these moves deliver the fastest results:

- 1 Claim your Google Business Profile.** Complete every field, add real photos, and keep your hours accurate.
- 2 Be consistent.** Your business name, address and phone number must match exactly everywhere online.
- 3 Collect reviews.** Ask happy customers to leave a Google review, and reply to every one.
- 4 Name your area.** Mention the towns and regions you serve naturally in your website copy.

Keyword basics

A keyword is simply what someone types into search. Think in terms of what a customer would actually write:

Instead of (vague)	Target (specific)
"experiences"	"safari tours in Victoria Falls"
"quality service"	"affordable wedding photographer Bulawayo"
"solutions"	"small business accountant near me"

Aim for specific phrases with clear intent. They bring fewer visitors, but far more of them are ready to buy.

On-page checklist

- ☐ Each page has a clear title containing the phrase customers search for.



- ☐ Headings describe the content plainly (not clever, just clear).
- ☐ Images have descriptive file names and alt text.
- ☐ The page loads quickly and works on a phone.
- ☐ There is one clear next step (call, message, book) on every page.

The honest truth about SEO

SEO is a long game, not a switch. Consistent, useful content and a well-built site compound over months. Start now, stay steady, and the results build on themselves.