



Practical guide

Website SEO foundations for small Devon businesses

A plain-English guide to the SEO basics that actually help local Devon businesses get found — useful pages, clear titles, technical hygiene and Google Business Profile — without buying a mystery campaign.

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For most small businesses in [Devon](#), “SEO” is not a secret campaign you outsource and hope for. It is a short list of foundations done properly: pages people can find, titles that match what they typed, a site Google can crawl, and a Google Business Profile that matches the real world.

If you run the business without a CTO or marketing team, that is good news. You can make real progress without buying jargon.

What local SEO is really for

You want the right people in [Exeter](#), across Devon and the wider [South West](#) to find you when they already have intent — a service, a product type, a problem you solve — and then trust the page enough to enquire or buy.

That is different from:

- Ranking for vanity keywords nobody searches
- Publishing thin “SEO blogs” that do not help a customer
- Paying for a monthly report full of charts and no decisions
- Redesigning the homepage because ranking felt slow

Foundations first. Campaigns later — if you still need them.

Start with pages that earn their keep

Before titles and tools, check the shape of the site:

- Is there one clear page for each important service — not only a homepage section?
- If you serve distinct places, does each place page say something useful and specific, or is it the same paragraph with the town name swapped?



- Can a stranger tell, in ten seconds, what you do and who it is for?
- Does every important page have a next step (call, form, shop, book) that works on a phone?

Google cannot rescue a site that does not answer the searcher's question. Useful pages are the foundation; optimisation is the finish.

On-page basics that still matter

- **Unique title tags** — one per important URL, written for humans, matching what someone would search
- **Meta descriptions** — not a ranking magic trick, but the sales line in the search result; make them honest and specific
- **Headings** — one clear H1, then a readable structure; do not stuff town names into every heading
- **Internal links** — from the homepage and key pages to the services you actually want enquiries for
- **Images** — compressed, with sensible file names and alt text that describes the image, not a keyword list

If two pages compete for the same phrase with near-identical copy, you are usually diluting yourself. Prefer one strong page over three weak ones.

Technical hygiene (the unglamorous bit)

You do not need to become a developer. You do need someone to confirm:

- Important pages return successfully — not soft 404s or "coming soon"
- A sitemap lists the URLs that matter, and `robots.txt` is not blocking them by accident
- The site is usable on mobile and loads without making people wait on Devon broadband
- HTTPS works, canonicals are sensible, and old domains or redesigns redirect cleanly
- Analytics actually records enquiries or purchases — otherwise you are flying blind

Broken foundations make every content effort look like "SEO doesn't work".

Google Business Profile and local trust

For many Devon firms, Maps visibility matters as much as the website.

- Claim and complete your [Google Business Profile](#)
- Keep **name, address and phone (NAP)** identical on the site, Profile and any directories you already use
- Categories, hours, services and photos should match how you actually trade



- Gather reviews after good work — never buy them
- Respond to reviews like a grown-up business, not a template bot

If the Profile says Crediton and the website footer says Exeter, Google and customers both get confused. Consistency is not bureaucracy; it is trust.

What usually wastes money

Be wary of:

- Guaranteed rankings
- Hundreds of low-quality directory submissions
- AI-generated location pages with no local substance
- “We will do SEO” retainers with no list of pages, no baselines, and no owners
- Blog volume targets when your service pages are still thin or broken

Ask any supplier: which five URLs are we improving, what does good look like in three months, and how will we know?

A simple DIY sequence

1. Write down the ten searches that would mean real work if you ranked for them
2. Map each to one page — create or improve that page before inventing new ones
3. Fix titles, headings and the primary call to action on those pages
4. Confirm Google can crawl them; fix anything broken
5. Align Google Business Profile and NAP
6. Only then consider content expansion or a paid SEO retainer

That sequence keeps you in charge. It also gives an agency a clearer brief if you later hire one.

Where a website review fits

SEO foundations sit beside conversion, analytics and accessibility. A site can rank and still fail to earn enquiries — or convert well and stay invisible.

A [Website Quick Review](#) or [Website Health Check](#) is one way to get an independent view of what to fix first. It is optional. The checklist above is usable on its own.



Next step

Book a [Discovery Call](#) if you want a grounded view of whether the next move is foundations, conversion fixes, local Profile work, or simply better pages for the searches that already matter to your Devon customers.

Talk it through

If this guide is useful, a Discovery Call is the natural next step — no obligation, no sales script.

Book: [twowrens.co.uk/contact](https://www.twowrens.co.uk/contact)

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