

How to help Google understand your website (and why this matters for lead generation)



SEO can sound technical, but at its heart it is simple. Google is trying to understand who you are, what you do and who you help. Your job is to make that as easy as possible.

When Google understands your website clearly, it becomes easier for the right people to find you. That means better quality visitors, more relevant enquiries and stronger results from everything else you do online – from your content to your Google Ads.

What SEO really means for your business

SEO is often presented as a bag of tricks. That is not how we see it at WebStudio Marketing. For us, SEO is about:

- explaining your services clearly
- organising your pages in a logical way
- answering the questions your customers actually ask
- making it easy for Google to connect those pages to real searches

It is less about chasing “the algorithm” and more about helping both people and Google understand you properly.

Why helping Google understand your website matters for leads

Most business owners want leads, not traffic for the sake of it. When Google understands your website well, a few important things happen:

- you show up for more relevant searches from people who actually want what you offer
- your snippets in the search results are clearer and more appealing
- Google Ads can match your ads to your landing pages more accurately
- you waste less time dealing with poor quality enquiries

This is how SEO supports lead generation: by making sure the right people find the right pages at the right time.

How your earlier work prepares the ground for SEO

In the earlier chapters of this playbook, you have already done a lot of the hard work:

- **diagnostics and analysis** – understanding what is working and what is not
- **website fixes and improvements** – clearer headings, better layouts, stronger calls to action and technical quick wins
- **your content engine** – FAQs, blog posts and case studies that answer real questions

All of this feeds into SEO. You now have a clearer site, better content and a more organised structure. The next step is to make sure Google can see and understand that structure properly.

Show Google the “shape” of your website

Google does not see your homepage first and then explore your site like a human. It discovers pages through links, sitemaps and the way your content connects together. Your job is to make those connections clean and logical.

Simple ways to show Google the shape of your site:

- make sure each key service has its own clear page
- link relevant FAQs, blog posts and case studies back to those services
- use clear, descriptive headings on each page
- avoid having multiple pages that say the same thing

Think of it as drawing a simple map that both visitors and Google can follow.

Use plain English so Google knows who you help

Google is increasingly good at understanding natural language. You do not need to stuff pages with keywords. You simply need to talk clearly about what you do and who you do it for.

- describe your services in the same words your customers use
- include the types of problems you solve
- mention the kinds of customers or sectors you work with
- explain your process in normal, straightforward language

When your content is written for real people, you often get better results in search as well. Google can see the connection between questions and answers, problems and solutions.

Why small improvements compound over time

Good SEO is not a one-off project. It is a series of small improvements that build on what you already have. This fits perfectly with our approach at WebStudio Marketing.

Examples of small changes that add up:

- rewriting a vague heading so it clearly explains a service
- adding one or two missing FAQs to a key page
- linking a helpful blog post back to the service it supports
- refreshing an old article with up-to-date examples

None of these take long on their own, but together they make your site clearer, stronger and easier for Google to understand. Over time, this compounds into better visibility and better leads.

How this connects to Google Ads and other campaigns

When your website sends clear signals to Google, it does not just help organic search. It also supports your paid campaigns.

- Google Ads' AI can see what each landing page is really about
- your ads can be matched to the most relevant pages more reliably
- visitors from ads land on pages that actually answer their questions
- you improve your chance of higher quality scores and better performance

In other words, the work you put into helping Google understand your site improves everything built on top of it.

A simple first SEO checklist you can work through

To get started without feeling overwhelmed, focus on a few practical checks across your key pages:

- does each important service have its own clear page?
- does each page explain who it is for and what problem it solves?
- have you linked relevant FAQs, blog posts and case studies?
- are your headings written in plain English that a customer would understand?

If you work through this list page by page, you will already be doing more meaningful SEO than many businesses. In the next articles, we will look at building pages that answer real searches, making small ongoing optimisations and creating simple authority signals that show Google you are trustworthy.