



# **THE SEO PLAYBOOK FOR STARTUPS:**

## **10 PROVEN STRATEGIES FOR MODERN GROWTH**

Along with 10 of our personalized AI SEO Tips.

# LADYBUGZ'S 10 PROVEN STRATEGIES

- 1 HIGH-QUALITY, RELEVANT CONTENT

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- 2 E-E-A-T IN MODERN SEARCH OPTIMIZATION

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- 3 SEARCH INTENT AND KEYWORDS

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- 4 AEO AND GEO OPTIMIZATION

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- 5 MOBILE-FIRST INDEXING

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- 6 VOICE AND CONVERSATIONAL SEARCH

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- 7 VIDEO SEO FOR STARTUPS

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- 8 TECHNICAL SEO AND MEETING CORE VITALS

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- 9 FORUMS AND ONLINE COMMUNITIES

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- 10 LOCAL SEO

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# LYSA MILLER'S AI SEO TIPS

1

When it comes to content: Stop spammy location and service pages (PLEASE).

Keyword spamming is a thing of the past, as are spammy landing and location pages for local SEO. Focus on creating quality content for your startup that showcases what you do and who you do it for. Provide your audience with a sense of your vibe and the personalization of what you do as it relates to them. Additionally, consider publishing some of your content on other websites or platforms.

2

Build a reputation outside and talk about it everywhere.

Your authority matters. Building a reputation is even more critical now than ever when it comes to generative search. As a startup, E-E-A-T is crucial for building your brand and establishing expertise in the digital marketplace. Focus on reviews, awards, YouTube videos, expertise podcasts, and other authoritative platforms, such as Wikipedia and industry online publications. Build your digital presence and promote it on your startup's website and social media platforms.

3

### Understanding your customer.

By understanding your customer on a more granular level, you can create better content that is tailored to helping them, rather than just targeting keywords. This will enhance the user experience and lead to quicker conversions. Getting “found” is not always a recipe for getting “hired”. Creating content that users can relate to and that shows value to the user will go a long way.

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### Stop overdoing the FAQs.

We get it already, Schema is the hottest trend to hit 2025. SEO is a competitive and constantly evolving field, but who better to ask for advice than AI? The problem is, we are all going to get the same results. Schema. Have an FAQ section. Now, it’s common for most websites to have an FAQ section on every page. Some are toggles, while others feature a header and list format. Whatever you choose, pick your questions carefully. A solid way to improve AEO and GEO is to be creative with how you can interact with that content.

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### Stop with the homepage videos.

Although we all love a good video on our website opener, it will slow down your mobile experience. Every second counts on mobile devices; we are all busy and want things to happen faster. If someone is waiting for your video to load, you can count on NEXT. Not only will your bounce rate increase, but it will also negatively impact your SEO authority.

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## Give your content a vibe and voice.

People tend to be more casual when using voice search and are more descriptive when interacting with voice-enabled devices. Users may also combine questions to highly target what they are looking for. So, details and personalization matter.

As of 2025, around 20.5% of people worldwide actively use voice search.  
That's nearly 1 in 5 individuals, and this figure is on a steady climb.



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For startups, voice search is more than a trend; it's a modern SEO strategy that helps you reach highly targeted audiences through AI-driven, conversational content that reflects real user intent.

Video content is indexed quickly, so ensure your startup's videos include optimized titles, hashtags, links, and mentions for maximum visibility.

Video undoubtedly helps with SEO. Building authority on video platforms helps with E-E-A-T and AI SEO. Additionally, many users “hang out and search” on video platforms. Audiences search in various ways, and depending on the generation you were born into, it is likely to define where your customers are “hanging out.” Video isn't just vital for SEO — it's also a powerful way to build your startup's brand.

8

Core vitals are constantly changing. Incorporate technical updates as part of your monthly SEO checklist.

Technical SEO can be complicated. Tackle the most critical errors first, such as site speed and accessibility issues. Usability errors will increase your bounce rate and lower conversions. Making all that hard work on content less effective.

If it's too complicated, don't go it alone. Hire a website support agency, like ours, to maintain the technical side of your company's website.

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Build a brand naturally on the right communities.



Reddit is one of the most visited websites in the U.S., with billions of monthly visits.

Additionally, Reddit threads frequently appear in Google search results, particularly for discussion-based or review-type queries.

# MEET LYSA MILLER: FOUNDER OF LADYBUGZ

Lysa Miller is the powerhouse behind Ladybugz Interactive, a nationally recognized Boston web design and digital marketing agency. Known for her bold leadership and no-nonsense approach, Lysa has built an award-winning agency by mastering her own SEO. Miller has been featured on the Boston Business Journal's Book of Lists, Agency Vista's Women-Owned Agencies to Watch, Cloudways' Top Ten Women-Owned Agencies, and ranked among Clutch.co's Top Women-Owned Agencies in the U.S. in 2023-25. In just over four years, Lysa has led Ladybugz to launch more than 40 websites, support over 55 ongoing clients, and establish 10 strategic digital partnerships — all while fostering genuine community connections.

She's also the founder and president of the MetroWest Women's Network, uniting more than 5,000 women entrepreneurs and leaders. Lysa has over 25 years of experience working in agencies and independently, but her passion has always been centered around SEO.

