



LetsBe Biz — SEO Strategy

Keywords, Content Pillars and Technical Checklist

Version: v1.0

Date: February 26, 2026

Company: LetsBe Solutions LLC

Contact: matt@letsbe.solutions

221 North Broad Street, Suite 3A, Middletown, DE 19709

Confidential — For authorized recipients only

Contents

- 1 LetsBe Biz — SEO Strategy** **3**
- 1.1 1. Current State & Goals 3
 - 1.1.1 Starting Position 3
 - 1.1.2 SEO Goals (6-Month Horizon) 3
- 1.2 2. Keyword Strategy 3
 - 1.2.1 2.1 Keyword Tiers 3
 - 1.2.2 2.2 Keyword Mapping to Pages 5
- 1.3 3. Content Pillars 5
 - 1.3.1 Pillar 1: SaaS Consolidation 5
 - 1.3.2 Pillar 2: Self-Hosted & Privacy 5
 - 1.3.3 Pillar 3: AI for Small Business 6
 - 1.3.4 Pillar 4: Founder Toolkit 6
- 1.4 4. Content Calendar (First 3 Months) 6
 - 1.4.1 Month 1 (Launch Month) 6
 - 1.4.2 Month 2 7
 - 1.4.3 Month 3 7
- 1.5 5. Page Types & Templates 7
 - 1.5.1 5.1 Blog Posts 8
 - 1.5.2 5.2 Comparison Pages 8
 - 1.5.3 5.3 Tool/Feature Pages 8
- 1.6 6. Technical SEO Checklist 8
 - 1.6.1 6.1 Essentials 9
 - 1.6.2 6.2 Performance 9
 - 1.6.3 6.3 Structured Data 9
 - 1.6.4 6.4 Internationalization (Phase 2 — Month 2-3) 9
- 1.7 7. Link Building Strategy 10
 - 1.7.1 7.1 Quick Wins (Month 1) 10
 - 1.7.2 7.2 Content-Driven (Ongoing) 10
 - 1.7.3 7.3 Community & Partnerships (Month 2+) 11
 - 1.7.4 7.4 Links to Avoid 11
- 1.8 8. Measurement & Tools 12
 - 1.8.1 Free Tools to Use 12
 - 1.8.2 Monthly SEO Review Checklist 12
- 1.9 9. Content Production Workflow 12
- 1.10 10. SEO Priorities by Phase 13
 - 1.10.1 Phase 0 (Pre-Launch — Now) 13
 - 1.10.2 Phase 1 (Beta — Month 1) 13
 - 1.10.3 Phase 2 (Post-Launch — Months 2-3) 13
 - 1.10.4 Phase 3 (Growth — Months 4-6) 13

1. LetsBe Biz — SEO Strategy

Version: 1.0 **Date:** February 26, 2026 **Owner:** Matt Ciaccio (matt@letsbe.solutions)
Companion docs: Brand Guidelines v1.0, GTM Strategy v1.0, Website Copy v1.0

1.1 1. Current State & Goals

1.1.1 Starting Position

- **Domain:** letsbe.biz — new, no existing authority, no backlinks, no rankings
- **Content:** Zero blog posts or SEO-optimized pages
- **Competition:** Competing against established players (Zoho, Odoo, Bitrix24, ClickUp, HubSpot) with massive domain authority
- **Budget:** Near-zero for SEO tools — rely on free tiers and manual research

1.1.2 SEO Goals (6-Month Horizon)

Metric	Month 3	Month 6
Indexed pages	20-30	50-75
Organic traffic (monthly visits)	200-500	1,000-3,000
Ranking keywords (top 100)	50-100	200-500
Ranking keywords (top 10)	5-10	20-50
Backlinks (referring domains)	10-20	30-60
Blog posts published	4-6	12-18

These are achievable for a new domain with consistent content and smart keyword targeting. The strategy is to avoid competing head-on with high-authority sites and instead target long-tail, low-competition keywords where a new domain can rank.

1.2 2. Keyword Strategy

1.2.1 2.1 Keyword Tiers

Tier 1 — High Intent, Low Competition (Primary targets) These are specific queries where the searcher is actively looking for what LetsBe offers. Lower search volume, but higher conversion probability and realistic ranking targets for a new domain.

Keyword / Phrase	Intent	Estimated Difficulty
self hosted business software	Product search	Medium-low
self hosted crm with email marketing	Specific feature search	Low
private server business tools	Product search	Low
all in one business platform self hosted	Product search	Low
ai tools for freelancers self hosted	Niche intersection	Very low
business suite on own server	Product search	Very low
gdpr compliant business tools	Compliance-driven	Medium-low
european hosted business software	Geo-specific	Low
replace saas subscriptions one tool	Problem-aware	Low
ai crm for solo founders	Niche audience	Low

Tier 2 — Comparison & Alternative Keywords (High intent, medium competition) People searching for alternatives are ready to switch. These are valuable even at lower volume.

Keyword / Phrase	Intent	Page Type
zoho alternative self hosted	Comparison	Comparison page
hubspot alternative for freelancers	Comparison	Comparison page
odoo alternative easier	Comparison	Comparison page
bitrix24 alternative private	Comparison	Comparison page
clickup alternative with crm	Comparison	Comparison page
cheaper alternative to salesforce small business	Price-driven	Comparison page
notion alternative with crm and email	Feature-driven	Comparison page

Tier 3 — Informational / Top-of-Funnel (Traffic building, lower intent) These drive awareness and backlinks. Higher volume, higher competition, but achievable with quality content.

Keyword / Phrase	Intent	Content Type
how to reduce saas costs small business	Problem-aware	Blog post
best self hosted apps 2026	Discovery	Blog post / listicle
ai agents vs chatbots difference	Educational	Blog post
how much do saas tools cost freelancer	Research	Blog post with calculator
self hosted vs cloud for business	Comparison	Blog post
gdpr requirements small business 2026	Compliance	Guide
how to set up ai for small business	Tutorial	Guide

Keyword / Phrase	Intent	Content Type
business automation without zapier	Problem/solution	Blog post

1.2.2 2.2 Keyword Mapping to Pages

Every page on the site should target specific keywords. No two pages should target the same primary keyword.

Page	Primary Keyword	Secondary Keywords
Homepage	all in one business platform	ai business tools, private server business, replace saas subscriptions
Pricing	business tools pricing, letsbe biz pricing	affordable business suite, cheap crm email marketing
Features	business tools with ai agents	28 tools one platform, integrated business software
Founding Members	letsbe biz founding member	(branded — low volume but captures direct interest)
About	letsbe biz about, letsbe solutions	(branded)
Blog	(hub for all content — no single keyword)	

1.3 3. Content Pillars

Content pillars are the 4-5 core topics that everything on the blog ties back to. Every piece of content should connect to one of these pillars, which in turn connect to the product.

1.3.1 Pillar 1: SaaS Consolidation

Theme: The cost and complexity of running a business on dozens of separate tools.

Connection to product: LetsBe replaces 10-15 tools with one platform.

Example content: - “How Much Are You Spending on SaaS? A Freelancer’s Audit Guide” - “I Replaced 12 SaaS Subscriptions with One Server — Here’s What Happened” - “The True Cost of Tool Sprawl for Small Businesses” - “SaaS Fatigue Is Real: Why Solo Founders Are Consolidating”

1.3.2 Pillar 2: Self-Hosted & Privacy

Theme: Data ownership, GDPR compliance, and the case for running your own infrastructure. **Connection to product:** LetsBe gives you a private, EU-hosted server.

Example content: - “Self-Hosted Business Software: The 2026 Guide” - “GDPR for Small Businesses: What You Actually Need to Know” - “Cloud vs. Self-Hosted: Which Is

Right for Your Business?” - “Why Your Business Data Shouldn’t Live on Someone Else’s Server” - “The Best Self-Hosted Alternatives to [Popular SaaS Tool]”

1.3.3 Pillar 3: AI for Small Business

Theme: Practical AI that goes beyond chatbots — agents that take action. **Connection to product:** LetsBe’s AI agents work across all your tools.

Example content: - “AI Agents vs. Chatbots: What’s the Difference and Why It Matters” - “How AI Agents Can Run Your CRM (For Real)” - “AI Automation for Freelancers: A Practical Guide” - “The Morning Briefing: How AI Can Prep Your Workday” - “Stop Paying for AI That Just Talks — Here’s What AI Should Actually Do”

1.3.4 Pillar 4: Founder Toolkit

Theme: Practical guides for solo founders and small teams on running a lean operation. **Connection to product:** Positions LetsBe as the tool that enables this.

Example content: - “The Solo Founder’s Tech Stack: What You Actually Need” - “How to Run a One-Person Business That Looks Like a Ten-Person Team” - “Setting Up Your Business Tools From Scratch: A Step-by-Step Guide” - “Best Tools for Freelancers in 2026 (And How to Spend Less)” - “From Freelancer to Founder: The Tools That Scale With You”

1.4 4. Content Calendar (First 3 Months)

Cadence: 2 posts/month minimum, targeting 3/month when AI-assisted drafting is in flow. **Process:** AI drafts → Matt edits, adds personal perspective, fact-checks → publish.

1.4.1 Month 1 (Launch Month)

Week	Title	Pillar	Target Keyword	Type
1	“The Solo Founder’s Tech Stack: What You Actually Need”	Founder Toolkit	solo founder tools, freelancer tech stack	Guide
3	“How Much Are You Spending on SaaS? A Freelancer’s Audit Guide”	SaaS Consolidation	saas cost freelancer, how much saas costs	Guide + worksheet

1.4.2 Month 2

Week	Title	Pillar	Target Keyword	Type
1	“Self-Hosted Business Software: The 2026 Guide”	Privacy	self hosted business software 2026	Long-form guide
3	“AI Agents vs. Chatbots: What’s the Difference”	AI for Small Biz	ai agents vs chatbots	Explainer
4	“LetsBe Biz vs. Zoho One: An Honest Comparison”	— (Comparison)	zoho alternative self hosted	Comparison page

1.4.3 Month 3

Week	Title	Pillar	Target Keyword	Type
1	“I Replaced 12 SaaS Subscriptions with One Server”	SaaS Consolidation	replace saas one platform	Case study / personal story
2	“LetsBe Biz vs. Odoo: Which Is Right for You?”	— (Comparison)	odoo alternative easier	Comparison page
4	“GDPR for Small Businesses: What You Actually Need to Know”	Privacy	gdpr small business 2026	Guide

1.5 5. Page Types & Templates

1.5.1 5.1 Blog Posts

URL structure: letsbe.biz/blog/[slug] **Template elements:** - H1: Post title (includes primary keyword naturally) - Meta description: 150–160 chars, includes keyword, ends with value prop or curiosity hook - Opening paragraph: Hook + state the problem or question - Body: Clear headings (H2/H3), short paragraphs, specific data/numbers - Internal links: Link to relevant product pages (features, pricing) and other blog posts - CTA: End with a relevant call-to-action (waitlist, founding member, or related post) - Author: “Matt Ciaccio, Founder of LetsBe Biz” with brief bio and link to About page

Word count target: 1,200–2,000 words for guides, 800–1,200 for opinion/story posts.

1.5.2 5.2 Comparison Pages

URL structure: letsbe.biz/compare/[competitor] **Template elements:** - H1: “LetsBe Biz vs. [Competitor]: [Key Differentiator]” - Quick comparison table at the top (features, pricing, hosting model, AI capability) - Section-by-section feature comparison with honest assessments - “Where [Competitor] wins” section — honesty builds trust and SEO authority - “Where LetsBe wins” section - Pricing comparison with real numbers - Verdict with clear recommendation for who should choose which - CTA: “Try LetsBe Biz” or “See Pricing”

Comparison pages to create (in priority order): 1. LetsBe Biz vs. Zoho One (most direct competitor in scope) 2. LetsBe Biz vs. Odoo (open-source angle) 3. LetsBe Biz vs. HubSpot (for CRM-focused searchers) 4. LetsBe Biz vs. Bitrix24 (all-in-one competitor) 5. LetsBe Biz vs. Nextcloud (self-hosted crowd)

1.5.3 5.3 Tool/Feature Pages

URL structure: letsbe.biz/tools/[tool-name] **Template elements:** - H1: “[Tool Name] — Part of Your LetsBe Biz Server” - What it does (2–3 paragraphs) - Key features (bullet points or feature grid) - How it connects to other LetsBe tools (the integration story) - How AI agents use this tool - “What you’d pay for this separately” — comparison to standalone SaaS - CTA: “Included in every plan starting at €29/month”

Priority tools to create pages for: 1. CRM 2. Email Marketing 3. Project Management 4. Invoicing 5. File Storage 6. AI Agents (this is a feature page, not a tool page, but critical for SEO)

1.6 6. Technical SEO Checklist

These items should be in place before or at launch. Most are one-time setup.

1.6.1 6.1 Essentials

- XML sitemap** at `letsbe.biz/sitemap.xml` — auto-generated, submitted to Google Search Console
- Robots.txt** at `letsbe.biz/robots.txt` — allow all public pages, block admin/app areas
- Google Search Console** verified and active
- Bing Webmaster Tools** verified (small effort, incremental traffic)
- HTTPS everywhere** — no mixed content, proper redirects from HTTP
- Canonical URLs** on every page — prevents duplicate content issues
- Meta titles** on every page — unique, under 60 characters, include primary keyword
- Meta descriptions** on every page — unique, 150-160 characters, include keyword + value prop
- H1 tag** on every page — exactly one per page, includes primary keyword
- Image alt text** on all images — descriptive, includes keyword where natural
- Internal linking** — every page links to at least 2 other pages on the site
- 404 page** — custom, helpful, includes navigation and search

1.6.2 6.2 Performance

- Page load time** under 3 seconds (ideally under 2)
- Core Web Vitals** passing — LCP, FID/INP, CLS all green
- Mobile-responsive** — all pages work on phone/tablet
- Image optimization** — WebP format, lazy loading, proper sizing
- Minified CSS/JS** — no render-blocking resources

1.6.3 6.3 Structured Data

- Organization schema** on homepage (name, logo, URL, social profiles)
- FAQ schema** on pricing page (the FAQ section — gets rich snippets in Google)
- Article schema** on blog posts (author, date, headline)
- BreadcrumbList schema** on all interior pages
- Product schema** on pricing page (pricing tiers, offers)

1.6.4 6.4 Internationalization (Phase 2 — Month 2-3)

- hreflang tags** for each language version
- URL structure:** `letsbe.biz/de/`, `letsbe.biz/fr/` (subdirectory, not subdomain)
- Translated meta titles and descriptions** (not just page content)
- Priority languages:** German (de), French (fr) — biggest EU markets
- Translation approach:** AI-assisted draft → native speaker review for key pages (homepage, pricing, top 5 blog posts)

1.7 7. Link Building Strategy

For a new domain, backlinks are the hardest and most important factor. The strategy focuses on approaches that a solo founder can execute without a budget.

1.7.1 7.1 Quick Wins (Month 1)

Tactic	Expected Links	Effort
Submit to directories: Product Hunt, AlternativeTo, G2, Capterra, awesome-selfhosted	5-10	Low
Founder profiles: LinkedIn, Twitter/X, Reddit, Hacker News profiles with link	3-5	Very low
GitHub presence: If any components are open-source, list on GitHub with link	1-2	Low

1.7.2 7.2 Content-Driven (Ongoing)

Tactic	Expected Links	Effort
“Best of” listicle outreach: Reach out to authors of “best self-hosted tools” and “best tools for freelancers” lists to get included	3-10	Medium
Guest posting: Write for freelancer, startup, or privacy-focused blogs. One post = one quality backlink	1-2/month	High

Tactic	Expected Links	Effort
Data-driven content: Create a “SaaS Cost Calculator” or “What Freelancers Spend on Tools” survey with original data. Original data gets cited and linked	5-20	High (one-time)
Reddit and HN organic: Genuine helpful answers with natural links back to relevant content	2-5	Medium (ongoing)

1.7.3 7.3 Community & Partnerships (Month 2+)

Tactic	Expected Links	Effort
Open-source community engagement: Contribute to or sponsor projects LetsBe integrates (n8n, Nextcloud, etc.)	2-5	Medium
Podcast appearances: Pitch to small business, startup, or privacy-focused podcasts	1-3	Medium
Integration listings: Get listed on integration pages of tools LetsBe works with	3-8	Medium

1.7.4 7.4 Links to Avoid

- Paid link farms or PBNs — Google will penalize a new domain hard for this
- Low-quality directories that exist only for links
- Reciprocal link schemes (“I’ll link to you if you link to me”)
- Comment spam on blogs or forums

1.8 8. Measurement & Tools

1.8.1 Free Tools to Use

Tool	Purpose
Google Search Console	Index status, search queries, click-through rates, Core Web Vitals
Google Analytics 4	Traffic, user behavior, conversion tracking
Bing Webmaster Tools	Bing index status, additional keyword data
Ahrefs Webmaster Tools (free)	Backlink monitoring, site audit
PageSpeed Insights	Performance testing
Schema Markup Validator	Structured data testing

1.8.2 Monthly SEO Review Checklist

- Check Search Console for new queries driving impressions
- Review which pages are indexed vs. not
- Check for crawl errors or coverage issues
- Track keyword ranking movement for target keywords
- Review backlink profile for new/lost links
- Check Core Web Vitals for any regressions
- Plan next month's content based on what's working

1.9 9. Content Production Workflow

Since Matt is writing with AI assistance, here's the process for each piece:

1. **Keyword selection** — Pick from the keyword list based on priority and what feels natural to write about
2. **Outline** — AI generates an outline based on keyword intent and top-ranking content
3. **Draft** — AI writes the first draft following the outline and brand voice
4. **Edit** — Matt edits for personal voice, adds real examples and opinions, fact-checks claims
5. **Optimize** — Check keyword placement (title, H1, first paragraph, meta description), add internal links, add alt text to images
6. **Publish** — Add to CMS, submit URL to Google Search Console for fast indexing
7. **Distribute** — Share on LinkedIn (adapted version, not just a link), mention in relevant Reddit threads if natural

Time estimate: 2-3 hours per post (30 min outline, 30 min AI draft, 1-2 hours editing and optimizing).

1.10 10. SEO Priorities by Phase

1.10.1 Phase 0 (Pre-Launch — Now)

- Set up Google Search Console and Analytics
- Implement technical SEO checklist on existing site
- Write and publish first blog post before beta opens

1.10.2 Phase 1 (Beta — Month 1)

- Publish 2 blog posts
- Submit to Product Hunt, AlternativeTo, awesome-selfhosted
- Start building founder profile links
- Begin Reddit engagement (no link dropping — just helpful participation)

1.10.3 Phase 2 (Post-Launch — Months 2-3)

- Publish 2-3 posts/month
- Create first 2 comparison pages (Zoho, Odoo)
- Create first 3 tool/feature pages (CRM, Email Marketing, AI Agents)
- Begin guest posting outreach
- Add German and French language versions of homepage and pricing
- Review analytics and double down on what's driving traffic

1.10.4 Phase 3 (Growth — Months 4-6)

- Scale to 3 posts/month
- Complete remaining comparison pages
- Complete all priority tool pages
- Pursue “best of” listicle inclusion outreach
- Create data-driven content piece for backlinks
- Translate top-performing blog posts to DE/FR

SEO is a long game. With a new domain, expect minimal organic traffic in months 1-2. By month 3-4, targeted long-tail keywords should start ranking. By month 6, organic should be a meaningful traffic source alongside LinkedIn and paid channels.