

SEO Checklist

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SEO CHECKLIST

- Conduct keyword research – Start by identifying the keywords your target audience is using to search for products or services like yours. Use keyword research tools like Google Keyword Planner, Ubersuggest, and SEMrush to find the most relevant keywords to target.
- Optimize your website structure – Ensure that your website structure is user-friendly and search engine-friendly. Use descriptive and concise URLs, organize your content into categories, and create a sitemap for easy navigation.
- Optimize your website content – Your website content should be high-quality, engaging, and optimized for search engines. Use the keywords you identified in step 1 in your website copy, title tags, meta descriptions, and header tags.
- Create high-quality backlinks – Backlinks are essential for SEO as they signal to search engines that your website is authoritative and trustworthy. Focus on building high-quality backlinks from reputable websites in your niche.
- Use social media to promote your website – Social media platforms are an excellent way to promote your website and drive traffic. Share your website content on social media, engage with your followers, and use social media advertising to target your audience.

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- Track your website performance – Use analytics tools like Google Analytics to track your website's performance, including traffic, bounce rate, and conversion rates. Use this data to make informed decisions about
- Optimize your website for mobile devices – With more people browsing the internet on mobile devices than ever before, it's crucial to ensure that your website is mobile-friendly. Use responsive design to make sure your website looks great on any device.
- Use alt tags for images – Search engines can't read images, but they can read the alt tags you use to describe them. Use descriptive alt tags to help search engines understand the content of your images and improve your website's visibility in search results.
- Build a blog – Blogging is an excellent way to create fresh, high-quality content that can help boost your website's SEO. Write blog posts that provide value to your audience and optimize them for SEO.

ARE YOU DIYING YOUR WEBSITE?

When it comes to building a website, there are two options: to do it yourself or to hire a website designer. DIYing your website can be a fun and rewarding experience, especially if you're looking to learn new skills. Creating a website from scratch allows you to have complete control over the design and functionality, and it's also a great way to save money in the short-term.

However, hiring a website designer has a lot of benefits that are hard to ignore. Firstly, working with a professional ensures that your website is up to industry standards and is optimized for search engines. A website designer can also help you create a unique and visually appealing website that stands out from the competition.

Additionally, they can provide ongoing support and maintenance, making sure your website is always up-to-date and functioning properly. Ultimately, while DIYing your website can be a fun and rewarding challenge, the benefits of hiring a website designer far outweigh the costs in the long run.

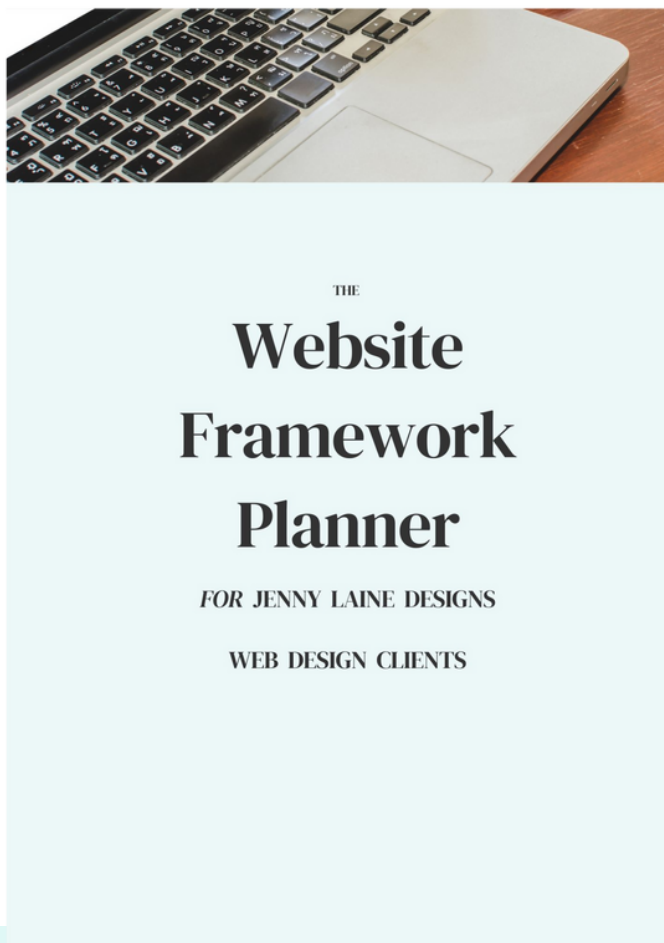


**WHETHER DIYING OR HIRING A
PROFESSIONAL, I CAN HELP. SEE
DETAILS ON THE NEXT PAGE**

NEED HELP PLANNING YOUR WEBSITE?

Are you looking to build a website, but feeling overwhelmed with where to start? Our website framework workbook is the perfect solution for both DIYers or working with a website designer.

With step-by-step instructions and easy-to-understand language, you'll be able to create a stunning website in no time. Plus, with the option to hire a professional, you can get personalized support and guidance throughout the process. Don't let the fear of building a website hold you back, take action today and purchase our website framework workbook to start your journey towards a successful online presence!



ONLY
\$27

→ **BUY NOW** ←

WOULD A WEBSITE AUDIT HELP?

Wouldn't it be awesome if you could have someone look over your website with fresh eyes? Great news! Jenny Laine Designs can do that for you! Feel confident with a pro at your side!

As part of a website audit, I will be using a screen-recorded loom video to walk through your website. I'll be testing links, looking at basic SEO settings, providing helpful feedback, and troubleshooting any issues that may have been overlooked.

Don't worry, we'll work together to resolve any problems and make sure your website is in tip-top shape for launch! So let's get started and make your website shine!

LEARN MORE



Starting at
\$299

TESTIMONIAL



What Was Your Favorite Part Of The Audit?

"Honestly, all of it. Providing the written report and combining it with the videos is brilliant. Being able to use both of these together was so valuable. And the videos made it easy to understand what you were talking about."

WEBSITE AUDITS & DIY SHOWIT OR SQUARESPACE WEBSITE CLEAN UP



AUDIT ONLY \$300 | WEBSITE CLEAN UP STARTING AT \$300

(for a 6-7 page website)

What is included?

This is a stand-alone service for existing websites and also included in my website builds and template customizations.

- Branding
- Favicon
- Content
- Homepage
- Additional Pages
- Customer Journey
- CTA Flow
- Contact Forms
- Footer
- Accessibility- alt text
- Links Work Appropriately
- Text Tagging & Hierarchy
- Media
- Mobile Responsiveness and Optimization
- Cookies
- Privacy
- Basic SEO on Showit or Squarespace
- Page Speeds - Mobile and Desktop
- Screen Checking (different browsers)
- Check for SSL

CLICK
HERE
FOR MORE
INFO

(13+ page fully detailed PDF report will be returned to you for stand-alone audits.)



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