

## Calling all coaches & creators who are STILL spending hours every week in the DMs...

*searching for leads & crossing your fingers hoping that SOMEONE (anyone!) will want to get on a discovery call!*



If there was a simple, straightforward (and free!) way to have dream clients consistently finding YOU on autopilot...

**...Would you finally feel confident enough to make reaching page #1 on Google with SEO a priority in your biz?**

HELL YES! I'M READY TO RANK #1

## It's time to face the cold, hard truth.

Here's what not having an SEO strategy is *actually* costing you...



Every single day, qualified prospects worldwide are searching for your services on Google. **But will they find you?**

It looks a little something like this...

**STEP #1:** Your dream client types a question into Google looking for a solution to an urgent problem (a solution that YOU offer).

**STEP #2:** In an instant, she's brought to the search results page full of acceptable options.

**STEP #3:** She does a quick scroll up and down before ultimately choosing to click the first organic result. (Hint: It's your competitor's)

**STEP #4:** She likes what she sees because, hey, who wants to spend any more time searching than absolutely necessary?

**STEP #5:** So, she makes her way to your competitor's contact page and whattaya know, a few moments later, yet *another* inquiry from your dream client isn't pinging in your inbox...but your competitor's.

The real question is:

## What are you going to do about it?

You could...

- A) Continue to drown yourself in a sea of Moz.com articles sending you into SEO info overload
- B) Or worse, put off SEO entirely & spend the next decade in the DMs
- C) Or, you can start implementing simple, proven practices to ensure next time your dream client starts Googling, it's YOUR link on the first page of search results she's finding

### If C is more your style, then keep reading...

Because what's coming at cha will likely prove to be a pivotal moment in how you spend the next few months, years, or even decades, attempting to land qualified clients.

*"I'm showing up on social like I've been told...so why is my inbox not full of leads dying to work with me?"*

*^Sound familiar?*

### Let me know if this rings a bell as well:

You started your coaching or creative biz with the idea of **freedom** at the forefront of your mind.

Financial freedom, freedom with your day-to-day duties, and freedom to take off time as you like to—who knows—explore the world!

So you quit corporate to do the damn thing. (Congrats!)

Soon into your entrepreneurial journey, you were told to "show up" on social as much as possible. You were told that this would be how you would bring in consistent leads, make sales, and pay your bills.

Then, you continued to hear it time and time again. Everyone online seemed to preach that social media was the best (if not *only*) way to really make it big with your biz.

So you listened.

Determined to succeed (you're no slacker), you get on Instagram and Facebook daily to "engage." As a result, you now have millions of conversations going in the DMs at once. (It's hard to remember who is who!)

You're posting as often as possible to your feed, and you're always pushing yourself to "show up" more on stories. Even when it's the absolute last thing you want to do.

So you end up recording the same "quick" video what feels like 20 times over before abandoning it altogether when you can't seem to nail it. (Then, you feel guilty AF for not posting.)

It's exhausting.

And honestly...

**You're over it.**



And, girl, I feel you.

### You've Put in the Hours & the Effort. Now, It's Time to See *Real* Results.

I see you putting in the work. Pushing yourself to show up even on those days when it feels like the absolute last thing you want to be doing.

Now, you deserve to be seen.

No, not by a few dozen randos on IG stories...

but by the **whole interwebs world on the first page of search results.**

*"Wow, I really enjoyed receiving that random cold pitch!"*

Said no one...ever.

We've all been there. The random "hey, girl!" in the DMs that *instantly* turns into a sales pitch.

Even the more subtle long con game of holding a real conversation first...girl, we all know where it's going.

And don't get me wrong—I'm not saying it's an awful way to go. What I am saying is that, despite what you've been told time and time again...

**It's not the *only* way to go.**

You can 100% get consistent leads without showing up on Instagram every day. Or even every week.

Instead, you can spend that time relaxing on a beach in Bali without a care in the world (#digitalnomadlife) and still coming back to messages in your inbox asking to work with you.

And I'm going to show you how. But first, let's get a few things straight...

## 3 Reasons Your Website is Still Stuck in the Internet Abyss (and How to Fix It)



### 1. You're overwhelmed and have no idea where to start.

Let me guess: You don't even know what questions to ask because...well, where do you even start? You can barely wrap your brain around SEO.

#### You need...

Only the important bits—the ones that will get you to the first page of Google—broken down into actionable, bite-sized steps that are not only easy to understand but also implement.



### 2. Your to-do list goes on for daysSsSss. You don't have the time to learn and implement a new complicated strategy or write alllll new content.

I thought blogging was dead? Think again! It's essential for ranking on page 1, but ya don't have to start from square 1.

#### You need...

An effective way to repurpose all that content you've already spent time writing so you can be putting out a new blog post 2-4 times a month with ease.



### 3. All the conflicting info you've read online is hella confusing. You have no idea who to trust or what tactics to try.

I hear you. There's a TON of info online and a lot of it can become very technical. Other bits can be downright contradictory. It's all hella overwhelming.

#### You need...

An SEO expert who has put in the time working hands-on in the field & getting results for the biggest and baddest corporations and high profile people.

*The good news is...*

**SEO Strategy Just Got Simpler (and Easier) than Ever**

Introducing...

## SEO Strategy Simplified



The 5-part course for SEO newbies and those who have dabbled alike, teaching you only the most important parts of SEO (and none of the unnecessary sh\*t) to take your Squarespace website from page 100,000,000 of Google search results to page #1.

1. Get found by your dream clients for **free** through google search results
2. Start making passive sales on autopilot (like, a **lot** of passive sales)
3. Blow up your email list like a boss

I've invested 2 years of my professional career training in SEO and gaining hands-on experience in the industry. I've worked with billion dollar global brands and high profile people to coaches and creatives just starting out.

#### The results?

Ranking page 1 for "manifestation coach"  
Publishing a blog post with SEO for the first time and reaching page 1 within weeks  
Gaining SO much clarity around what the heck to write about and how to implement SEO without the overwhelm

*Now, I want to show you how to do the same!*



Progress Jessica made  
in the last year



Ranks for 300 keywords on page 1

## Jessica H

Squarespace Website Designer

"Before SEO Strategy Simplified, I felt unsure about how to create a solid strategy to actually grow my website. I was seeing some results with my website, but not really the success I wanted.

What I liked best was **how Lauren breaks things down and makes SEO seem easy (and dare I say it, FUN!).** I actually WANT to take some time implementing these strategies on my website now, and I've never felt the urge to do that before!

**I fully expect to at least double my website traffic in the next 6 months after implementing the strategies from this course.** Lauren has given so many tips here, and I now have a solid idea of how to improve the results I'm already getting, as well as how to rank for new keywords.

This will also help me improve my website design offerings for my clients as well, since I'll be able to add a strategy add on to help them grow their own websites, which will lead to better results for my clients as well (plus, who can say no to the case studies it will lead to???)

If you have a Squarespace website and actually want to be found online, this is the perfect course to get you there!

A huge thank you for this course, Lauren! **I had a reasonable knowledge of SEO already, but still learned a lot from your course** around the strategy and researching the right keywords to focus on."



Progress Danae made  
in the last year



## Danae

Squarespace Website Designer

"Before going through the course, I felt **confused and frustrated** because I was blogging for my business and it wasn't moving the needle at all. I had no idea that there is a strategy behind blogging that needs to be implemented for best results

The information in this course is going to help with marketing my business because blogging is one of my marketing strategies. Before I took the course I would pull a topic out of thin air and hope for the best which hasn't been working very well. Now that I have a better understanding of SEO I'm hoping to get more organic inquires which will help grow my business. Before I would dread blogging, **now I'm geared up and ready to tackle it** because I know what I'm doing now. It's a whole lot easier when you have a plan!

It personally gave me a bigger picture of how to implement SEO. Now that I have a grasp on it, I feel more confident when designing websites for clients. Clients are always wanting to be on page one on Google. Maybe they won't be on page one overnight, but at least you know how to lay down the ground-work and you can guide your clients and educate them on the best way to approach SEO which is **super helpful!**

I like Lauren's teaching style - **she made it clear and easy to understand** and left out all the fluff and got straight to the point which was awesome!"

## Ready to outrank your competitors & start gathering leads & sales on autopilot?

HELL YES! I'M READY TO RANK #1

### Your life before implementing SEO

- ✓ SEO always feels like another language, and trying to learn it on your own is extremely overwhelming. To be honest, you avoid it. You have no idea how to optimize your website or blog content.
- ✓ You struggle to come up with content ideas for your blog that will connect with potential clients...blinking cursor syndrome is a regular occurrence.
- ✓ You're frustrated from always being "on" inside social media platforms like Instagram and Facebook. And you're exhausted promoting your freebie or services on IG Stories every week. You're finally ready to start your blog.
- ✓ Maybe you've been blogging for 2 years and feel like giving up. Your website has barely any visitors...and your only blog reader is your mom. Talk about frustrated.

### Your life after implementing SEO

- ✓ You have SO much more confidence with your blogging efforts because you have a real strategy (not posting for the sake of it) and the concept of SEO **\*\*actually\*\*** makes sense to you.
- ✓ You sit down at your computer, coffee in hand, ready and actually excited to write each week...which is a stark contrast from a few months prior when all you got was a blank mind while staring at the blinking cursor on your screen.
- ✓ You feel at ease knowing you're setting up your business to run in the backend, and that you're not solely relying on borrowed platforms like Instagram and Facebook to bring in new leads.
- ✓ You start to see the impact of your blogging efforts - increase in traffic, blog posts climbing closer to page 1, and uptick in email subscribers. You wake up to see that someone bought your evergreen digital product or that a potential client found you in Google and set up a call with you...cue the happy dance!



### Inside the Course

- 42 comprehensive video lessons with presentation slide downloads
- SEO Glossary
- Keyword Tracker Spreadsheet
- SEO Website Settings Checklist
- Pre-publish Blog Post Checklist
- Post-publish Blog Post Guide
- Average Metrics PDF

## SEO STRATEGY SIMPLIFIED MODULE BREAKDOWN



### Module 1: SEO Beginner Basics

Not quite sure what SEO even is exactly? This first module will walk you through the basics of search engine optimization and reaching that coveted #1 ranking on Google. You'll learn how Google ranks pages, why blogging is key to SEO success, and spammy SEO tactics to stay away from.

- ✓ Lesson 1: What is SEO and Example Search Engines
- ✓ Lesson 2: How Google Works
- ✓ Lesson 3: Different Types of SEO
- ✓ Lesson 4: 6 Benefits of Blogging
- ✓ Lesson 5: Top Ranking Factors
- ✓ Lesson 6: Keyword Stuffing Examples



### Module 2: Everything You Need to Know (and Nothing You

Keyword research is the backbone of SEO strategy. In this module, I'll walk you through developing and solidifying your content strategy (the same content strategy structure I use in my biz!), how to conduct keyword research (including how to know which keywords to use), and how to maximize your visibility with keyword placement.

- ✓ Lesson 1: Simple 3 Step Process to Identify the Perfect Blog Post Content
- ✓ Lesson 2: Keyword Research Best Practices

## Don't) About Keyword Research



### Module 3:

#### Blogging Your Way to the Top

- ✔ Lesson 3: 11 Places to do Keyword Research + Keyword Research Tool Walkthrough
- ✔ Lesson 4: Where to Put Keywords

Blogging will make a huge difference with your overall website ranking in search engines like Google. In this module, you'll learn how to write search engine optimized blog posts all the way from the title to the conclusion. This module will also show you how to save time by repurposing written and audio content.

- ✔ Lesson 1: How to Write Strong Blog Post Titles
- ✔ Lesson 2: Writing Best Practices for SEO and User Experience
- ✔ Lesson 3: Blog Post Writing Hack: How to Easily Expand Your Content
- ✔ Lesson 4: How to Repurpose Written Content
- ✔ Lesson 5: How to Repurpose Audio & Video Content
- ✔ Lesson 6: Photography Blog Post Best Practices



### Module 4:

#### Implementing Site-Wide SEO

Squarespace, Showit and Wordpress are ideal platforms for blogging, so let's make sure you know how to make the most of them! Discover the essential website settings in the backend that will make for better search rankings and the ultimate user experience.

- ✔ Lesson 1: What Squarespace Already Does for SEO
- ✔ Lesson 2: Essential Website Settings
- ✔ Lesson 3: Create a Custom 404 Page to Keep Visitors on Your Site
- ✔ Lesson 4: How to Add Proper Headings, Title Tag, and Keywords to Your Website
- ✔ Lesson 5: The Importance of SEO Descriptions
- ✔ Lesson 6: URLs and Site Structure
- ✔ Lesson 7: How to Optimize Images



### Module 5:

#### Analytics 101: Breaking Down the Data

Don't get overwhelmed by data. Learn how to refresh old blog posts to maximize results, what data should be looked at, how often you need to be looking at it, and what to actually do with the data to optimize your site for search. Basically, this module will teach you how to make sure Google is aware of your website and has eyes on your blog.

- ✔ Lesson 1: Setting up Google Analytics
- ✔ Lesson 2: Setting up Google Search Console
- ✔ Lesson 3: How to Read the Data
- ✔ Lesson 4: Overview of Analytics Tab in Squarespace
- ✔ Lesson 5: Google Analytics Walkthrough
- ✔ Lesson 6: Google Search Console Walkthrough

*Oh yes, I did...*

## + 3 Mind-Blowing Bonuses



#### Bonus #1: How to Set Up a Blog

Tech stress giving you heartburn? Don't worry, this module will show you the in's and out's of the "techie" side of setting up your blog on Squarespace, Showit and Wordpress. In this module, we'll explore the crucial blog settings you need to be aware of.



#### Bonus #2: Design Mini-Course: Lead Magnet Opt-In Pages & Graphics

Learn how to design professional opt-in cover pages and lead magnet graphics that will convert site visitors into email subscribers. Design your own graphics or use one of the templates to promote your lead magnet on your blog!

This mini-course comes ready to serve hella value with 8 video lessons, presentation slide downloads, and blog post graphic templates.



#### Bonus #3: Asana Blog Post Template

Get ready for this Asana template to become your new blogging BFF. This bonus includes an Excel spreadsheet you can directly upload to Asana and video training showing you how to use it.

Start tracking your blog posts yourself or share this with your team for a streamlined process!

PAYMENT PLAN

**\$175**

PAY IN FULL

**\$497**

3 monthly payments of \$175

5 Core Modules (\$997 value)

Facebook group community (\$197)

Monthly Q&A calls

Access to the course for 2+ years

Video trainings, checklists, and templates

Bonus: How to set up a blog on Squarespace, Showit and Wordpress

Bonus: Asana template to use with your VA

Bonus: Designing opt-in pages and graphics for your lead magnets in your mini course

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## Mary Adkins

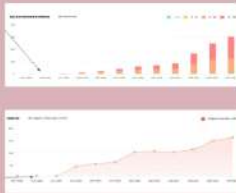
Book Writing Coach

"Before working with Lauren on SEO, I felt helpless, overwhelmed, and like screaming into a void (slightly dramatic but true).

Now, **I feel empowered**. I know what I'm doing now, I have a strategy. I'm clear on my goals. I know what I need to do, and that's HUGE.

Lauren is incredibly clear and helpful in explaining exactly what to do. I really appreciated how practical she was in her tips—I left both the course modules and our live meetings knowing exactly what steps to take. **If you're thinking of working with Lauren, DO IT!**

### Progress Mary made in the last year



Ranks for 8 keywords on page 1

## Heather McKittrick

Floral Healing Therapist

"Before the program, I felt like I wasn't sure if it was worth my time to learn more about blogging and SEO because it felt overwhelming. I didn't think blogging was still relevant.

I loved the pace. **Lauren did an amazing job of explaining things clearly without over-explaining them.**

I could pause it when I wanted to take notes and rewind it easily when I wanted to hear something again.

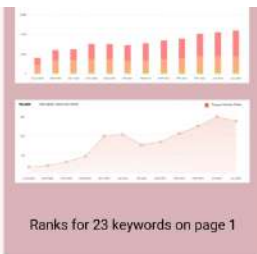
There was a lot of information presented on blogging and SEO and all of it was **relevant to me as an entrepreneur** who works hard to grow her business.

The information I learned got me excited to start blogging again!

I am ready to bring life back to my blog and focus more energy on it now that I know how it helps people reach my website.



### Progress Heather made in the last year



I would highly recommend this program. Lauren is a talented instructor and an expert on keyword research, SEO and blogging.

**She presents the information clearly and linearly, making it easy to understand and implement as you're going through the program.**

I was engaged and excited throughout the whole presentation!"

**HELL YES! I'M READY TO RANK #1**



## Ready to reach page #1 on Google?

Get instant access to this six-part course (total value \$2000+) for just one payment of \$497 or 3 monthly payments of \$175.

**HELL YES! I'M READY TO RANK #1**

**I'm on your side.**

### The Super Simple 7-Day Money-Back Guarantee

You're here because you're ready to get out of the DMs and onto the first page of Google search results. And you don't have time or money to waste.

I feel you, and I don't take your investment lightly. At the end of the day, as a fellow entrepreneur, I'm on your side. That's why, if you're not as **thrilled** with this course and five bonuses as I am to be sharing it with you, I'm giving you your money back—a 100% refund.

Here's how it works:

Take seven days to check out the SEO Strategy Simplified course and its many bonuses.

If after completing Module 1-3, you still don't feel confident that you can improve your rankings in search engines with what you've learned...

Just email [lauren@laurentaylor.com](mailto:lauren@laurentaylor.com) letting me know you've completed the modules, and we'll refund your money.

Easy.

## How do I know if I'm ready to take this course?

### YOU'RE READY IF...

- ✓ You want to set up a long-term evergreen lead generation strategy in your business
- ✓ You or your team have the bandwidth to add content to your website (through original content or repurposing social media posts, podcast episodes, or YouTube videos)

### YOU'RE NOT READY IF...

- ✓ You are looking for fast results (Google doesn't work like that)
- ✓ You're not willing to put in the work to produce weekly or biweekly content
- ✓ You don't want to add another platform (blog) to your marketing strategy



✓ You want to stop relying on Instagram and Facebook to bring in clients and sales

✓ You're a coach, creative or other service provider who wants to be seen as an authority in your space

✓ You're an ecommerce brand who only wants to rank their physical/digital products

## Meet the Expert

### Hi, I'm Lauren Taylor – Squarespace Designer & SEO Strategist



My jam is helping coaches, creatives, and small biz owners design visually captivating brands and build bomb ass websites that make even the strongest of your competitors *mad irrelevant*.

Between my Squarespace design experience and my SEO expertise, I help position you as the go-to expert in your field.

\*HOLD UP\*

#### What makes me so qualified to teach SEO?

Oh hey, I'm so glad you asked! One thing that sets me apart is that I didn't wake up one day and decide to start calling myself an "SEO expert."

See, I've put in my time in the industry. Like two years in an agency career working as an online reputation management specialist to help billion-dollar global brand accounts clean up their Google search presence. I've also spent the past 2 years helping my powerhouse clients build more than beautiful websites and craft a content strategy to get found through Google.

So long story short, I know my sh\*t, and I'm SO excited to teach you the same.

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## Questions Other Coaches & Creatives Have Asked Before

# Jumping from Internet Abyss to Page 1 on Google

What is SEO and why is it important?

Do I need to have any technical background or experience for this course?

It's already hard to find enough time to check off all the items on my to-do list. Why should I add blogging and SEO to that list?

I get all of my clients through Instagram and Facebook, so why would I need this?

Is blogging still relevant?

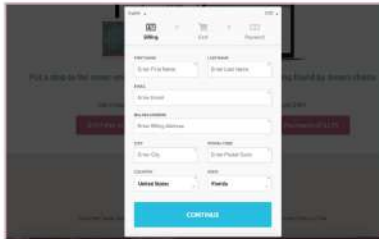
I don't have Squarespace. Will this work for me?

Who is this course for?

How long until I start seeing results?



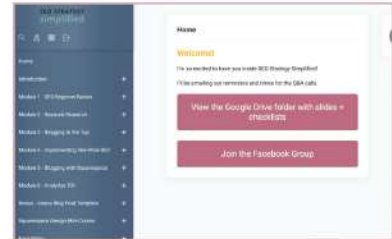
## What happens when you buy?



**Step 1:** Click the payment button to trigger the popup window. Fill out the order form to enroll in SEO Strategy Simplified



**Step 2:** Confirm your subscription and you'll get an email with the details to access the course inside Kartra



**Step 3:** Log into the course dashboard, and you'll get immediate access to the course and all its bonuses

## Still on the fence?



### Elizabeth Rodgers

Holistic Health Coach

"I **highly recommend** Lauren to anyone looking for an amazing website or SEO support - this SEO course is also **fantastic and VERY helpful!!!**"

**Ranks for 55 keywords on page 1**



### Heather Moran

Brand Photographer

"I knew very little about SEO before the course. I liked the way everything was broken down into smaller bite sized chunks because it seemed less overwhelming even though it's a lot of information. I thought it was all very well explained and shown visually to help understand the concepts.

This course is definitely a huge wealth of information to handling your SEO."



### Waltraud Unger

Health Coach

"I felt overwhelmed by SEO in the past. Now, I am a lot more aware in my writing about keywords. I loved



From testimonials by students in the past, I can't get more excited in my thinking about my future success knowing that Lauren was available to answer any questions and getting a good overview of SEO.

If you want to understand SEO better, enroll in the course."



### Cait Scudder

7 Figure Business Coach

"HIGHLY recommend Lauren - if you have a blog & you want more eyes on it, she's your girl. Only woman in this space I've seen who knows her shit with SEO!!"



### Becca Martin

Pinterest Strategist and Copywriter

"Before going through the program, SEO was confusing. There are so many websites and I didn't know which ones were reliable to do keyword research. I also felt like I didn't know what topics to write about for my audience on my blog so I just stopped utilizing it (and hid it on my website).

Now, I feel confident in myself to do my own SEO for my website and blog posts now which I've never been able to say before (and I've done other SEO trainings). I walked away with SO many action items to start implementing in my own business."



### Danielle Garcia

"I joined the course because I was interested to learn more and enhance what I already knew about SEO. I thought blogging was so simple but now it makes sense why that much detail goes into it.

Lauren provided a lot of good points and insights I could use when it comes to my writing. I thought everything was really organized from the order of the modules to the slides in the videos. Lauren stayed on track of the topic being talked about, which kept my interest and didn't leave me bored!

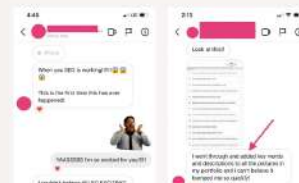
This course is a must if you want to really take your content to the next level and get it to rank high in Google. It was really helpful and informative - I would definitely recommend it!"



### Veronica Pereyra

The course is excellent! I was afraid that I wouldn't learn anything because I took another in depth SEO course for Squarespace.

You explain it really well and it's starting to sink in more! I haven't finished the course yet, but just from listening to your first couple modules, it's exactly what I needed:)



Hi Lauren!

So I'm excited because I put up my blog post following all the things taught to the T 8 days ago, and I just searched and I'm on page 2! Which I'm happy about as a starting point! (It's [here](#).) What can I do to move it forward to page 1? Do you talk about this in the course and I'm just forgetting? (I went through everything but I was really trying to nail the first steps so I may have overlooked it!)

Thank you! :) Loving all of this really clear information so much and am very grateful for it.



**Put a stop to the never-ending rat race of content creation & start getting found by dream clients every day through Google**

Get instant access to this six-part course (total value \$2000+) for just \$497.

**\$497 Pay In Full**

**3 Monthly Payments of \$175**

Have questions? Email [support@laurentaylor.com](mailto:support@laurentaylor.com)

**LAUREN TAYLAR**  
— DESIGN & SEO —

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