

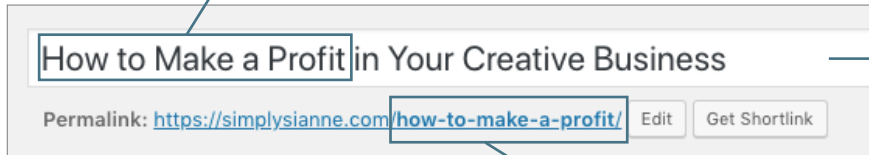


SEO CHECKLIST



SEO LINGO REFERENCE GUIDE

Focus Keyword / Phrase



Optimized Blog Post Title

Optimized Slug

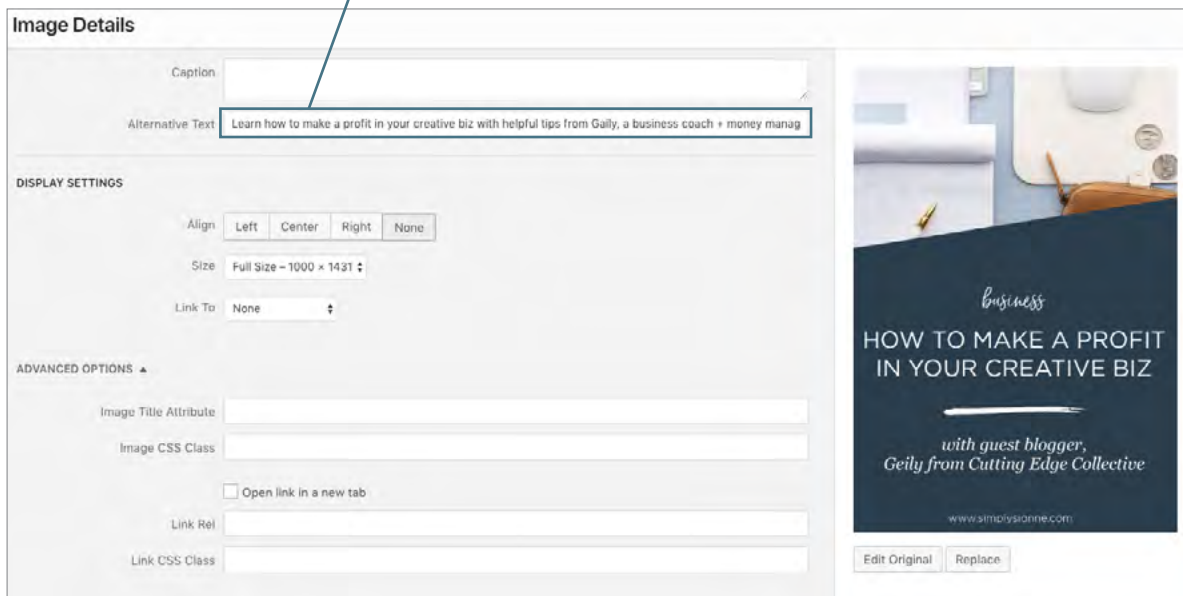
How to make a profit & manage it!

More times than not, we start a business, package, and price our services as if it is not that we're not making sales, but rather, that we're not making any profit

But don't worry, you're not alone, and I'm here to help!

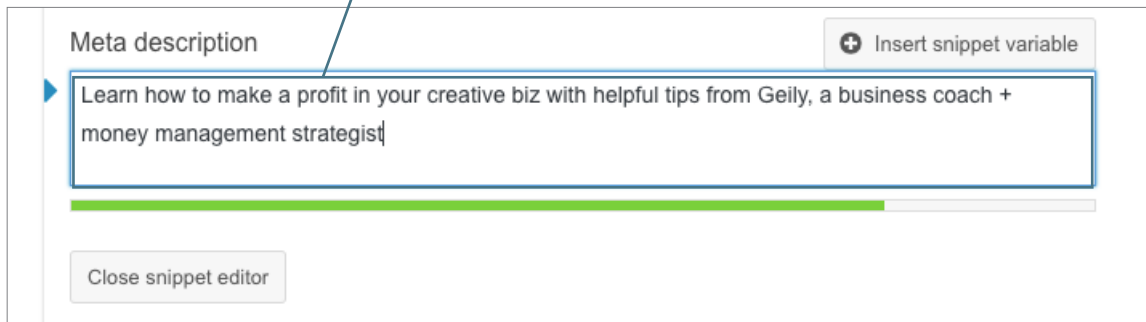
Optimized Headline within the Post

Optimized Imagery with Focus Keyword in Alt Text

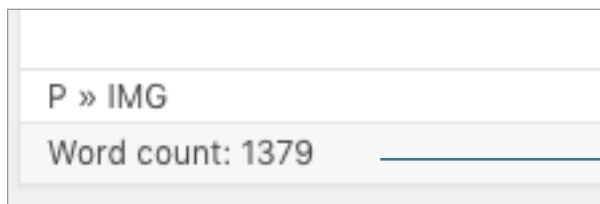
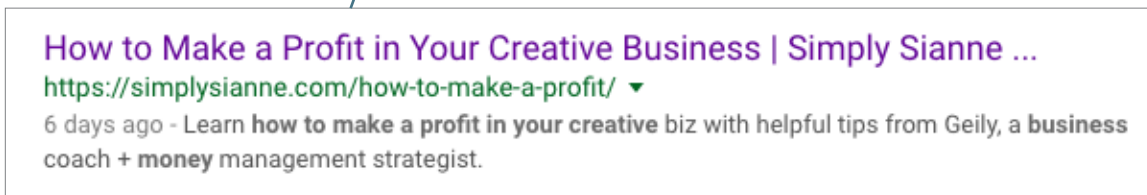


SEO LINGO REFERENCE GUIDE

Optimized Meta Description using Yoast SEO



Optimized Headline, URL and Description shown in Google Results



Optimized Length of Post
write engaging content that is ~1,000 words long

A QUICK REFERENCE CHECKLIST FOR OPTIMIZING YOUR ON-PAGE SEO

PLANNING

- Do Keyword research
 - Pick a word or phrase that has decent monthly searches and has low or medium competition
 - Use a new keyword that hasn't been used before!
- Write an optimized post title including the focus keyword

BEFORE YOU HIT PUBLISH

- Write engaging content that is ~1000 words long
- Use the keyword in your post content
- Use the keyword in subheadings
- Optimize your images
 - Compress the file of your images to increase load time
 - Rename the image to include the focus keyword
 - Include a Pinnable image for Pinterest (vertical format!)
 - Add Alt text to all of the images including the focus keyword
- Change the slug URL to include the focus keyword
- Change the meta description to include the focus keyword and provide a highlevel overview of the content - this should be approximately 20 words
- Add relevant internal links in the post to drive traffic to older content
- Add relevant external links to help with authority
- Remember to write the content for humans and search engines!
- Proof read your content and make sure it's scannable
- Add social sharing buttons to all of your blog posts
- End your post with a question to engage your audience!

AFTER YOU HIT PUBLISH

- Share it on social media platforms
- Pin it to Pinterest
- Schedule it in Tailwind and Tailwind Tribes
- Reshare the content 1 to 2 months after you publish it

Bonus



Download Yoast SEO plugin for Wordpress.org to easily make sure your content is optimized and easily change out your meta description!



hi! I'm Gianna

A tea loving marketing + branding strategist, website designer, and educator.

I help creatives, like you, by providing the tools and resources needed to market and brand your business simply with helpful tips, inspiration, and real talk.

After feeling helpless in my corporate marketing job – constant roadblocks, red tape and political bs, I craved freedom to create, help, and serve those who truly needed it – creative small business owners.

I also craved the ability to work from home, on my own time, and in comfy clothes, so I could spend time with those that matter the most – my family.

Today I help creative entrepreneurs and small business owners gain clarity in their brand messaging so they can speak directly to their target audience and grow their business using the same strategies I used for the large companies.

I'm so excited to help you gain clarity, master your branding, and market your business, simply.