Moxie Mentor

Goals for mentoring
- Sustainability in business away from Instagram
- Building a community & growing a business
- Grow traffic to website
- Mailing list
- Using Pinterest

In our call, we talked about...

Progress
We chatted about the progress you made between calls and chatted about adding Rich Pins to your website. I've added a guide to doing this on Squarespace to your page.

SEO for Website (Technical SEO)
We talked through the technical side of your website. I shared the reports I ran and we talked about how well your website performed in the key vitals: mobile, speed and relevance.

We looked at the Ubersuggest report and found that adding meta descriptions and H1 heading on every page will improve your site in terms of SEO.

We looked at Google Console and how to see where your traffic comes from and what searches your website is showing up via.

We also looked at links and checking no one is linking to your website. You can check this by looking through the external links. If you find any at any point in the future let me know. I imagine this won't happen to your website but in case it does it's worth checking every 3-6 months.

SEO for Content (On-Page SEO)
Ways to optimise your website content...
- Using content pillars to write blogposts then adding keywords using the checklist.
- Going through pages and posts, pick keywords and add them using the checklist.
- Use a headline optimiser like CoSchedule

SEO Outreach (Off-Page SEO)

We chatted about places to add links to your blog posts. Networking groups and on your social media platforms can help drive traffic to websites. We also chatted about Pinterest and using it for both lead magnets and sharing blog posts to generate traffic.

Longer-term we talked about link swapping with other bloggers/business owners or writing for other publications to increase exposure and have your website link on 'high value' websites. If you decide to try this you are looking for a 'do-follow' link. A do-follow link means the bots link your site with the one the link is on a no-follow means they don't.

Things to work on
1. Add a Favicon (mini logo on the browser) to website.
2. Research keywords to add to site.
3. Assign keywords to different pages (home, About, blog posts etc).
4. Use the SEO Page/Blogpost Checklist to add these keywords in the right places.