<center>**Training Notes**</center>

Date: March 18, 2025

Segment: John Yang's "Digital Marketing with SEO management."

WEB HOSTING SITES:
20i.com
GoDaddy.com
WordPress.com

SEEKING TECH SUPPORT FOR FREE:
https://www.elevatehennepin.org/

FREELANCER SITE:
https://www.upwork.com/

WEB AUDIT SITE:
Semrush.com - web analysis

AI SUGGESTED PROCESS – Please refer to John's Slides for details.

Phase 1: Website Development Steps

1. Choose a Platform
   - Select an SEO-friendly platform:
   - Best for Customization & SEO: WordPress (recommended)
   - Best for Simplicity: Wix or Squarespace

2. Select a Domain Name
   - Keep it short, relevant, and easy to remember.
   - Example: YourBrandName.com
   - Use keywords if possible: BestDigitalSEO.com

3. Purchase Hosting
   - Recommended hosting providers for speed and security:
   - Budget-friendly: Bluehost
   - Better Performance: SiteGround
   - Advanced (for large sites): WP Engine

4. Design the Website
   - Use clean, mobile-responsive themes.
   - Optimize for fast loading speed (Google prefers fast sites).
   - Ensure easy navigation & clear call-to-action (CTA).

5. Set Up Google Analytics & Search Console

- Track website performance, traffic sources, and SEO rankings.

6. Estimated Budget for Website Setup:
- Domain & Hosting: $100–$200/year
- Website Design (if outsourcing): $500–$1,500
- Booking Software (if needed): Free–$30/month

Phase 2: SEO Strategy Implementation

1. Step 1: Keyword Research & On-Page SEO
- Use Google Keyword Planner, Ahrefs, Ubersuggest for research.
- Target local keywords (e.g., "SEO services in Minneapolis").
- Optimize title tags, meta descriptions, and content.

2. Step 2: Technical SEO
- Improve site speed using tools like Google PageSpeed Insights.
- Use SSL certificates (HTTPS) for security.
- Implement structured data (Schema Markup).

3. Step 3: Link Building & Off-Page SEO
- Get backlinks from high-authority websites.
- Guest post on relevant blogs.
- List your website in local business directories.

4. Step 4: Content Strategy & Blogging
- Publish SEO-optimized blog posts weekly.
- Use internal linking to keep users engaged.
- Share content on social media to increase visibility.

5. Ongoing SEO & Growth Strategy
- Monitor website performance using Google Search Console.
- Update content to keep it fresh and relevant.
- Continue optimizing for new keywords and trends.