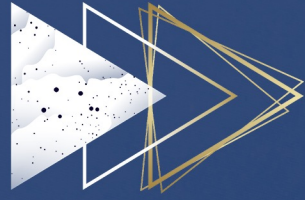


website  
ALCHEMY



 Wellness Renegades

# SEO FOR WELLNESS PEOPLE

SESSION 6 – KNOWLEDGE IS POWER!

Serena Star-Leonard

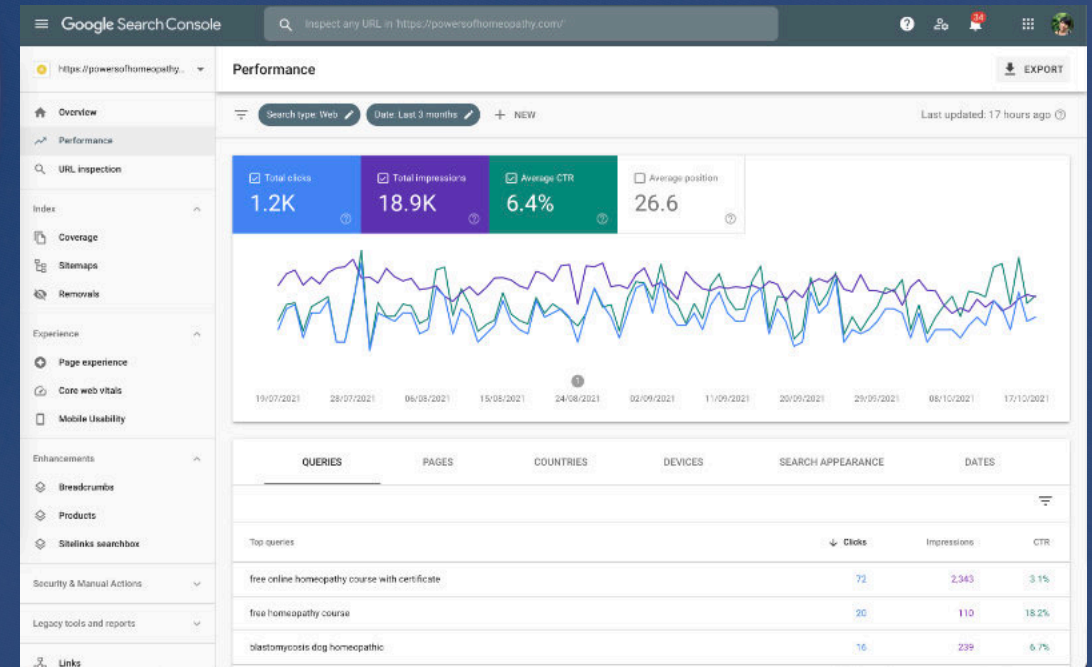
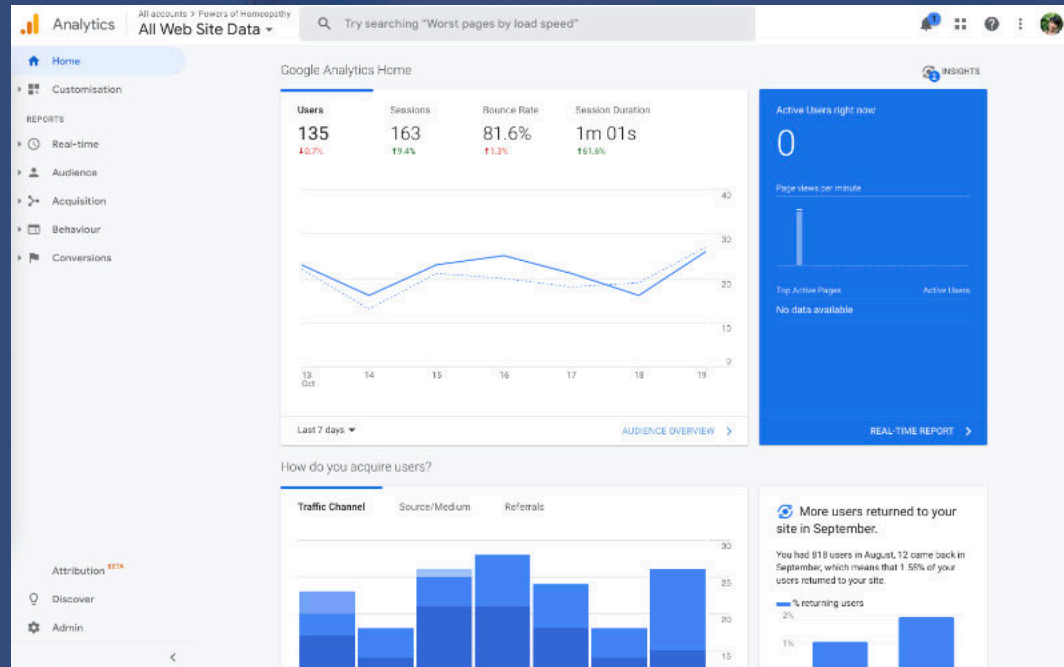
# THE FUNDAMENTALS FOR ANALYSIS



What are your website visitors doing?

How do you use that data to expand your business?

# GOOGLE ANALYTICS & SEARCH CONSOLE



# 3 STEPS TO BOOST YOUR WEBSITE

1.

## OPTIMIZE

- your home page
- your services pages
- some of your best posts
- any new posts you do

# 3 STEPS TO BOOST YOUR WEBSITE

2.

## DEFINE OPPORTUNITIES

- i.e. remedy profiles
- i.e. ailments & how to treat
- i.e. “homeopathy courses” key phrases

# 3 STEPS TO BOOST YOUR WEBSITE

3.

## EXPAND

- create depth with what is working
- create (and sell) digital products
- develop specialized services or courses
- new income streams - eyeballs = \$
- create a legacy!

# CONTENT EXPANSION



# 100 POINTS OF PROMOTION

- The ultimate marketing list
- Use it for all events – big and small
- Adapt it to your business

Who wants to work with me?



# ACTIONS

- Review your analytics and search console.
- Define 3 opportunities & post these in the FB group.
- Action the first one ASAP!

