



THE EASY WAY TO SET UP YOUR FIRST WEBSITE

[For Long Term Explosive Growth!]



[DITCHYOURDESK.COM](https://ditchyourdesk.com)

7 RULES TO TAKE YOUR COPY TO THE NEXT LEVEL

DITCHYOURDESK.COM

Good copy is the cornerstone to any and EVERY business. This 7 point checklist will show you how to sharpen your copy and elevate your brand

1

Put yourself in the shoes of your audience

2

Keep your words and your sentences short

3

Inspire emotion

4

Write for the reader ('you')

5

Avoid being too sales-y

6

Be genuine. Be positive.

7

Don't publish crap

- In SEO, Keyword Research provides the best return for the least amount of investment
- Search engines are what connect users search queries to your content and keywords
- Make sure you have Keywords Everywhere installed on your computer
- A Keywords value is gauged by the combo of it's volume and user intent
- Always keep the sales cycle in mind, and create content around keywords that target both topic-research and product-research



DITCH YOUR DESK TOWER OF SUCCESS



By going through these steps one by one, you'll be ready to start your first online project (then the fun begins!)

3. PRIMARY PLATFORMS

You need to be able to **own** your content. This means hosting your content on your own website, rather than a Social Media network

2. MEDIUM

Will you focus on the written word, video, or audio? And do you have a monetization strategy for your medium?

1. NICHE

This can range from something broad to something super focused, but you need a plan before you start

FOUR SIMPLE STEPS TO SMASH SEO

DITCHYOURDESK.COM

SEO might seem like a daunting task, but it's pretty simple! You just need to understand and implement each step individually...

1

Keyword Research

The first step for any business plan is research. Keyword Research gives you the ability to spot opportunities and trends so you can strategise your attack.

2

On Page SEO

Google likes content to be written, and structured in a certain way, and by following our guidelines you'll be miles ahead of your competition. Sites with good on page SEO consistently dominate the SERPS.

3

Build Backlinks

When other websites link to your site, it acts as a vote of confidence with Google, which means Google is more likely to prioritise your content in the SERPS.

4

Repeat (Hustle)

Making money online is the dream - but it doesn't happen overnight. Those who succeed do so by working harder, smarter and longer than their competition.

"Be one with the hustle..."

ON-PAGE SEO CHECKLIST FOR 2018

DITCHYOURDESK.COM



Start with a Bang

Make your first paragraph both catchy and relevant. This will significantly lower your bounce rate



SEO Friendly URLs

Use short and sweet URL's that include your keyword. www.yoursite.com/short-and-sweet



Article Length

Longer copy tends to do the best - don't publish content that's less than 1000 words and aim for way more than that.



Keyword Density

Use the free Yoast plugin to ensure your primary keyword density is set up correctly.



Keyword in Subheadings

Make sure your H2 and H3 subheadings contain you keyword. This little hack goes a long way



Keyword Distribution

Ensure your keyword is in your post title, URL, meta description, and as early as possible in the article



Compress Images

Use Panda Image Compressor to make picture file sized smaller (this helps your pages load faster - crucial for SEO)



Image descriptions

Use alt-tags to describe image (describe-like-this-dude) and make sure ONE alt tag has the keyword



Readability

Short paragraphs that are formatted for easy readability. Don't go crazy with flashy vocabulary - you want the average visitor to be able to understand your copy.



Internal Links

Set up your sitemap so that link juice flows logically via your internal linking system - i.e. link relevant content together.



External Links

External links are a way to further communicate with Google. Make sure you link to high quality, relevant, contnt.



Call to action

At the end of every article, put a call to action ("Comment below!" "Share this!"). Google likes articles with interaction