Websites and SEO

SARAH HALAWANI

22 May 2018
TONIGHT’S PLAN

1/ Business and user needs

2/ The website brief

3/ Web usability

4/ Visual design

5/ SEO

6/ Platforms

workshop
1/
Business objectives and user needs
THE GOLDEN CIRCLE

WHAT

HOW

WHY

by Simon Sinek
What is the business objective?
What is the business objective?
To establish my consultancy
To market my product
To sell my custom birthday cards
To host a conference
To build my personal brand
Who are your users?
Who are your users?

Recruiters, Mums, Dads, CEOs, Car owners, Pet owners, Yogis, Delegates, everyone?
If everyone - what is their need?
They need to: Buy gifts for their family; improve their wellbeing; change company culture

Spin off questions…
What are their needs?
What problem are they trying to solve?
What are their expectations?
Where are they?
Which platforms are they using?
How old are they?
What is their income bracket?
Likes/dislikes?
Are they time poor
Are they detailed oriented or...
Business objective

Problem being solved for users
Let’s say…
I want to establish a yoga business.
Scenario 1

- I’ve done my yoga teacher training course
- Developed my own practice
- Run a few classes
- But I might not have enough experience, capital or students to establish my own studio yet

OBJECTIVE
To build a relationship with my customers

Possible strategies
- Teach at my workplace to build experience and student base
- Teach at other yoga studios to build brand and experience
- Register with relevant associations
Understand the existing networks, platforms and tools
At this stage, would investment in other platforms serve my business objective better?
MindBody app

$125.00/month
Scenario 2

- I have found a niche in the market
- I have the experience and students
- I have done the numbers and have the capital to invest (pay for a website, rent out a yoga studio, buy assets etc..)

OBJECTIVE
To expand my market and establish a professional business

Strategy
Invest in building a website to grow and establish the business as part of my broader business and marketing strategy
Who are your users?

- e.g. University staff and students
- People in local area (MQ, North Ryde, Marsfield)
- Mums, Dads, young men and women
- Health conscious
- Need to take care of their well-being and time out
- Need to stay in local area
2/
The website brief
What is the website objective?
To build the reputation of my yoga studio, attract customers and facilitate bookings
What are the **functions** of the website?

1. Manage online bookings
2. Transact payments for classes
3. Collect email addresses for newsletter and promotions
What **information** do users need from my website?

1. Timetable and pricing
2. Teacher profiles
3. Philosophy and approach
4. Contact and location details
What is the tone (branding) of the website?

Professional, authentic and approachable

Or... playful, fun, serious, minimal, dramatic, light, fresh, easy-going, corporate
What makes a website ‘good’?
Professionalism
3/
Web Usability
3 FACTS OF WEB LIFE

1. WE DON'T READ PAGES. WE SCAN THEM.

2. WE DON'T MAKE OPTIMAL CHOICES.
   WE SATISFY.

3. WE DON'T FIGURE OUT HOW THINGS WORK.
   WE MUDDLE THROUGH.
< OBVIOUSLY CLICKABLE

Click

Hmm. [Milliseconds of thought] I guess that’s the link. Click

REPORT

REPORT

REQUIRES THOUGHT

Hmm. Does that do anything?

REPORT
Respect conventions

(unless there is a clear, logical reason to break them)
We provide a safe, nurturing environment in which to stretch, relax, strengthen and prepare for labour and birth. Our pregnancy yoga and pilates classes alleviate the common pregnancy aches and pains while keeping you strong, fit and fabulous! Classes are suitable for all trimesters and levels of experience. Our postnatal yoga classes help you to tone up, shift the baby weight and re-gain your core strength.

Cancellation Policy: We have a strict 2-hour cancellation policy for all classes. You may cancel your reservation up to 2 hours before the start of the class. A cancellation inside of this 2-hour window will incur a penalty:

- Unlimited pass holders will lose 6 days off the expiry date of your pass
- 5 and 10 class pass holders will be charged as though you attended class

We understand that on occasion unforeseen circumstances may arise and you can’t make the class. However with small class sizes, we must enforce our cancellation policy to be fair and consistent to all of our clients.

Waitlists: Some of our classes are very popular and since we limit the size of the class to ensure everyone is comfortable and safe, we sometimes have waiting lists.
Provide information users expect
<table>
<thead>
<tr>
<th><strong>Monday</strong></th>
<th><strong>Tuesday</strong></th>
<th><strong>Wednesday</strong></th>
<th><strong>Thursday</strong></th>
<th><strong>Friday</strong></th>
<th><strong>Saturday</strong></th>
<th><strong>Sunday</strong></th>
</tr>
</thead>
<tbody>
<tr>
<td>7 - 8am</td>
<td>6.15 - 7.45am</td>
<td>7 - 8am</td>
<td>6.15 - 7.45am</td>
<td>6.15 - 7.45am</td>
<td>8 - 9.30am</td>
<td>9 - 10.30am</td>
</tr>
<tr>
<td>Sixty Minute Class</td>
<td>Experienced Class</td>
<td>Sixty Minute Class</td>
<td>Experienced Class</td>
<td>Restorative Class</td>
<td>General Class</td>
<td>General Class</td>
</tr>
<tr>
<td>Level 1/2</td>
<td>Level 3</td>
<td>Level 1/2</td>
<td>Level 3</td>
<td>Level 2/3</td>
<td>Level 2</td>
<td>Level 1/2</td>
</tr>
<tr>
<td>Lorenzo</td>
<td>James</td>
<td>Kathy</td>
<td>James</td>
<td>Christine D</td>
<td>Christine H</td>
<td>Kathryn</td>
</tr>
<tr>
<td>10 - 11.30am</td>
<td>General Class</td>
<td>10 - 11.30am</td>
<td>General Class</td>
<td>9.45 - 11.15am</td>
<td>Foundation Class</td>
<td>11.30 - 1pm</td>
</tr>
<tr>
<td>Level 1/2</td>
<td>James</td>
<td>Level 1/2</td>
<td>Level 1/2</td>
<td>Level 1</td>
<td>Introductory Course</td>
<td>Introductory Course</td>
</tr>
<tr>
<td>12.30 - 1.30pm</td>
<td>Sixty Minute Class</td>
<td>12.30 - 1.30pm</td>
<td>Sixty Minute Class</td>
<td>6 - 7.30pm</td>
<td>5th May 2018</td>
<td>6th May 2018</td>
</tr>
<tr>
<td>Level 1/2</td>
<td>James</td>
<td>Level 1/2</td>
<td>Level 1/2</td>
<td>Foundation Class</td>
<td>Yoga Study Group</td>
<td>Foundation Class</td>
</tr>
<tr>
<td>6 - 7.30pm</td>
<td>General Class</td>
<td>6 - 7.30pm</td>
<td>6 - 7.30pm</td>
<td>Level 1</td>
<td>Monthly</td>
<td>Level 1</td>
</tr>
<tr>
<td>Level 2</td>
<td>Level 1/2</td>
<td>Foundation Class</td>
<td>General Class</td>
<td>Level 1/2</td>
<td>Yoga Study Group</td>
<td>Foundation Class</td>
</tr>
<tr>
<td>6 - 7.30pm</td>
<td>Foundation Class</td>
<td>6 - 7.30pm</td>
<td>Foundation Class</td>
<td>6 - 7.30pm</td>
<td>12 - 4pm</td>
<td>Level 1</td>
</tr>
<tr>
<td>James</td>
<td>Level 1</td>
<td>Level 1/2</td>
<td>Level 1</td>
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<td>Level 1</td>
</tr>
</tbody>
</table>
Put your most important content ‘above the fold’
# Schedule of Classes

<table>
<thead>
<tr>
<th></th>
<th>Monday</th>
<th>Tuesday</th>
<th>Wednesday</th>
<th>Thursday</th>
</tr>
</thead>
<tbody>
<tr>
<td></td>
<td>General</td>
<td>Beginners' Class</td>
<td>Beginners/General</td>
<td>General</td>
</tr>
<tr>
<td></td>
<td>10:00 - 11:30</td>
<td>18:00 - 19:30</td>
<td>09:15 - 10:45</td>
<td>15:45 - 17:15</td>
</tr>
<tr>
<td>1h 30'</td>
<td>Yoga Essentials Worlewood</td>
<td></td>
<td>1h 30'</td>
<td>Hornsby Studio</td>
</tr>
<tr>
<td></td>
<td></td>
<td>1h 30'</td>
<td>Hornsby Studio</td>
<td>1h 30'</td>
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<tr>
<td></td>
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<td></td>
<td></td>
<td>German International School, Sydney</td>
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<tr>
<td></td>
<td></td>
<td></td>
<td>5:30 Yoga 90+</td>
<td></td>
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<tr>
<td></td>
<td></td>
<td></td>
<td>17:30 - 18:45</td>
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<td></td>
<td>General</td>
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</table>

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<table>
<thead>
<tr>
<th></th>
<th>May 14 - 20</th>
</tr>
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<tbody>
<tr>
<td>Monday</td>
<td></td>
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<td></td>
<td>Hornsby Studio</td>
</tr>
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</tr>
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<td></td>
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<td></td>
<td>1h 30' Hornsby Studio</td>
</tr>
</tbody>
</table>

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Next Week
Mobile responsive
New Yogi's ..... $59 for 30 Days Unlimited Yoga!

Introductory Offer! Buy Now

Returning Yogi's ..... Book online & Save!

Go straight to our TIMETABLE page to book your next class. You will be prompted to LOGIN. Username: <use the email address we have on file> Don't have a password yet? Click 'Need New Password?' to set one up. You now have full access to your account, can update your details & billing info & see when you next payment is due! Just like to purchase a one-off pass or a contract membership? Go to our PRICING page and click the BUY NOW button for the option that best suits you.

Latest News....

SPECIAL EVENTS BOOK HERE
Blindfold Yoga-Embodied Mindfulness 18th March
Crystal Bowl Sound Healing 24th March
Yoga Teacher Training 3rd April

Gallery

Hornsby Studio

Erina Studio
Content Hierarchy

It’s essential to consider how best to structure rich content pages, such as landing pages and the homepage, to ensure users are able to find what they came for to accomplish their desired task.

https://gathercontent.com/blog/define-successful-content-hierarchy
The Central Yoga School is recognised as an Iyengar Yoga Institute. It was established in 1998 and conducts classes, workshops, retreats and teacher training exclusively in the Iyengar Yoga tradition in Surry Hills, near Central Station. Be guided by the most experienced teachers in the most profound and transformative style of yoga to enhance your health and well-being.
Consider how you are inviting and guiding users through your website
Clear ‘Call to action’
Information Architecture

“Information architecture is about helping people understand their surroundings and find what they’re looking for, in the real world as well as online.

http://www.uxbooth.com/articles/complete-beginners-guide-to-information-architecture/
NWS Conference 2023

June 15-19, The Venue Center, NYC

Wix conference template
Information Architecture

Buy Tickets
Register?

Speakers
Program
Could speakers and program be on the same page?

Travel tips
Accommodation
Group these together?

Abstracts
Abstract submissions
Sponsors

NWS Conference 2023
June 15-19, The Venue Center, NYC

BUY TICKETS
What are the right signpost words for your users?
# Schedule of Classes

**May 14 - 20**

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<td>1h 30' German International School Sydney</td>
</tr>
<tr>
<td>Slow Yoga 59+</td>
<td></td>
<td>Slow Yoga 59+</td>
<td></td>
</tr>
<tr>
<td>17:30 - 18:45</td>
<td></td>
<td>17:30 - 18:45</td>
<td></td>
</tr>
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<td></td>
<td></td>
<td></td>
</tr>
</tbody>
</table>
Card Sorting
Minimise the number of clicks
but don’t put lots of call to actions or buttons on the one page
Sitemap pages can be useful for users if you have a lot of content (and google)
4/ Visual design
Get into the best of VR for just $449 USD*

Add to Basket
Deliciously Simple.
Nutritionally balanced recipes based on seasonal farm fresh ingredients delivered every week to your front door.

VIEW OUR MEAL PLANS
Colour and imagery

STICK TO THE COLOUR PALETTE
Fonts

MAXIMUM OF TWO COMPLEMENTARY FONTS

**Bree Serif & Lora**
All of this text is editable. Simply click anywhere in the paragraph or heading text and start typing. You can copy and paste your own content in to see what it looks like with these font combinations.

**Alegreya Sans & Alegreya**
All of this text is editable. Simply click anywhere in the paragraph or heading text and start typing. You can copy and paste your own content in to see what it looks like with these font combinations.

**Abel & Ubuntu**
All of this text is editable. Simply click anywhere in the paragraph or heading text and start typing. You can copy and paste your own content in to see what it looks like with these font combinations.

**Eczar & Gentium Basic**
All of this text is editable. Simply click anywhere in the paragraph or heading text and start typing. You can copy and paste your own content in to see what it looks like with these font combinations.

**Archivo Narrow & Merriweather**
All of this text is editable. Simply click anywhere in the paragraph or heading text and start typing. You can copy and paste your own content in to see what it looks like with these font combinations.

**Amaranth & Titillium Web**
All of this text is editable. Simply click anywhere in the paragraph or heading text and start typing. You can copy and paste your own content in to see what it looks like with these font combinations.
Consistency
Less is more
Stick to a colour palette
5/
Search Engine Optimisation
SEO

- Technical
- Metatags (metadata)
- Keywords
- Referrals (backlinks)
SEO is about understanding what people are searching for online, the answers they are seeking, the words they’re using, and the type of content they wish to consume.
How do I make my website more relevant & authoritative?
SEO

- Technical
- Metadata (metatags)
- Keywords (content strategy)
- Referrals (backlinks)
# TECHNICAL CONSIDERATIONS

<table>
<thead>
<tr>
<th>Crawl</th>
<th>Can a search engine explore your site?</th>
</tr>
</thead>
<tbody>
<tr>
<td>Index</td>
<td>Is it clear which pages the search engine should index and return?</td>
</tr>
<tr>
<td>Mobile</td>
<td>Does your site adapt for mobile users?</td>
</tr>
<tr>
<td>Speed</td>
<td>Fast page load times are a crucial factor in keeping your visitors happy.</td>
</tr>
<tr>
<td>Tech</td>
<td>Are you using search engine-friendly tech or CMS for your website?</td>
</tr>
<tr>
<td>Hierarchy</td>
<td>How is your content structured on your website?</td>
</tr>
</tbody>
</table>
METATAGS
Fill out the metatags properly
Site title | Site description | Page titles
Page descriptions | Blog post titles
Headings | Image alt tags

```html
<meta http-equiv="Content-Type" content="text/html; charset=utf-8" />
<title>Meta Tags - How Google Meta Tags Impact SEO &amp; PPC | WordStream</title>
<meta http-equiv="Content-Type" content="text/html; charset=utf-8" />
<meta name="copyright" content="WordStream is a registered trademark of WordStream, Inc. Copyright © 2022 WordStream, Inc. All rights reserved." />
<meta name="description" content="Meta tags can have a larger impact on SEO and your website's performance. Learn how to use them effectively for better rankings and organic traffic."
<meta name="keywords" content="meta tags, meta tag, meta tags seo, meta tags definition, what is a meta tag, meta tag uses, meta description"
<meta name="robots" content="index, follow" />
<meta name="DC.title" content="How a Meta Tag Impacts SEO &amp; PPC" />
```
All words matter

Living Om – Dynamic Yoga

Go straight to our TIMETABLE page to book your next class. You will be prompted to LOGIN. Username: <use the email address we have on file> Don’t have a password yet? Click 'Need New Password?' to set one up. You now have full access to your account, can update your details & billing info & see when you next ...

You visited this page on 24/04/18.

Timetable
S, M, T, W, T, F, S. 22, 23, 24, 25, 26, 27, 28, 29, 30, 1, 2, 3, 4, 5 ...

Pricing
Pricing. Introductory Offer – $59 for 30 days*. *Unlimited Yoga ...

About Us
About Us. about us1. Living OM is a dedicated Yoga Studio in ...

Hornsby Studio
Hornsby Studio. Address: Suite 3B/6-18 Bridge Rd, HORNSBY ...

Sua Ra
Sua Ra. How would your students describe your class and what ...

Programs
Programs. Living OM: The home of 'Dynamic Yoga'. 'Dynamic Yoga ...
Central Yoga School: Introductory Offers

The Central Yoga School is recognised as an Iyengar Yoga Institute. It was established in 1998 and conducts classes, workshops, retreats and teacher training ...

You've visited this page 2 times. Last visit: 27/04/18

Timetable
classes; timetable; passes; book.
Timetable. Monday, Tuesday ...

Yoga Study Group
At the heart of the Yoga Study Group is the establishment of a ...

Bookings
Make a booking to take a class at Central Yoga School. The ...

Teachers
Teachers. James Hasemer. James Hasemer is a Senior ...

Workshops
Central Yoga School. Where it's all about the practice. Call Us ...

Iyengar Yoga Teacher Training
It seems that there is a myriad of yoga teacher training ...

More results from centralyoga.com.au »
SEO tools

Settings

SEO

SEARCH ENGINE DESCRIPTION

Sarah Halawani - Designer, Artist, Doer - UX, front-end development, visual communication, marketing and learning design.

Sarah Halawani
https://www.sarahhalawani.com/
SEO

Technical

Metadata (metatags)

Keywords

Referrals (backlinks)
KEYWORDS

“keywords are basically the building blocks of your business”

https://www.wordstream.com/blog/ws/2017/08/09/easy-keyword-research-guide
Searcher intent
“buy boots for narrow feet”
transactional

“how to rank my website better”
informational

“CBA netbank”
navigational
May 16, 2018

**Featured insights**

- **Prom 2018**
  - US: Search interest in prom, past week

- **Britain's Royal Wedding**
  - Interest in Prince Harry and Meghan Markle over time in the US

- **Trump Administration**
  - Search interest in Donald Trump in the last 24 hours

**Stories trending now**

1. Storm, Tornado, Connecticut, Tornado warning, Berks County, Pennsylvania, Tornado ...

2. school, Budget

3. Sea-Monkeys, Monkey, Brine shrimp
Google Trends

<table>
<thead>
<tr>
<th>Interest by subregion</th>
<th>Subregion</th>
</tr>
</thead>
<tbody>
<tr>
<td>1 Victoria</td>
<td>100</td>
</tr>
<tr>
<td>2 New South Wales</td>
<td>91</td>
</tr>
<tr>
<td>3 South Australia</td>
<td>89</td>
</tr>
<tr>
<td>4 Western Australia</td>
<td>86</td>
</tr>
<tr>
<td>5 Queensland</td>
<td>73</td>
</tr>
</tbody>
</table>

Related topics:
1. Belt - Clothing
2. Boots UK - Company
3. Slip-on shoe - Shoe
4. Perth - City in Scotland
5. Leather skirt - Topic

Related queries:
1. the iconic +190%
2. rm williams boots +160%
3. leather work boots +110%
4. rm williams +100%
5. how to stretch leather boots +100%
Google search results for "yoga in hornsby" showing yoga studios and fitness centers in Hornsby area.

1. **Stepz Fitness Thornleigh**
   - Rating: 5.0
   - Address: 263 Pennant Hills Rd, Thornleigh (02) 8411 2627
   - Website
   - Directions

2. **Anytime Fitness Hornsby**
   - Rating: 3.9
   - Address: 185 Peats Ferry Road (02) 9476 1285
   - Website
   - Directions

3. **Hornsby Yoga**
   - Rating: 5.0
   - Address: 2 Burdett St (02) 9482 1741
   - Closed: Opens 9:30AM Thu.
   - Website
   - Directions

4. **YOGA GENTLE FLOW - HORNSBY**
   - Rating: 5.0
   - Address: 79 Edgeworth David Ave (0439 464 312)
   - Closed: Opens 9:30AM Tue.
   - Website
   - Directions

5. **Living Om Dynamic Yoga**
   - Rating: 5.0
   - Address: 6-18 Bridge Rd (0408 887 649)
   - Closed: Opens 8:30AM Thu.
   - Website
   - Directions

6. **Mother Nurture Yoga**
   - Address: (02) 8411 2627
   - Website
   - Directions

7. **Gaia Yoga**
   - Address: 6-18 Bridge Rd (0408 887 649)
   - Website
   - Directions

8. **FiBiYoga**
   - Address: 185 Peats Ferry Road (02) 9476 1285
   - Website
   - Directions

9. **North Side Yoga**
   - Address: 185 Peats Ferry Road (02) 9476 1285
   - Website
   - Directions

10. **Anytime Fitness Hornsby**
    - Address: 185 Peats Ferry Road (02) 9476 1285
    - Website
    - Directions

11. **Fernwood Women’s Health Clubs**
    - Address: 79 Edgeworth David Ave (0439 464 312)
    - Website
    - Directions

12. **Waitara**
    - Address: 6-18 Bridge Rd (0408 887 649)
    - Website
    - Directions

13. **NORTH WAHROONGA**
    - Address: 6-18 Bridge Rd (0408 887 649)
    - Website
    - Directions

14. **Junction Rd**
    - Address: 6-18 Bridge Rd (0408 887 649)
    - Website
    - Directions

15. **North Wahroonga**
    - Address: 6-18 Bridge Rd (0408 887 649)
    - Website
    - Directions
Local SEO
“yoga near me”

Build your business authority through citations

NAP (Name; Address; Phone Number)
### Top 50 citation sites in Australia

<table>
<thead>
<tr>
<th>Citation Site</th>
<th>Domain Authority</th>
<th>General / Niche</th>
<th>Listing URL</th>
</tr>
</thead>
<tbody>
<tr>
<td>facebook.com</td>
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<td>yelp.com.au</td>
<td>62</td>
<td>General</td>
<td>Go to site</td>
</tr>
</tbody>
</table>
Get Online Customers for Your Business
Add your business to Bing for free and help online customers discover your business

GET STARTED

Add your business to Bing in 3 easy steps
Attract new customers with your free Google listing.

Your listing appears right when people are searching for your business or businesses like yours on Google Search or Maps. Google My Business makes it easy to create and manage a free, online presence for your business.
Whaddya know… new trend

“GOAT YOGA” (KEYWORD RISING BY 250%)
Referrals

Links to your site (backlinks)
What Google wants to see is authoritative and relatable links talking about your site.
Davlin Wealth Management
4.9 ★★★★★ (12) · Financial Planner
No reviews · Financial Planner
270 Pennant Hills Rd · (02) 9481 9911

The 10 Best Financial Planners and Advisers - Sydney - Top10FinancialPlanner
Alan Kohler wrote of me “One of my favourite financial planners, Claire Mackay...” Nov 10, 2017 - Want to find out how to choose the right financial adviser for you? See MoneySmart website for tips and guidance.

Choosing a financial adviser | ASIC’s MoneySmart
https://www.moneysmart.gov.au/investing/financial.../choosing-a-financial-adviser...

Claire Mackay Independent Financial Planner · Independent financial ...
Hi, my name is Claire Mackay and I am an independent financial planner. You are a ... But all work and no play would make me a dull Financial Planner.

Sydney Financial Advisor & Financial Planner - James Gerrard
First consultation obligation and cost free. Maximise opportunities and minimise tax with Sydney's Award-Winning Certified Financial Planner, James Gerrard.
Referrals

Build relationships with partners, suppliers, customers, friends
Evaluate sites that are ranked where you want to be ranked.

What are their keywords?
Who is referring them?
Can you compete with them?
Remember to spend your
time wisely and think about
your marketing strategy and
tactics
You want to be found on the web. We want to help.

Track your site's search performance with Google Search Console and browse around for more webmaster resources.

SEARCH CONSOLE

GET HELP
Want more users for your site?

Sign In

New to Webmaster? Sign Up

Sign up now and we will give you a £30 credit for search advertising on the Yahoo Bing Network

Terms and Conditions apply

Get insights into your site

Dashboard
Leverage your dashboard for the sites you manage. Get a summary view of how well your site is performing and identify what needs emphasis

Reporting Tools
Understanding what leads people to your site can help you understand what to focus on to increase traffic. Our detailed reports help you with this

Diagnostic Tools
Our diagnostic and research tools give you information on what people are searching for and what areas to expand on next

Notifications
Stay on top of messages and alerts for your sites. Subscribe for notifications or use the notifications console to manage your site notifications
Platforms
Drag and drop web builders

- Lots of templates
- Flexible (but there is a risk of losing consistency)
- Once you pick a template, you cannot change it without rebuilding your website
- Not mobile responsive, but they have a dedicated, advanced mobile editor
- eCommerce

- Fast
- Secure
- Good onboarding strategy
- Customise templates
- Not a huge range of templates
- Mobile responsive

- Very professional and minimal
- Fixed layouts
- Mobile responsive
- Can change template once you’ve started
- Minimal control of look and feel

- 14-day trial. Easy to set up
- Good customer experience
- Attractive free themes
- Third-party app store
- Built-in email marketing tools
- Industry standard
- Great SEO scores
Drag and drop web builders

**PRICING**

<table>
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<tr>
<th></th>
<th>Wix.com</th>
<th>Weebly</th>
<th>Squarespace</th>
<th>Shopify</th>
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<tr>
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<td>$4.50</td>
<td>Free (contains ads)</td>
<td>Personal $16</td>
<td>Basic $29</td>
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<td>Starter $9</td>
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<td>Performance $42</td>
<td>VIP 24.50</td>
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</table>

Price/month (annual payment req’d in some circumstances)
Content Management Systems

Wordpress.com
Free - limited features
Personal $5
Premium $10
Business $33

+ heaps more
Questions & Workshop
Thank you

sarahhalawani.com
sarah.halawani@mgsm.edu.au