



Web Queen Training

WEBSITE CREATION COURSE

LESSON 6 ASSIGNMENT

Complete the following tasks before you move on to the next lesson. If you have any questions, contact me.

- Write out or revamp your goals for your brand that you are aiming to complete this year. Include notes on how you can accomplish each goal.
- Create or review your price list.
 - Make sure you are not undercharging for the amazing service you provide.
 - Begin to track the time that you are putting in to build your brand. Use this as a guide and motivation for your pricing.
- Run updates on your WordPress site. Remember the order: WP version, plugins, themes.
 - Be sure to run updates on your site at least every other month.
- Install, activate and configure your Wordfence security plugin. (Search Wordfence to install the plugin.)
- Install, activate and configure the Updraft backup plugin. (Search Updraft to install the plugin.)
- Explore adding Search Engine Optimization to your website to increase your ranking.
 - Suggested plugin: Yoast SEO by Team Yoast
 - Research keywords to use. Suggested site: <https://www.wordstream.com/keywords>
Tip: Use the URLs of those in the same industry who show up on page 1 of search results.
 - Test your website speed: <https://developers.google.com/speed/pagespeed/insights/>
 - See how mobile-friendly your website is: <https://search.google.com/test/mobile-friendly>
- Use social media to boost your brand and stay connected with your followers.
- Create a landing page for a product, service or event you offer.
 - Brainstorm ideas for a landing page for your brand. Include phrases, types of images and colors you might use.
 - Include benefits and testimonials.
 - Add a CTA (download, buy button, freemium, price table, etc).
 - Make sure to connect your email service to build your list.
 - Create posts on social media to lead people to your landing page.
- Take measures to make your website ADA compliant to be able to serve those with disabilities.

Here are a few tips we discussed in class to get you started:

- Use ALT text tags on all images

- Add alternate options on forms with CAPTCHA/validation images
- Make sure all pages are titled with topic or purpose of content
- Put instructions on all fields where users have to input information
- Confirm all financial transactions
- Make sure any HTML you add is well-formatted with <start> and </end> tags
- Any form should offer a PDF download option

Email me when your website is live! (please)

Other tasks:

- Look out for a survey regarding your experience in Web Queen Training.
- Email me if I can showcase your coming soon/website on social media.
- Email me at icreate@designdivastudios.com if you have any questions or have any feedback.

Note: I also have to tell you that if you click my affiliate links that may be included, I may get a payout from the affiliate companies.

TIP FOR SUCCESS

Go the extra mile for your clients, especially the loyal ones. Their 'word of mouth' advertising is worth a little extra effort for an awesome brand image.

- **Offer discounted pricing**
- **Give them a little extra service or a free upgrade**
- **Recognize them on your site or social media – free advertisement for them**
- **Keep in contact with them...even when they aren't buying**
- **Send them helpful info from time to time**
- **Send a personal email or text to the most loyal clients just to thank them for being awesome**