



5 days, 5 simple action steps
to improve your website's
SEO...

INTUITIVE SEO: THE FREE 5-DAY CHALLENGE

DAY FIVE LEARNING:

As well as all the work you do on your website, making it as high-quality and user-friendly as possible, it's also important to show Google you have authority in your niche, and can be trusted. Google views links back to your website from other trustworthy websites as votes in your favour.

DAY FIVE ACTION STEP:

Download the free MozBar at:

<https://moz.com/products/pro/seo-toolbar> & check out what your website's current domain authority score is, & what the scores of the websites currently on the first page of Google for the number one key phrase you'd like to rank for are.

DAY FIVE ACTION STEP (CONTINUED):

List out three websites in, or relating to, your niche that you could pitch a guest post/photos/collaboration/podcast interview to, and brainstorm some ideas. Pick just one idea, & write & send off a pitch. OR If you've already been featured on another website, double check it links back to your website. If it doesn't, contact them with an updated bio using your core key phrase & a link back to the most relevant page of your website.

WHAT WE'VE LEARNED:

- *Google wants to connect their users with high quality content that meets the needs of their users and serves them well*
 - *Good user experience is at the heart of SEO*
- *You need to be crystal clear in your copy about what you do/who you are/who you've for/what you have to offer*
- *You need to prove to Google that you can be trusted*

ACTION WE'VE TAKEN:

- *Day One: Writing a short and clear description of your work that communicates what you offer, and who it's for*
- *Day Two: Thinking about how you use search, and what makes you a happy Google user + editing your social media bios (and everywhere else you show up in a Google search) for consistency*

ACTION WE'VE TAKEN:

- *Day Three: Editing the meta data on your website's homepage (and/or other key pages of your website)*
- *Day Four: Writing a clear call to action with a link to keep your user engaged and on your website longer*
- *Day Five: Contacting one website relevant to your niche to offer something in return for a link to your website*

A FEW THINGS TO REMEMBER...

- *Don't be afraid of repeating yourself*
- *Choose simple and clear over clever and complicated*
- *Make life as easy as possible for your users*
- *Don't be shy! Remember, no website is an island...*

THANKS FOR JOINING THE 5-DAY INTUITIVE SEO CHALLENGE!

You'll have access to all these materials via my website—simply head over to <https://sophiecaldecott.com/courses/intuitive-seo-basics-free-guide/>, create a profile and checkout (it's free!), and then log in and go through materials I've saved there for you to work through any time you like.

And, if you'd like to take your SEO knowledge deeper, check out my Introduction to Intuitive SEO workshop, courses, and other resources this way: <https://sophiecaldecott.com/seo-basics/>