
I Have a Website. Now What?

A Practical Guide for Website Owners



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MzdrowY

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Introduction

You have a website. You put in time, energy, and probably a fair amount of money to get it built. Maybe you hired someone to do it. Maybe you built it yourself with a popular website builder. Maybe a friend made it for you as a favor. It doesn't matter how it came together — it exists.

So now what?

That's the question I hear most often. Website owners — small businesses, bloggers, online stores, artist portfolios, local service providers — all run into the same wall: the site is live, but nobody visits. Or only a handful of people visit, and they're mostly friends you told about it yourself.

The honest truth is this: having a website is just the starting line. It's like opening a shop in the middle of a forest. If nobody knows it's there, nobody will walk in.

This book answers that "so now what?" question. Step by step, without jargon, and without assuming you have a technical background. If you know how to use the internet and you want your site to bring in visitors, you're in the right place.

Who is this book for?

This book is for you if:

- You have a website, but the traffic is minimal or zero

- You've heard of SEO, Google Analytics, and social media, but you don't know where to start
- You want to handle your site's visibility yourself, without hiring an expensive agency
- You run a small business, a blog, an online store, or a portfolio

What you won't find here

You won't find any magic tricks that will land you on the first page of Google within a week. If anyone promises you that — run. Online visibility is built steadily, over weeks and months. This book gives you solid foundations and a concrete action plan.

How to use this book

The chapters follow a logical order — from technical basics, through optimization, to promotion and analytics. Read them in sequence, especially if you're starting from scratch. If you already have experience in a particular area, feel free to jump to the chapter that interests you.

At the end of each chapter, you'll find a summary and a list of steps to take. At the end of the book, there's a full checklist and a 90-day action plan waiting for you.

Time to begin.

Chapter 1 — Before You Start Promoting: The Basics

Before you send your first social media post, before you tell your friends about your site, before you start fighting for rankings in Google — stop. You need to make sure your site is ready to receive visitors.

Imagine you're throwing a party. You can send invitations to every friend you have, but if your apartment is mid-renovation, the door won't open, and the elevator is broken — nobody will stay long. Your website needs to meet a few basic conditions before you start driving traffic to it. Otherwise, all your promotional work goes to waste.

1.1 Loading speed — every second counts

We live in an age of instant gratification. Data from Google PageSpeed Insights makes it clear: more than half of mobile visitors leave a page if it takes longer than three seconds to load. Three seconds — less time than it takes to take a deep breath.

What affects your site's speed? Most importantly: images. Most website owners upload photos straight from a camera or phone, not realizing they're often 5–10 megabytes each. That kind of image takes forever to load. Before you do anything else, go through your site and compress every photo. For compression, you can use free tools: TinyPNG (tinypng.com) or Squoosh (squosh.app) from Google — drag the image onto the page and you're done.

Other factors that affect speed: cheap hosting (which means a slow server), too many plugins in WordPress, an overly complex theme, and a lack of caching — meaning your site doesn't store ready-made versions in temporary memory.

How do you check your site's speed?

Go to pagespeed.web.dev, type in your site's URL, and click "Analyze." Google shows you a score from 0 to 100 — separately for mobile and desktop. A score above 90 is ideal. Above 70 is a good start. Below 50 means you have work to do. The tool also points to specific things to improve, which is genuinely valuable.

1.2 Responsiveness — your site on a phone

More than 60% of internet traffic now comes from mobile devices. If your site looks good on a desktop but looks like a torn newspaper on a phone, you're losing more than half of your potential visitors.

A responsive site automatically adjusts its layout to fit the screen size. On a large monitor, it stretches full width. On a tablet, it shifts a bit. On a phone, it shifts again — but it always stays readable and easy to use.

How do you check responsiveness?

The simplest way: pick up your phone and open your site. Is the text readable without zooming? Can you tap the buttons with your finger? Do the images display properly?

A more technical way: in Chrome, open your site, right-click anywhere, and choose "Inspect." Then click the phone-shaped icon at the top of the panel — you'll see how your site looks on different mobile devices.

If your site isn't responsive, that's a serious problem. Consider switching themes (if you're on WordPress) or hiring a developer to fix it.

1.3 SSL certificate — the padlock next to your URL

Website addresses start with "http://" or "https://". That little "s" carries a lot of weight. HTTPS means the connection between the site and the browser is encrypted — data sent through a contact form or shop is safe. An SSL certificate is the technical name for this safeguard. You'll recognize it from the padlock icon next to the URL in your browser.

Why does this matter for promotion? First, Google has officially confirmed that HTTPS is a ranking factor — sites with a certificate get a boost in search results. Second, browsers like Chrome and Firefox actively warn users about sites without SSL with a "Not Secure" message. Most people will close such a site immediately. Third — visitors don't trust sites without the padlock.

Most decent hosting providers now offer a free SSL certificate (called Let's Encrypt). Contact your hosting provider and ask how to activate it — usually it takes only a few clicks in the admin panel.

1.4 Does Google even see your site?

This question sounds obvious, but it's foundational. You can have a beautiful, fast, responsive site — and Google might not even know it exists.

How do you check? Open Google and type:

...

site:yoursite.com

...

(replace "yoursite.com" with your actual URL, e.g., `site:bluebirdbakery.com`)

If Google knows your site, it will show a list of pages it has indexed. If you get zero results — Google doesn't know about your site. That needs to change. The tool for that is the subject of the next chapter — Google Search Console.

1.5 Paid ads — when are they worth it?

Beyond organic efforts (SEO, social media, email), there's one more path — paid ads. They're not mandatory. Many businesses grow just fine without spending a cent on advertising. But sometimes they make sense.

When is it worth considering paid ads?

- You're starting out and need fast results. SEO takes months. A Google Ads campaign can start working within hours of launch.
- You have a seasonal product or service. Promoting a holiday offer a week before Christmas through organic SEO won't work — you won't rank in time. Ads will.

- You want to test demand. Not sure if there's even a market for your new product? Run a small campaign for a couple hundred dollars and see if anyone clicks. That's cheaper than building an entire SEO strategy in the dark.
- Your competition is already doing it. If your competitors show up in Google Ads and you don't, they're winning customers you could be winning.

The two main ad systems:

- Google Ads — your ads appear in search results when someone looks for a specific phrase. It runs on intent — someone searches "hairdresser Madrid" and you show your ad. It works well because you're reaching people who are already looking for something.
- Meta Ads (Facebook and Instagram) — ads based on demographics, interests, and behaviors. It works differently: you don't wait for someone to find you — you reach out to people who might be interested.

Minimum starting budget: \$ 100–\$ 200 per month for a test campaign (for moderately competitive industries). For very local, low-competition phrases, a smaller budget can still give you useful data.

Where to learn more? Google offers free Google Ads courses (skillshop.google.com). Meta has Meta Blueprint (blueprint.facebook.com). On YouTube, you'll find hundreds of free tutorials — search for "Google Ads tutorial for beginners."

Summary — what to do before you start promoting

Before you move on to any promotion, check these four things:

- Speed — check your score at pagespeed.web.dev. Target: above 70.
- Mobile — open your site on your phone and verify it works properly.
- SSL — make sure your URL starts with <https://> and you see a padlock.
- Visibility in Google — type ``site:yoursite.com`` and see how many pages Google knows about.

Chapter 2 — Google Search Console: Your Command Center

Google Search Console is a free tool from Google that every website owner needs. Think of it as your command center — a dashboard that tells you how Google sees your site.

With Google Search Console, you'll learn: which pages Google has indexed (and which it hasn't), which search phrases your site shows up for, how many people clicked your result and how many times it appeared, what technical errors Google found, and whether your site is mobile-friendly.

Sounds technical? It's simpler than you think. Let's go through it step by step.

2.1 How to set up an account and add a site

1. Go to search.google.com/search-console
2. Sign in with your Google account (the same one you use for Gmail or YouTube)
3. Click "Add property"
4. Enter your site's URL and click "Continue"

That's it. You have an account in two minutes.

2.2 Verification — proving the site is yours

Before you can access your data, you need to prove to Google that you own the site. It's a security measure — so that no one can spy on someone else's website data.

Google offers several verification methods. Here are the most convenient:

Method 1: Through Google Analytics

If you already have Google Analytics installed on your site, Search Console can verify automatically. The easiest option — no code, no files.

Method 2: HTML tag

Google gives you a short snippet of code that you paste into the header section of your site. If you use WordPress, you can do this through the Yoast SEO plugin without touching any code.

Method 3: HTML file

Google gives you a special file to download. You upload it to your server through your hosting panel and click "Verify." This requires server file access, but it's bulletproof.

Method 4: Through your domain provider

If you bought your domain through a popular registrar (GoDaddy, Namecheap, Cloudflare), Google walks you through verification directly through that provider. A convenient option.

Pick the method that's easiest for you. The result is identical.

2.3 Sitemap — telling Google what you have

A sitemap is a file that contains a list of all the pages on your site. It's a map for Google's bots — it shows them what exists on your site and what they should crawl.

Does every site need one? Yes, even if you only have 5 pages. Sitemaps matter even more for sites with dozens or hundreds of pages.

How do you create a sitemap?

If you use WordPress, the Yoast SEO or Rank Math plugin creates one automatically. You'll usually find it at: `yoursite.com/sitemap.xml`

If you don't use WordPress, use a free online generator like XML-Sitemaps.com. You enter your site's URL, the generator crawls all your pages, and creates a ready-to-download XML file that you then upload to your server.

How do you add a sitemap in Search Console?

- In the left menu, click "Sitemaps"
- Type your sitemap's address (e.g., `sitemap.xml`) in the "Add a new sitemap" field
- Click "Submit"

Google will confirm whether the sitemap is valid and how many pages it found in it.

2.4 Indexing — how Google scans your site

Indexing is the process where Google's robot (called Googlebot) visits your site, scans its content, and adds it to its database. Only indexed pages can appear in search results.

How do you check what's indexed?

In Search Console, click "Indexing" in the left menu, then open the "Pages" report. You'll see a breakdown of indexed and non-indexed pages. For each non-indexed page, Google gives a reason — which is helpful.

The most common reasons a page might not be indexed:

- The page is new and Google hasn't visited it yet — this is normal and takes time
- The page has a "noindex" tag — either on purpose or by accident (worth checking)
- The page is a duplicate — Google prefers to show the original URL
- Errors on the page prevent crawling

What do you do when a page isn't indexed?

In Search Console, you can manually ask Google to visit a page. Click "URL Inspection" at the top, type the page's URL, and click "Request Indexing." Google will typically visit within a few days.

2.5 Reports worth checking weekly

Search Console offers many reports. At the start, focus on the most important ones:

Performance > Search results — here you'll see how many times your site appeared in Google (impressions), how many times someone clicked it, what percentage of impressions turned into clicks (CTR), and the average position where you appear. This is the core data for evaluating whether your SEO is working.

Indexing > Pages — a list of all your pages broken down into indexed and not indexed. Check it regularly — new errors can appear without your knowledge.

Mobile Usability — information about whether your site is mobile-friendly and whether Google has detected any issues.

Core Web Vitals — a score for your site's speed from a user experience perspective. Google uses this data as a ranking factor.

Summary — first steps in Search Console

- Create an account at search.google.com/search-console
- Add your site and verify ownership
- Create a sitemap and submit it in Search Console
- Check the "Indexing > Pages" tab — what Google indexed and what it didn't
- Check the reports at least once a week

Chapter 3 — SEO for Beginners

SEO. Three letters that spark enthusiasm in some, fear in others, and complete confusion in most.

SEO stands for Search Engine Optimization. In practice, it means everything you do to make your site show up higher in Google results.

Before getting into specific techniques, one fundamental truth: Google wants to show users the best, most helpful, and most trustworthy results. Every SEO technique that works boils down to making your site genuinely good. There are no magic shortcuts. There never were.

3.1 How does a search engine work?

Google has thousands of special internet robots that constantly wander the web, visiting pages, reading their content, and returning to a central database. This process is called crawling.

The collected data goes into the index — a massive database of every known page. When you type something into Google, the search engine instantly searches this index and displays the results it judges to best match your query.

The order of results is determined by an algorithm. Google doesn't reveal it in full, but several known factors play a role:

- whether the page contains the search terms and how it uses them
- how long visitors stay on the page
- how many other sites link to the page and what those sites are

- how fast the page loads
- whether the page is mobile-friendly
- how old and trustworthy the domain is

3.2 Search phrases — the foundation of SEO

Keywords (also called search phrases) are the expressions people type into search engines. "Plumber near me," "how to make tiramisu," "best coffee for espresso machine" — these are all examples of such phrases.

Your job is to find the expressions your potential customers are searching for and make sure your site answers them.

How do you find the phrases you want?

Start with a brainstorm. Imagine you're your own customer. What would you type into Google to find someone like you? Write down every idea.

Then use these tools:

Google Autocomplete — the simplest tool is to look at the suggestions Google shows when you start typing a query. These are things people search for.

AnswerThePublic (answerthepublic.com) — visualizes the questions people ask in relation to a given topic. Great for finding article ideas.

Ubersuggest — in its free version, shows suggestions for search phrases and basic data on their popularity.

Google Keyword Planner — a free Google tool available through Google Ads. Shows an approximate range of monthly searches for a given phrase (e.g., 100–1K per month). Exact numbers are available after launching an ad campaign.

How do you choose the right phrases?

Don't aim for the biggest, most popular phrases. Thousands of sites have been fighting for "plumber" for years — as a new site, you don't stand a chance.

Instead, target long-tail phrases. These are longer, more specific queries. Instead of "plumber," think "emergency plumber for old pipes downtown Boston." Fewer people search for them, but they're easier to rank for and they attract more committed customers — someone who types such a specific phrase knows exactly what they want.

3.3 Where to place these phrases?

We know which phrases we want to use. Now — where do we put them?

Title Tag

This is the most important SEO element on a page. The title appears in the browser tab, as the clickable blue line in Google results, and when you share the page on social media. Each page should have a unique title containing its main phrase. Optimal length: 50–60 characters.

Bad title: "Home — Salon"

Good title: "Women's Hair Salon Boston | Bellezza Studio — book online"

H1, H2, H3 headings

Headings are the titles and subtitles within your page content. Each page should have exactly one H1 heading — the main title containing your main phrase. H2 and H3 are subheadings that should contain related phrases.

Page content

Use your chosen phrases naturally in the content. Don't stuff them in forcefully — Google recognizes this kind of manipulation and can punish you with lower rankings. Write primarily for people. If your text is valuable and naturally uses the searched phrases, Google will reward you for it.

URLs

Your page's URL should be simple and contain the main phrase.

Bad: `yoursite.com/p=123`

Good: `yoursite.com/plumber-boston`

3.4 Internal links — connecting your site

Internal links are hyperlinks that go from one page to another within the same site. They serve several important functions.

They help visitors navigate your site — you're reading an article about coffee, and a natural link to an article about espresso machines will keep you on the site longer. They help Google's robots discover and index more pages. They also pass "SEO strength" between pages — if your homepage is strong, links from it to other pages help them rank better.

A few rules:

- Link naturally, only when it makes sense for the reader
- Use descriptive anchor text — instead of "click here," write "read more about espresso machines"
- Make sure every important page is reachable within 3 clicks from the homepage

3.5 Backlinks — strength from outside

Backlinks are links pointing to your site from other websites. Google treats them as recommendations — if other sites link to you, it means you're trustworthy.

One backlink from a reputable site is worth more than a hundred links from spammy directories.

How do you get backlinks?

Create valuable content. The best link magnet is great content — guides, tutorials, original analyses. If what you write is genuinely useful, others will want to link to it on their own.

Write guest posts on blogs. Reach out to owners of popular blogs in your industry and propose a guest article. In return, you get a link to your site.

Sign up for reputable industry directories, Google Business Profile, and local portals. These are valuable places to be listed.

Build relationships with local media. If you run a local business, your local newspaper or portal might be interested in your story — and an article about you is a valuable backlink.

Don't buy links. Google can detect artificial link schemes and punish them severely. It's not worth the risk.

3.6 Google Business Profile — your calling card in search

If you run a local business — a hair salon, restaurant, neighborhood shop, law firm, auto repair shop — Google Business Profile is the most important internet promotion tool you have. More important than SEO, more important than your website. Sounds strong? Check for yourself: type "hairstylist Boston" into Google and see what appears first. A map with businesses and an information panel on the right. That's Google Business Profile.

Google Business Profile (formerly Google My Business) is a free listing for your business that appears in Google search results and on Google Maps. When someone searches for a service you offer, Google shows them local results before moving on to regular organic results.

What you can include in your profile:

- Business name, address, and opening hours
- Phone number and website URL
- Photos of the business, products, and services
- Customer reviews
- Updates and special offers
- Questions and answers

How do you set up Google Business Profile? Go to google.com/business, sign in with your Google account, click "Add your business," and enter your name, category, and address. Google will ask you to verify — most often by recording a short video of your location (signage, interior, surroundings). In some cases, postcard, phone, or email verification is also available. Once verified, your profile is active.

After setting up your profile, do four things:

- Fill in all the data — businesses with complete profiles rank higher and more often in Google.
- Add good photos — businesses with photos get 35% more clicks.
- Encourage customers to leave reviews and respond to them — a professional response to criticism works better than ignoring it.
- Post updates regularly.

This isn't optional. If you run a local business and you don't have a Google Business Profile, you're losing customers who are looking for you — and finding your competition.

Summary — SEO in a nutshell

SEO is a marathon, not a sprint. First results show up after 3–6 months of consistent work. The most important rules:

- Find the phrases your customers search for — start with long tail
- Use them naturally in titles, headings, content, and URLs
- Link internally between your pages

- Build backlinks through valuable content and relationships — never by buying links
- Be patient and consistent

Chapter 4 — Tagging and Metadata

Metadata is information about your site that isn't directly visible in its content — but it has a huge impact on how your site looks in search results and on social media.

Think of metadata as a book cover. The content — chapters, paragraphs — is what's inside. The cover — title, description, image — is what draws the reader in before they even open the book. You can have the best content in the world, but a bad cover means nobody picks it up.

4.1 Meta title — the title Google sees

The meta title is the page title that appears in Google results. It's the first thing a user sees after typing a query. Whether they click on your result or move to the next one depends on this title.

The meta title was mentioned in the keywords section, but it's worth expanding on here — because it's the single most important SEO element on any page.

Rules for a good meta title:

- Length 50–60 characters — longer ones get cut off by Google with an ellipsis
- Contains the main keyword, ideally at the start
- Unique for every page — two pages with identical titles is a problem
- Entices a click — it does more than describe; it pulls the reader in
- Accurately describes what's on the page — don't promise what isn't there

Examples:

Restaurant homepage:

- Bad: "Restaurant | Home"
- Good: "Italian Restaurant Portland | La Dolce Vita — reserve online"

Service page:

- Bad: "Our services | Cleaning Company"
- Good: "Office Cleaning Seattle — SparkleShine | Quote in 24h"

Blog article:

- Bad: "Coffee"
- Good: "10 Types of Coffee and How to Brew Each One — a beginner's guide"

4.2 Meta description — the description that earns the click

The meta description is the page summary that appears in Google results right under the title. Usually 2–3 sentences of text.

An important note: the meta description does NOT directly affect your ranking in Google. Google reads it, but doesn't treat it as a ranking factor. So why is it important?

Because it affects CTR — the percentage of people who click on your result. Imagine your site appears in position 5, but its description is so compelling that more people click on it than on the results in positions 1–4. Google notices that, and over time it will move you up. A good description is an investment.

Rules for a good meta description:

- Length 150–160 characters — longer ones get cut off
- Contains the main keyword — Google bolds it in the description, which catches the eye
- Is compelling — describes a benefit, includes a call to action
- Unique for every page
- Accurately describes what's on the page

Examples:

- Bad: "Here you'll find a recipe for tiramisu. Read our article."
- Good: "Classic tiramisu in 30 minutes — no baking, step by step, with photos. A tested recipe that always works."
- Bad: "We offer cleaning services in Seattle and surrounding areas."

- Good: "Professional office cleaning in Seattle. First cleaning 20% off, online quote in 24 hours. Over 200 happy businesses."

4.3 Open Graph — how your link looks on Facebook

When you paste a link on Facebook, LinkedIn, or other platforms, an automatic preview appears — a thumbnail with an image, title, and description. That card is what decides whether someone clicks or scrolls past.

Open Graph is a set of HTML tags that tell social media platforms what information to pull. Without them, the platforms grab random elements from your page — often with an ugly, unpredictable result.

The most important Open Graph tags:

- ``og:title`` — the title that appears on Facebook (can be different from the meta title because you have more room)
- ``og:description`` — the description (can also be different and longer than the meta description)
- ``og:image`` — the image displayed in the card. Ideal dimensions: 1200 x 630 pixels
- ``og:url`` — the canonical URL of the page

The image in ``og:image`` is an important element. Posts with a large, attractive image get many times more clicks. It's worth creating dedicated graphics for each article — ideally with the article title overlaid on the image.

How do you add Open Graph tags?

If you use WordPress with the Yoast SEO plugin, you can set Open Graph directly in each post's editor, without touching code. The "Social" tab in Yoast lets you upload a separate image and title for Facebook and X.

If you're building a site from scratch, you add Open Graph tags in the `<head>` section of your HTML code.

How do you check whether your tags are working? Go to developers.facebook.com/tools/debug, enter the page's URL, and Facebook will show you exactly what the link preview will look like.

4.4 Schema.org — structured data

Schema.org sounds intimidating, but it's worth the effort. Structured data is a way to pass Google additional information about a page's content in a structured format.

Thanks to it, Google can display your page in search results in an enriched way — with star ratings, product prices, recipe cooking times, or a list of steps. These enriched results are called Rich Results. They take up more space on the results page and are far more visible than regular results.

The most commonly used types:

- LocalBusiness — for local businesses. Includes name, address, opening hours, phone number. Especially helpful in local results and on Google Maps.
- Recipe — for cooking recipes. Includes cooking time, ingredients, calories. Google can display this information directly in search results.
- FAQPage — for pages with frequently asked questions. Google can expand the questions and answers directly in the results — your result then takes up much more space.
- Article — for blog articles. Includes author, publication date, main image.

How do you add structured data?

Plugins like Yoast SEO, Rank Math, or Schema Pro do this automatically for the most common types. After adding it, verify correctness in the Rich Results Test — enter the page's URL at search.google.com/test/rich-results.

4.5 Alt text — image descriptions

Alt text is the description of an image that appears when the image can't load, is read by screen readers for people with visual impairments, and — most relevant for SEO — is read by Google's robots, which don't "see" images the way humans do.

That's why every image on your site should have good alt text.

Rules:

- Describe exactly what's in the image
- If it comes naturally — use keywords
- Don't start with "Image of..." — screen readers already announce that it's an image

- Don't stuff keywords in forcefully — it looks bad and accomplishes nothing
- Bad alt text: empty field, or "IMG_1234", or "salon salon Portland haircut"
- Good alt text: "Client getting a haircut at a hair salon in Portland"

Summary — metadata in practice

- Set a unique meta title (50–60 characters, keyword at the start) for every page
- Write a compelling meta description (150–160 characters) for every page
- Configure Open Graph — especially `og:image` with an attractive 1200x630px image
- Add Schema.org structured data — start with LocalBusiness if you have a local business
- Always add descriptive alt text to every image

Chapter 5 — Social Media Promotion

Social media is a great way to promote your website — but only if you use it wisely. Many people make the same mistake: they create an account on every platform they can find, post enthusiastically for two weeks, and then drop it out of fatigue and disappointment.

The key to social media success is picking the right platform, being consistent, and choosing quality over quantity.

5.1 Which platforms should you choose?

You don't have to be everywhere. Not even close. It's better to be excellent on one platform than mediocre on six. How do you pick the right one? Answer two questions: who is your audience, and what type of content can you create regularly?

Facebook — still one of the largest platforms globally, with the broadest age range. Great for local businesses, B2C services, and topical groups. It lets you create business pages, groups, and run paid campaigns. If your clients are 35 and older, Facebook is a must for you.

Instagram — ideal if your product or service is visual: food, fashion, beauty, interiors, photography, travel, fitness. It requires regularly posting aesthetic photos or short videos (Reels). A younger age group than Facebook, but growing.

LinkedIn — a key platform for B2B companies, freelancers, and specialists. If your clients are businesses, managers, or professionals in a given industry, LinkedIn is your place. Industry content, advice, case studies — that works best here.

TikTok — a growing platform, ideal if you can create short, engaging videos. The algorithm helps new creators — you can reach thousands of people even with zero followers. Not just for teenagers — it's growing fast in every age group.

YouTube — if you can create videos longer than a few minutes: tutorials, guides, reviews, webinars. YouTube is the second-largest search engine in the world, and videos also show up in Google search results. A strong long-term channel.

Pinterest — valuable only if you cover visual topics: recipes, fashion, interiors, DIY. Compared to other platforms, pins can work for years after publication, but for most businesses, this won't be a priority.

X (formerly Twitter) — for most businesses it's not a priority, but for some industries it remains key: journalism and media, politics and government, IT and startups, marketing and PR. If your clients or competitors are active on X, it's worth being there. Short, fast messages and direct conversations work better here than long-form content.

5.2 How to create posts that earn clicks

Just pasting a link to your site isn't enough. You need to give someone a reason to click it. That takes a moment of thought before each post.

A compelling headline or caption

Instead of: "New blog post: link"

Try: "Did you know most website owners lose 60% of their visitors to one simple mistake? I cover it in the new article — link in bio."

Ask a question, reveal a surprising fact, promise a concrete benefit. Give people a reason to click.

The right photo or graphic

Posts with a photo or graphic get many times more clicks than text-only posts. Every blog article should have a dedicated cover image — ideally with the article title overlaid on the graphic. For creating such graphics, the free tool Canva (canva.com) works great — no graphic design skills required.

A clear call to action

Tell readers exactly what to do: "Click the link in bio," "Read the full article at the link," "Check the details on the site." It sounds obvious, but research consistently shows that posts with a clear call to action get more clicks.

Timing — when to publish

Each platform has its own best hours. Traffic is usually highest in the morning before work (7–9 AM), at lunch (12–2 PM), and in the evening (7–9 PM). But the best guidance comes from your own site's stats — check when your followers are active and adjust your schedule accordingly.

5.3 Consistency and a content plan

You don't have to post every day. It's better to publish 2–3 valuable posts a week than 7 mediocre ones.

But consistency matters. Social media algorithms reward consistency. If you disappear for two weeks and come back with a burst of 10 posts, it doesn't work the same as a steady 3 posts a week. The platform stops showing you to your followers when you go silent for too long.

Content calendar — your publishing plan

The solution is a content plan at least a month ahead. You don't have to write every post in advance — you need to roughly know what you'll publish in a given week.

A simple pattern that works: one post promoting a new article or service, one educational or how-to post, one more personal or behind-the-scenes post. Repeat the cycle. Three posts a week, ready-made pattern — that's what a sustainable content plan looks like.

5.4 Planning and management tools

If you manage several platforms, manually publishing each post separately is tedious. There are tools that let you schedule posts in advance and publish them automatically at a chosen time.

Meta Business Suite — a free tool from Meta for scheduling posts on Facebook and Instagram. Sufficient for most small businesses. Available at business.facebook.com.

Buffer — easy to use, free plan for 3 channels. Supports Facebook, Instagram, LinkedIn, Pinterest, and TikTok. Great to start with.

Later — particularly good for Instagram. Visual planning for your entire photo grid — you see what your profile will look like before you publish anything.

Hootsuite — more advanced, supports more platforms and gives you broader stats. Paid, but offers a free trial.

5.5 One important detail — the link in bio

On Instagram and TikTok, you can't add clickable links directly in your posts. The only place for a clickable link is the "bio" section of your profile.

That's why you write "link in bio" in your posts and direct traffic there. But what if you want to link to different pages? Then tools like Linktree (linktr.ee) or Beacons come in handy — they create a single page with all your links, which you paste into your bio.

Summary — social media step by step

- Pick 1–2 platforms where your audience is and where you can create content regularly
- Write captions that give people a reason to click — questions, surprising facts, concrete benefits
- Create dedicated graphics for every article and post — Canva is free and easy
- Plan content at least a month ahead and stick to the schedule
- Use free planning tools — Meta Business Suite or Buffer

Chapter 6 — Content Marketing: A Site That Attracts

Content marketing is a strategy of creating and publishing valuable content — articles, guides, videos, infographics — that attracts potential customers.

Instead of saying "buy my product," you say "here's some free knowledge that will help you." You build trust and position yourself as an expert. And once someone trusts you and considers you an expert in your field, they buy from you rather than from your competition. It's simpler, cheaper, and more effective in the long run than traditional advertising.

6.1 Blog — is it worth it and how to start?

The short answer: yes, it's worth it. The longer answer: it's worth it if you do it regularly and with purpose.

Why does a blog help your site?

First, every blog article is a new indexed page. More pages means more chances to appear in Google for different phrases. A site with only a homepage fights for a few keywords. A site with 50 articles fights for hundreds of phrases at once.

Second, articles attract people who are looking for information, not just a purchase. Someone searching "how to choose an espresso machine" who lands on your article might soon buy a

machine from you — because they already trust you. Without a blog, that person would never have found you at all.

Third, valuable articles earn natural backlinks. Other creators, journalists, and bloggers link to you as a source. Remember from the SEO chapter how important backlinks are? A blog is the most natural way to earn them.

How do you start?

Start with 10 article ideas. Where do they come from? Think about the questions your customers ask most often. "How long does it take?" "How much does it cost?" "What's the difference between X and Y?" "Is it worth it?" These are ready-made topics — people search Google for exactly these things.

Then use AnswerThePublic or Google Autocomplete — type in your industry and see what questions people ask. A ready-made list of topics for many months.

You don't have to publish every day. Even one good article every two weeks, if it's valuable, brings results. Start with what you can sustain.

6.2 How to write articles — for people and for Google at the same time

Here's the good news: you don't have to choose between writing for people and writing for Google. Good SEO and good writing are essentially the same thing — because Google rewards content that's genuinely useful to the reader.

Structure of a good article:

Title — contains the main keyword and is specific. Instead of "Coffee," write "10 types of coffee and how to brew each one — a beginner's guide." A specific title attracts the right readers and helps with ranking.

Introduction — the first 100–150 words decide whether the reader stays or leaves. Address the problem the article solves right away. Don't start with the company history or a dictionary definition. Start with the reader and their problem.

H2 and H3 headings — break the article into logical sections with clear headings. Most people scan an article before deciding to read it. Headings help them quickly judge whether the article is for them.

Content — write in plain, direct language. Avoid jargon unless you're writing for experts. Concrete examples, numbers, and comparisons make text credible and easy to digest. Short paragraphs — 3–4 sentences max — are easier to read, especially on a phone.

Summary or list of steps — end the article with something useful. The reader should walk away with concrete conclusions or steps to take. That makes the article memorable as valuable.

Call to action — what should the reader do after reading? Sign up for the newsletter? See a related article? Contact you? Tell them directly — without a call to action, most readers will close the tab.

How long should an article be?

At least 1,000 words for most topics. How-to articles and guides can be 2,000–3,000 words. Longer content usually ranks better in Google — because if the topic is complex, a short article rarely answers the question fully. But length for length's sake makes no sense. Write as much as you need to cover the topic.

6.3 Other forms of content marketing

A blog isn't the only option. Here are other formats that work great and might fit your working style better:

Podcast — if you prefer speaking to writing. A growing medium that builds a loyal audience. Listeners spend dozens of minutes a week with you — that builds a deeper relationship than an article read in 5 minutes. Harder to rank directly, but great for building an expert reputation.

YouTube video — as mentioned earlier, YouTube is a search engine. Tutorials and how-to videos in video form reach massive audiences and build trust faster than text. It takes more production time, but the material lasts and works for years.

Infographics — visual representation of data, a process, or a comparison. Good infographics are widely shared on social media and earn natural backlinks. Canva lets you create them even without graphic design skills.

Downloadable guides (lead magnets) — a free PDF, checklist, or template that the user downloads in exchange for an email address. You build valuable content and a mailing list at the same time. More on that in the next chapter.

Case studies — detailed descriptions of how you helped a specific client achieve a specific result. Very effective, especially in B2B. Numbers and concrete details build credibility better than any advertisement.

6.4 Frequency — how much and how often?

One valuable article a month is better than four weak ones. But one article a week is better than one a month. The ideal frequency is whatever you can sustain without burning out.

Start with realistic assumptions. One article every two weeks is a good start for a busy small business owner. After a few months, once you settle into the rhythm and see the first results, you can pick up the pace.

One practical tip: write articles ahead of time. When you have a good day and energy for writing, write two articles instead of one. Publish the second one two weeks later. You have a buffer for slower periods — and you never run out of content to publish.

Summary — content marketing in practice

- Start a blog if you don't have one — it's the most effective long-term channel for attracting traffic
- Gather 10 topics from the questions your customers ask most often
- Write articles of at least 1,000 words, with clear structure and a call to action
- Start at a frequency you can sustain — better to do less but regularly
- Write ahead of time so you have a buffer for tougher weeks

Chapter 7 — Email Marketing and Building a List

If you had to name one marketing channel worth developing above all others, it would be email marketing.

Why? Because your email list is the only contact list you truly own. Your Facebook page, your Instagram profile, your YouTube channel — these are all borrowed properties. Facebook can change its algorithm and overnight make it so only 5% of your followers see your posts instead of 30%. Instagram can suspend your account without warning. YouTube can remove a channel. And you have zero influence over any of that.

Your email list is yours. Nobody can take it from you.

7.1 Why does email still rule?

Email marketing delivers a higher return on investment than any other digital channel — on average \$ 36 in revenue for every \$ 1 spent on email marketing. That's a number that has shown up in industry research for years and still holds.

Why does email work so well?

First, subscribers asked to hear from you. That's a completely different level of interest than a casual site visitor. Someone who signed up for your newsletter wants to hear from you.

Second, email lands directly in the inbox. You don't fight an algorithm that decides whether your message will reach the recipient at all. If someone opens their inbox, your email is there.

Third, email lets you personalize and segment. You can send different messages to different audience groups — different ones to new subscribers, different ones to long-time customers, different ones to people who haven't bought in a while.

7.2 How do you build a mailing list?

Building a list is a long-term process. You won't build one in a week. But everyone on your list is a potential customer who actively asked for contact — so every signup has value.

Sign-up form on your site

The foundation. Your sign-up form should be visible on your site — ideally in several places. Common locations include: the top bar of the site, the end of a blog article, the sidebar, a popup that appears after a few seconds on the page, or when a user is about to leave.

The form itself should be as simple as possible. Name and email address are enough — every additional field reduces signups. People are lazy and wary. The less you ask of them, the more willing they are to sign up.

Lead magnet — give something in return

"Just sign up for our newsletter" works less and less well. People already get too much email and are careful about giving out their address. Give them a concrete reason to sign up.

A lead magnet is free value you offer in exchange for an email address. It can be: a free PDF guide, a downloadable checklist, a document template, a mini email course (a series of a few emails with knowledge), access to a video recording, a discount on a first order.

The key is relevance — the lead magnet must be tightly tied to what you do and genuinely useful. "Free guide: 10 mistakes that destroy your site's Google ranking" — that's a convincing lead magnet for a website owner. "Newsletter with updates" — that's not a lead magnet.

Gated content

Another approach is the so-called content upgrade — additional materials tied to a specific article, available after signing up. You're reading an article about a recipe? Download the ready-made shopping list as a PDF. Reading an article about SEO? Download an SEO checklist for your site. This works well because the lead magnet is tightly tied to what the reader was just looking for.

Important: GDPR and newsletter consent

Collecting email addresses means you need to follow data protection rules (GDPR in the EU, UK GDPR in the UK, and similar laws elsewhere). This isn't optional — missing the proper consents can cost you serious fines.

What you need to do before you start collecting emails:

- Get consent. The person signing up for the newsletter must consciously agree to receive messages from you. The box can't be pre-checked — they have to click it themselves.
- State the purpose. Write what the address will be used for: "I want to sign up for the SEO tips newsletter" — that is enough.
- Add a link to your privacy policy. In the sign-up form, include a link to a privacy policy that explains what you do with the data, how long you keep it, and what rights the subscriber has.
- Every email must include an unsubscribe link. This is a legal requirement. At the bottom of every email, include an "Unsubscribe" or "Manage subscription" link. Brevo, MailerLite, and Mailchimp do this automatically — you don't need to add it manually.

A practical tip: most email platforms (Brevo, MailerLite, Mailchimp) have built-in GDPR-compliant forms. You need to use them and add a link to your privacy policy. Don't invent your own solutions.

7.3 What to send and how often?

You have a list. Now what?

The most common mistake is collecting a list and doing nothing with it. Or the opposite mistake — bombarding subscribers with daily emails until they unsubscribe.

The sweet spot is one newsletter a week or one every two weeks. Often enough to be remembered, rare enough not to annoy.

What to write in a newsletter?

The simplest model is an email that delivers value and incidentally mentions your products or services. For example: 80% of the content is useful knowledge, tips, and industry insights. 20% is information about what you offer.

Specific newsletter content ideas:

- A summary of a new blog article with a link to the full piece
- A practical tip that isn't on the blog — something exclusive to subscribers
- Behind-the-scenes of your work — what you're doing, what you're testing, what you're learning
- Recommendations — tools, books, podcasts that helped you
- Information about promotions, new arrivals, and availability

Subject line — the most important part of the email

If nobody opens the email, it doesn't matter how great the content is. Whether the email gets opened is decided mostly by the subject line — it's the first thing the subscriber sees.

A good subject line is specific, sparks curiosity or promises a benefit, and reads like a message from a person, not a company. "Newsletter #47" is a bad subject line. "The mistake 9 out of 10 website owners make" — that's a good subject line.

7.4 Tools — where to start?

You don't have to invest in expensive platforms right away. Free tools are more than enough to start.

Brevo (formerly Sendinblue) — the free plan allows up to 300 emails per day. The number of contacts isn't limited in practice, but Brevo reserves the right to apply limits to inactive accounts. Simple email builder, automations even in the free version. A good choice to start.

MailerLite — free plan for up to 1,000 subscribers and 12,000 emails per month. Very easy to use, attractive templates, good deliverability. Great for beginners.

Mailchimp — the most popular platform in the world. Free plan for up to 500 contacts and 6,000 emails per month (or 1,000 per month without a credit card). Huge capabilities, but the interface is a bit more complex than the competition.

Which one to choose? If you're starting from zero and want something simple — MailerLite. If you want automations from the start — Brevo.

7.5 Automations — email marketing that runs itself

This section is more advanced. If you're starting out, come back to it after a few months of regular newsletters.

Once you've mastered the basics, it's worth learning about automations. These are sequences of emails that go out automatically in response to specific subscriber actions — without you doing anything.

The simplest and most valuable automation is the welcome sequence. When someone signs up for your list, they automatically receive a series of 3–5 emails over a few days. The first email welcomes them and delivers the promised lead magnet. The second introduces you and your story. The third gives additional value. The fourth or fifth gently mentions what you offer.

This sequence runs 24 hours a day, 7 days a week — without any work from you. Set up once, and it builds a relationship with every new subscriber automatically.

Summary — email marketing from scratch

- Open an account with MailerLite or Brevo — both are free to start
- Add a sign-up form in a visible spot on your site
- Create a simple lead magnet — a checklist or a PDF guide is a great start
- Start sending a newsletter once every two weeks — value first
- Set up an automated welcome sequence for new subscribers

Chapter 8 — Analytics: How to Know What's Working

You can do everything described in the previous chapters — optimize SEO, write articles, build a mailing list, post on social media — but without analytics, you're flying blind. You don't know what's working and what's a waste of time. You don't know where visitors come from. You don't know what keeps them on your site and what drives them away.

Analytics is a lantern in the dark. Without it, you sail by feel.

8.1 Google Analytics 4 — the key tool

Google Analytics 4 (GA4 for short) is a free tool from Google that measures traffic on your site. It's the industry standard and one every site owner needs.

How do you install Google Analytics 4?

Go to analytics.google.com and sign in with your Google account. Click "Create account," give it your business name, then create a "property" — enter your site's URL. Google will generate a tracking code (called a tag) for you — a short JavaScript snippet.

This code needs to be placed on every page of your site, in the `<head>` section. It sounds technical, but in practice it's simple:

If you use WordPress — install the Google Site Kit plugin or paste the code in your theme settings. If you use Wix, Squarespace, or another builder — in your site settings you'll find a field for a "Google Analytics tracking code." Paste it in.

After installation, wait 24–48 hours. Data will start flowing in, and from that point on, every visit to your site will be recorded.

8.2 The most important metrics — what to measure

Google Analytics offers dozens of reports and hundreds of metrics. At the start you may feel overwhelmed. Take a breath — focus on a few key numbers.

Users and sessions

Users is the number of unique people who visited your site in a given period. Sessions is the number of visits — one user can have multiple sessions if they visit the site several times.

These are the basic measures of traffic. Watch whether they grow from month to month — that's the simplest indicator that your promotional efforts are working.

Traffic sources

This is one of the most important pieces of information Analytics gives you. Where do visitors come from? The "Acquisition" report shows the breakdown:

- Organic Search — people who found you through Google. This is the result of your SEO work.
- Direct — people who typed your URL directly into the browser or had it bookmarked.
- Social — people who clicked a link on Facebook, Instagram, and other platforms.
- Referral — people who clicked a link to your site on another website.
- Email — people who clicked a link in your newsletter.

Knowing your traffic sources tells you which channels are working and which need more attention. If social traffic is zero even though you post every day, something is off with your social media strategy.

Engagement rate

Engagement rate is the percentage of visitors who spent more than 10 seconds on the site, completed a conversion event, or viewed more than one page. A low engagement rate (below 30–

40%) may mean the site isn't meeting visitors' expectations, loads too slowly, or that you're attracting the wrong traffic.

Don't panic at a low engagement rate on a blog — reading one article and leaving can be normal behavior. You should worry when a low engagement rate hits a product page or a contact page.

A note: GA4 no longer has the Bounce Rate metric from Universal Analytics. In its place, you get Engagement Rate — a conceptual replacement in the new measurement model. It's not a mathematical inverse ($100\% - BR \neq ER$), because the criteria are different: GA4 counts sessions over 10 seconds, with a conversion, or with at least 2 pageviews. In practice, a high Bounce Rate in UA usually means a low Engagement Rate in GA4.

Average engagement time

How long do visitors read your site? Average engagement time in GA4 only measures time when you actively interact with the page — unlike the old "average time on page," which counted background time too. A long engagement time means the content is valuable. A short one means something is turning people off. Compare this metric against specific pages — maybe one article keeps people for 5 minutes, while another holds them for 30 seconds. That's valuable information about content quality.

Top pages

The "Pages and screens" report shows which pages on your site have the most traffic. That's gold. You know which topics interest your visitors. You can write more about what works. You can make sure your top pages have a well-configured call to action — because they bring in the most traffic.

Conversions

A conversion is when a user takes a desired action — filling out a form, clicking a phone number, buying in a shop, signing up for a newsletter. Google Analytics can measure conversions if you set them up correctly.

This is the most valuable metric of all — because it shows not just whether people visit your site, but whether they do what you want them to do.

8.3 Google Search Console + Analytics — connect your tools

Google Search Console and Google Analytics are two different tools that complement each other beautifully. It's worth connecting them.

Search Console tells you how people find you on Google — what phrases they type, how high you appear, how many times they click. Analytics tells you what they do once they're on the site — where they enter, how long they stay, what they click.

Together, they give you a full picture of the user journey: from typing a phrase in Google to taking action on your site.

How do you connect them? In Google Analytics, go to Admin, then "Search Console links," and follow the instructions. Once connected, Analytics will show you a new report combining data from both tools.

8.4 How to read the data and draw conclusions

Data by itself means nothing — what matters is the interpretation and the actions you take based on it. Here's a practical approach:

Compare periods, not single days

A single day with low traffic means nothing — maybe it was a weekend, maybe a holiday. Compare month to month or quarter to quarter. Look for long-term trends.

Look for anomalies

A sudden traffic spike — where did it come from? Maybe someone shared your article in a large Facebook group. A sudden drop — what happened? Maybe Google updated its algorithm. Anomalies are signals that need to be investigated.

Act based on data

An article that brings a lot of traffic but has a high bounce rate (low engagement rate in GA4) may need a better introduction. A page with low traffic but a high conversion — drive more traffic to it. A source that brings lots of visits but few conversions — it may be attracting the wrong people.

Establish a rhythm for reviewing data

You don't have to check Analytics every day — that can lead to obsessive tracking and wrong conclusions from small samples. Set a steady rhythm: a quick glance at the key numbers once a week, a deeper analysis of trends and conclusions once a month.

8.5 Other useful analytics tools

Google Analytics is the foundation, but it's not the only tool worth attention.

Hotjar — shows session recordings (how specific users navigate your site) and heatmaps (where people click and how far they scroll). Priceless for understanding why users behave a certain way. The free plan is enough to start.

Microsoft Clarity — similar capabilities to Hotjar, completely free. Session recordings and heatmaps with no limits. A great alternative for budget-conscious site owners.

Google Looker Studio — a free tool for creating visual dashboards from data in Analytics, Search Console, and other sources. If you want all your key metrics in one place in an easy-to-read format, it's worth exploring.

Summary — analytics in practice

- Install Google Analytics 4 on your site if you haven't already
- Connect Analytics with Google Search Console
- Track weekly: total traffic, traffic sources, top pages
- Track monthly: growth or decline trends, conversions, time on site
- Act on the data — don't guess, verify

Conclusion — Your 90-Day Action Plan

You made it to the end. You went through technical basics, Google Search Console, SEO, metadata, social media, content marketing, email marketing, and analytics. That's a lot of knowledge at once.

Now there's a temptation to do everything at the same time. Resist it. The most common reason website owners don't see results isn't a lack of knowledge — it's trying to do everything at once, getting overwhelmed, and giving up after two weeks.

Instead — a plan. Step by step. Month by month.

Month 1 — foundations

Before you start promoting, make sure the basics work. Without solid foundations, all promotion is building on sand.

Week 1 — Technical basics

Check your site's speed at pagespeed.web.dev and if the score is below 70, compress your images through TinyPNG. Check that the site works properly on mobile. Make sure the URL starts with <https://>. Type "site:yoursite.com" into Google and check whether Google sees you at all.

Week 2 — Google Search Console

Set up an account in Google Search Console, add your site, and verify ownership. Create a sitemap through Yoast SEO or XML-Sitemaps.com and submit it in Search Console. Review the "Pages" report — what Google indexed and what it didn't.

Week 3 — Google Analytics

Install Google Analytics 4. Connect Analytics with Search Console. Wait a few days for the first data to come in. Familiarize yourself with the interface — you don't have to understand everything right away.

Week 4 — Metadata

Check that every page has a unique meta title (50–60 characters) and meta description (150–160 characters). Configure Open Graph through Yoast SEO. Add alt text to every image on your site.

Month 2 — content and SEO

The foundations are ready. Time to start building visibility through valuable content.

Week 5 — Keywords

Run a brainstorm — write down 20 questions your customers ask most often. Use AnswerThePublic and Google Autocomplete to expand the list. Choose 10 article topics and add them to your content calendar.

Week 6 — First article

Write and publish your first blog article — at least 1,000 words, with H2 and H3 headings, with the keyword in the title and content, ending with a call to action. Check in Search Console whether Google indexed it.

Week 7 — Social media

Pick one or two social platforms where your audience is. Set up or fill out your business profiles. Create a Canva account and design a post graphic template. Plan your first month of content — at least 2 posts per week.

Week 8 — Second article and promotion

Publish the second article. Start promoting it on social media. Invite people to share it in topical groups. Watch in Analytics where the traffic comes from.

Month 3 — email and systematization

You already have content and social media running. Time to add email marketing and establish a steady work rhythm.

Week 9 — Mailing list

Set up an account with MailerLite or Brevo. Create a simple lead magnet — a checklist or a PDF guide tied to your industry. Add a sign-up form on the homepage and at the end of every article.

Week 10 — First newsletter

Write and send your first newsletter to the subscribers you've gathered. Set up an automated welcome sequence — at least 3 emails for new signups. Invite your blog readers to subscribe to the newsletter.

Week 11 — Review and optimization

Open Google Analytics and review the data from the last 2 months. Which articles have the most traffic? Which have the longest average engagement time (in GA4)? Which sources bring the most visits? Draw conclusions and plan your next content based on data, not intuition.

Week 12 — Backlinks and reach

Identify 5 blogs or portals in your industry. Reach out with a guest post or collaboration proposal. Add your business to Google Business Profile if you haven't already. Check that you're listed in the main industry directories.

What to expect after 90 days?

Be realistic. The first SEO results show up after 3–6 months, not 3 weeks. But after 90 days of consistent work, you should notice:

An increase in organic traffic — small, but visible. A few or a dozen articles indexed by Google. First positions in Google for long-tail phrases. A growing number of followers on social media. The first few dozen newsletter subscribers. Above all — a habit and a work rhythm you can maintain for months.

That's not a lot. But it's a solid foundation for something much bigger. After a year of consistent work, the results will be clear.

Full checklist — everything in one place

Technical basics

- Site speed above 70 in PageSpeed Insights
- Site works properly on mobile
- SSL certificate active (URL starts with https://)
- Google sees the site (site:yoursite.com returns results)

Google Search Console

- Account set up and verified
- Sitemap submitted
- "Pages" report reviewed
- Indexing errors fixed

Google Analytics

- GA4 installed on the site
- Connection with Search Console configured
- Basic reports reviewed

SEO and metadata

- Every page has its own meta title (50–60 characters)
- Every page has a meta description (150–160 characters)
- Open Graph configured (especially og:image)
- Alt text added to every image
- URLs are descriptive (not /p=123)
- Internal links between pages

Content marketing

- List of 10 article topics ready
- Content calendar for the month ahead

- First article published
- Publishing rhythm established and maintained

Social media

- 1–2 platforms chosen
- Business profiles filled out
- Graphic template in Canva ready
- Content plan for the month
- Posts published regularly

Email marketing

- Account with MailerLite or Brevo set up
- Lead magnet created
- Sign-up form on the site
- Welcome sequence set up
- First newsletter sent

Backlinks and reach

- Business on Google Business Profile
- Business in industry directories
- Contact with 5 bloggers or industry portals

In closing — one most important rule

Throughout this book, one rule keeps coming up worth remembering: consistency beats perfection.

Don't wait until your site is perfect. Don't wait until your article is flawless. Don't wait until you know everything about SEO. Start now, with what you have, and improve along the way.

A site that regularly publishes average content will beat a site that rarely publishes excellent content. A newsletter sent every two weeks for a year will beat a newsletter sent once, perfectly written. A social media account with three posts a week for a year will beat an account that posts something spectacular once a month.

Act. Measure. Improve. Repeat.

Your site is waiting.

Glossary

Alt text — a description of an image read by Google's robots and screen readers. Helps with SEO and site accessibility.

Backlink — a link pointing to your site from another website. Google treats it as a recommendation.

Content marketing — a strategy of creating valuable content (articles, guides, videos) that attracts visitors.

Crawling — the process of traversing the web by Google's robots, which visit pages and read their content.

CTR (Click Through Rate) — the percentage of people who clicked on your result in Google or on a link in an email. The higher it is, the more compelling the title or description.

Structured data (Schema.org) — additional HTML code that helps Google understand a page's content and display it in an enriched way (e.g., with star ratings).

Google Analytics 4 (GA4) — Google's free tool for analyzing site traffic. Replaced Universal Analytics in 2023.

Google Search Console — Google's free tool for monitoring your site's presence in search results. It shows which pages are indexed, which errors occur, and which queries bring traffic.

Indexing — the process of adding a page to Google's database. An indexed page can appear in search results.

Conversion — when a user takes a desired action: filling out a form, making a purchase, signing up for a newsletter.

Lead magnet — free value offered in exchange for an email address. It can be a PDF, a checklist, or an email course.

Internal link — a hyperlink going from one page to another within the same site.

Meta description — a short page summary (150–160 characters) shown in Google results under the title. Affects CTR.

Meta title — the page title shown in Google results and in the browser tab. The most important SEO element on a page.

Newsletter — a regular email sent to subscribers with valuable content, updates, or offers.

Open Graph — a set of HTML tags that decide how a shared link looks on Facebook, LinkedIn, and other platforms.

PageSpeed — a metric for how fast a page loads. Google measures it on a scale from 0 to 100. A score above 70 is a good start.

Google Business Profile — a free business listing in Google Maps and search results. Essential for local businesses.

Responsiveness — a site's ability to automatically adjust its layout to the screen size (desktop, tablet, phone).

Rich Results — enriched results in Google that show additional information (reviews, prices, cooking times). They work thanks to structured data.

GDPR — the General Data Protection Regulation. Requires consent for sending emails, a privacy policy, and an unsubscribe link in every message.

SEO (Search Engine Optimization) — optimizing a site for search engines. Everything you do to make your site appear higher in Google results.

Sitemap — an XML file that tells Google which pages exist on your site. Helps with indexing.

Keywords — the expressions people type into Google. Your job is to create content that answers those queries.

SSL / HTTPS — a certificate that encrypts the connection between the browser and the server. You can recognize it from the padlock next to the URL.

Engagement Rate — in GA4, it measures the percentage of visitors who engage with the page content. It replaced the old Bounce Rate.

End of Book

I Have a Website. Now What?

