Website Marketing Workshop

"Training Module Checklist"

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Website Marketing Workshop
Training Module Checklist

Use this document to help you go through the program, as you go through a module, check it off the list, and keep notes here on where you are at with your work.

"Refresh & Renew Your Site"

In this module you will focus on refreshing and revitalizing your WordPress website. Everyone wants a clean, well functioning website. We will look at keeping our sites up-to-date, finding and fixing bad links, getting a Gravatar image, setting our site settings, making sure you are giving search engines permission to find your site and much more!

❏ Watched the Module videos

❏ Printed the handout and checked through the materials

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"Content Creation"

In this module you will focus on creating content for your website. Content is what attracts your prospects to you, and what helps build the relationship with your audience. Content can be blog posts, or just pages on your website. Some of your content you may re-purpose into email newsletters.

❏ Watched the Module videos

❏ Printed the handout and checked through the materials

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"Social Media"

In this module you will focus on integrating social media with your WordPress website. There are many things you can do to make your site work well with various social media platforms. But it's also hard to keep up with the social media world as it seems to change all the time!

❏ Watched the Module videos

❏ Printed the handout and checked through the materials

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"Email Marketing"

In this module you will focus on integrating email marketing with your WordPress website.

You will deep-dive into what email marketing is, how it works, and how to integrate that with your WordPress site. We will also cover the different email marketing systems.

❏ Watched the Module videos

❏ Printed the handout and checked through the materials

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"Search Engine Optimization"

In this module you will focus on search engine optimization (SEO). The term "Search Engine Optimization" sounds so technical and intimidating… But once you understand the basics of how it works, you'll find it pretty straightforward. These simple steps will help you improve your SEO results without having to hire an expensive SEO professional.

❏ Watched the Module videos

❏ Printed the handout and checked through the materials

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"Sell Products & Services Online"

In this module you will focus on selling your products and services on your WordPress website. We'll cover the basics of online selling, and introduce you to different website setups for online selling, and various programs that let you make money by selling other people's services and products.

❏   Watched the Module videos

❏   Printed the handout and checked through the materials

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"Track Your Stats"

In this module you will focus on tracking your website statistics. Website statistics can tell you so much about your website visitors; who are sending them to your site, when do you get the most traffic, which blog post is getting the most hits and more. Website stats are like a treasure box filled with clues about your audience.

❏   Watched the Module videos

❏   Printed the handout and checked through the materials

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"Bonus: Booking Clients Online" (optional)

In this module you will focus on booking your clients online for free or paid sessions. You will find the best tools to easily book clients (and anybody else you need to meet) online. Once you start using the 'new' way of scheduling appointments, you will find your productivity go up while your frustration level goes down!

❏ Watched the Module videos

❏ Printed the handout and checked through the materials

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Additional Notes: _____

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