



WEBSITE WARRIOR

bootcamp

Day 5 - Optimizing



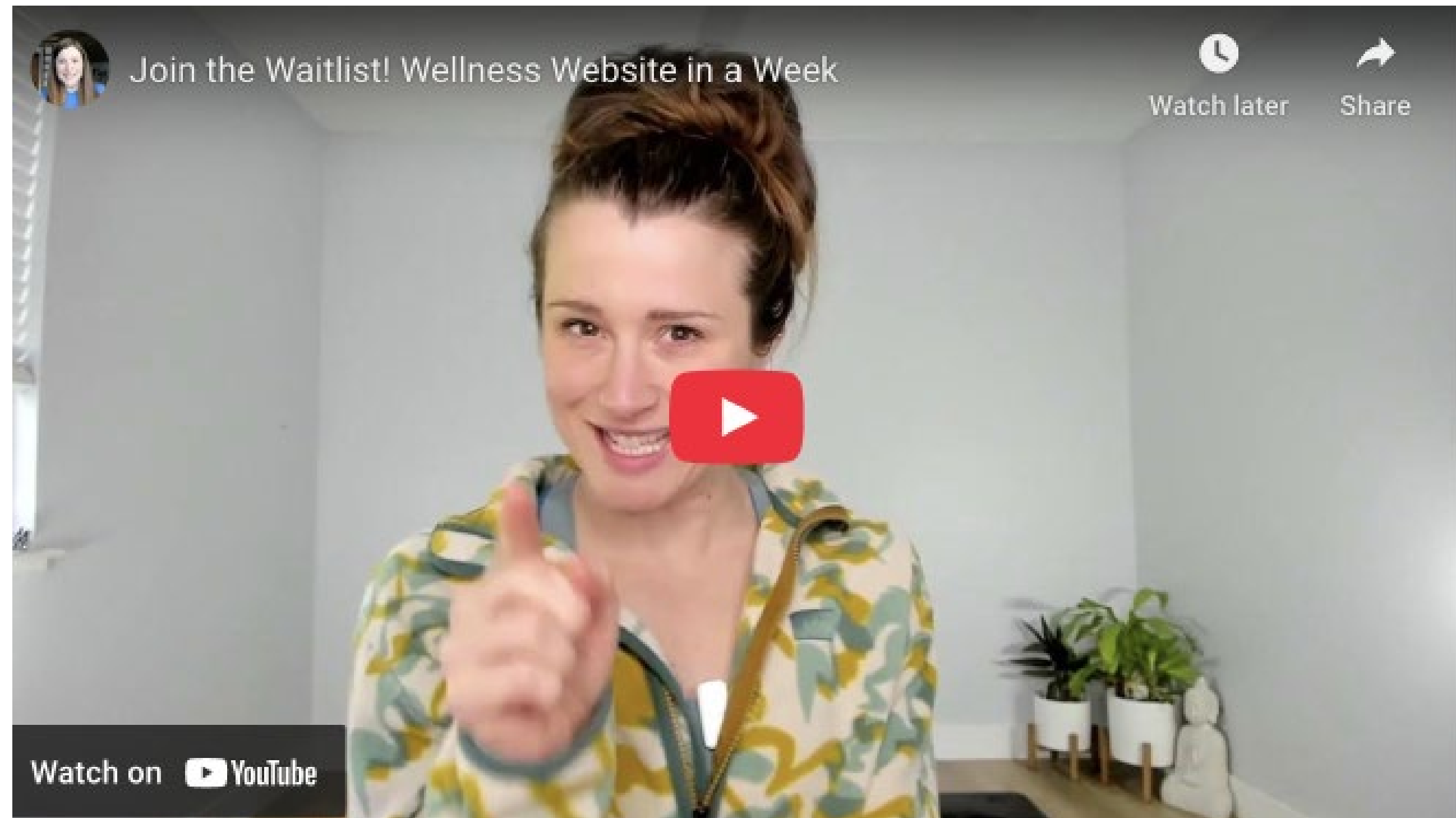
5 DAY AGENDA

1. Getting Organized
2. Gathering Core Content
3. Building Web Pages
4. Email List Building
5. SEO and Next Steps



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1. Getting Organized
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4. Email List Building
- 5. SEO and Next Steps (today)**



Watch the next steps video



Jenny Lu Yoga+ 11:21 AM

Q: We need to add a valid business address at the bottom of email campaigns. I don't want to use my home address, but I don't have a business set up yet. What do you recommend?



Annette Lighthouse 11:06 AM

Based on all the great info you shared I duplicated my OT page to make changes. I'm nervous to make the change. Can you confirm that if I duplicate and amend a page everything converts



Francisca Lizotte 11:34 AM

I so appreciate the time, energy and effort you put into this training! You make all of this so approachable and have made this process digestible for me!



What we're covering

Basic SEO: how to use keywords to get found on Google

Website Navigation: making sure visitors know where to go

Optimizing for Mobile: most people use phones

Speed & Simplicity: small tweaks that make a big difference



Step 1: SEO for Beginners

Keywords — what words do people type when searching for yoga or what you offer?

Simple ways to improve your ranking:

- clear titles
- location-based terms
- meta descriptions



HOMEWORK #1

Choose 3-5 main keyword phrases that people might search for. Use ChatGPT to help you generate an initial list.

*“private yoga in Seattle” or
“online beginner yoga classes”*



Can you give me a list of keyword phrases I can use for search engine optimization based on my bio, class description and the lead magnet guide?



Step 2: Website Navigation

Make your booking process easy—
clear pricing, links, buttons

- Keep it simple
- Use clear labels
- Guide them with CTAs (Call-to-Actions)





Pop Quiz

How many “START HERE” buttons are recommended on a home page or landing page?

THE 2-CLICK RULE



Essential Menu Items (Must-Haves)

- **Home** – Your welcome page & starting point
- **About** – Share your story, credentials, & teaching philosophy
- **Classes** – schedule, class types & registration details
- **Work With Me** – Private sessions, workshops, or coaching
- **Contact** – How students can reach you
- **Testimonials** – Social proof to encourage sign-ups



Alternative Menu Titles (More Personalized)

- **Start Here** – Great for new visitors who need guidance
- **Offerings** – A simple way to group classes & services
- **Join a Class** – A friendly call-to-action for bookings
- **Private Sessions** – If you offer 1:1 yoga or coaching
- **Events & Retreats** – List upcoming special offerings
- **Client Stories** – Share client wins and praise



If you have Online Content and Memberships

- **Video Library** – On-demand yoga classes
- **Courses & Programs** – If you have workshops or training
- **Blog** – Share yoga tips, philosophy, and insights
- **Free Resources** – Lead magnets for email list building
- **Member Login** – For exclusive content access
- **Join the Membership** – Call-to-action for membership



HOMEWORK #2

Decide on which pages you want listed in the header MENU of your website



Step 3: Mobile Optimization

- Check your site on your phone.
Does it look clean and easy to navigate?
- Make buttons big enough to tap easily.
No one likes tiny buttons!
- Keep text short & scannable.
Long paragraphs = people bouncing.



Homework #3

Open your site on your phone and make sure everything is easy to read & click.

No website yet? Open the list of yoga teacher website examples and view from your phone.



Step 4: Speed & Simplicity

- Use small image files
(large images slow down loading time)
- Limit fancy animations or pop-ups
- Remove anything unnecessary



Homework #4

Check your homepage—does it load in 3 seconds or less? If not, simplify!



Homework Video 5

1. Write down 3-5 keyword phrases to add to your homepage.
2. Decide on your website navigation—is it clear & simple?
3. Open your site on mobile—does it look clean & easy to use, and does it load fast?



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Next Steps

Before you go, comment below: What was your biggest takeaway from this challenge?


Rewatch these videos (available until next week)

Watch the final video (9 minutes) I'll be sending you.




Your invite is coming soon...


Morning Movement Membership starting April 2025 Click to join the waitlist! LOGIN



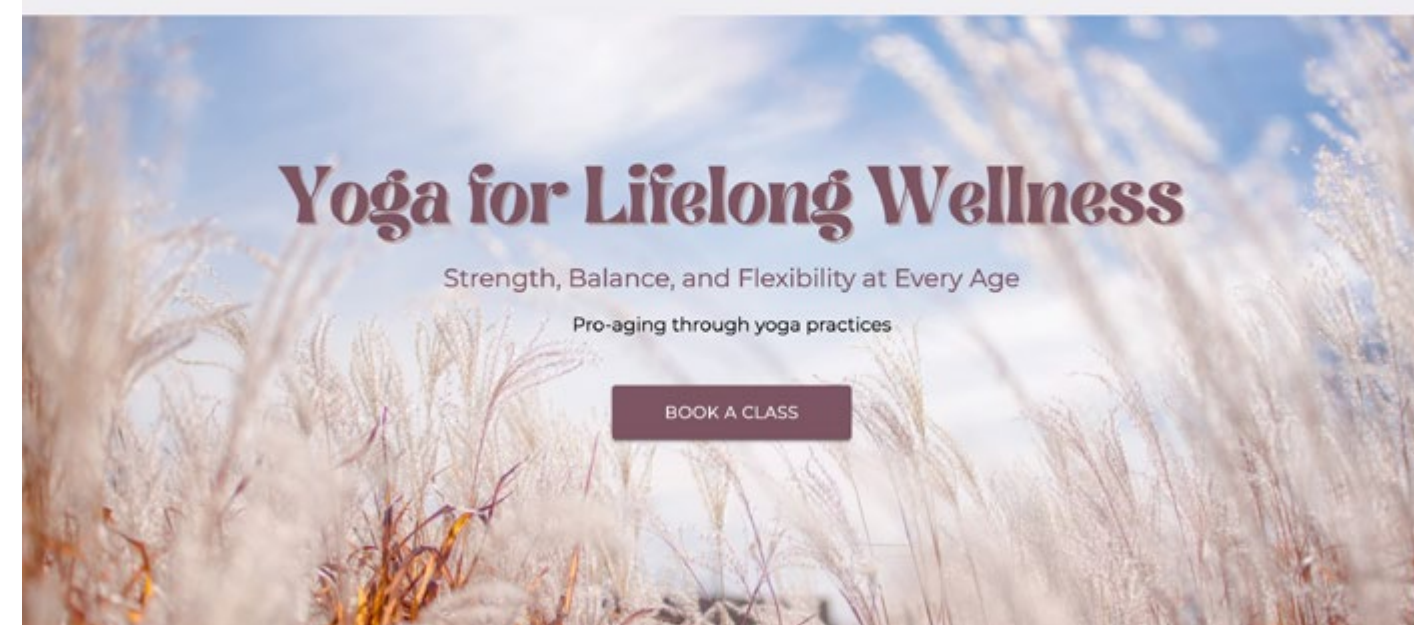
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JES ERICKSON
movement
FOR BODY AND BEING




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Yoga for Lifelong Wellness

Strength, Balance, and Flexibility at Every Age
Pro-aging through yoga practices

[BOOK A CLASS](#)



OFFERINGS SCHEDULE BLOG CONTACT STORE ABOUT QIGONG [STAY IN TOUCH](#) LOGIN



Upcoming Events


March

- 18 JOURNEY AROUND THE SP...
7 - 8 AM PDT [See more...](#)
- 20 JOURNEY AROUND THE SP...
7 - 8 AM PDT [See more...](#)
- 25 JOURNEY AROUND THE SP...
7 - 8 AM PDT [See more...](#)

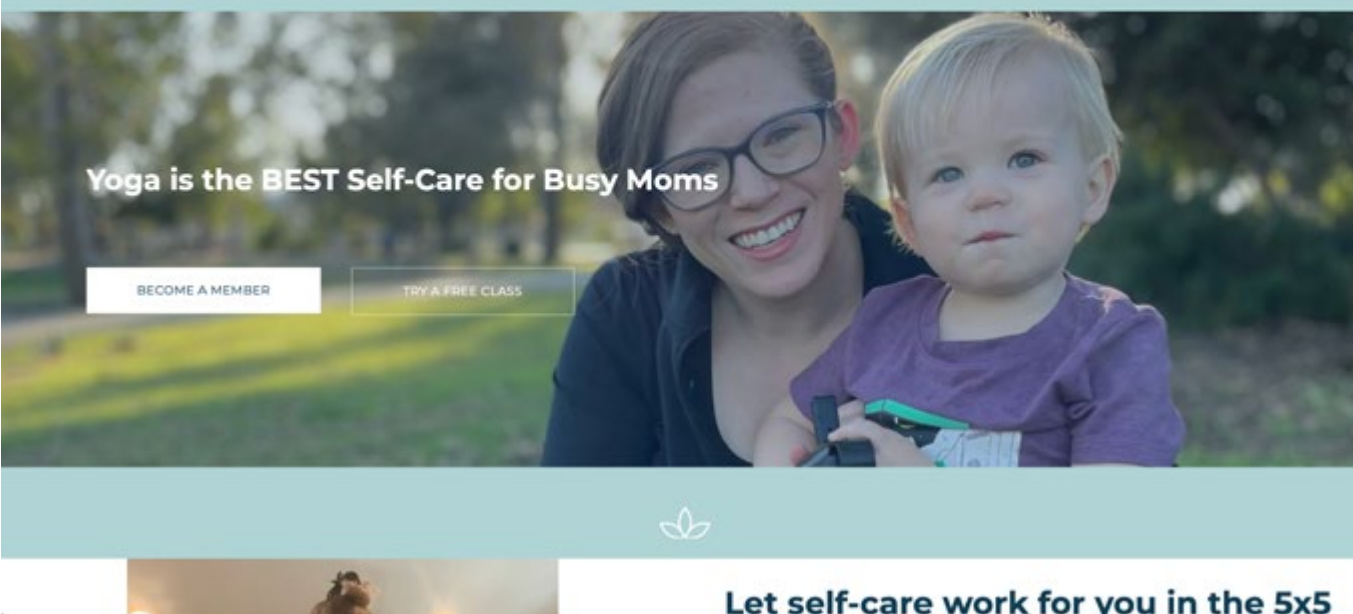
[MORE EVENTS](#)

WELCOME

Need 5 Mins of "you" time? Join the 5x5 Challenge! Click Here! LOGIN




MEMBER CENTER ▾ OFFERINGS ▾ ONLINE SELF-CARE MEMBERSHIP SCHEDULE MORE ▾ [Free 5 Day Challenge!](#)



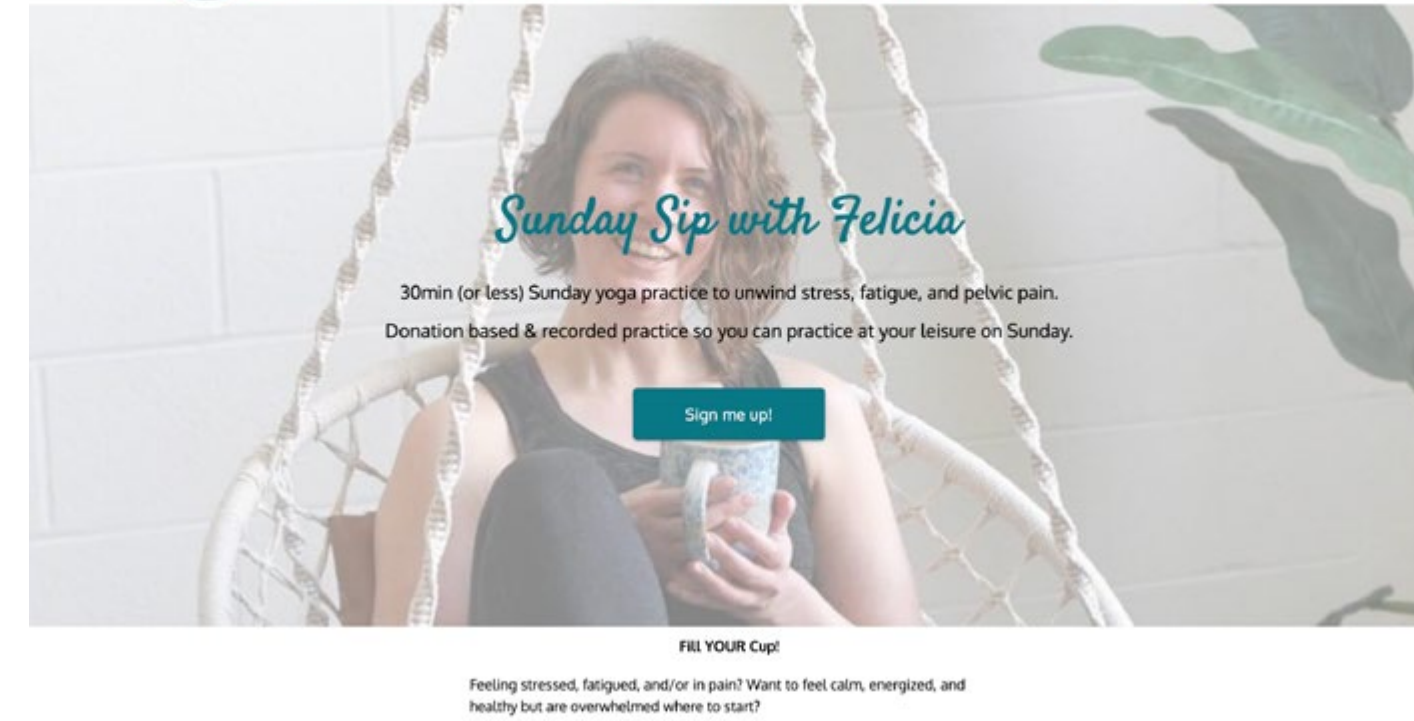
Yoga is the BEST Self-Care for Busy Moms

[BECOME A MEMBER](#) [TRY A FREE CLASS](#)

Let self-care work for you in the 5x5



MEET FELICIA FILL YOUR CUP VIRTUAL LIBRARY ▾ OFFERINGS + SCHEDULE ▾ BLOGS MORE ▾ [Start Here!](#) LOGIN



Sunday Sip with Felicia


30min (or less) Sunday yoga practice to unwind stress, fatigue, and pelvic pain.
Donation based & recorded practice so you can practice at your leisure on Sunday.

[Sign me up!](#)

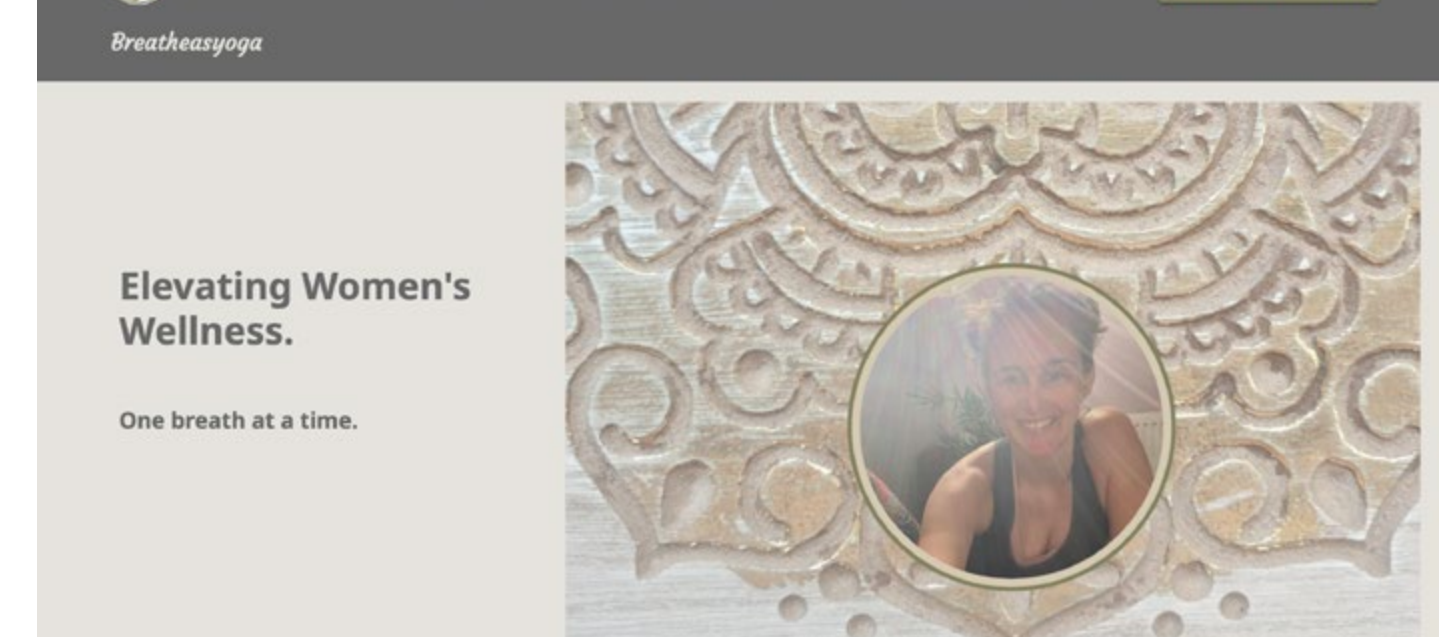
FILL YOUR CUP!

Feeling stressed, fatigued, and/or in pain? Want to feel calm, energized, and healthy but are overwhelmed where to start?
Start here with my FREE Fill Your Cup guide & simple process to overcome the

Find your Groove with the Fitness and Flow Online Membership LOGIN



MY STORY ALL OFFERINGS ▾ IN PERSON CLASSES MEMBERS ONLY ▾ WELLNESS PROGRAMS ▾ MORE ▾ [Access your Wellness Quiz](#)



Elevating Women's Wellness.

One breath at a time.