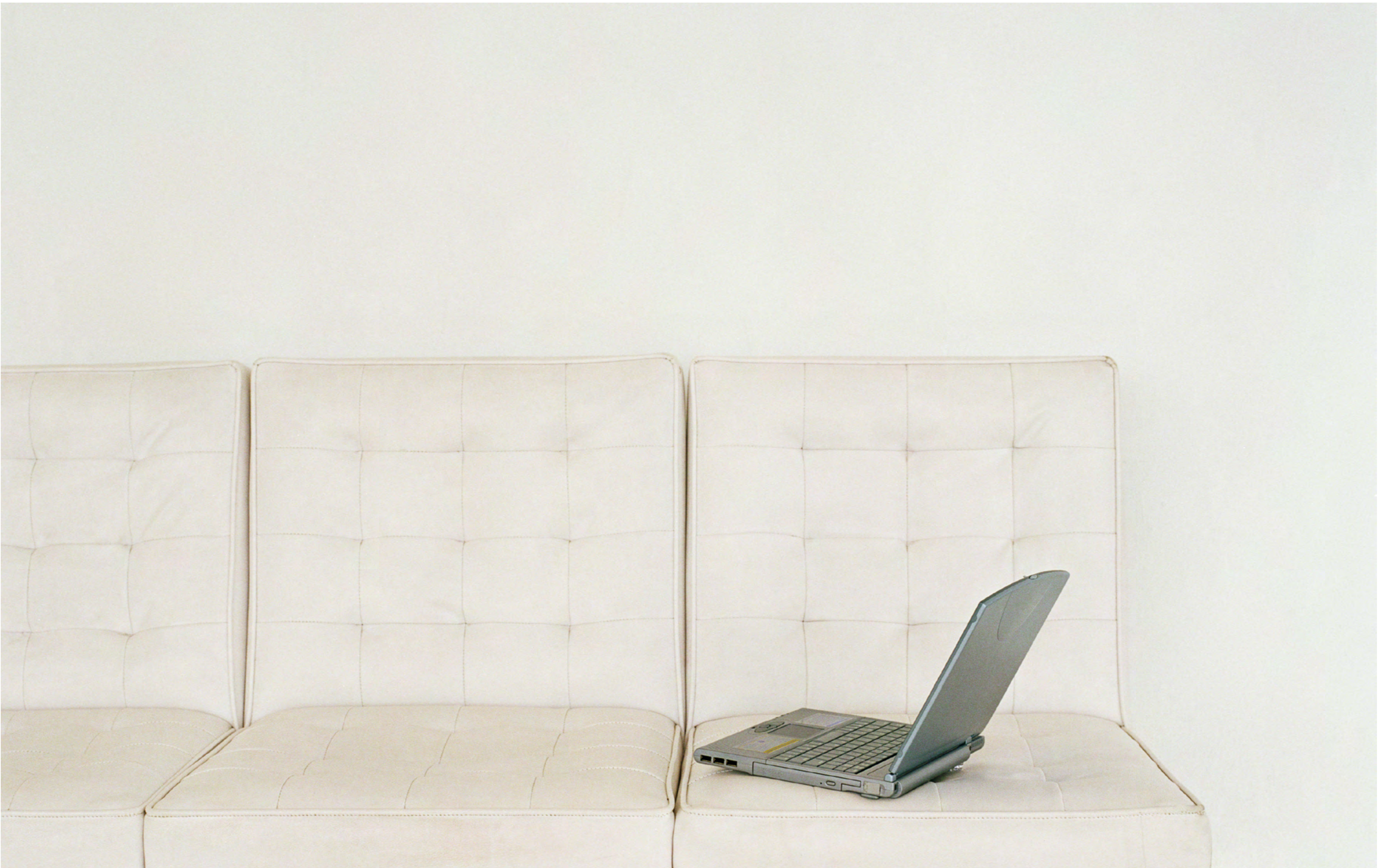# DO-IT-YOURSELF SEO
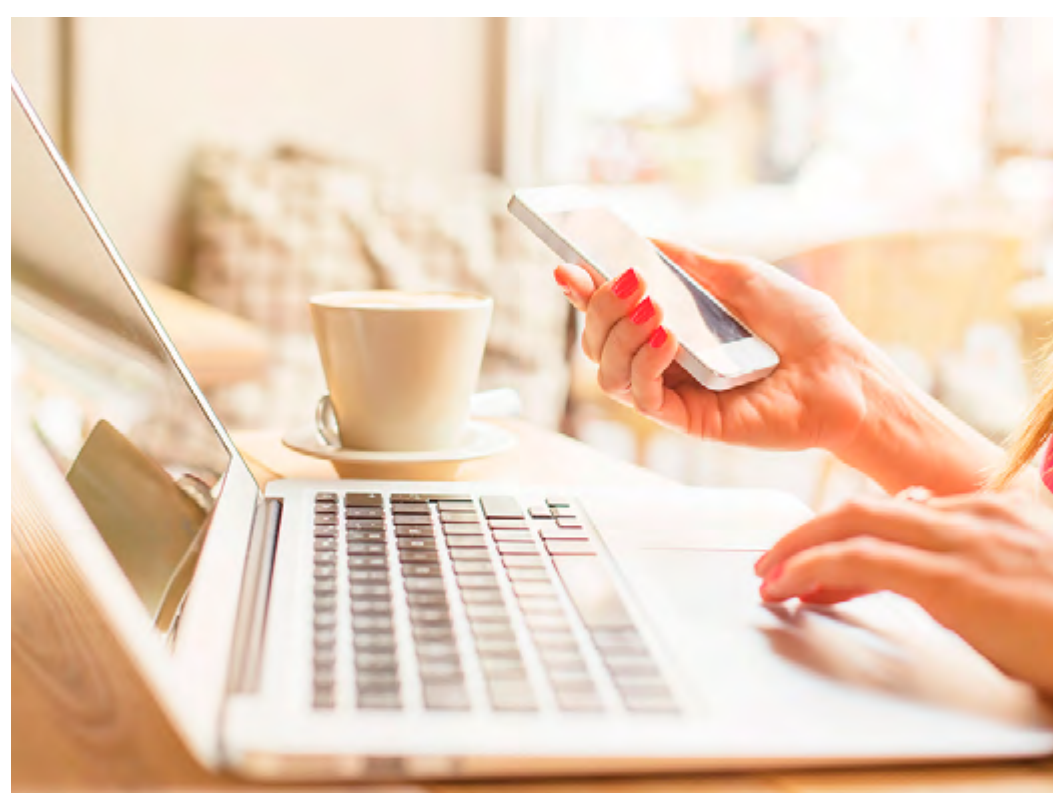
THAT WON'T HURT YOUR WEBSITE

2016 EDITION

STEP BY STEP WORDPRESS

BEST PRACTICES

GOOGLE APPROVED

CONTENTS

1

SEO stands for Search Engine Optimization, and it's the science – or art – of getting your web pages viewed on the first page of search engines.

The Secret about SEO Experts

First, let's go through a list of terms that you need to know:

Black Hat SEO: the practice of using methods that are short-term, often effective but likely to get you de-indexed from Google on their next algorithm upgrade

Index: this is the big daddy of a database that Google keeps up to date so it knows where to point people when they're searching for "Pizza by my house". So to be 'de-indexed' is to be removed from the all-important Google database

Keywords: keywords are those words or phrases that best explain your content

Searchers: those who are using a search engine

Search Engines: Google, Bing, Yahoo, etc

SERP: search engine result pages. Obviously the closer to page one you get, the more searchers will see your site

White Hat SEO: using long-term, Google-approved methods of optimization

Okay. Let's move on to what we know about the mysterious Google algorithms, and how we can let searchers know that we have great content for them!

RANKING FOR KEYWORDS

The rest of this book will talk about how to get ranked appropriately for the keywords you're targeting. That is the ultimate definition of search engine optimization.

What are keywords? It's probably best explained by an example:

> *Let's say you own an online shop selling baby clothes. So you do some research and determine that shoppers primarily use the terms, "baby clothes" when searching. However there are millions of searches each day, and most of the results are big box stores that have a lot more authority than you.*
>
> *With a little more research you determine you can outrank all your local competition using the words, "infant layette". If you do use "baby clothes" you'll likely land on page 4 or 5, behind all the big box stores.*
>
> *And although you could rank for "Kickee Pants Essentials" our research (& our common sense) tells us that there are not a lot of regular searches for those words.*
>
> *So we know two things: people actually search for "infant layette", and 2: you can rank in the top three results. That means, my friends, we can declare "infant layette" good keywords for your site.*

See the last section for a handy list of research tools.

When it comes time to optimize your pages for keywords, there are a lot of theories but some can send your site into a nosedive instead of do you any good. The SEO communities are abuzz with lively discussion on these topics. (That sentence is just as true in 2016 as it was in 2013 at the first edition.)

Google is notoriously close-mouthed about the algorithms they use to determine rankings, but on the following pages we'll delve into what we do know about this topic, especially as it applies to WordPress users.

"GOOGLE IS NOTORIOUSLY CLOSE-MOUTHED ABOUT THE ALGORITHMS THEY USE TO DETERMINE RANKINGS, BUT ON THE FOLLOWING PAGES WE'LL DELVE INTO WHAT WE DO KNOW ABOUT THIS TOPIC, ESPECIALLY AS IT APPLIES TO WORDPRESS USERS."

2

Do you think a keyword-rich, well-optimized blog post is the first step to get the SEO juices flowing through your website? Think again! Search engine optimization for websites is not only about content, but site structure as well. If you're using WordPress and a modern (responsive) template, you're half way there! Customizing your WordPress settings is the next step to SEO success.

Customize WordPress Settings

DECIDE ON A ROOT DOMAIN

Many websites are accessible by both the http://www.yourdomain.com and the http://yourdomain.com. WordPress sets your root domain to http://yourdomain.com by default. There's nothing wrong with this format, but some search engines have trouble processing both names for one domain.

If you prefer "www" at the beginning, it's a good idea to change this setting before posting. When someone tries to access your website with the other domain, WordPress will send them to the preferred domain.

For an existing site, our recommendation is to

> "
> DECIDING ON A SINGLE ROOT DOMAIN UPFRONT HELPS MAINTAIN LINK INTEGRITY
> "
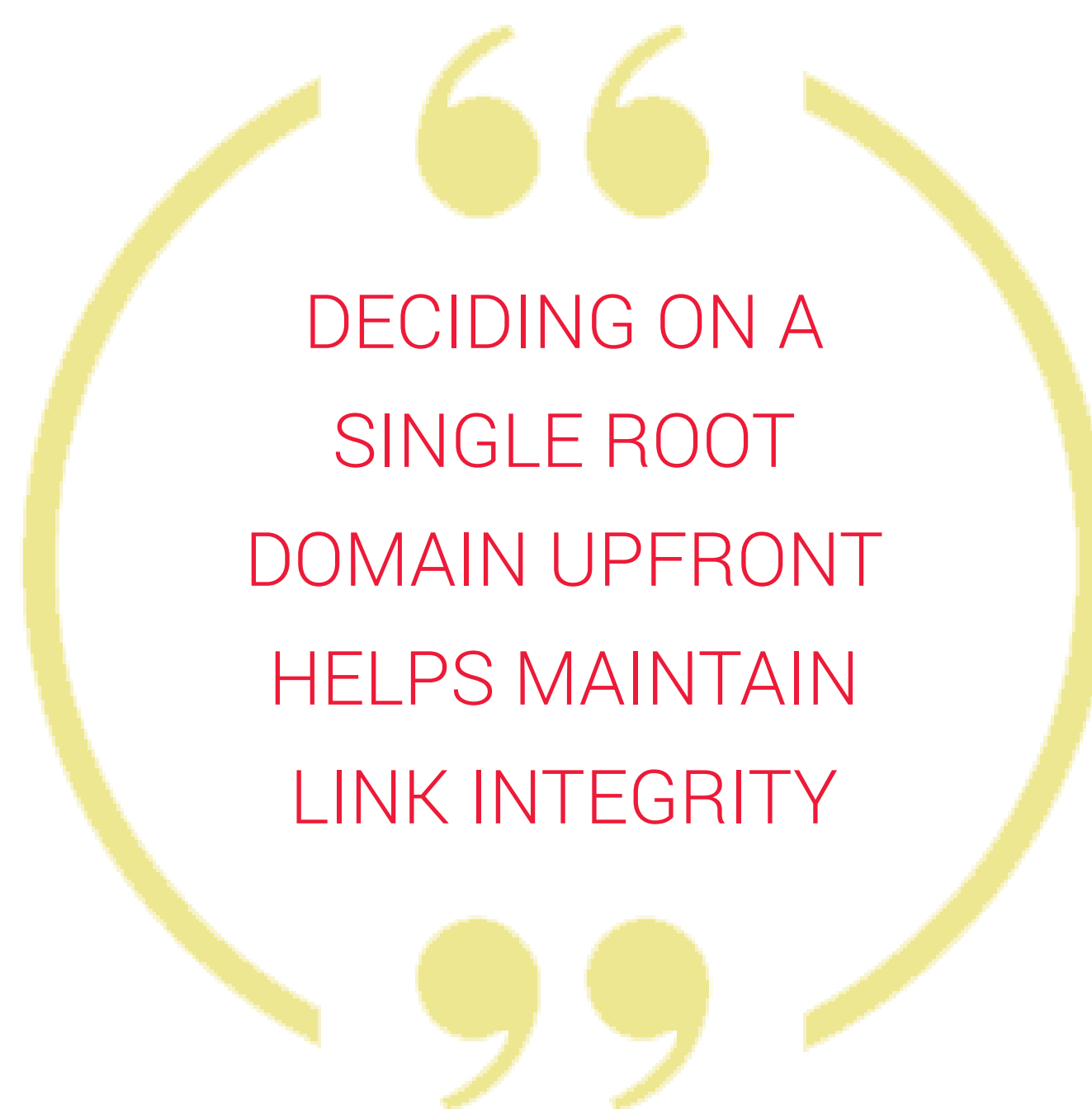
use whatever is most prevalent on incoming links. On a new site, we recommend the naked domain (without the www).

To add or remove "www" to the root domain, log in to your WordPress dashboard, and go to Settings>General. You will see a field for WordPress address (URL) and Site address (URL). Make sure to add or remove "www" to both. This will make sure that your default URL remains consistent.

The second place to set your preferred domain is in the Google Search Console. See chapter 8 for instructions.

PRETTY UP PERMALINKS

Ideally, search engines want to see URLs that tell them the meaning of a page. Straight out of the box, WordPress assigns numbers and symbols for post URLs, also known as permalinks. Be sure to customize your website settings to pull the post titles for permalinks. Not only does this style of URLs guide search engines in returning your posts for the appropriate search terms, but it informs readers of the content to expect by clicking the link.

Customize permalinks by navigating to Settings>Permalinks in the WordPress dashboard.

ACTIVATE PINGBACKS

To immediately start getting links back to your website, turn on pingbacks. Pingbacks are a system where every time you publish a link to a website, the website is automatically pinged, notifying the owner you've linked to them. Often, the website owners will link to you in return. Pingbacks work really well when you're linking to related websites in your niche.

You will find the option to activate pingbacks under Settings>Discussions. For default article settings, select both "Attempt to notify blogs" and "Allow link notifications".

> A WELL THOUGHT-OUT WEBSITE SETUP WILL POSITION YOUR WEBSITE FOR SEO SUCCESS FROM DAY ONE.

By no means are these suggestions a comprehensive list of every area to tweak to improve SEO. Keep reading for more dashboard settings, plugins, and exterior tools you can use to increase your website's visibility.

WordPress websites can be crawled by search engines and indexed within hours.

3

The good news is that any WordPress user can optimize their site through a quality theme and the right plugins. Of course, we have a favorite that works above and beyond to make your life easier. This section is devoted to walking you through the setup and use of Yoast SEO. This is SEO for WordPress at its easiest!
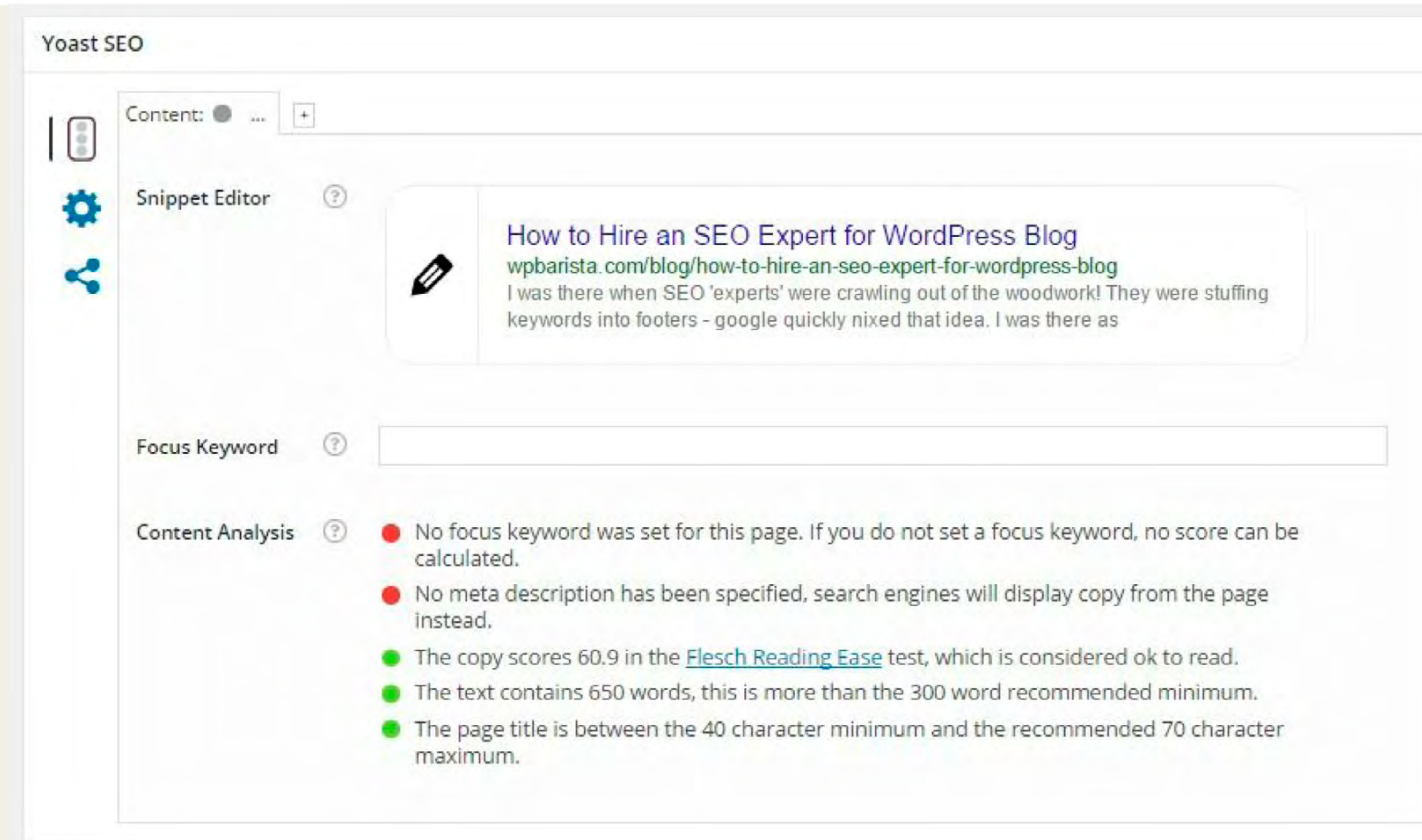
Starting with On-Page Optimization

HOW TO USE WORDPRESS SEO

Go through these instructions first and see the benefits. Then we'll go through all the set-up step by step.

After set up, the Yoast SEO plugin adds a "yoast SEO" field below the edit field in your Post -> Edit screen.

You'll find the Content tab, Advanced tab, and Social tab.

Let's break it down into each field and explain what each does:

CONTENT - TAB

The snippet editor lets you edit the title, link and description visible to search engines. This will not change the title or description in WordPress or your site.

FOCUS KEYWORD

In this field write the keywords for which you are optimizing. If you're not sure where to find keywords, you can try Google Trends, and search for "Keywords" on Yoast.com. Keywords are very important because you need to use words that people are actually looking for.

SEO TITLE

Every page needs a title that is readable by search engines. The snippet title field let's you enter your customized title for that specific post. This is optional.

For example, I doubt many searchers are googling "Q&A with Cathy". However they may be searching for the information within the post. Your post title should always use keywords. Instead of "Q&A with Cathy" it could be, "How to create an optimized post in WordPress using an SEO plugin".

In addition, the SEO Title section let's you see what your title will look like in the search engine result pages - and if it should be shortened.

META DESCRIPTION

Most SEO experts agree that meta descriptions do little to improve rankings. However, they are mandatory for drawing qualified readers who are more likely to take action. Meta descriptions are vital to pre- selling searchers on the value of the information provided by your web pages.

Meta descriptions are grabbed from the first few sentences of the content by default. If you use custom excerpts (a built-in WordPress feature) it will grab that instead, and lastly if you write a meta description here, it will overwrite all other options.

> WARNING - DO NOT GO TOO FAR WITH THIS! IF IT SOUNDS UNNATURAL - DO NOT DO IT! THE BEST SEO STRATEGY IS A LONG-TERM ONE - IN THAT YOU WON'T HAVE TO RETURN TO THIS CONTENT EACH GOOGLE UPDATE TO FIX IT.

CONTENT ANALYSIS gives you suggestions on how to use the keywords in your article.

Remember - these are suggestions - you should very rarely have ALL 'green' light articles - unless you are very good at selecting natural sounding keyword phrases.

SOCIAL TAB
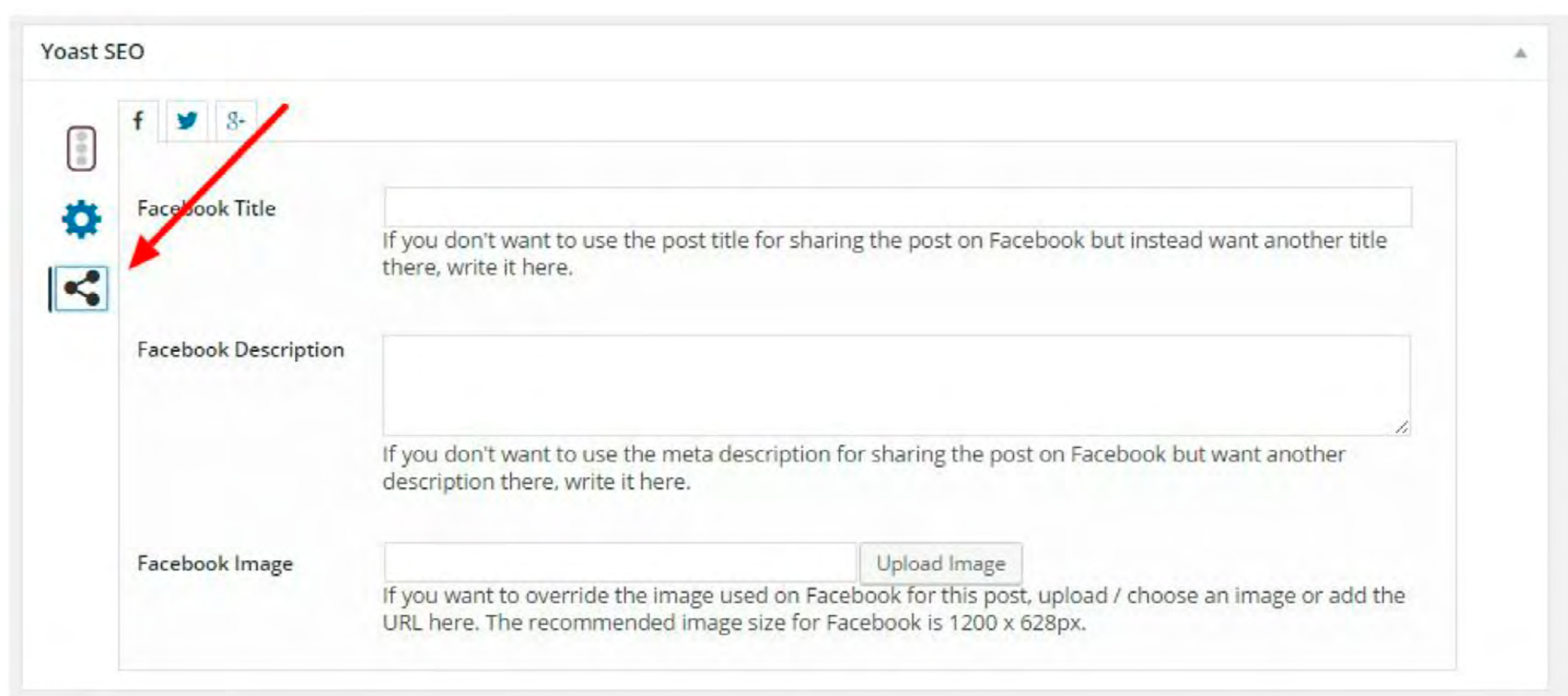
This is my favorite new feature! You are in complete control of which image is posted on Facebook, Twitter and Google Plus. Looking for

Pinterest? Pinterest, by default, will use the Facebook information if your site is approved for rich pins.

HOW TO INSTALL YOAST SEO

Install this plugin like any other WordPress plugin.

Open your WordPress dashboard and go to the SEO tab. For the purposes of this overview, we will not go through each function, but we will cover the important ones.

YOAST SEO: GENERAL SETTINGS: Company Info

Complete all 3 areas of this page. Anything not completed will be drawn from the Site title and description.

YOAST SEO: GENERAL SETTINGS: Webmaster Tools

If you have not verified with Google Search Console yet - open up Google.com/webmaster in a new tab and complete the verification process. Select the "verify by meta data" option and it will give you a couple lines of code. Copy them and paste in this field in WP.

YOAST SEO: TITLES & METAS: Homepage

This will default to your WordPress settings. But if you have your WP settings showing up in your design and wish to show something else to search engines, enter that information here.

YOAST SEO: TITLES & METAS: ARCHIVES

If you have a one-author blog you will want to disable to the author archives, as this is a duplicate of the date-based archives.

YOAST SEO: SOCIAL: ACCOUNTS

Complete this as much as possible. In Google Plus, if you have a multi-author blog, use the pub-

> "
> DO NOT
> KEYWORD
> STUFF
> "

lisher account, not the author account on this page. Be sure to add your author's Facebook pages to each user profile under the Users tab.

YOAST SEO: SOCIAL:

Facebook: checkbox: Add Open Graph meta data.

Twitter: checkbox and select option

Pinterest: add your verification tag

Google Plus: add your publisher page again here

YOAST SEO: XML SITEMAPS

***Note: this is not the same as a page sitemap. This is a 'sitemap' that robots read and is used by search engines exclusively.

Check the box: enable XML Sitemap functionality

YOAST SEO: SEARCH CONSOLE

If you authenticate your Search Console account, the plugin will fetch useful information from your Search Console account and place it into this WordPress Dashboard screen. This is solely a convenience thing - I love it!

CONCLUSION

The SEO for WordPress plug-in is a useful tool to lighten some of the heavy lifting of search engine optimization for bloggers. Nevertheless, it's a tool that can only work with input from you. Invest time in customizing your settings when you first setup your website, and you'll reap the benefits in the long run.
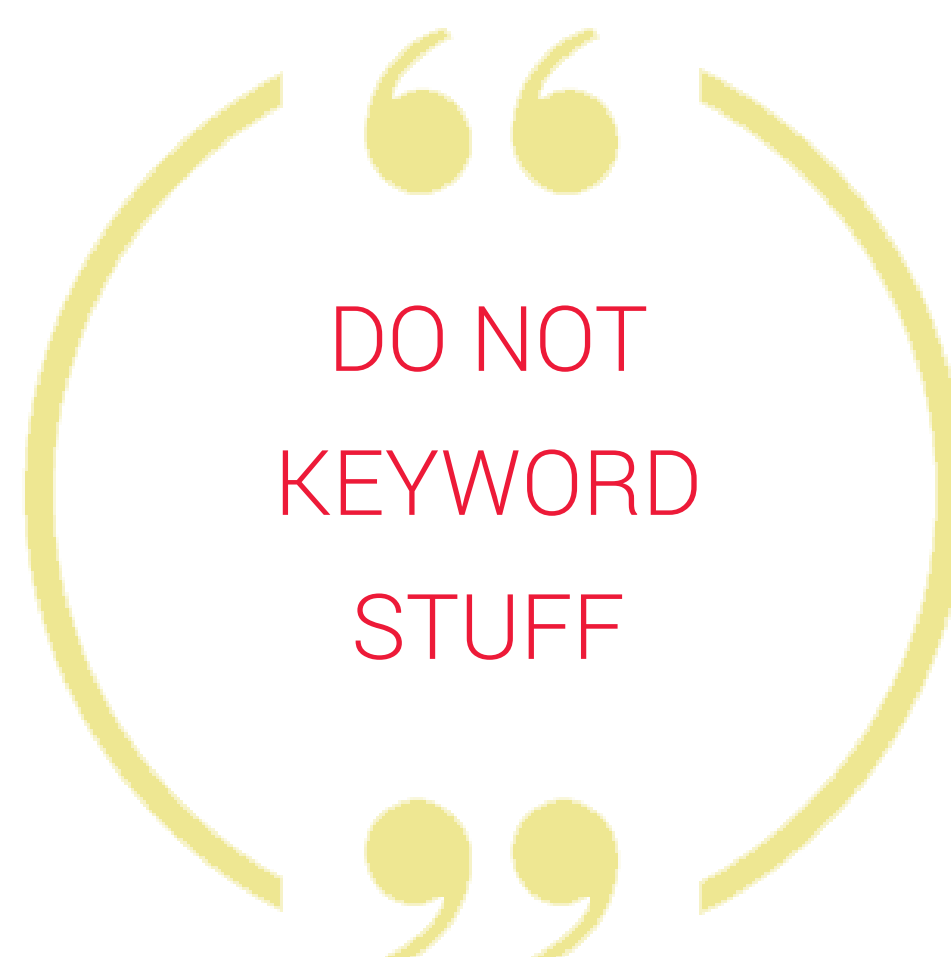
4

Search engines love WordPress websites for their dynamic nature. They're a constant source of search engine "food" in the form of fresh content. Yet this same feature could cause your website not to rank as well.

Optimize the Home Page

WHY A STATIC HOMEPAGE?

Recent WordPress developments have made the website platform more SEO-friendly than ever. In addition, easy to install WordPress plug-ins automate a variety of SEO processes in the background, without complicated coding.

But this simple software comes with a drawback, especially with regards to your homepage. Here's the scoop: If you want a page to rank for a keyword phrase, there are standard on-page optimization procedures to follow, the most basic of which is to include keywords in the header tags and content.

Search engines crawl these areas to figure out the theme of your page. However, with website posts as your homepage, the content constantly changes. So while your header tags say your page is about "X", the words on the page say something else. As if that weren't bad enough, even the comments readers leave on website posts can dilute on- page optimization.

Sending mixed messages to the search engines is not good. Publishing a static homepage is a savvy way to make your SEO intentions loud and clear. A static page stays put and tells the search engines exactly what your website is about.

Consider talking with your developer to create a static, optimized home page.

5

There's a question that seems to run across every new blogger's mind: What's the difference between categories and tags?

It's a good question, and one worth paying some attention to. Once you know the answer you'll leap forward in your WordPress SEO skills.

Impact of Categories and Tags on SEO

TO ORGANIZE

In simplest terms both tags and categories are used to label and arrange content on your website. When a visitor clicks on a tag or category link, they are taken to pages with relevant information.

Without customizations, WordPress assigns this URL structure to a tag:

www.domain.com/tag/tag-name

ie: http://wpbarista.com/tag/facebook (results in a list of all the blogs tagged with "Facebook")

Categories in WordPress have another feature: they are hierarchical. This means that you can have ancestor and child categories. So the URL structure looks like this:

www.domain.com/category/sub-category

ie: http://wpbarista.com/category/blog/social-media-blog (results in a list of all the blogs in the "social media blog" category)

A great analogy to explain the differences is to look at a book's structure. Let's say your website was a book, categories would be the Table of Contents and tags the Index. And just like a book, categories are usually determined first while tags can only be created after the content is written.

Both the Table of Contents and the Index are useful to the reader for finding information, but they serve a completely different purpose. One is used for reading a general larger topic. The other is used for finding specific smaller bits of information.

Likewise, tags highlight specific aspects contained within a single blog post. Your aim is to mark the content with the most prominent descriptions you expect browsers to use when searching for that topic. For example, in a post reviewing a bread maker, you might add tags for the machine model number, "kitchen appliances", "bread machines," "bread maker," and "breadmaker."

Tags give you the place to include those obscure, related phrases that might be awkward in other areas of your website.

On the other hand, categories house a related "group" of posts. Keeping with the bread maker example, if you have several articles about different bread makers then they could all be listed under a category named "making bread". In this category, you might also find posts about ingredients and baking techniques.

TO OPTIMIZE

Another way categories and tags differ is from an SEO perspective. Since the categories are hierarchical, the opportunity is there to house more keywords in the link. But the flip side is that if the link becomes too long, the end words (the post title) gains less weight.

Overall tags and categories serve the same purpose - to organize content. Their major differences are their placement in the structure of your website and their importance when it comes to SEO.

USING TAGS
AND CATEGORIES FOR SEO

To avoid being completely overwhelmed with the initial setup of labeling your posts, start off using the "one to many" principle. Simply put, this principle means that you should assign posts to only one category each, while applying as many tags as you like to the individual post.

When it comes to categories, aim to use natural-sounding, umbrella keyword terms for which numerous related topics can be filed under. For better SEO, skip the general category names such as "reviews," "recipes," and "miscellaneous," and choose keywords as categories instead, like "bread maker reviews" and "homemade bread recipes."

ASSIGN POSTS TO ONLY

ONE CATEGORY EACH,

WHILE APPLYING AS MANY

TAGS AS YOU LIKE TO THE

INDIVIDUAL POST

6

The SEO basics for optimizing content also apply to website graphics and video. Properly labeling images provides an opportunity to give both search engines and readers the type of content they value.

Advanced SEO

First, start where many bloggers completely drop the ball. Optimize the filename of the saved image and use a keyword in the name of your picture.

Instead of "dsc0011.jpg", save the image as "bread-making-step-one.jpg". The goal is to have the keywords you want to get ranked for in your image title instead of a random description of what it is.

Next, make sure to fill in the title attributes. There are search engines that search specifically for images. When appropriate, include either a descriptive or keyword-rich title. Here's the typical format for an image in html:

<img alt="keywords here" title="title here" src="keyword-image-name.jpg">

When inserting an image into WordPress, complete the fields marked title and alternate text. The ALT attribute offers another place to use meaningful keywords. There's some debate on whether or not the alt attribute does much for SEO. Regardless, it doesn't hurt your rankings to provide this information and it is best practices for browsers that are not displaying images (voice browsers).

By following the previous suggestions, you'll ensure that an ample amount of text is provided for your pictures. The filenames, title and alt attributes, give search engines more content to crawl when determining the meaning of the image.

Finally, add pictures within text. Embedding images in the midst of content improves their relevance to the theme of the page. In turn, the overall quality of the page increases.

Although utilizing these SEO basics for blog images will not catapult you to the top of the search engines, they're still important elements in the increasingly competitive SEO world. Optimized images contribute to a better user experience for readers and help search engines read your website.

> " OPTIMIZED IMAGES CONTRIBUTE TO A BETTER USER EXPERIENCE FOR READERS AND HELP SEARCH ENGINES READ YOUR WEBSITE "
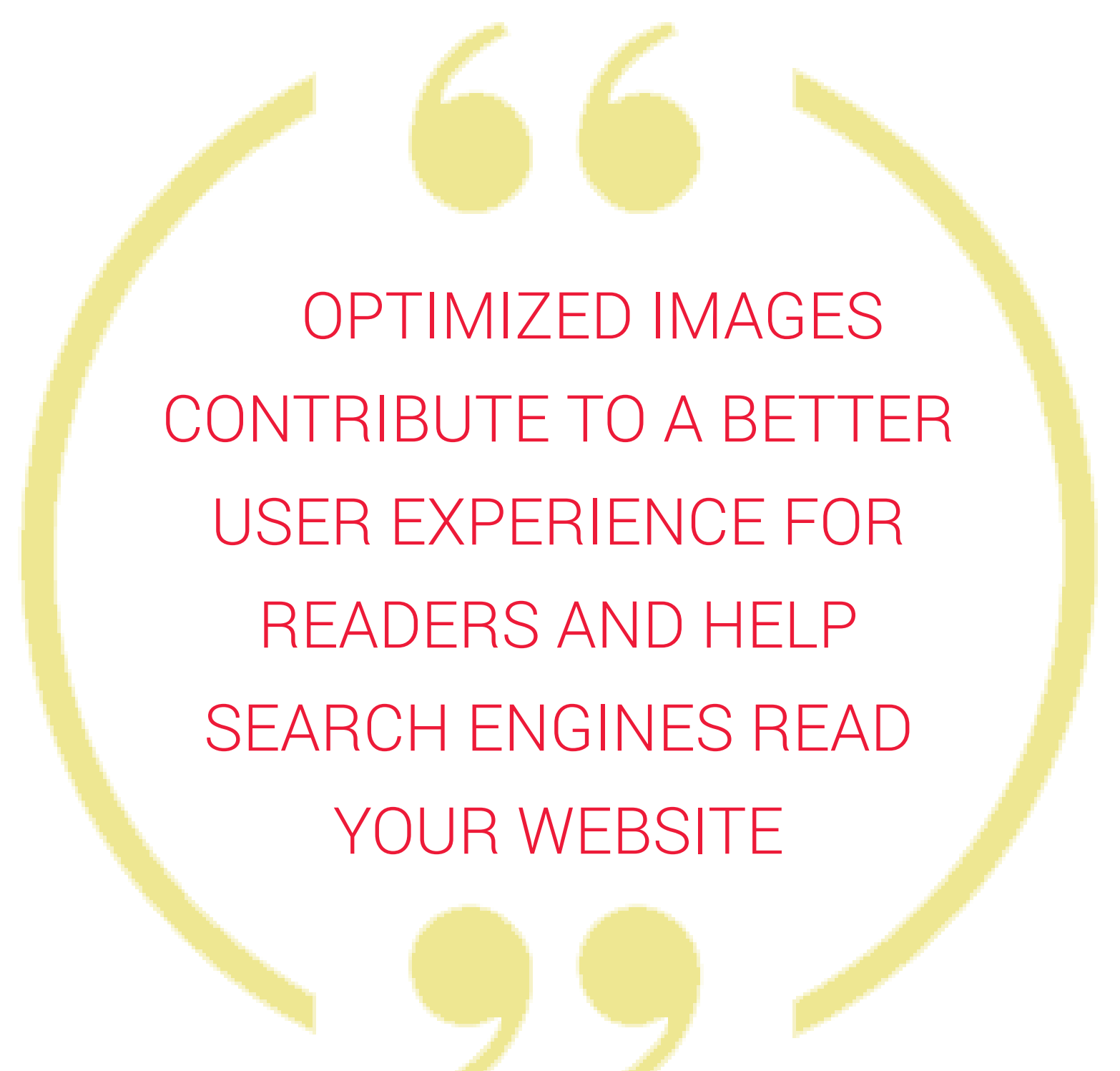
REPAIR BROKEN LINKS

As the name implies, search spiders are robot programs that crawl the web from link to link. Broken or missing links stop spiders dead in their tracks. Links are essentially the only way for them to find new or valuable information. Search engines will deem your content worthless if they continue to run into these roadblocks.

Links are broken for a number of very common reasons.

Simply changing the name of a post or moving content around your website can lead to link malfunctions. Once a search engine indexes a piece of content, it expects to find it in the same place it was originally located. Links are like physical addresses. If you move without notifying the post office, you'll no longer receive your mail and eventually people will stop sending it. Websites you have linked to may change a website post title or go out of business leaving your website with an invalid link.

You can tell an error message is the result of a broken link if you receive a 404 Page or Page Not Found message. If you collect enough 404's your rankings will suffer. You can leave a message on your 404 pages directing users to the new location. However, it's still better to remain vigilant about fixing them.

ONE WORD OF CAUTION THOUGH: BY DEFAULT, BROKEN LINK CHECKER PUTS A STRIKETHROUGH ON ANY LINK THAT'S BROKEN. THIS CAN MAKE AN UGLY MESS ON YOUR POSTS IF YOU DON'T STAY ON TOP OF IT, SO IT MIGHT BE WISE TO TURN THIS FEATURE OFF.

WARNING: USE THE BROKEN LINK CHECKER AS NEEDED BUT DO NOT LEAVE IT ON. IT IS RESOURCE HEAVY AND HARD ON SHARED HOSTING

Staying on top of defunct links may seem daunting. But it's an easy task with the number of free resources and tools available. Now there are plugins you can download directly to your website to notify you of problems. One such plugin is called 'Broken Link Checker'. You can find it by going to the plugins section of your WordPress website, clicking 'Add New' and then doing a search through the plugin directory. This is a great plugin to keep on top of links as they become broken.

Warning: Use the broken link checker as needed but do not leave it on. It is resource heavy and on shared hosting environments can cause problems.

We love the Broken Link Checker because you can easily fix any broken links using the Broken Link Checker settings page, so you don't need to edit the individual posts or pages. Broken Link Checker even crawls your comments, images, and ads to track down those nasty 404 errors.

One word of caution though: by default, Broken Link Checker puts a strikethrough on any link that's broken. This can make an ugly mess on your posts if you don't stay on top of it, so it might be wise to turn this feature off.

A few broken links might not automatically send your rankings to the basement, but in terms of user experience, it's definitely important to stay on top of the outbound links on your site. Whether you use a plugin or just randomly check from time to time, the point is – don't let users and your search results suffer because of a few 404 errors.

7

There's more to getting your website online than publishing your first post. Technically your site doesn't exist in the search engines' eyes until it's indexed. The process is easy enough, yet it can take up to a week, or even longer, before search engines recognize your website. While you can wait for your site to get indexed, there are some proactive steps you can take to speed up the process.

Get Noticed!

HOW DO I KNOW IF MY WEBSITE IS INDEXED?

For those of you who've never thought to check if your website is indexed, here's how you do it. Go to www.google.com, www.yahoo.com, www.bing.com and so on. Type in the search string:

Site: www.yourdomain.com

If any listing is returned – even if it's for your "About" page -- then your site is indexed. However, if you get the message "site not found", then it's time to give the engines a little nudge.

GIVE GOOGLE A MAP TO FIND YOU

A sitemap lists all the pages available on your website. It's useful for SEO because it helps the search engines know what pages to crawl and also makes it easier for them to find new pages as you add them. It's a very smart idea for you to consider generating a sitemap for you website. The sitemap feature in Yoast SEO plugin does a great job. You just click on the "XML Sitemap" button and you'll be redirected to the sitemap.

Copy the link in the browser window. It will look like this:

www.mydomain.com/sitemap_index.xml

Log into Google Search Console and enter the Sitemap link in the required field. Your sitemap will be checked for readability and submitted to google. There's no guarantee that they'll be racing over to check your website, but it's always good to try!

GET LINKS FROM A HIGH-TRAFFIC WEBSITE WITH PAGE RANK

Links from other websites are like votes, testimonials, or recommendations. Google assigns a 'page rank' to most pages online. The highest page rank is 10 and the lowest is 0. The higher the page rank the better. A link to your website from a site with page rank vouches that your website is valuable. Creating link-worthy content is the subject matter for volumes and volumes.

Contrary to popular belief, commenting on other blogs will usually not include a link back to your site. Even if you leave a link in the website field of the commenting form, it will not lead search engines back to your site. WordPress automatically blocks

> **CONTRARY TO POPULAR BELIEF, COMMENTING ON OTHER BLOGS WILL USUALLY NOT INCLUDE A LINK BACK TO YOUR SITE.**

search engines from seeing links in comments by adding a no-follow attribute.

This no-follow attribute is a very good thing for a couple of reasons. First, you don't want all those comments diluting the links on your page that you actually care about. And secondly, the no-follow attribute discourages spam – a little bit.

Nevertheless, commenting and participating in your niche through forums and social media all broaden your scope of influence, create online relationships and eventually lead to a bigger platform.

CHECK FOR PLUG-IN PROBLEMS
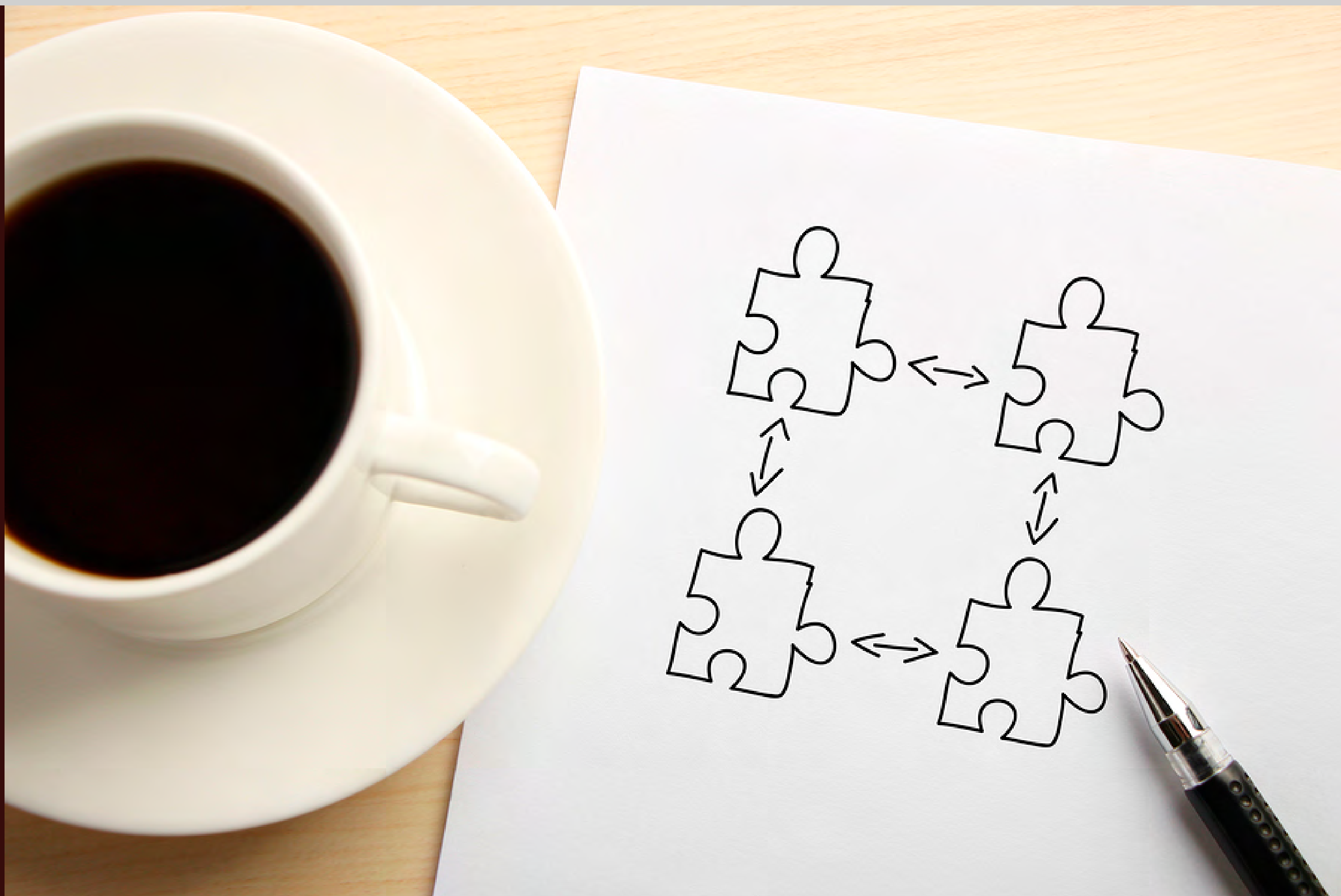
Speaking of plug-ins, they may actually be the culprit as to why the engines are not picking up your website. In an effort to curb duplicate content, it's not uncommon for SEO plugins to be set with the nofollow meta tags option activated. Be sure to follow the recommendations in previous chapters for setting up your SEO plugins. A second culprit, can be the privacy settings in WordPress. Check under Settings/Privacy and make sure "Allow search engines to index this site" is checked.

The web is huge. Millions of new pages are published on a daily basis. Google, as well as other search engines, index websites on their own time. Give them a hint that you've created a site worth checking out with these quick tactics.

> CHECK UNDER SETTINGS/PRIVACY AND MAKE SURE "ALLOW SEARCH ENGINES TO INDEX THIS SITE" IS CHECKED

8

Internal linking is an effective method for preserving "link juice" throughout a website. Backlinks into your site – meaning those links from other, external websites - pass on a certain amount of authority from the referring website. Likewise, strategically placed internal links bolster the rank of designated pages on your website.

Internal Linking Best Practices

The practice of internal linking is vital to the overall structure of a website. Often, the importance of any particular post is determined by the links it receives from within the same site. Also, to some degree, it gives you the power to engineer what keywords pages will rank for.

Unless you take a proactive approach to linking your pages, WordPress will default to its standard linking method. The majority of WordPress linking is formulated through categories, tags, footer links, and navigation pages. Failure to take control of how your content connects is a lost opportunity to capitalize on some hard-earned link juice.

For bloggers, trying to go back and manually sculpt internal links becomes a laborious process and often results in a lot of broken links. To avoid this burden, keep these tips in mind from the beginning:

1 *Use keywords as anchor text rather than "click here". For example if your keywords are 'website design' then you would create a link using those words, indicating to the search engine that this is what the page you are linking to is about.*

2 *Selectively utilize nofollow tags to prevent unimportant pages from being crawled. For example it's not usually important for your contract and your privacy policy pages to get indexed.*

3 *When possible, input the same keywords for the anchor text (linking to the page) as the page title (page being linked from).*

The idea of internal linking is simple, but it's not the easiest of SEO tactics. We recommend using a related posts plugin to help with the task. It is important to note however, that not all related-posts plugins are created equal. For a while, a very popular plugin was taking the reader to their site unnoticed, and then returning them to a new page, so there was a loss of link 'juice'. In other plugins, the dynamically generated related posts can be very resource intensive causing problems for some web hosts.

Contact us for a recommendation if you do not have a related posts plugin installed.

The end goal of an internal linking strategy is to evenly distribute link juice throughout key pages, to prime your website for better crawling by the search engines, and/or to pass on authority. All of these elements play a role in SEO.

9

The entire idea of search engine optimization all boils down to keywords. And you'll need an easy way to research which keywords are appropriate for your site, how to track your results in search engines and toss in a little tracking of your competition too.

SEO Tools

My site, for example is found by hundreds of people on a daily basis for "mood boards". Yes, my Website Strategy & Development site is found for mood boards! There's a story behind that, but the important lesson here is to pick your keywords carefully. Yes, I am getting a lot of google 'juice' and a lot of visitors. But do they want my custom design services and WordPress support? No. Therefore I don't spend a lot of time trying to optimize my pages for mood boards even though my site could fly to the top of google.

We all need to rank for keywords that our potential customers are looking for. To begin your own keyword research, try these tools:

- Google Trends
- Keyword Planner
- WordStream's Keyword Tool
- SEOBook Keyword Suggestions
- SEMRush Keyword Research - free trial

CONCLUSION

As we said at the beginning, SEO is a little bit science, a little bit art, and it is most definitely a lot of testing and tweaking.

Consistently applying the techniques covered in this ebook will undoubtedly help you rank better, but remember – nothing is written in stone. If you find that you're putting more effort into tagging your posts than the search results you see merit, then no one will fault you for giving up the tags in favor of more profitable work.

"...search engine optimization should never outweigh reader experience."

Above all else, though, remember that search engine optimization should never outweigh reader experience. Don't sacrifice readability for keyword usage and don't stuff a list of keywords into your title tag. Use keywords and their synonyms naturally throughout your site, and not only will the search engines love you, but so will your human visitors.

DID YOU LIKE THIS BOOK?

Thank you for letting me be part of your rockin' website empire! It is my mission to help you align your website to your business goals. If you have questions or comments or need more advice, please email me at cathy@wpbarista.com. I receive and respond to each email personally.

If you're looking for more articles and tips on making your website a kick ass tool in your arsenal - see me at wpbarista.com.

Come 'meet' me here too!

| Facebook | Twitter | Pinterest | LinkedIn | Google+ |

Cathy Tibbles

Welcome to my heart and passion:

TO TURN YOUR WEBSITE INTO A ROCKIN' PLACE OF BUSINESS

Yes, that means I design and develop websites, but there's so. much. more. We need to bring all your ideas(the ones you get up to write down in the middle of the night) and dreams into a concise plan of action.

Lets chat(first call is complementary 'cause I love talking to fellow entrepreneurs!). We'll talk and you can discover for yourself if I can make your website into a kick-ass tool in your arsenal.

Call me at 604-703-8608. Yes, my real phone number. No - I won't make you email me - but you can if you prefer.

I CAN'T WAIT TO HEAR FROM YOU!

K - about me... gosh this feels like a dating profile. *Not that I have any idea what that feels like.*

My qualifications - Like most of us crazy driven types, I started early. Cliff notes:

- ▶ Pastors Kid, then a Missionary's Kid in the Congo (my heart is really to give back globally)
- ▶ The dentist needed help - I assisted. The Special Needs teacher needed help - I learned there too.
- ▶ Since I was 19, I've been in managerial positions (it helps to have a grandpa with a business).
- ▶ Since having children at 24, I've been teaching myself HTML, PHP, CSS and putting those business, goal setting, teaching and managerial skills to work.

I SIMPLY LOVE WHAT I DO.

The title that I used until recently was web designer. But that doesn't encompass all that I do. The most important part of any project has always been the initial consultation. This is the part where we get to discuss the business you're in - your goals, and your audience. We figure out where you are now, where you need to be and how to get there.

Then you can place that plan in our hands and we get to work. Actually my staff get to work. I supervise from there on out. The big picture stuff is what I get to do - we keep your project on track. We keep your budget in tact and we keep to your timelines - you have an empire to run and I won't let this little (or big) project get in your way!

In the words of one of my favorite designers: Dayna Lee:

coffee
mascara
hustle

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xo,
Cathy