

Word Flex

The protein shake for your inbox



Hi ,

It's Friday night.

You're all dressed up and standing in your driveway with your favourite beverage in hand. You're waiting for everyone to rock up and check you out. Imagining how they'll oooh and ahh over your slick hairdo and new jeans.

Except they won't.

Because they're all at the club, checking out everyone else who's there.

They don't even know you exist.

If you're lucky, one or two might spot you as their taxi rolls down your street. But that quick view brings nothing but a wolf whistle through a partially opened window.

Launching a website without doing any Search Engine Optimisation, aka SEO, is like waiting around at home for someone to notice you.

Sure, your mum will smile and say *you look nice hun*. Your brother might give you a high five. But they're not who you're trying to attract.

You've created a certain look to appeal to your target audience. Don't let it go to waste by hanging out in your driveway.

SEO takes time and effort to succeed but the sooner you begin, the sooner you'll start feeling the positive impacts.

Every tweak is a stride towards your goal. Improving your copy to include keywords and answer your readers' questions is a great first step.

Soon you'll be walking through the club door with a flourish.

Your audience will wonder where you've been all this time because they were looking for you.

But they were too lazy to click past the first page of the search results (or look anywhere except on the dancefloor). And you were languishing back on page 17.

Don't let all your hard work go to waste. Get started with SEO today.

Not sure what you need to do? Hit reply and let's figure out what optimisations your site needs to wow your spectators.

Best and Fairest

You use [Canva](#), right?

No.

Oh gosh, you need to sign up for it pronto.

I use Canva to create my Instagram posts and stories, to whip up background images for my website, make pretty brochures, snazzy lead magnets, so many things.

Start with the free version and if you love it, (you will), sign up for pro.

Pro saves you hours scrolling through the pictures trying to find a free one that suits your project. Plus, it allows you to set up your branding kit so you can create templates. Hello, time saver!

Already using it? Make sure you join the Facebook group [Canva tips and tricks with Ally Moates](#). Ally's a lovely chick and super generous with her free advice.

Don't know how to add a header over your image? Ask Ally.

Want to know how to fade your background? Ask Ally.

What's in it for me? Nothing, nada, zip.

Supporting like-minded business owners is one of my core values. The tingle I get from sharing the love is all the mushy reward I need.

Backlink Op

This week's backlink opportunity comes from [Iron Man Magazine](#). Do you know how to inspire, entertain and educate their readers? They want to hear about it. Aim for your article to be 1000-3000 words long, suitable for their training, nutrition or lifestyle categories and include your bio with the link to your site.

Get those fingers tapping and submit an article to boost your brand's awareness and your website's SEO.

Did you see my Insta post about how to write enticing meta descriptions to get more clicks? If not, go [check it out](#) because this one's a keeper.

Chat soon,

Kara

P.S. Got a Facebook group, tool or guest blog opportunity you'd like to feature in Word Flex? Hit reply and we'll talk it over.



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Not loving the flavour of my emails? Totally fine, just click below if you've had enough.

[Goodbye Word Flex](#)

