

Joan 90 For Life SEO Analysis

<https://www.joan90forlife.com>

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Findings - Pros

- Website has secure https URL.
- Few backlinks pointing to your website.

Findings - Cons

- Website is not fully optimized for targeted keywords.
- Website lacks content on homepage and through other pages.
- Lack of high authority backlinks for targeted keywords.
- No local citations.
- No social profiles connected to the website
- No page 1 rankings for targeted keywords.
- No blog.
- No product reviews.

Recommendation

My first and foremost recommendation is to add more content to the homepage as well as to create a blog section. Adding new posts is a fantastic way to notify Google that you are updating your website regularly and it will start looking at your website as an authority on the subject.

Blog posts can be anything from product reviews which would be beneficial for your website as well as your experiences using Youngevity.

Adding images to the site will make it user friendly.

All pages need to be optimized for keywords based on the products that you are promoting as well as other related keyword phrases with good search volume and low competition.

By creating product reviews, we will be able to target the various Youngevity products which people will be searching for.

Target Keywords

Here are some keywords that I would like to target that has decent monthly search results:

- women's health and wellness
- renew health and wellness
- family health and wellness
- 90 for life
- My 90 for life
- Youngevity product reviews
- Keywords related to the products

These are the main keywords to start with and then branch out further over time. Also targeting surrounding cities near you will be easier to start getting traffic to your website.

SEO Project Plan

Website Optimization

Add titles and descriptions to all pages with targeted keywords.

Update existing images to include keywords in image names and Alt text.

Add more content to homepage and other pages.

Create a blog section.

Month 1

- Get access to website login details
- Full website audit and evaluate all website pages
- Add content to home page.

- Optimize all pages for targeted keywords
- Optimize titles, meta description, images and content
- Review social profiles and create new profiles if needed
- Month SEO Reporting

Month 2

- Review and create citations for local listings
- Update Social profiles and add new profiles
- Create blog articles
- Off page high authority backlinking
- Monthly SEO Reporting

Month 3 and Onwards

- Build 5-7 high authority backlinks with targeted keywords
- Create 5 YouTube Business Card Videos
- Social media shares
- Monthly SEO and Rankings Reporting

Pricing and Payment:

- \$595.00 per month + 1 time \$155.00 Set up fee = **\$750.00**
- \$595.00 Billed every 30 days thereafter
- 6 months minimum required
- Payment required to start each month