



SPARK  
CHANGE  
VIRTUAL ASSISTANCE

SEO ON-PAGE  
OPTIMIZATION







# Today's Agenda

- 1 Optimize 1 page
- 2 Optimize 1 post
- 3 Optimize 1 photo



# Page Optimization: Wix website

The screenshot shows the Wix website dashboard. On the left is a dark sidebar with navigation options: 'Set Up Your Site' (with a progress bar and '1 step left'), 'Main Menu', 'Marketing & SEO', 'Marketing Home', 'SEO', 'Get Found on Google', 'SEO Tools', 'Marketing', 'Email Marketing', 'Google My Business', 'Social Posts', 'Video Maker', 'Marketing Integrations', and 'Branding'. The main content area is titled 'Your SEO Setup Checklist' and shows 'Keywords: freelancing services' with an 'Edit Details' link. Below this is 'Step 1: Get your homepage ready for Google Search' with the instruction 'Help get your site found online by completing these essential tasks'. A list of tasks follows: 'Set the homepage's title for search results' (checked), 'Add the homepage's description for search results' (checked), 'Update the text on your homepage' (checked), 'Make your homepage visible in search results' (checked and highlighted), 'Optimize your site for mobile devices' (checked), 'Connect your site to a custom domain (Premium feature)' (failed), and 'Connect your site to Google Search Console' (failed).

Dashboard

Set Up Your Site  
1 step left

< Main Menu

Marketing & SEO

Marketing Home

SEO

Get Found on Google

SEO Tools

Marketing

Email Marketing

Google My Business

Social Posts

Video Maker

Marketing Integrations

Branding

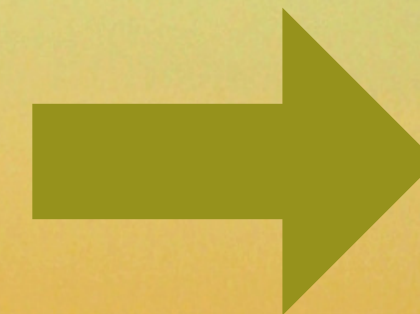
## Your SEO Setup Checklist

Keywords: [freelancing services](#) | [Edit Details](#)

### Step 1: Get your homepage ready for Google Search

Help get your site found online by completing these essential tasks

- ✓ Set the homepage's title for search results
- ✓ Add the homepage's description for search results
- ✓ Update the text on your homepage
- ✓ Make your homepage visible in search results
- ✓ Optimize your site for mobile devices
- ! Connect your site to a custom domain (Premium feature)
- ! Connect your site to [Google](#) Search Console



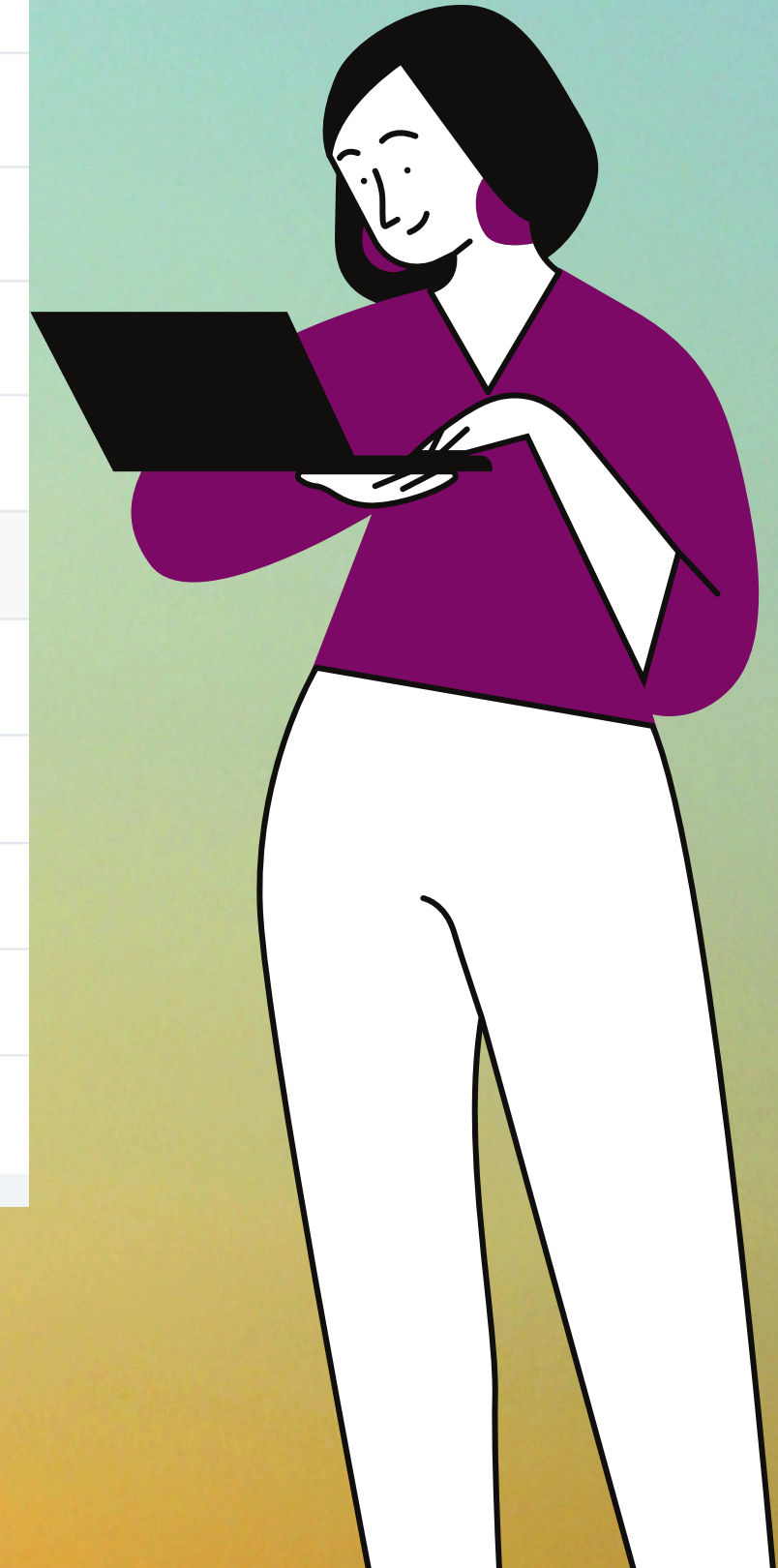
For the two items, I can't proceed since I am using Wix free account.



# Page Optimization: Wix website

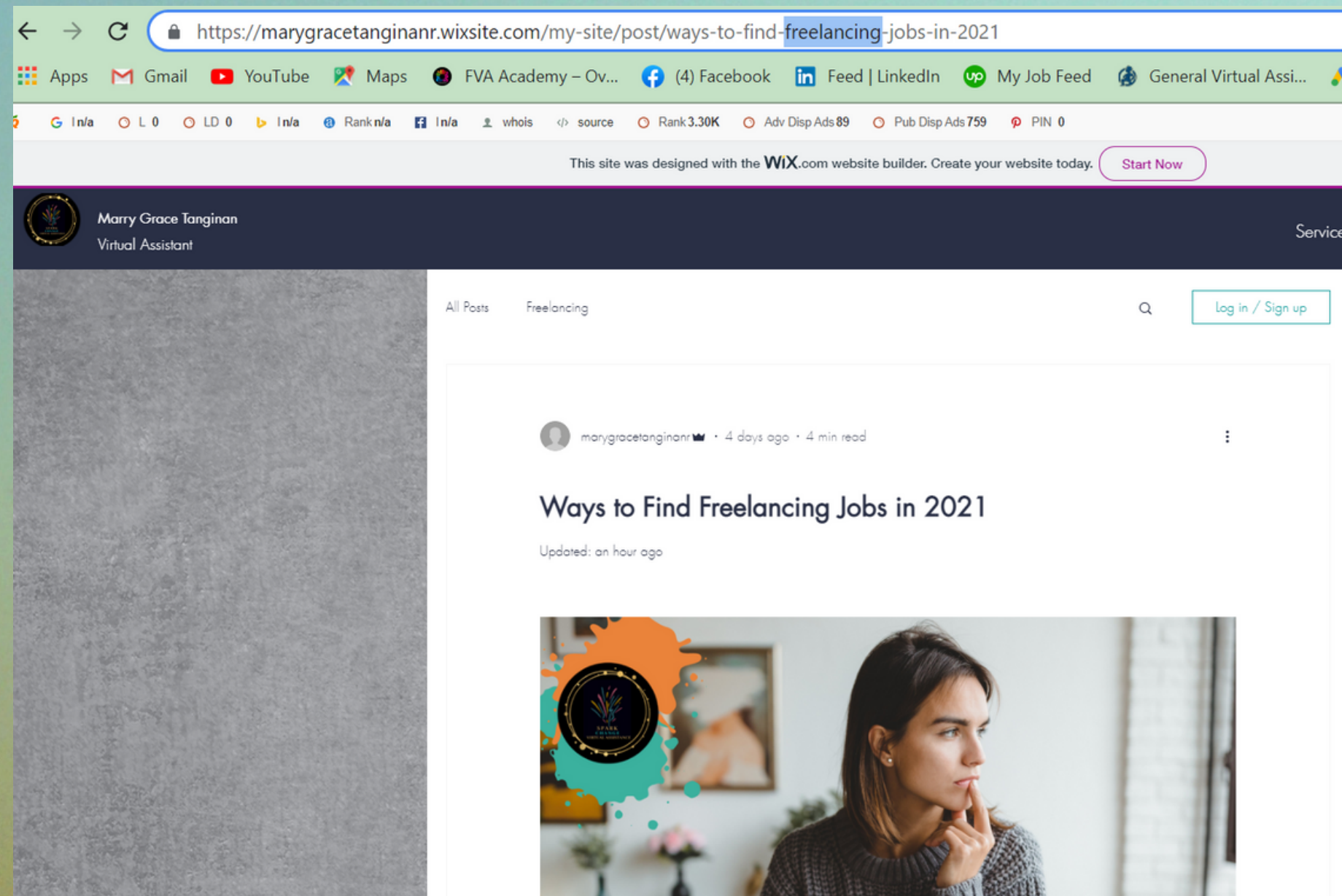
Home
✓ Add alt text to all images on your homepage
✓ Add contact details to your homepage
✓ Connect social networks to your homepage
✓ Add links to your homepage
Blog
✓ Set the <b>Blog</b> page's title for search results
✓ Add the <b>Blog</b> page's meta description for search results
✓ Add links to your <b>Blog</b> page
Contact
✓ Set the <b>Contact</b> page's title for search results
✓ Add the <b>Contact</b> page's meta description for search results
✓ Update the text on your <b>Contact</b> page
✓ Add contact details to your <b>Contact</b> page
✓ Add alt text to all images on your <b>Contact</b> page
✓ Connect social networks to your <b>Contact</b> page
✓ Add links to your <b>Contact</b> page

Portfolio
✓ Set the <b>Portfolio</b> page's title for search results
✓ Add the <b>Portfolio</b> page's meta description for search results
✓ Update the text on your <b>Portfolio</b> page
✓ Add alt text to all images on your <b>Portfolio</b> page
✓ Add links to your <b>Portfolio</b> page
Services and Pricing
✓ Set the <b>Services and Pricing</b> page's title for search results
✓ Add the <b>Services and Pricing</b> page's meta description for search results
✓ Update the text on your <b>Services and Pricing</b> page
✓ Add alt text to all images on your <b>Services and Pricing</b> page
✓ Add links to your <b>Services and Pricing</b> page





# Post Optimization: Wix website



Blog post URL with the keyword



Blog H1 with the keyword



# Post Optimization: Wix website

## 1. Search for **Freelancing** Platforms

Freelancers can find short-term and long-term jobs using a variety of freelance sites and remote job boards. Freelancing platforms are one of the effective ways to find freelancing jobs, even if you are only a newbie. Here are a few examples:



**Freelancing Platforms**

1. Surge Digital Agency
2. Freee-up
3. Remote Staff
4. REVA Global
5. Upwork
6. Freelancer
7. Fiverr

Blog H2 With the keyword.



## Ways to find freelancing Jobs in 2021

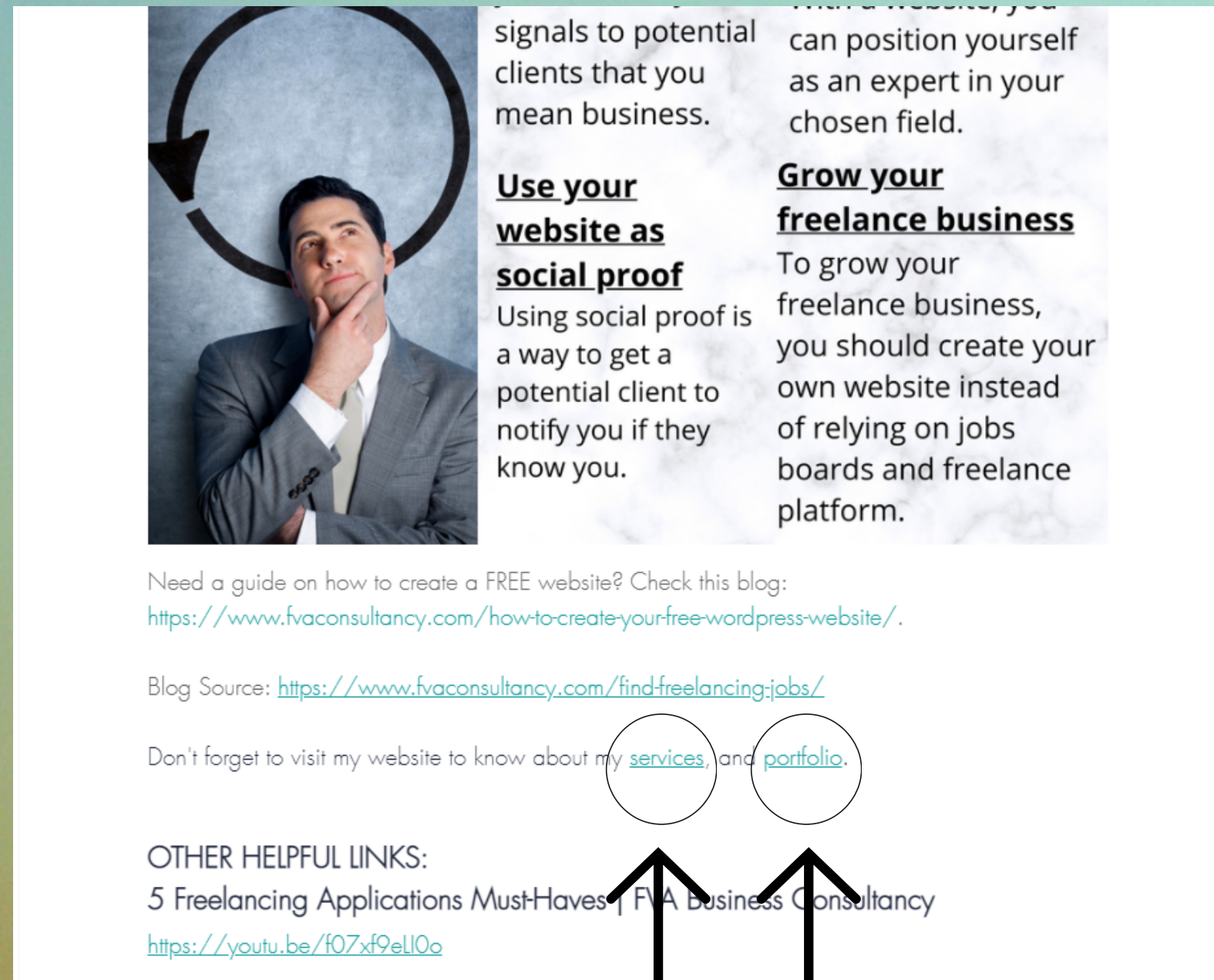
Looking for ways to find **freelancing** jobs? You may be a newbie to this industry, and you are wondering where you can find clients. Finding a client for the first time can be difficult. However, it does not hinder many successful freelancers from leaping. When it comes to effective ways to get hired and gain experience, check these six effective ways:

1. Search for Freelancing Platforms
2. Join in Social Media Groups

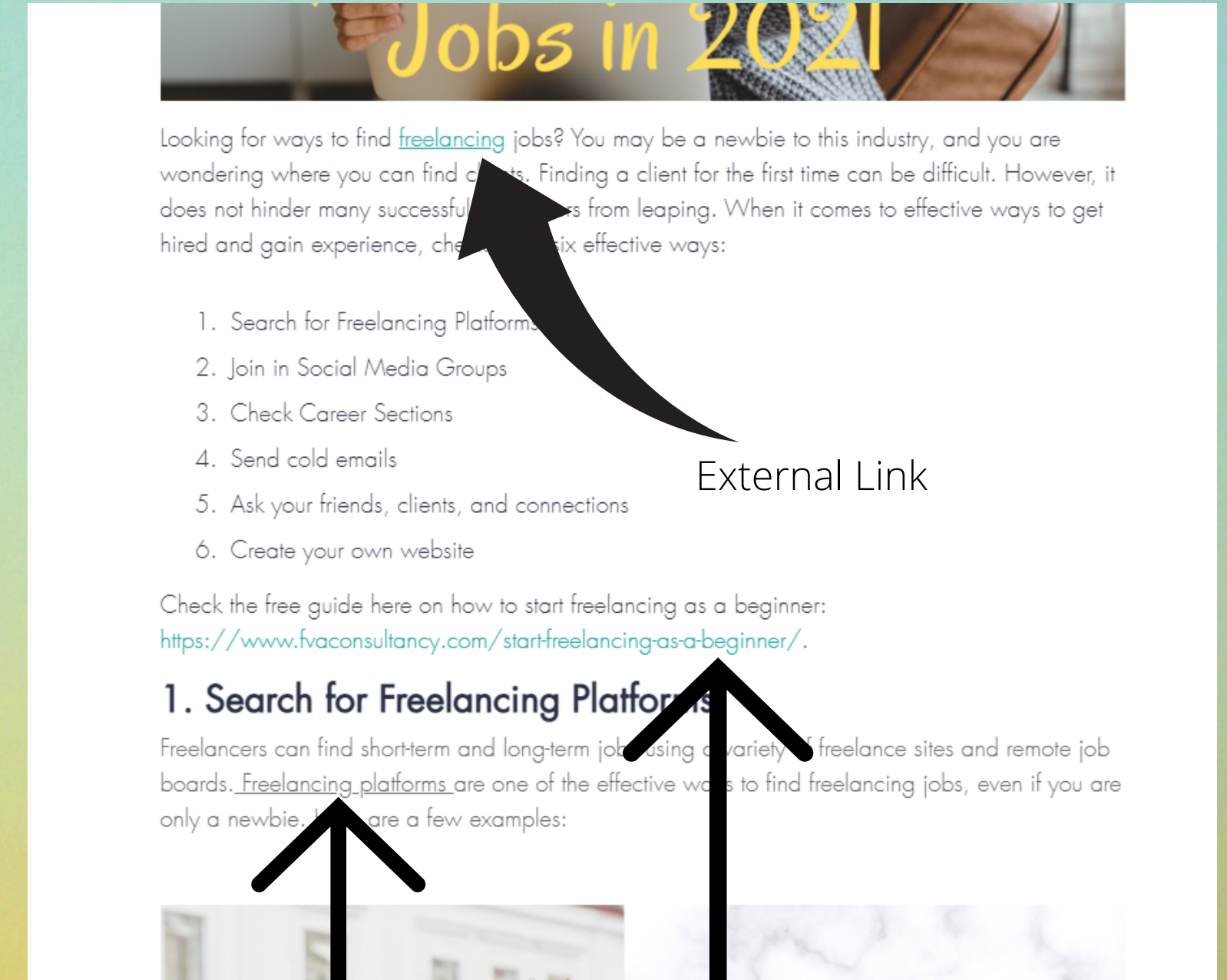
Blog paragraph with the keyword



# Post Optimization: Wix website



Internal links, my website has not much content. That's why I can only add few internal links. But I will update my website as much as possible.

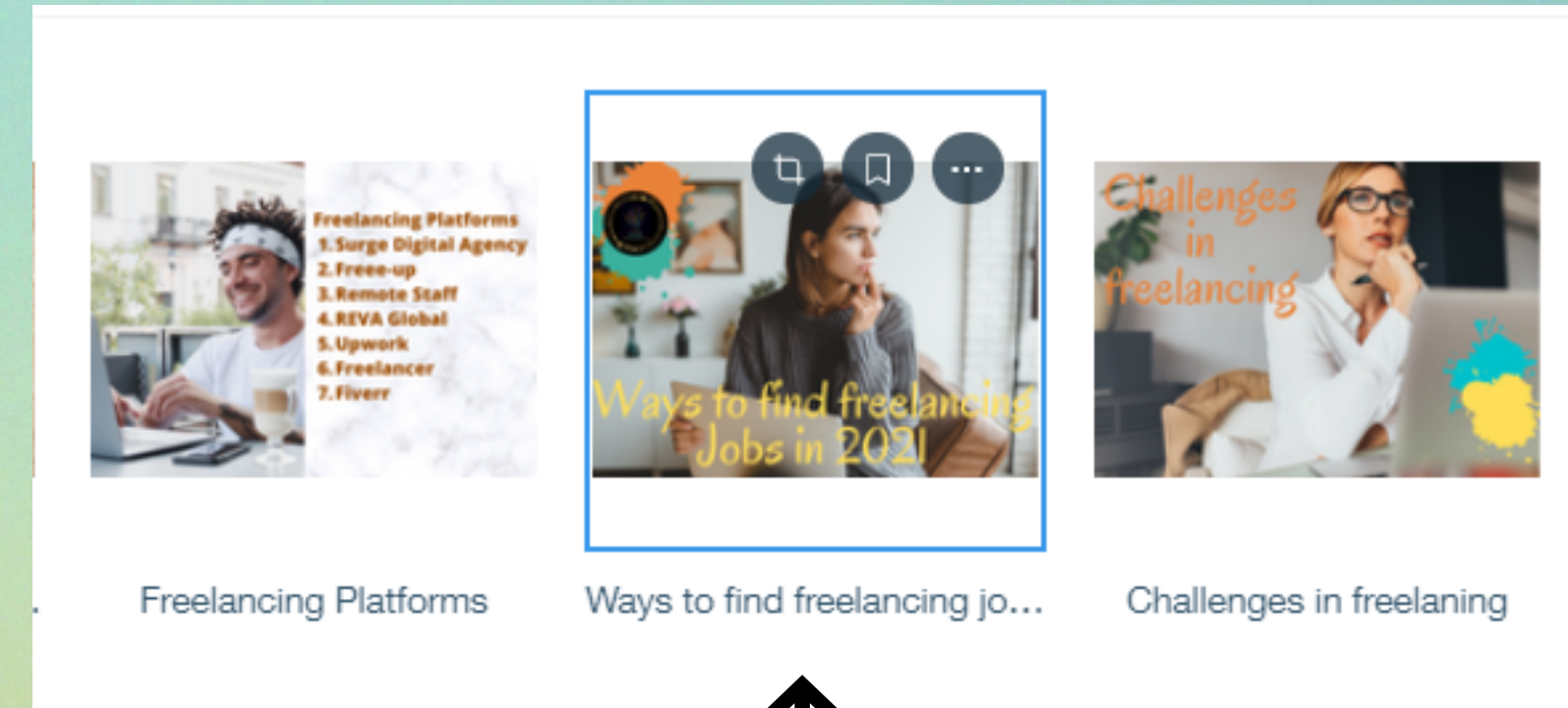
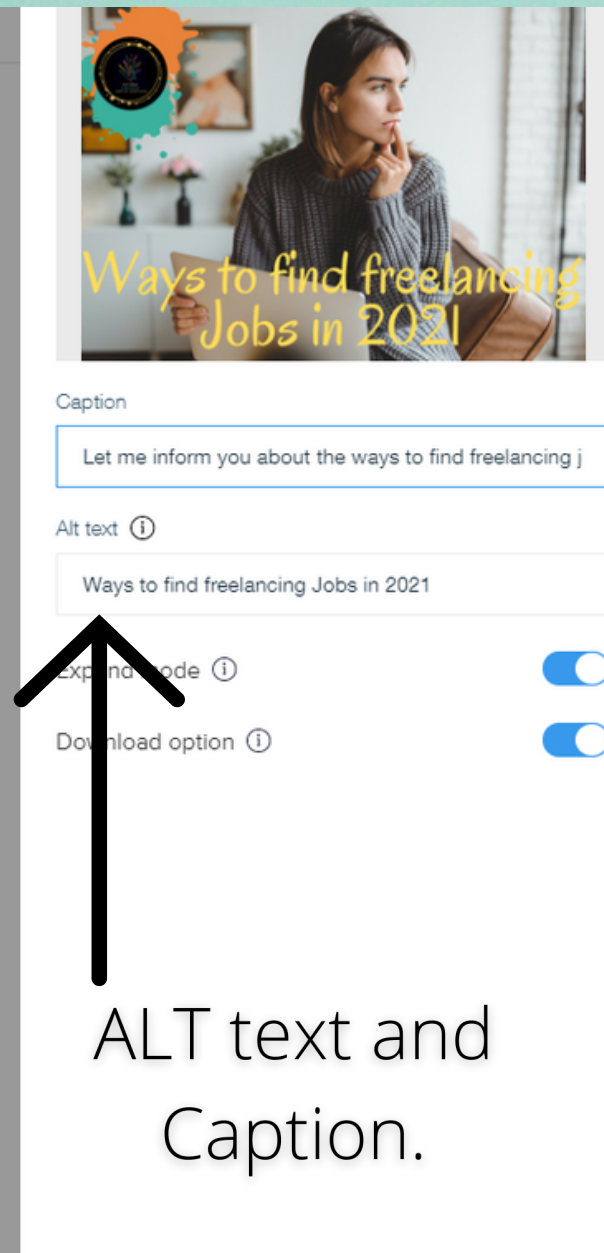


External link

External link



# Photo Optimization: Wix website





# Photo Optimization: Wix website

The screenshot displays the Wix website editor interface for a blog post. The left sidebar contains navigation icons for Add, Settings, SEO, Categories, Tags, Monetize, and Translate. The main content area is divided into several panels:

- Categories:** Shows 'Freelancing' as the selected category. A black arrow points to this section with the text 'The 2 blog post was categorized.'
- SEO Settings:** Contains fields for URL slug, Title tag, and Meta description. A black arrow points to the Meta description field with the text 'The meta description for the blog post.'
- Tags:** Lists several tags including 'Ways to find freelancing jobs in 2021', 'freelancing platforms', 'Social media rroups', 'check career section', 'send cold emails', 'ask your connections', and 'Create your own website'. A black arrow points to this section with the text 'The tags used.'

The right side of the editor shows a preview of the blog post, featuring a woman holding a laptop and the title 'Ways to Find Freelancing Jobs in 2021'.