



JORVIK WEB DEV

**Websites Made Simple:
A Companion for
Small Business Owners**

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Welcome & How to use this workbook

Opportunity

Problem Statement

Web design, SEO, and the digital world can often feel like a foreign language to many small business owners. I've heard from countless friends and colleagues who have spent a fortune on web designers or agencies, only to end up with broken websites or essential features locked behind paywalls.

Solution Summary

My business offers transparent, honest web design and SEO services. I aim to empower clients by providing training and easy-to-follow guides, helping them understand and navigate the digital space with confidence.

Market Overview

My target market is female small business owners, particularly those who launched or grew their businesses during or after the COVID-19 lockdowns. Since 2020, there has been a noticeable rise in women starting their own ventures, driven by a desire for flexibility, independence, and meaningful work.

Competitive Analysis Overview

My main competition includes both large web design and SEO agencies in York, as well as independent sole traders offering similar services.

While larger agencies may have more resources, they often come with higher price points, longer turnaround times, and less personalised support—making them less appealing to my target audience of female small business owners.

In contrast, sole traders tend to be more relatable and accessible, which is why I view them as my primary competition. Many small business owners find service providers through word of mouth, referrals, or personal recommendations within their networks—making trust and authenticity key factors in the decision-making process.



Welcome & How to use this Workbook

Hi there,

First of all, thank you! I'm so glad you're here, and even more glad you've taken the step to keep your website working for you long after launch day.

This workbook has been designed to give you practical tools, clear guidance, and a repeatable monthly rhythm to help your website grow. Whether you're a service provider, a local shop, or a creative business, this is your space to reflect, track progress, and take action.

What's Inside

Inside this companion, you'll find a series of simple worksheets, checklists, and guidance to help you:

- Track important website KPIs like traffic, conversions, and bounce rate
- Understand what's working (and what's not) using free tools like Google Analytics and SEOptimer
- Build your domain authority through blogging and smart linking strategies
- Plan content and improve SEO with tools like Ubersuggest and ChatGPT
- Learn the basics of PPC (pay-per-click) campaigns and why they're especially powerful for new websites
- Set clear, monthly goals and measure real progress

How to use this Workbook

This is your 30-day cycle companion. Each month, you'll:

- Run a website audit using SEOptimer.com
(Tip: The free version should let you run one audit per month – perfect for our rhythm!)
- Check your website stats in Google Analytics (GA4)
- Look at visitor numbers, bounce rate, traffic sources, and top-performing pages
- Complete the KPI worksheet
- Reflect on what's going well, what needs attention, and set your next steps
- Plan blog content or marketing actions
- Use your keyword tracker, blog planner, and content ideas pages
- Review and refine
- Celebrate your wins and plan your next small (but mighty!) improvements

Why this matters?

For new websites, building momentum can take time. That's why tools like SEO, content marketing, and PPC campaigns (like Google Ads) are essential. We'll touch on how each of these can help bring the right visitors to your site, grow your authority, and build trust with your audience without feeling the need to master everything at once and be completely overwhelmed.

This workbook is here to keep you moving in the right direction, with calm confidence and clear next steps.

Hannah, Jorvik Web Dev



KPIs & Tracking

Why Website KPIs Matter

Your website isn't just something you "have"—it's something that should perform. Knowing what to measure helps you make informed decisions, see what's working, and fix what isn't.

Think of KPIs (Key Performance Indicators) as your digital health check. They help you stay focused, spot trends, and grow your business with confidence—without needing to be a tech wizard.

You don't need to track everything—just the things that matter most to your goals.

Suggested KPIs to Track

Here are some of the most useful KPIs for small business websites:

KPI	Why it matters
Monthly Visitors	Indicates traffic growth and interest over time
Bounce Rate	Shows how many people leave your site without interacting
Conversion Rate	Tells you how many visitors take action (buy, sign up, contact you)
Traffic Sources	Helps you understand where your audience is coming from (i.e. Google, Facebook, Instagram etc)
Top Pages	Highlights your best performing content
Time on Site	Suggest how engaged visitors are
Mobile vs Desktop	Shows how people access your site which helps design and ad planning
Site Speed	Affects user experience and SEO rankings

Google Analytics

Google Analytics is a free tool that shows you how people are using your website—where they come from, what pages they visit, how long they stay, and what actions they take. It's your window into real user behaviour.

Not sure where to begin? For now, focus on monthly visitors, bounce rate, and top pages.



Use SEOptimizer.com for Monthly Audits

SEOptimizer is a free website audit tool that gives you a snapshot of your site's SEO health. It checks things like mobile friendliness, loading speed, keyword usage, backlinks, and technical issues. You can run a free audit once a month (perfect timing for your 30-day review!).

Review Monthly + Record Patterns

Make time at the start of each month to check your numbers. Use the KPI Tracker Worksheet to record key stats and compare them to last month. Look out for patterns, like which blog posts or social media campaigns brought in the most visitors.

Make Notes + Plan Next Steps

This isn't just about tracking—it's about taking action. Use the notes section to write down quick wins, things to fix, or new ideas (e.g. "Bounce rate is high – try adding a stronger call-to-action on homepage").

Resources

Want to learn more about these tools?

Start here:

[Google Analytics Beginner Guide – Google](#)

[What is an SEO audit? – Ahrefs Blog](#)

[SEOptimizer Knowledge Base](#)