Hi,

*Can you let me know if you'd be willing to do the following job if I offered it to you please, let me know as soon as possible.*

Job: Web Dev/Design/SEO for Self-Improvement Business. Need high-quality work, completed within 14 days

Payment per completed milestone, ***€350 in total,*** **(*bonus extra €350 if done perfectly!)***. Full freedom to alter the website for optimal success. Much work is already done, I'll collaborate on chosen parts. Website: [www.selfimprovementsociety.com](http://www.selfimprovementsociety.com/)

*What I need done:*

***Web Development/Design (€150):***

1. Adjust the site logo/icon (it's cropped badly on google search, not filling the whole circle)to fit the designated space, ensuring it's optimized for Google search visibility through filling the whole circle and ignoring the spike at the top of the logo and condense it if needed for seo.
2. Improve and optimise all web pages egs; Optimise the blog page for better display and accessibility of posts. Also ensure the home menu showcases my 3 lead magnets and micro coaching offered optimally.
3. Develop an optimal "start here" landing page linked from my content that I'll be making, showcasing my 3 lead magnets and my micro coaching offer along with clear promotion of my 3 different tiers for micro coaching offer. Create another 2 distinct optimised landing pages for my Self-Improvement Group and Self-Improvement 1-1 coaching offers , ensuring clear promotion of my 3 different tiers for each offer.
4. Ensure all optimal landing pages display benefits, ratings & reviews, testimonials, FAQs, and clear CTAs etc
5. Optimise breadcrumb navigation for easy user navigation. Also implement and optimise browser caching to reduce load times for repeat visitors.
6. Implement an optimal suggestion box. Also display client transformations optimally on the homepage.
7. Optimally clean up unnecessary plugins and optimize WordPress for performance eg plugins and settings etc
8. Use optimal exit surveys for insights when users cancel or request refunds, offering downgrades or pauses. Also separate the processes for canceling memberships and refunds, with optimal options for automatic renewal at a later date.
9. Set up and optimize a waiting list system for new client intake. Also optimally and automatically update available spots and clearly indicate limited availability or waiting list options.
10. Review the impact of stock images, animations, and dynamic elements on SEO and page speed, and adjust and optimise as necessary..
11. Optimize upsells, cross-sells, and down-sells processes. Also implement an optimised thank you note where I can give updates and news for joining, renewing, or leaving.
12. Develop an optimal system for collecting and asking for reviews and referrals.
13. Standardize optimal blog post format for easy replication and engagement such as a sidebar, table of contents, images, CTA buttons and links, header and footer, professional profile pic circle (where I can insert a picture of me) with date and published time below etc, comment and opt-in box and pop-ups and recommended other posts as part of the optimised footer/end.
14. Use optimal pop-ups for lead magnet promotion such as Delayed, Exit-Intent, Scroll-Based, Slide-Ins & Banner pup-ups etc
15. Assess the necessity and impact of dynamic images and homepage design elements on optimal performance.
16. *For all ticket levels and lead magnets:*
    1. Optimally automate the onboarding, retention, and offboarding process with CRM for a streamlined client journey, including resources like a curated library. Also optimally ensure immediate post-purchase access to contact details and a preferences form.
    2. Optimally collect in-depth client information through an online questionnaire. ALso optimally set up and implement project management tools for planning and progress tracking etc
    3. For mid-tier self-improvement group offers, optimally automate group chat inclusion and send initial norms and expectations.
    4. Optimally automate scheduling, recording, and sharing for webinars and group meetings. Also optimally integrate lead magnet forms with CRM for targeted email sequences.

***Technical Implementation and Automation (€40)***

1. Optimally and fully integrate CRM with the website for optimised data flow from sign-up forms and landing pages etc
2. Optimize payment gateways like Stripe and PayPal to ensure smooth transactions, aiming for minimal user clicks to maximize sales efficiency. Also develop an optimal smart payment retry system to address involuntary churn due to temporary payment failures
3. Evaluate third-party scripts for their impact on site speed, removing, deferring, or replacing them as needed to maintain optimal load times.
4. Set up and optimise membership and subscription management systems for monthly services.

Also optimally incorporate optimal two-step verification for refunds, adding a layer of security and requiring direct customer interaction with me for processing.

***Technical SEO and Website Performance (€110):***

1. Optimize meta descriptions, metadata, alt texts, and ensure all images contain keywords for SEO. Include optimizing link texts and website markups. Also optimally set up and optimize URL shorteners for all website links.
2. Fully optimise on-page and off-page SEO, including content, meta tags, URLs, titles, and use of alt attributes. Aim for comprehensive SEO and SEM optimization.
3. Optimally address technical SEO problems impacting site speed and user experience across all devices. Also optimise local SEO by optimizing for local search results, managing listings, and citations.
4. Optimised Sitemaps, readability, image file name, Alt tags, navigation, Metadata, content indexing, and Anchor Text links. Also optimally incorporate analytics code, robot tags, and use SEO tools and trends for optimization.
5. Optimally use a CDN to globally distribute content, minimizing server distance to users. Also optimally implement caching to quickly deliver files to visitors.
6. Optimally minify CSS, JavaScript, and HTML to reduce file sizes. Also optimally use code-splitting to only send the code needed for the initial page load. Also optimally apply Schema Markup for structured data, especially on FAQ sections across various pages and blog posts.
7. Optimally compress images without losing quality and adopt modern formats like WebP. Implement lazy loading for images. Also optimally a*djust server settings to enable compression and optimize connection times through keep-alive settings.*
8. Optimally prioritize loading important resources with the preload attribute to improve first contentful paint (FCP) and largest contentful paint (LCP). Optimize font loading by considering system fonts or preloading custom fonts. Control font display timings. Also reduce render-blocking resources by inlining critical CSS and deferring non-critical CSS and JavaScript.

***Finish Up and Review (€50):***

Expectations & Additional Points:

1. Optimize web content and features for desktop, tablet, and mobile. Go beyond the listed requirements to ensure maximum optimization. Also, after completing the tasks, optimally address any remaining technical issues on the website.
2. Optimally set up and enhance performance on Google Search Console, Google PageSpeed Insights, Litespeed insights, YoastSEO, Lighthouse, and Ahrefs. Follow and optimally complete all their recommendations to improve scores and rankings.

Adhere to provided instructions, templates, and examples closely, ensuring no shortcuts are taken. For any clarifications or guidance, reach out to me.

Before submitting your work, conduct a final review against these instructions to ensure completeness and readiness for a thorough check from me, with the expectation of prompt corrections if needed.

*I've previously done the tasks I'm assigning you so I understand when it's done correctly, but I'm focusing on other business areas now. Complete the work perfectly, and* ***you'll earn a double bonus (extra €350!)****. Also, i*f we work well together, I'd love to give you a long-term partnership and great reviews!

Feel free to discuss and/or negotiate any changes to the job description. I'll consider them and ensure we're a good match. *Only accept this job if you're confident you can meet all requirements perfectly. Let me know as soon as possible if you're interested, so I can decide whether to work with you or look for another freelancer for the job.*

Thanks, 😊   
Reece