

# DIGITAL VISIBILITY WORKSHOP

**Build Your Digital Foundations. Launch with Clarity. Grow with Confidence.**

## Workshop Overview

This practical workshop is designed for entrepreneurs, consultants, beauty professionals and small business owners who want to establish a stronger online presence. Together, we will create the foundations of a professional digital visibility system that supports long-term business growth.

## Module 1 – Visibility & Brand Foundations

Defining your offer, understanding your audience, clarifying your positioning and creating a consistent brand message.

## Module 2 – Domain Name & Website Hosting

Choosing a domain name, understanding hosting, selecting the right hosting plan and connecting your domain.

## Module 3 – WordPress Website Setup

Introduction to WordPress, essential pages, website structure and navigation best practices.

## Module 4 – SEO Foundations

Keyword research basics, page optimization, SEO best practices and common mistakes to avoid.

## Module 5 – Content & Visibility Strategy

Content planning, social media integration and building a realistic visibility roadmap.

## What You'll Walk Away With

A clearer business message, a visibility roadmap, website recommendations, SEO knowledge and actionable next steps.

## Bonus Resources

Website Launch Checklist, Basic SEO Checklist, WordPress Resource Guide, Recommended Tools and Templates.

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