Resources from

Build Your Freelance Editing Business Website

Resources from Erin Brenner

The Chicago Guide for Freelance Editors: How to Take Care of Your Business, Your Clients, and Yourself from Start-Up to Sustainability

Digital Marketing Primer (recorded webinar)

Digital Marketing Strategy Worksheet (PDF companion to the Digital Marketing Primer)

Persuasion Wins!: Creating a Persuasive Website for Your Freelance Business (recorded webinar)

5 Steps to Adding Persuasion to Your Website (PDF companion to Persuasion Wins!)

Website & Social Media Dashboards (Excel download)

Web Style Checklist (PDF download)

SEO and AI Optimization

Vendors

- All in One SEO for WordPress
- Rabbit SEO
- rankingCoach
- Yoast SEO

Keyword research

- Ahrefs Keyword Generator
- AnswerThePublic: free limited daily searches
- Google Keyword Planner: requires a free Google Ads account but you don't need to publish ads; check out the Keyword Planner tutorial

- Moz Keyword Explorer: free limited daily searches

Learn More

- "Almost Timely News: Setting the Record Straight on AI Optimization (2025-06-22)"
- BrightEdge
- "The Freelancer's Guide To SEO: Optimize Your Website To Get More Leads"
- Marketing Scoop Podcast
- Moz
- Search Engine Journal
- Search Engine Land
- "So What? SEO for AI Part 2: How To Optimize Content For AI"
- Track AI Searches

Website Security and Backups

Common Attack Types

DoS/DDoS attack: A denial-of-service (DoS) or distributed denial-of-service (DDoS) attack presents genuine visitors from accessing your site by overwhelming it with false visitors (traffic). The attack can lead to someone taking over your website.

Malware and viruses: Malicious software (malware) and viruses can use your site's resources, take over your website, and gain access to confidential information.

SQL injection: A structured query language (SQL) injection adds malicious code to your site that attacks your site's database. This is often done to destroy the database. It interferes with visitors' search queries and views sensitive data in your site's database.

XSS injection: A cross-site scripting (XSS) injection adds malicious code to your site, allowing someone to access sensitive data and cookies, change the content of your site, and redirect users to a different site.

Resources

- FileZilla: Do-it-yourself (manual) website backups

- HTTP Observatory: Check a website for the latest security compliances for free
- MalCare: Security for WordPress sites
- SiteLock: Security, SSL certificates, and website backup
- SSLTrust: SSL certificates for your website
- Sucuri SiteCheck: Check a URL for known threats for free
- UpdraftPlus: Automated WordPress site backups
- Website Backup: GoDaddy's affordable backup service

For help creating the best website for your freelance editing business, sign up for one-on-one coaching with Erin. Book a session today!

Website Plan Worksheet

Site security plan and tools

_____

_____

_____

Site backup plan and tools

_____

_____

_____

Website analytics

Website analytics tool: _____

Audience

___Unique visitors

___New visitors

___Sessions

___Sessions per user

Behavior

___Pageviews

___Unique pageviews

___Average time on site

___Bounce rate

Content

___ Top # pages (5? 10?)

For each page:

___ Pageviews

___ Unique pageviews

___ Average time on site

___ Entrances

___ Bounces

___ Exit rate

Download my free website and social media dashboard to track all these data points.

Website costs

Item	**Cost**
Domain name	
Host	
Website builder	
Website designer	
Web writer	
Website analytics tool	
Website add-on:	
Website add-on:	
Website add-on:	
Website security tool	
Website backup tool	

Annual Website Review

What are my best-performing pages?

Page: _____

How can I better promote this page? _____

_____

Can I improve this page with cross-links, more specific CTAs, something else? _____

_____

Could I add related pages? _____

_____

Page: _____

How can I better promote this page? _____

_____

Can I improve this page with cross-links, more specific CTAs, something else? _____

_____

Could I add related pages? _____

_____

Page: _____

How can I better promote this page? _____

_____

Can I improve this page with cross-links, more specific CTAs, something else? _____

_____

Could I add related pages? _____

_____

What new pages could I add to my site? _____

_____

What pages need to be updated? How so? _____

_____

_____

What pages could be deleted? _____

_____

Where could SEO be improved? _____

_____

_____

Does security or backup need improving? If so, how? _____

_____

_____

Could some images be updated? If so, which? _____

_____

_____

What new features could I add to the site? How do I think they'd help the site? _____

_____

_____

Redesign Questionnaire

When was the website built or last redesigned? _____

Does the site look dated? _____

Does it work too slowly? _____

Since the website was built or significantly updated:

Have my business or website goals changed drastically? If so, how? _____

_____

_____

Have my audience's needs changed drastically? If so, how? _____

_____

_____

Have there been significant changes in the tech that my site can benefit from? If so, what? _____

_____

_____

Have website design styles changed significantly? What seems to be popular now? _____

_____

_____