SEO Mini Business Plan

TECHNICAL WRITER WITH A LOVE OF TECHNOLOGY AND
A PASSION FOR COMMUNICATION

Becca Tuck | Exploration Assignment #4 | 10/8/17

TABLE OF CONTENTS

INTRODUCTION

The purpose of this Search Engine Optimization (SEO) mini business plan for my technical writing portfolio website is to:

- define the goals and objectives that will drive my SEO decision making
- define the actions that will ensure that I achieve my goals and objectives
- develop a strategy to achieve my goals and objectives so that I'll be able to ensure that my website is situated well on the search engine results page (SERP)

In developing an SEO plan, I'll be able to measure what practices are best practices because I've got goals, objectives, and a strategy for marketing myself as a technical writer. If my site performs well in search results, website visitors have the potential to turn into paying clients.

WHO AM I TARGETING WITH MY WEBSITE?

My website targets a variety of people. As a technical writer, my website and the services I offer will appeal to small businesses and large companies who have technical writing and editing needs.

WHAT DO I HAVE TO OFFER?

As someone who holds a Bachelor of Science degree in Technical Communication, I have the credentials to provide a variety of skills under the technical communication umbrella. I'm available for hire by companies who need freelance or long-term contract work.

DEFINING MYSELF

As a technical communicator, I'm proficient in technical writing, technical editing, document design, web writing, and content management. My job is to solve complex communication issues by researching, writing, and editing. By defining who I am, I'm able to then define my audience and begin to define the goals and objectives that will guide my decision-making process while creating an effective SEO business plan.

DEFINING MY AUDIENCE

I'll be creating, writing, and editing documentation for companies, corporations, the government, and non-profit organizations in the science, technology, healthcare, and engineering fields. The specific audience for my website will be a

variety of people: small business owners, company executives, non-profit directors and employees, and government officials.

SKILLS AND COMPENTENCIES

 The audience will be looking for the following skills and competencies:

- create clear and concise technical documentation
- pay excellent attention to detail and the process of writing professionally
- provide high quality technical writing and editing services
- write for a variety of audiences
- provide services in a quick and timely manner and able to work with deadlines and a fast-paced environment

WORK ENVIRONMENT

The ideal work environment for me is with a company who will allow me to telecommute from home two days a week and work in the office three days a week. This would allow me to create a realistic work-life balance. An ideal location for an office would be within 10-15 miles of my house to allow for an easy commute. As a working professional for the past 10 years, I know how important it is to work as close to home as possible; Atlanta traffic is extremely difficult to navigate and a simple five-mile trip on way can turn into a one-hour drive.

I prefer my own office space but I do know that more and more companies are moving towards the shared space model, requiring their employees to work in open space cubicle areas. And while it would take some getting used to, I know that I'd work well in either work environment scenario.

SWOT ANALYSIS

I conducted a SWOT analysis for my website to identify the areas where I need to focus my SEO efforts. The results can be found in *Table 1* below.

Table 1: SWOT Analysis

STRENGTHS	WEAKNESSES	OPPORTUNITIES	THREATS
Pays great attention to detail Works efficiently Produces quality work	Procrastination Tendency to rush through a project so that I can start on the next one	Recent college graduate which means that I'm proficient in the latest technologies Digital nomad	Competitors who have repeat clients New graduate which means less experience than seasoned technical writers

Reasonable cost	Less experience than a lot of my competitors	The ability to establish myself in the local technical writing community	

COMPETITIVE ANALYSIS

My biggest competitors are other technical writers and especially, those who are in the Atlanta, GA area. In doing the research to create my competitive analysis, I found two technical writers' portfolios and one online freelancing platform where independent professionals can connect with those needing services and collaborate remotely. Below are the specific details of each competitor and how they compare to me.

Website: Chelsea Motes, Technical Writer
URL: http://www.chelseamoats.com/
How is the site better than mine? Chelsea's website is chock full of her work in technical writing, usability testing, and digital rhetoric. She has demonstrated the knowledge of several principles of design by making good use of white space and visual hierarchy.
How is the site worse than mine? In looking through the projects Chelsea has displayed on her site, there seems to be some coding errors that need fixed, making some of her images difficult to read. I'll make sure to pay great attention to details like this because as I learned in my SEO & Analytics course, looks *do* matter.

Website: Karen Rempel, New York Technical Writer
URL: https://karenrempel.com/portfolio/
How is the site better than mine? After just a few minutes on Karen's site, it's obvious that she is an accomplished technical writer with years of experience in the field. Her website showcases a variety of work that she's done in the field, e.g., online help guides, software documentation and user guides, how-to instructions, legal editing, web content, website design and development, online knowledge bases, and many more. Being that Karen has spent many years in the field of technical writing, a recent college graduate like me will have to prove to my audience that I can produce quality work.
How is the site worse than mine? In comparing my site to Karen's, I feel as though my site has less clutter than hers. While she does have a lot of unique technical writing experience, her site is a "wall of words" and can seem daunting to read.

Website: Upwork
URL: https://www.upwork.com/
How is the site better than mine? Upwork has a leg up on any technical writer because the technical writers featured on their site are backed by a small business. I would assume that Upwork has utilized SEO experts and their site performs well in online searches. Also, consumers tend to trust a business more than an individual because it's often implied that a business does routine quality control on their products and services.

How is the site worse than mine? While being backed by a small business can be a definite pro in the freelancing sector, it can also be a con. As an individual, I can design my site the way that I want without worrying about pleasing anyone else. Also, sites like this often come with a cost to use their services or they take a percentage of the cost for services. My site is better in this area because I don't have to charge for my audience to use my site or give any of my earnings to a third party.

After doing this competitive analysis, I'm able to adjust my SEO plan to ensure that I'm able to meet the needs of my audience by proving that I have the skills and knowledge to complete their projects.

JOB DESCRIPTION

While working on this mini business plan, I came across a job posting on the indeed job website. The company, Momentum Telecom, is seeking an experienced technical writer who can create, organize, and edit operational procedures and manuals. I used this job posting as the framework to create my dream job description.

ABC ENGINEERING, LLC

Technical Writer ● Full time ● Woodstock, GA

Job Summary

Creates and updates documentation related to user guides for ABC Engineering's clients. Creates and maintains the online help components of ABC Engineering products and services. Responsible for creating how-to guides and working with the sales and training teams to develop clear and concise documentation for ABC Engineering products and systems.

Primary Responsibilities

Ideal candidate will have experience in writing technical documentation. The technical writer will work closely with ABC Engineering's product and technical teams to ensure the documentation is easy to understand and comprehend. Manage the user manuals, online training, and all documentation produced by a team of technical writers.

Skills Required

- excellent attention to detail
- quality work in a timely manner
- advanced planning and organization skills
- technical writing and editing
- document design

- content writing
- research and documentation
- works well on a team and individually
- proficiency in MS Word, Excel, Visio, PowerPoint, SharePoint, and Adobe InDesign

Minimum Qualifications

- 4-year Bachelor of Science degree in Technical Communication or related field
- 1-3 years of experience as a technical writer

To apply, please send your cover letter and resume to:
abcjobs@abcengineering.com

SEO GOALS

My SEO goals for my website are to:

- ensure that my website is keyword-rich so that search engines don't have trouble indexing the content
- drive traffic to my website
- turn website visitors into paid jobs

CONCLUSION

KEYWORDS AND ALT-TEXT

My immediate SEO plan details the goals I've set and the objectives I want to meet. As I continue writing and editing the code on the backend of my website, I'll make sure to use rich keywords and carefully thought out alt-text. This also makes my website ADA compliant so that all individuals, including those with disabilities, can access my website and the information that I'm sharing. I'll use resources such as Wordtracker and SERPs, two websites that offer keyword suggestion tools.

HOW WILL I REACH MY SEO GOALS?

I'll reach my SEO goals by following this mini business plan that I've created. By having a plan, I'm able to measure what works and what doesn't and change my plan accordingly. This will allow me to adjust the content on my website so that my target audience who not only visits my site but takes the next step by hiring me for their technical writing needs.