

## JFDI with Bon Mastermind Live Zoom Chat 15 April 2022

11:32:45 from Rhianna Basore: Tech free Saturday!  
11:33:24 from constance Z. (she.her): I love the tech-free day!  
11:33:31 from Rhianna Basore: me 2!  
11:34:13 from constance Z. (she.her): i got the reminder!  
11:38:41 from Stephanie Bergeron: YAY FOR SARAH IN REPLAY!  
11:39:57 from Kathi Carey: Gorgeous!!  
11:39:58 from Rhianna Basore: GORGEOUS!!!  
11:40:05 from David Manship: Congrats KRISTEN  
11:40:06 from Dana Middleton: That is beautiful!  
11:40:15 from Stephanie Bergeron: It's gorgeous. Just gorgeous.  
11:40:26 from Jaki (she/her): KRISTIN HOW CAN I GIVE YOU MONEY FOR ART I have been trying to figure out for MONTHS  
11:40:35 from Rhianna Basore: Love those options!@  
11:40:39 from Jaki (she/her): like, can I DM you or something?  
11:40:44 from David Manship: KRISTEN there are corporations that would post that in their offices.  
11:41:21 from Stephanie Bergeron: It may not be sexy right now, but hell, it will be...  
11:41:57 from Jaki (she/her): the course that I admin for on narrative magick is all about creating a holistic higher self - I guarantee that people in my world would pay for commissions of the higher self they discover in the course, as a graduation present to themselves  
11:42:17 from Rhianna Basore: OMG @Jaki, brill!  
11:42:34 from Stephanie Bergeron: Oooh. I love that idea, Jaki. Maybe a package deal, or a special bonus?  
11:44:17 from Stephanie Bergeron: Micro-blogging  
11:45:06 from constance Z. (she.her): when you write a blog on your own site, how do you make it "findable" by the google?  
11:45:32 from constance Z. (she.her): I've never really understood that...  
11:45:35 from Rhianna Basore: The Google spiders find it but you can SEO it so they make it more searchable @Connie  
11:45:35 from Stephanie Bergeron: Doesn't it get crawled automatically, Connie?  
11:45:54 from constance Z. (she.her): not sure what that means, but i don't think so...  
11:46:06 from Rhianna Basore: yes, @SB, they are always crawling....  
11:46:20 from Stephanie Bergeron: Like Roz in Monsters Inc- "watching, always watching"  
11:46:24 from Rhianna Basore: yup  
11:46:29 from constance Z. (she.her): i'm not sure if my squarespace is doing that

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Bonnie Gillespie

11:46:38 from Stephanie Bergeron: It should be, Connie.  
11:46:48 from Rhianna Basore: Seo is related to text on the page and the SEO keywords you chose to describe each page or blog post  
11:47:12 from Rhianna Basore: They are 'hot words' that the spiders pick up on, essentially  
11:47:32 from constance Z. (she.her): Rhi, that's the money! but i guess i'm missing the boat with my posts  
11:47:48 from constance Z. (she.her): word spiders!  
11:47:50 from Jaki (she/her): where do the blog posts live constance  
11:47:52 from Jaki (she/her): ?  
11:47:54 from Rhianna Basore: Not at all. Optimizing SEO is a total thing in marketing. Money, tools, consultants, etc.  
11:48:00 from constance Z. (she.her): on my website for constancecooks  
11:48:06 from Rhianna Basore: You can go as deep and invest as much as you want  
11:49:00 from Stephanie Bergeron: Oh, wait... I have a tool from an Ash Ambirge email on the whole "things people search for"... I have to find it for y'all.  
11:50:22 from Rhianna Basore: <snack time, y'all>  
11:57:30 from Jaki (she/her): external links like that are real big for the SEO robots specifically  
11:58:34 from Rhianna Basore: YES! Might be good to link to other JFDI member sites?  
12:01:04 from Stephanie Bergeron: Conversely, you could use that to hide pages. Removing/not using words. I did this for some "secret" pages in my own site that I didn't want popping up first.  
12:01:53 from Rhianna Basore: Ooooh, love that @SB clever!  
12:02:16 from Rhianna Basore: Google is a LEO, clearly.  
12:04:34 from Stephanie Bergeron: Yoast is a plug-in, yes?  
12:05:30 from Rhianna Basore: Sadly no Yoast for SS.  
12:05:32 from Rhianna Basore: <https://support.squarespace.com/hc/en-us/articles/206744067-What-Squarespace-does-for-SEO>  
12:05:41 from Stephanie Bergeron: Maybe mini-behind-the-scenes videos of you painting 'em?  
12:05:41 from constance Z. (she.her): freakin' ss!  
12:06:03 from Stephanie Bergeron: There's gotta be something comparable, Connie.  
12:06:03 from Rhianna Basore: Still some fun stuff to play with though, @Connie!  
12:06:09 from constance Z. (she.her): thank you for the link, Rhianna!  
12:06:11 from Rhianna Basore: <3  
12:06:42 from constance Z. (she.her): i feel like I've gotta go back to this whole lesson & take copious notes!  
12:06:56 from Rhianna Basore: FOR THE WIN!

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Bonnie Gillespie

12:07:15 from constance Z. (she.her): cuz my stuff is not getting found.  
12:07:16 from Kathi Carey: I'm going to do that, too  
12:07:35 from Kathi Carey: I gotta figure out how to blog at my site and then away we gooooooo  
12:07:47 from Rhianna Basore: I've been posting my weekly newsletters too. It's all content so I post it even when I post other kinds of clog posts  
12:07:58 from Rhianna Basore: It helps me stay consistent in posting  
12:08:05 from constance Z. (she.her): clog posts are the best!  
12:08:23 from Rhianna Basore: clog up your blog with content!  
12:09:41 from Stephanie Bergeron: For me, if I go into Stats I can see the daily numbers.  
12:10:04 from Rhianna Basore: me too. On my blog page, it tells me unique visits and daily visits  
12:10:20 from Stephanie Bergeron: That's not a plug-in, that's just in WP directly. But these plug-ins are a cleaner and more sophisticated option.  
12:10:36 from Rhianna Basore: It's the MFA of blogging!  
12:10:43 from Kristen Girard: Thank you all!  
12:10:48 from constance Z. (she.her): or clogging!  
12:10:53 from Stephanie Bergeron: MFA from the Queen of Googlability. ;)  
12:11:02 from Rhianna Basore: MFA in clogging  
12:11:09 from Stephanie Bergeron: The good kind.  
12:12:13 from constance Z. (she.her): people say that all the time!  
12:12:34 from Rhianna Basore: Cost of genius ;)  
12:12:36 from Kristen Girard: Is it a good idea to have each article open a new tab or have it all stay on one?  
12:12:37 from Stephanie Bergeron: Already happened.  
12:13:07 from Stephanie Bergeron: Ooh, good question Kristen.  
12:14:15 from constance Z. (she.her): i say let it open a new tab  
12:14:38 from constance Z. (she.her): i hate it when i have to backtrack to get to my original search  
12:14:41 from Rhianna Basore: I usually have it open in another tab so that they can always pop back easily  
12:15:10 from Stephanie Bergeron: I have mine set to open in new tabs usually, too. I don't have a blog per se, but links to my shop, etc.  
12:15:57 from Kristen Girard: Assuming that having discussion options on the bottom of each post is a good thing? Even if no one commented?  
12:19:43 from Rhianna Basore: Hellooooo, Book Tour Author.....  
12:19:44 from constance Z. (she.her): dana can talk better about this! i can only talk about pens!  
12:19:47 from Dana Middleton: It's a piece of cake!

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Bonnie Gillespie

12:20:03 from Kristen Girard: Awesome!

12:20:44 from Bonnie Gillespie (she|her): I have 3 go-to phrases that I write in books.

12:24:29 from Dana Middleton: 12 year olds are best audience!

12:25:12 from Rhianna Basore: Gotta run, soooo good to see everyone! <3

12:28:48 from Dana Middleton: shit, i never thought of that!!

12:29:21 from Kristen Girard: Same, Dana, same OMG!

12:31:18 from Kristen Girard: Pam?

12:31:33 from constance Z. (she.her): it's a real life story made tv show

12:31:34 from Bonnie Gillespie (she|her): The Thing About Pam -- Dateline series.

12:40:50 from constance Z. (she.her): i like for the love of ballet

12:46:24 from Kristen Girard: Even if I know like and trust someone, I still don't like visiting insecure sites and don't buy.

12:46:36 from Stephanie Bergeron: Ditto, Kristen.

12:46:39 from Kristen Girard: Or sign up for email.

12:47:45 from Jaki (she/her): I too posted a business Instagram in the 10 minutes immediately prior to this meeting lol dave <3

12:47:46 from Dana Middleton: What's your insta, Dave?

12:48:19 from Dana Middleton: followed!

12:51:39 from constance Z. (she.her): wait, what's his page again?

12:51:39 from Stephanie Bergeron: Maybe each week is a different wish

12:51:49 from constance Z. (she.her): @ what?

12:51:56 from Bonnie Gillespie (she|her): <https://www.instagram.com/demoreelpro> Connie.

12:52:03 from Dana Middleton: demoreelpro

12:52:04 from Kristen Girard: For Squarespace people, they have a new feature app for that creates a link tree for the link in bio for social. The free version is pretty cool.

12:52:17 from Kristen Girard: It's called UnFold

12:52:18 from Bonnie Gillespie (she|her): Ooh, cool, Kristen. TY

12:52:29 from constance Z. (she.her): oh wow!!! thank you, Kristen!

12:54:16 from Stephanie Bergeron: Hmm... you've got me thinking about the ballet membership thingy like this, too.

12:58:56 from Bonnie Gillespie (she|her): Hello KITTEH

13:00:38 from constance Z. (she.her): kitty!

13:00:45 from Bonnie Gillespie (she|her): Thank you, Dave.

13:01:10 from Bonnie Gillespie (she|her): Ajarae Coleman -- one of my OG masterminders.

13:01:23 from Stephanie Bergeron: And it's click bait.

13:01:55 from Kristen Girard: Little Dude is all about supervising Zoom gatherings. 

13:02:09 from David Manship: Thanks Bon. Have had a few referrals .

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Bonnie Gillespie

13:02:15 from Bonnie Gillespie (she|her): Yay!  
13:02:16 from David Manship: Recently  
13:02:23 from Kathi Carey: Love it!  
13:02:55 from Kristen Girard: This sounds great Dana!  
13:02:58 from David Manship: THums up for KEITH  
13:03:04 from constance Z. (she.her): that's so dang true!  
13:03:33 from Kathi Carey: Kitties  
13:04:03 from constance Z. (she.her): she's having a conniption!  
13:04:53 from Bonnie Gillespie (she|her): Alliance of Women Directors = AWD  
13:06:17 from Stephanie Bergeron: Oyez? Or some fancy spelling?  
13:06:32 from Kathi Carey: I think it's Ohyay  
13:07:17 from Stephanie Bergeron: She's lurking.  
13:07:31 from David Manship: ohyay  
13:09:00 from constance Z. (she.her): watching Dave watch Kathi watching Kathi...  
13:09:09 from Stephanie Bergeron: Right, C?  
13:09:36 from Dana Middleton: its trippy