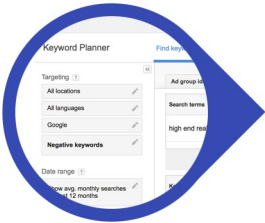




Site Content Optimization Program (SCO)

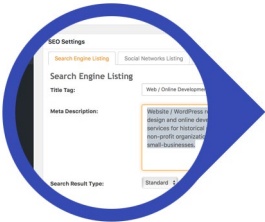
A contemporary aesthetic and an intuitive content-management system are only two elements required for a fine-tuned website operation. You must also maximize the thematic / search visibility of your site's content—and—the speed / security of your site's platform.

This program addresses the first goal: achieving optimal site visibility. By utilizing an incremental approach that establishes an optimal baseline (1 / 2) supported by regular long-term monitoring (3), we tailor on-site meta-data / content to synch with the your core user, search, social and ad-campaign demographics. Site volume determines cost. Here are the steps ...



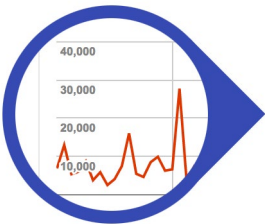
1. R & D ›

- **Audit** → review existing state of site-optimization: meta-data, page content, media libraries, etc.
- **Analyze** → collect legacy analytics data—or—set up analytics accts + tracking code
- **Research** → determine most optimal keyword-set (a baseline for site optimization)
- **Install** → upgrade all plugins required for comprehensive SEO / monitoring tasks



2. Optimize ›

- **Rename** → update low visibility site page names to descriptive URLs + re-redirect for continuity
- **Retitle** → update all page (browser-window) titles based on a keyword-rich protocol
- **Create** → add in a new set of keyword-rich meta-descriptions (each unique to the site-page)
- **Edit** → infuse rich keywords and phrases into existing page content / media, as possible ★



3. Maintain ›

- **Review + Monitoring Sessions:** ☉ = *quarterly* →
 - » Google Analytics / Search Console analysis + incremental updates / reports, as required
 - » gen'l site-content-optimization tasks: error monitoring, 301s, spot SEO edits, etc.
- **SEO Audit Sessions:** ☉ = *bi-annual* —or— *annual* →
 - » analyze performance of SEO strategy and adjust baseline keyword-set, as needed
 - » update titles, meta-data, on-site content + off-site strategy accordingly ★

★ services include variable options outside base plan

