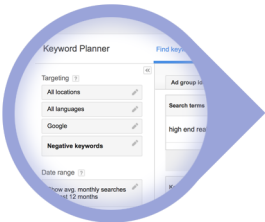




## Site Content Optimization (SCO)

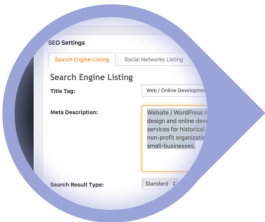
A contemporary aesthetic and an intuitive content-management system are only two elements required for a fine-tuned website operation. You must also maximize the thematic / search visibility of your site's content—and—the speed / security of your site's platform.

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 and content to synch with your core user audience. Site volume and task frequency determines cost. Here are the steps ...



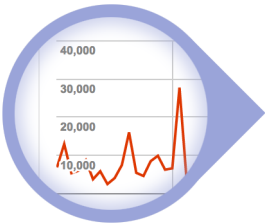
### 1. R&D ...

- **Audit** → review existing state of site-optimization: meta-data, page content, media, etc.
- **Analyze** → collect / review legacy site + search analytics data (or set up analytics, if none)
- **Research** → funnel site + search data into most optimal keyword-set (a baseline for all SCO)
- **Install** → install + upgrade all plugins required for comprehensive SEO / monitoring tasks



### 2. Optimize ...

- **Name** → create descriptive high-visibility site page names URLs + re-direct any updates
- **Title** → 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 and reports, as required
  - » gen'l SCO tasks: monitoring, 301s, spot SEO edits, site content (text / media) updates
- **SEO Audit Sessions:** ☹ = *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 can include variable options outside base plan

