



SCOPE OF WORK - MONTHLY WEBMASTER SERVICES

1707
C R E A T I V E

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created as sample

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SEO SCOPE OF WORK

The following information scope of work is for Example (the "client"), The work will be done by 1707 Creative (the "consultant").

- SEO IMPROVEMENTS FOR:
 - PRE-EXISTING CONTENT ACROSS SITES
 - ANY NEW CONTENT UPLOADED BY TEAMS
- UTILIZATION OF NEW TOOLS AND PLATFORMS TO MONITOR AND IMPROVE SITE PERFORMANCE (SEMRUSH, YOAST, GOOGLE ANALYTICS, GOOGLE SC, ETC.)
- MONTHLY REPORTS TO MONITOR SUCCESS AND IDENTIFY POTENTIAL AREAS OF IMPROVEMENT
- WORK WITH CLIENT TO ESTABLISH AND MEET TARGETED GOALS
- EMPHASIS ON CREATING AN EFFECTIVE KEYWORD TARGETING STRATEGY THAT IMPROVES POSITIONING IN GOOGLE SEARCH

WEBMASTER SCOPE OF WORK

- BI-WEEKLY CHECKS FOR UPDATES AND MAINTENANCE
 - THEMES, PLUGINS, PHP AND WORDPRESS
 - BROKEN LINKS
 - SEARCH AND USABILITY ISSUES ON SITES
- SETTING GOOGLE ANALYTICS FILTERS TO REDUCE THE IMPACT OF BOTS IN REPORTS
- UPLOADING NEW CONTENT (BLOGS, PHOTOS, SERVICES, PAGES, ETC.)
- MAKING MINOR CHANGES TO WEBSITE DESIGN (COLOURS, CREATING NEW PAGES, LAYOUT, CONTENT, ETC.)
- EDITING NEW MATERIALS TO ENSURE THAT BRAND MESSAGING IS CONSISTENT
- ASSISTING WITH AD CAMPAIGNS (GOOGLE ADS, SOCIAL MEDIA ADS, EMAIL MARKETING, AND MORE)
- TROUBLESHOOTING SHOULD SOMETHING GO AWRY

BI-WEEKLY MAINTENANCE

Some of these tasks are only relevant to those with Wordpress sites. At a minimum of every 14 days, the following maintenance tasks will be performed on the websites:

- **UPDATES**

- WORDPRESS CORE
- PLUGINS
- THEMES
- PHP

- **WP-SWEEP**

- SWEEPING REVISIONS AND OTHER UNUSED MATERIALS FROM DATABASE
- DELETE UNUSED PLUGINS

- **MEDIA LIBRARY**

- ENSURING ALL IMAGES HAVE ALT TEXT AND DESCRIPTIONS
 - ENSURING BOTH ARE SEO FRIENDLY
- CHECKING ON SIZE OF NEW IMAGES
- DELETING UNUSED MEDIA FROM LIBRARY

- **LINK SWEEP**

- SEARCH SITE FOR BROKEN LINKS
 - FIXING OR REMOVING THOSE THAT NO LONGER WORK
- ENSURING PAGES HAVE INTERNAL AND OUTBOUND LINKS
- ADD LINKS WHERE APPLICABLE

CONTINUED

- **OUTDATED CONTENT**
 - SEARCH SITE FOR OUTDATED INFORMATION
 - TURN EVERGREEN
 - IF COMPLETELY IRRELEVANT ASK PERMISSION TO DELETE
- **SITE HEALTH CHECKS**
 - ACTING ON ANY ISSUES THAT MAY SURFACE

IMPROVEMENTS TO NEW CONTENT

Clients can notify 1707 Creative prior to uploading content or once new content has been uploaded. This will help to reduce the time that un-optimized content sits on site, and also makes new content easier to identify.

- **SEARCH ENGINE OPTIMIZATION THROUGH:**
 - INTERNAL AND OUTBOUND LINKS
 - KEYWORD STRATEGY
 - META DESCRIPTION/ SEO TITLE
 - URL SLUGS
 - CONTENT LAYOUT
 - IMAGE ALT TEXT AND DESCRIPTIONS
 - READABILITY
- **ENSURE CONSISTENCY**
 - WITH BLOGS AND MATERIALS COMING FROM MULTIPLE CONTRIBUTORS, THERE CAN BE INCONSISTENCIES IN VOICE, WRITING STYLE ETC.
 - BY HAVING ONE WEBMASTER, WE WILL DO OUR BEST TO ENSURE CONSISTENCY THROUGH EDITS TO NEW MATERIALS

ANALYTICS & REPORTING

Analytics & website performance will be monitored and evaluated through Google Analytics and Google Search Console on a monthly basis. At the end of each month, 1707 Creative will send a report that will detail performance, identify areas of improvement, and provide a list of tasks performed.

- **GOOGLE ANALYTICS**

- PERFORMANCE
- AUDIENCE
- BEHAVIOUR
- MORE

- **GOOGLE SEARCH CONSOLE**

- KEYWORD ANALYSIS
- SEARCH RANKINGS
- SITE HEALTH
- MORE

- **AREAS OF IMPROVEMENT**

- IDENTIFY AREAS THAT NEED IMPROVEMENT AND PROVIDE A RESOLUTION

- **SCOPE OF WORK**

- A DETAILED LIST OF ALL TASKS PERFORMED TO TRACK PROGRESS AND PROMOTE ACCOUNTABILITY

SEMRUSH

The consultant will provide access to SEMRUSH and utilize it for all three websites. SEMRUSH will be used primarily for:

- **COMPETITOR ANALYSIS**
 - IDENTIFY WHICH KEYWORDS OUR COMPETITORS ARE RANKING FOR AND USE THAT TO OUR ADVANTAGE
 - IDENTIFY OPPORTUNITIES TO NICHE OUR KEYWORDS TO IMPROVE OUR PERFORMANCE
- **DEVELOP EFFECTIVE KEYWORD STRATEGY**
 - EVALUATE THE PERFORMANCE OF INDIVIDUAL KEYWORDS AND MAKE ADJUSTMENTS ACCORDINGLY
 - IDENTITY OPPORTUNITIES TO IMPROVE KEYWORD DENSITY OF A SPECIFIC PAGE
- **MANAGE AND MONITOR GROWTH**
 - SEMRUSH PROVIDES A TRACKING TOOL TO MONITOR THE SUCCESS OF OUR EFFORTS

PRICE &

HOURS

- CONSULTANT WILL BE AVAILABLE TO CONTACT VIA EMAIL, CALL, AND TEXT TO ANSWER YOUR QUESTIONS AND FIELD REQUESTS
 - PLEASE ALLOW 24 HOURS FOR RESPONSE - THOUGH WE'RE USUALLY MUCH QUICKER
- SEMRUSH TOOLS WILL BE PROVIDED BY THE CONSULTANT
- PACKAGES ARE DESIGNED BASED ON THE AVERAGE EXPECTED HOURS SPENT ON YOUR SITE PER MONTH
 - EXAMPLE: \$350 PER MONTH = 8-10 HOURS
- OVERTIME HOURS (HOURS BEYOND THE ABOVE POINT) WILL BE CHARGED AT A RATE OF \$50 CAD PER HOUR.

Monthly Price: Ranges from \$350-650