



*Expanding Your Web Presence*

ACTION ITEMS	DETAILS	RESPONSIBLE PARTY	DATE
<b>Review &amp; Approve</b>	Review action plan and either send email or call for approval.	Client	<b>DONE</b>
<b>FTP Access</b>	Client to provide Position Research with FTP login information for staging server.	Client	<b>DONE</b>
Page Optimization	Optimize a total of <b>5</b> pages - see <i>SEO Strategic Plan</i> below	Position Research	<b>DONE</b>
Rank Reporting	Add client to Position Eyes reporting and send client user login information.	Position Research	<b>DONE</b>
Site Navigation	Re-Architect site navigation to improve Google PageRank.	Position Research	<b>DONE</b>
Site Monitoring	Review website indexing and re-submit when needed	Position Research	Ongoing
Monthly Reports	Send client monthly reports regarding rankings, optimization, etc.	Position Research	Ongoing
Maintenance	Monthly SEO Maintenance Activities (See SEO Proposal for a complete list)	Position Research	Ongoing
Link Building	Obtain <b>125</b> one-way inbound links	Position Research	In Process (approximately <b>10</b> – <b>20</b> links per month)

**Hidden DIV / Table Review:** I recently reviewed the hidden table on the development server’s homepage (<http://www.xxxxxxxxxxxx.com>). I would strongly advise against using this approach for the following two reasons:

1. The hidden content is not easily accessible through a link and therefore will likely be viewed as SPAM.
2. Keyword list included after “What we sell:” is very repetitive and will likely be considered keyword spamming.

Therefore, we recommend using a scrollable div in its place without the entire list of related keywords. This approach will help mitigate the risk of a penalty. An example of this can be found at the bottom of the following webpage: <http://www.xxxxxxxxxxxx.com>.

**SEO Strategic Plan:** The SEO strategic plan included below will serve as a roadmap for the site’s page optimization. (*see plan below*)

