

WEB PRESENCE SPRING CLEANING

CLEAN UP

- Review each page on your website to declutter
- Remove unnecessary pages and content.
- Consolidate related content
- Goal:** Simplify your pages.

UPDATE

- Update content on your primary pages (home, About Us, Services/Products, Contact, etc.)
- Review website copy. Rewrite and restructure as needed for clarity.
- Review all assets (videos, images) to make sure they represent your brand currently.
- Goal:** Do we look good?

OPTIMIZE

- Review your metadata.
- Revisit your keyword research make sure it's inline with your audience.
- Check your alt text in your images.
- Goal:** Get your SEO on point.

PLAN

- Look for opportunities to create content tied to events.
- Get your assets together for social posts.
- Prepare your blog post ideas for the upcoming season.
- Goal:** Get your posts (blog & social) in order.

