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Review of Dionne's Planning Documents

Analysis & Integration with Website Review Findings

Date: November 14, 2024

Documents Reviewed: 1. DIVERSE DIGITAL — 90-DAY RELAUNCH PLAN 2. Diverse Digital Relaunch (Business Strategy) 3. Diverse Digital site plan

Executive Summary

Dionne has created comprehensive planning documents that show a clear vision for rebranding and relaunching Diverse Digital. The documents are well-structured and align with many of our website review recommendations. However, there are some critical gaps between the current website state and these plans, particularly around the SEO issues we identified.

Key Finding: The planning documents assume a “relaunch” but the current website has critical SEO issues (title tag says “Faith Groups”) that need immediate fixing regardless of relaunch timeline.

Document 1: 90-Day Relaunch Plan

Overview

A structured 3-phase plan (Foundation, Growth, Conversion) spanning 90 days with weekly deliverables.

Strengths ✓

- **Clear timeline and phases** - Well-organized with specific weekly goals
- **Realistic targets** - 6-12 discovery calls, 3-6 retainer clients by day 90
- **Comprehensive approach** - Covers brand, website, social, networking, partnerships
- **Actionable deliverables** - Each week has specific outputs

Alignment with Our Review ✓

- **Week 2: Website & Portfolio** - Aligns with our recommendation for case studies/testimonials
- **Week 3: Social Media Relaunch** - Addresses content marketing gap we identified
- **Week 5: Thought Leadership** - Supports our blog/content recommendations
- **Week 6: Workshops** - Creates lead generation opportunities
- **Week 9: Showcase Client Work** - Directly addresses missing social proof

Critical Gaps ⚠

1. **No Immediate SEO Fixes ✗**
 - Plan doesn't address the critical title tag/meta description issues
 - These should be fixed BEFORE relaunch (takes 10 minutes)
 - Current SEO score of 8/100 will hurt relaunch visibility
2. **Website Build Timeline ⚠**
 - Week 2 assumes website build/refine
 - Our review shows current site needs immediate fixes
 - Should prioritize fixing existing site before building new
3. **Missing Technical SEO ⚠**
 - No mention of Google Search Console setup
 - No sitemap creation
 - No structured data implementation
 - These are critical for relaunch success

Recommendations

Add to Week 1 (Before Brand Finalisation): - Fix title tag and meta description (10 minutes) - Set up Google Search Console - Verify all page titles are correct

Enhance Week 2: - Include technical SEO audit - Add structured data implementation - Create and submit XML sitemap

Document 2: Diverse Digital Relaunch (Business Strategy)

Overview

Comprehensive business strategy covering positioning, target audiences, service packages, pricing, and messaging.

Strengths ✓

1. **Clear Positioning** ✓
 - Well-defined target audiences (under-represented entrepreneurs, CICs, accessibility-focused businesses)
 - Aligns perfectly with current website messaging
 - Strong differentiation in the market
2. **Service Packages** ✓
 - Well-structured pricing tiers
 - Clear value propositions
 - Flexible options for different budgets
 - Includes accessibility consulting (unique differentiator)
3. **Brand Messaging** ✓
 - Strong brand positioning statement
 - Clear messaging pillars (Visibility, Accessibility, Empowerment, etc.)
 - Professional service descriptions

Alignment with Our Review ✓

Perfect Alignment: - Target audiences match website content - Services align with what's on the site - Messaging is consistent with current positioning - Accessibility focus matches our findings

However - Critical Issue: ✗

The current website's **title tag and meta description are completely wrong** and don't reflect this strategy at all. They say "Faith Groups" instead of the actual business focus.

Recommendations

Immediate Action Required: 1. Update website title tag to match new positioning 2. Update meta description to reflect actual services 3. Verify all service pages have correct titles/descriptions

Use Provided Messaging: - The document provides excellent homepage copy - use it! - Brand promise: "Empowering under-represented entrepreneurs and purpose-driven organisations to be seen, heard, and supported online" - Taglines are ready to use

Document 3: Site Plan

Overview

Website structure and navigation plan showing main pages and organization.

Strengths ✓

- **Clear navigation structure** - Logical organization
- **Comprehensive page list** - Covers all necessary pages
- **Good URL structure** - Clean, descriptive URLs
- **Includes accessibility page** - Important for brand positioning

Alignment with Our Review ✓

Matches Our Recommendations: - Services page with subpages ✓ - About page ✓ - Resources/Blog section ✓ (we recommended this) - Testimonials/Case Studies page ✓ (we recommended this) - Contact page ✓

Additional Pages We Recommended: - Privacy Policy ✓ (included) - Terms & Conditions ✓ (included) - Accessibility Statement ✓ (included - great!)

Gaps & Recommendations

1. **Missing from Plan:**
 - Portfolio page (mentioned in 90-day plan but not in site structure)
 - FAQ page is good but could be more prominent
2. **SEO Considerations:**
 - Ensure each page has unique title tags
 - Each page needs unique meta descriptions
 - Internal linking structure should be planned
3. **Content Strategy:**
 - Blog structure should be defined
 - Resource downloads page needs structure
 - Case studies page needs template

Integration Analysis: How These Plans Connect

Current State vs. Planned State

Aspect	Current Website	Planning Documents	Gap
Title Tag	"Faith Groups" ✗	"Diverse Digital	Digital Marketing..." ✓
Meta Description	Wrong description ✗	Correct messaging provided ✓	CRITICAL
Services	Correct ✓	Detailed packages provided ✓	Need to add pricing
About Page	Basic ✓	Comprehensive copy provided ✓	Needs enhancement
Testimonials	Missing ✗	Planned in Week 9 ✓	Need to collect
Case Studies	Missing ✗	Planned in Week 2 & 9 ✓	Need to create
Blog/Resources	Missing ✗	Planned in Week 5 & site plan ✓	Need to build
SEO	8/100 ✗	Not addressed ✗	CRITICAL GAP

Critical Action Items (Before Relaunch)

Must Do Immediately (This Week)

1. **Fix SEO Issues ✗ URGENT**
 - Current title tag: "Digital Services for Faith Groups"
 - Should be: "Diverse Digital | Digital Marketing for Purpose-Driven Businesses"
 - Current meta description is completely wrong
 - **Impact:** People can't find the site, SEO score 8/100
 - **Time:** 10 minutes
 - **Priority:** Do this BEFORE anything else
2. **Verify All Page Titles**
 - Check every page has correct title
 - Use messaging from planning documents
 - Ensure unique titles for each page
3. **Update Service Descriptions**
 - Use the detailed service packages from planning doc

- Add pricing information
- Ensure alignment with new positioning

Should Do Before Relaunch (Week 1-2)

4. Set Up Technical SEO

- Google Search Console
- XML sitemap
- Structured data (Schema.org)
- Analytics tracking

5. Prepare Content

- Use provided homepage copy
- Use provided About page copy
- Prepare service page content
- Create resource/blog structure

Recommendations for Integration

1. Update 90-Day Plan

Add to Week 1 (Day 1-2):

CRITICAL SEO FIXES (2 hours)

- Fix title tag and meta description
- Verify all page titles
- Set up Google Search Console
- Create XML sitemap
- Fix any broken links

Enhance Week 2:

WEBSITE BUILD + SEO (not just build)

- Build/refine website using site plan
- Implement technical SEO
- Add structured data
- Optimize all page titles/descriptions
- Test mobile responsiveness

2. Use Provided Content

The planning documents provide: - ✓ Homepage copy (use it!) - ✓ About page copy (use it!) - ✓ Service descriptions (use them!) - ✓ Brand messaging (use it everywhere!) - ✓ Social media content ideas (use them!)

Action: Copy/paste the provided content into the website.

3. Prioritize Based on Impact

High Impact, Low Effort (Do First): 1. Fix title tag/meta description (10 min, huge impact) 2. Update homepage copy (30 min, uses provided content) 3. Add service packages with pricing (1 hour, uses provided content)

High Impact, Medium Effort (Do Next): 4. Collect testimonials (ongoing, but start now) 5. Create case studies (1-2 weeks) 6. Set up blog structure (1 day)

Medium Impact, Ongoing: 7. Social media content (use provided themes) 8. Networking and outreach (follow 90-day plan)

Alignment Scorecard

Planning Document	Alignment with Review	Action Required
90-Day Plan	85% aligned ✓	Add SEO fixes to Week 1
Business Strategy	95% aligned ✓	Use provided content immediately
Site Plan	90% aligned ✓	Implement with SEO in mind

Key Insights

What's Working Well ✓

1. **Clear Vision** - The planning documents show a clear, well-thought-out strategy
2. **Realistic Timeline** - 90-day plan is achievable
3. **Comprehensive Coverage** - All aspects of business covered
4. **Strong Messaging** - Brand positioning is clear and compelling
5. **Good Structure** - Site plan is logical and user-friendly

What Needs Attention ⚠

1. **SEO Crisis** - Current website has critical SEO issues not addressed in plans
2. **Timing** - SEO fixes should happen BEFORE relaunch, not during
3. **Technical SEO** - Missing from 90-day plan but critical for success
4. **Content Implementation** - Great content provided but needs to be on website

Critical Success Factors

1. **Fix SEO Issues Immediately** - Can't have successful relaunch with broken SEO
2. **Use Provided Content** - Don't reinvent the wheel, use the excellent copy provided
3. **Follow 90-Day Plan** - It's well-structured and realistic
4. **Track Progress** - Set up analytics before relaunch

Recommended Next Steps

This Week (Before Relaunch)

1. **Day 1: Critical SEO Fixes** (2 hours)
 - Fix title tag
 - Fix meta description
 - Verify all page titles
 - Set up Google Search Console
2. **Day 2-3: Content Updates** (4-6 hours)
 - Update homepage with provided copy
 - Update About page with provided copy
 - Add service packages with pricing
 - Update all service descriptions
3. **Day 4-5: Technical Setup** (3-4 hours)
 - Create XML sitemap
 - Set up Google Analytics
 - Implement structured data
 - Test all pages

Week 1 of 90-Day Plan (Modified)

- **Day 1-2:** Critical SEO fixes (added)
- **Day 3-4:** Brand finalisation (as planned)
- **Day 5-7:** Website content updates using provided copy

Integration Checklist

- ☐ Fix title tag and meta description
 - ☐ Update homepage with provided copy
 - ☐ Update About page with provided copy
 - ☐ Add service packages with pricing
 - ☐ Set up Google Search Console
 - ☐ Create XML sitemap
 - ☐ Set up Google Analytics
 - ☐ Verify all page titles
 - ☐ Test mobile responsiveness
 - ☐ Begin collecting testimonials
 - ☐ Start creating case studies
-

Conclusion

Dionne's planning documents are **excellent and comprehensive**. They show clear vision, realistic planning, and strong strategic thinking. However, there's a critical gap: the current website has SEO issues that need immediate fixing before any relaunch.

The good news: The planning documents provide all the content needed - it just needs to be implemented on the website with proper SEO.

The action: Fix the SEO issues immediately (10 minutes), then use the provided content to update the website, then follow the 90-day plan.

The result: A successful relaunch with a website that actually gets found by the right people.

Review Date: November 14, 2024

Next Steps: Integrate SEO fixes into Week 1 of 90-day plan, then proceed with relaunch using provided content and structure.