

DARWINBIT

1. [Q4 SEO/Content Strategy](#)
 - Focus on on-page and technical SEO
2. [Landing page](#)
 - Copy is not yet SEO optimised
 - Original copy was not followed entirely
 - Have discussed with Serena about improving website SEO & architecture
 - Next steps:
 - Checking the current state of website analytics and proposing KPIs
 - Development of dedicated blog page
3. [SEO Articles](#)
 - Will complete the first 10 articles by 24/10
 - Marcus to continue, or feel free to change/add in where necessary
4. [Tone of Voice](#)
 - Worked on this previously with Michelle Dyer
 - No follow-up up required, just good for understanding more about the brand