SEO Optimization Progress Report (In-Development)

This is a living document meant to track SEO efforts during development, flag what's complete, what's pending, and why certain steps are being held until deployment.

Date: July 18, 2025

Project: CES Website Rebuild

Developer: Reggie Cosens

1. SEO Work Completed Currently

- **Updated <head> metadata for index.html and video-surveillance.html**

  - Unique and descriptive <title> for each page

  - Custom <meta name="description"> tags added

  - Included responsive <meta name="viewport">

  - Favicon (favicon1.png) added and linked for browser tab visibility

  - Linked to global and page-specific stylesheets

  - Declared document language (<html lang="en">) and charset (UTF-8)

- **Added SEO-focused <h1> and structured semantic headings**

  - Each page uses a single <h1> with relevant keywords (e.g. "AI-Powered Video Surveillance")

  - Supporting <h2> and <h3> tags follow logical hierarchy

  - All heading tags match page topic (Google uses these to infer page structure and content relevance)

- **Implemented robots.txt**

  - Disallows unnecessary crawling (e.g. private or system directories)

  - Allows all core site pages for indexing

  - Includes reference to sitemap

- **Created sitemap.xml**

- Declared canonical future production domain: https://www.cesitservice.com/

- Included logical priority levels based on page hierarchy

- Pages included:

    o index.html (1.0)

    o Core services (0.9–0.8)

    o Informational/supporting pages (0.7–0.6)

- Valid syntax and structure confirmed for submission to search engines

◆ **Structured Data (JSON-LD) added**

- **LocalBusiness** schema added to both home and product pages

- **Product** schema added to video-surveillance.html

◆ **Structured Content Improvements**

- Added descriptive alt tags for all images – this will continue with all future additions

- Added modal product descriptions with improved clarity and accessibility

- Simplified internal URLs (e.g. video-surveillance.html instead of nested folders)

2. SEO Practices in Progress (during development)

Task	Description	Status
Mobile-first design	Responsive layout with semantic structure	Ongoing
Descriptive, clean URLs	Matching URL paths to keywords	Ongoing
Heading structure review	Using only one <h1> per page	Confirmed
Assets/Images optimization	Will be replaced or compressed before production	Pending final content
Accessibility (a11y)	Button labels, alt text, ARIA tags	Partially complete

Task	Description	Status
Breadcrumbs	Navigation trail to enhance UX/SEO	Will evaluate potential impact
Internal linking	Strategy for deep linking between service pages	Planning

3. Planned SEO Enhancements (Post-Launch & Final Stages)

Enhancement	Reason	Timing
HTTPS with valid SSL certificate	Required by Google for SEO and trust	Launch-ready priority
Google Search Console integration	For performance tracking, errors, crawling stats	Post-launch
Structured Data / Schema.org markup	To help Google parse page roles (Product, Org, Service, FAQ, etc.)	After content is finalized
Page performance optimization	Lighthouse audits, image compression, lazy loading	Final pre-launch
Content enhancements	Length, keyword tuning, internal anchors, readability	Final pre-launch
Metadata tuning per page	To match actual content & rank better	On going/pre launch