Digital Marketing and SEO Policy

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1. Channels and Responsibility

NexaCore will primarily focus on organic search (SEO), paid search (PPC), and professional networking platforms (e.g., LinkedIn). Direct display advertising is a secondary channel.

2. Search Engine Optimization (SEO) Standards

- **Technical SEO:** Mandatory use of clean, canonical URLs, optimized meta descriptions, and structured data markup (JSON-LD) for key pages (pricing, product).
- **Keyword Cannibalization:** Content teams must audit existing rankings before targeting new keywords to prevent internal competition.
- **Link Building:** All external link acquisition (backlinks) must be organic, relationship-driven, and adhere strictly to Google's Webmaster Guidelines. **Black-hat techniques (purchasing links, link farms) are strictly prohibited.**
- **Core Vitals:** The website must maintain "Good" ratings for all Core Web Vitals to ensure optimal user experience and ranking performance.

3. Paid Media (PPC) Governance

- **Budget Approval:** All paid media budgets exceeding **[USD $10,000]** per month require VP of Marketing approval.
- **Compliance:** Advertising copy must be truthful, non-misleading, and comply with all local advertising standards and the **Brand Voice Standard**.
- **Tracking:** Mandatory use of unique tracking URLs (UTMs) and conversion tracking across all campaigns for accurate ROI measurement.

4. Compliance Check

All digital campaigns and landing pages must be reviewed for **Data Privacy** compliance, specifically regarding cookie consent notices and lead capture forms, before launch.