Can make a staging website (on Wordpress)
Everybody should get set up with their own account
Approval Workflow so that it's documented.
Will set up an email thread with all students and people working on the project.
Website was developed 5-6 yrs ago, Nam recently got reconnected to this project 2months ago.
Mobile optimization, where they could use support
Other items: Google Analytics could use an update
SEO (keywords, backlinking) Research component will take up the most time (Google Search Consult,
SCM brush for SEO research (only keywords)
- Keeps track of certain keywords you are ranking for
- Similar website to SafeChat SV (find all that info)
- Snippets?
- H1 tag then H2 tag then body tags, google will use that similar structure.
Strategy for SEO:
- Balancing resources available vs goals and objectives
- Don't go after keywords that are on page 15 of Google search
- End goal is to be on first page
- At most page 2 or page 3 keywords

Traffic Increase:
- Backlinks, gives you a vote from a trusted website, makes you more trusted as well.
- Backlinking to certain keywords
- SCM rush will let you see all the backlink
- You yourself are a backlink source so want to be careful who you send backlinks too
    - Ex: if you linked to a malware site
    - Tanks your search engine optimization
- Vlogs articles, list articles,
- Most important factor is to click to something else on your website, if you click off or close website, counts against you
- Process of creating an article is very time consuming (write in a way that is SEO friendly, different then writing a typical article) - have to have those keywords in the article

Ex: Resources for Domestic Violence (verify with SCM brush that it is indeed a good search term, can even localize it)
- Applies to plugin that Alli mentioned

Static content vs Active? Content
- Static content by default
- Anything directly related to Domestic Violence will be plenty for content (Relationship Issues, Financial Issues, Access to education, etc).
- Even content for curious people
    - Like random quizzes
- Turn static content to interactive content

- Also images are not searchable (like pdfs)

Focus on a couple keywords/searches at most for our scale of work

Adding some keywords to the pages/

14 day trial on SCM RUSH

Another deliverable would be the setup of SCM RUSH

Set up the template for SEO reports

Not currently set up for the website

Alli will check if they want to pay for it permanently (super scalable, start out with smallest package)

List of accounts

Staging website

Then roll back any changes

OCR Pdf docs dont have hierarchy

Love is respect website

16-24 for IPV