

## 0) Scope / Rules

- **No visible content changes** (no edits to H1s, copy, layout, or footer text).
- Brand shown to users = “**OnSpot**” only.
- In schema, keep "legalName": "OnSpot Global" (hidden to users).
- Domain remains onspotglobal.com.

## 1) Page Grouping (routing logic, not visible)

Create two groups (use file paths or route patterns). Adjust to your IA.

- **US-facing pages (clients/leads):**
  - /, /services, /hire-talent, /pricing, /about, /contact, /case-studies, /blog/\*
- **PH-facing pages (ops/talent):**
  - /jobs, /careers, /apply, /operations, /talent-portal/\*

Implement as a small config array (JSON/JS) the head partial can read.

```
// /config/geo-map.js
```

```
export const GEO_MAP = [
```

```
  { pattern: /^\/(jobs|careers|apply|operations|talent-portal)(\/|$)/i, region: "PH" },
```

```
  { pattern: /.*/i, region: "US" } // default
```

```
];
```

## 2) Shared

### <head>

#### partial (drop-in include)

Create /partials/head-brand-seo.html and include it in every page's <head> (SSR/templating) **or** server-inject it for static sites.

**This partial adds only meta + JSON-LD.** No visible DOM changes.

```
<!-- /partials/head-brand-seo.html -->
```

```
<!-- BRAND + GLOBAL -->
```

```
<meta name="application-name" content="OnSpot" />
```

```
<link rel="canonical" href="https://www.onspotglobal.com{{pathname}}" />
```

```
<!-- Open Graph / Twitter keep brand only -->
```

```
<meta property="og:site_name" content="OnSpot" />
```

```
<!-- AI Summary (comment-only; invisible) -->
```

```
<!-- AI Summary: OnSpot helps U.S. businesses scale via AI-driven outsourcing, powered  
by Philippine operational excellence. -->
```

```
<!-- ORGANIZATION SCHEMA (brand visible, legal hidden) -->
```

```
<script type="application/ld+json">
```

```
{
```

```
  "@context": "https://schema.org",
```

```
"@type":"Organization",
"name":"OnSpot",
"legalName":"OnSpot Global",
"url":"https://www.onspotglobal.com",
"logo":"https://www.onspotglobal.com/assets/onspot-logo.png",
"sameAs":[
  "https://www.linkedin.com/company/onspotglobal",
  "https://www.facebook.com/onspotglobal"
]
}
</script>
```

{{pathname}} should be replaced by the request path if you have SSR. For static, set per page.

### 3) GEO meta + Page-type schema (auto-inject by route)

**Goal:** Add proper GEO and schema **without** touching visible content.

#### 3A. US pages (audience/clients)

Inject **after** the shared partial:

```
<!-- US GEO (invisible) -->
```

```
<meta name="geo.region" content="US">
```

```
<meta name="geo.placename" content="United States">
```

<!-- SERVICE schema for US audience -->

<script type="application/ld+json">

```
{
  "@context":"https://schema.org",
  "@type":"Service",
  "name":"OnSpot",
  "provider":{
    "@type":"Organization",
    "name":"OnSpot",
    "legalName":"OnSpot Global",
    "url":"https://www.onspotglobal.com"
  },
  "serviceType":"AI-driven outsourcing and managed teams",
  "areaServed":"US",
  "hasOfferCatalog":{
    "@type":"OfferCatalog",
    "name":"OnSpot Services",
    "itemListElement":[
      {"@type":"Offer","itemOffered":{"@type":"Service","name":"AI Virtual Assistant"}},
      {"@type":"Offer","itemOffered":{"@type":"Service","name":"Managed Services"}},
      {"@type":"Offer","itemOffered":{"@type":"Service","name":"Resourced Services"}}
    ]
  }
}
```

</script>

### 3B. PH pages (operations/talent)

Inject **instead** of the US block:

```
<!-- PH GEO (invisible) -->
```

```
<meta name="geo.region" content="PH">
```

```
<meta name="geo.placename" content="Cebu City, Philippines">
```

```
<meta name="geo.position" content="10.3157;123.8854">
```

```
<meta name="ICBM" content="10.3157,123.8854">
```

```
<!-- LOCAL/EMPLOYMENT schema for PH operations -->
```

```
<script type="application/ld+json">
```

```
{
```

```
  "@context":"https://schema.org",
```

```
  "@type":"EmploymentAgency",
```

```
  "name":"OnSpot",
```

```
  "legalName":"OnSpot Global",
```

```
  "url":"https://www.onspotglobal.com{{pathname}}",
```

```
  "address":{
```

```
    "@type":"PostalAddress",
```

```
    "addressLocality":"Cebu City",
```

```
    "addressRegion":"Cebu",
```

```
    "addressCountry":"PH"
```

```
  },
```

```
  "areaServed":"PH"
```

```
}
```

</script>

## 4) Optional: hreflang only when there are paired pages

Only add hreflang if you maintain two **distinct** versions for the same intent (e.g., /careers (PH) vs /careers-us (if it existed)). Otherwise, skip.

```
<link rel="alternate" href="https://www.onspotglobal.com/jobs" hreflang="en-ph" />
```

```
<link rel="alternate" href="https://www.onspotglobal.com/hire-talent" hreflang="en-us" />
```

```
<link rel="alternate" href="https://www.onspotglobal.com{{pathname}}" hreflang="x-default" />
```

## 5) robots.txt + sitemap.xml (light touch, no layout change)

Keep global crawl open; expose both US and PH URLs. Do **not** disallow anything unless required.

### /robots.txt

User-agent: \*

Allow: /

Sitemap: <https://www.onspotglobal.com/sitemap.xml>

**/sitemap.xml** (ensure both groups are listed; update lastmod via build)

```
<urlset xmlns="http://www.sitemaps.org/schemas/sitemap/0.9">
  <url><loc>https://www.onspotglobal.com/</loc></url>
  <url><loc>https://www.onspotglobal.com/hire-talent</loc></url>
  <url><loc>https://www.onspotglobal.com/services</loc></url>
  <url><loc>https://www.onspotglobal.com/jobs</loc></url>
  <url><loc>https://www.onspotglobal.com/careers</loc></url>
  <url><loc>https://www.onspotglobal.com/operations</loc></url>
  <!-- include the rest -->
</urlset>
```

## 6) Implementation patterns (Choose One)

- **Static site:** Include the partial in each HTML file and paste the **US** or **PH** block according to the route.
- **SSR/Node/Express:** Middleware detects req.path, selects block from GEO\_MAP, and injects the corresponding meta + JSON-LD into <head> server-side.
- **React/Next/Vite:** Create HeadSEO component that reads pathname and renders the US or PH block. Import into each page template.

All methods keep changes **in the <head> only**.

## 7) Acceptance Criteria (QA)

- No visible text or layout changed anywhere.
- View-source on US page shows geo.region=US + Service schema with areaServed: US.
- View-source on PH page shows geo.region=PH + EmploymentAgency (or LocalBusiness) schema with addressCountry: PH.
- Organization schema present site-wide with "name": "OnSpot" and "legalName": "OnSpot Global".

- Canonical reflects the actual page URL.
- sitemap.xml includes both US and PH pages.
- Google Rich Results test passes for both schema types.

## 8) Notes

- Keep phone numbers and addresses out of visible content unless you *choose* to show them later; the above only uses schema.
- You can later add city-specific PH pages (e.g., /careers/cebu, /careers/manila) and clone the PH block with the correct coordinates—still invisible.