

OnSpot SEO & GEO

Homepage Rebrand

Full Site Rebrand to OnSpot

0) Scope & Principle

- **Brand displayed everywhere:** OnSpot
- **Keep legal continuity (for SEO/ops):** use "legalName": "OnSpot Global" **only** inside JSON-LD.
- **Domain stays:** onspotglobal.com (no DNS changes).
- **No layout or IA changes**—branding only.

1) Global Find–Replace (safe rules)

1. **Text nodes (copy, headings, buttons, footer, nav):**
 - a. Replace OnSpot Global → OnSpot
 - b. Replace onspot global → OnSpot
2. **Do NOT change:**
 - a. Company legal references in contracts/terms if explicitly required by law (leave as is or mirror as “OnSpot Global Corporation”).
 - b. URLs and filenames unless they contain the brand in the **visual asset** path (see #2).

Implement via repo-wide search. Exclude node_modules, build output, and .git.

2) Brand Assets

- **Logo files:** add/update:
 - /assets/onspot-logo.png (dark bg), /assets/onspot-logo-light.png (light bg), /assets/onspot-mark.png (favicon base).
- **Favicon & app icons:** regenerate to onspot-* names and update links in <head>.
- **Alt text:** update to OnSpot logo (not “OnSpot Global”).
- **CSS variables:** if a brand color var exists (e.g., --brand-name text), keep; **only** change text labels to “OnSpot.”

3)

<head>

(site-wide)

Replace the **brand string only**; keep titles’ unique parts. Example baseline:

```
<title>OnSpot — The Superhuman Outsourcing System</title>
```

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

```
<link rel="icon" href="/assets/onspot-mark.png">
```

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

```
<meta property="og:title" content="OnSpot — The Superhuman Outsourcing  
System">
```

```
<meta name="twitter:title" content="OnSpot — The Superhuman Outsourcing  
System">
```

If app manifest exists (manifest.json / site.webmanifest):

```
{
  "name": "OnSpot",
  "short_name": "OnSpot",
  "icons": [{ "src": "/assets/onspot-mark.png", "sizes": "192x192 512x512", "type":
"image/png" }],
  "theme_color": "#000000",
  "background_color": "#ffffff",
  "display": "standalone"
}
```

4) Structured Data (JSON-LD)

Rule: name = "OnSpot"; keep "legalName": "OnSpot Global".

Organization schema (site-wide):

```
<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>
```

Other schemas (Service, LocalBusiness, EmploymentAgency, FAQ, WebSite):

- Set "name":"OnSpot"
- If present, add "legalName":"OnSpot Global" for entities that represent the company (not necessary for FAQ).

5) OG/Twitter Images

- Replace any text-in-image assets that say “OnSpot Global” with versions reading “**OnSpot**”.
- Update references:

```
<meta property="og:image"
content="https://www.onspotglobal.com/assets/og/onspot-home.jpg">

<meta name="twitter:image"
content="https://www.onspotglobal.com/assets/og/onspot-home.jpg">
```

6) Footer & Microcopy

- Footer brand line:
 - **Primary:** OnSpot
- Update email signatures/templates (if hosted in the repo) to show OnSpot.

7) URLs, Redirects, and Canonicals

- **Do not** change URLs solely for rebrand.
- Keep canonical pointing to current URLs:

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

- If there are legacy slugs containing onspot-global and you rename them later, add **301 redirects** to preserve equity.

8) CMS / Content Sources

- If content is pulled from a CMS (headless), update brand strings there too (site title, SEO defaults, OG defaults).
- Ensure no auto-injected “OnSpot Global” remains in templates.

9) Accessibility & Alt Text

- All alt values containing the old brand → OnSpot.
- Don’t alter semantic roles/labels beyond the brand text.

10) QA / Acceptance Criteria

- No visible instance of “OnSpot Global” on public pages (except optional legal mention in footer).
- <title>, OG/Twitter titles, manifest name/short_name show “OnSpot”.
- JSON-LD Organization.name = “OnSpot”; legalName present as “OnSpot Global”.
- Favicons / app icons display the **OnSpot** mark.
- OG/Twitter share preview shows **OnSpot** (test on LinkedIn/X preview).
- No broken links or missing images after asset renames.
- Lighthouse SEO remains ≥ 95 (titles/descriptions present).

11) Rollback Plan

- Keep a branch/tag pre-rebrand.
- All changes are string-level; revert by restoring previous commit if needed.
- Keep old assets for 14 days; serve new ones under new filenames to avoid cache confusion.

12) Optional (Nice to Have)

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- Update security.txt and humans.txt if present to reflect **OnSpot**.
- Update email from display name: **OnSpot** (keep domains unchanged).