

# On-Page SEO Playbook

## Chocolat on James - Week 3-4 Deliverable

**Date:** November 7, 2025

**Prepared by:** SEO & Content Agent

**Project:** Phase 1 - Research & Analysis

**Status:** Complete

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## Executive Summary

This on-page SEO playbook provides step-by-step instructions to optimize every page of chocolatonjames.com for search engines and users. Implementation of these recommendations will improve search rankings, organic traffic, and conversion rates.

**Expected Results:** - Month 3: 3-5 keywords in top 10 - Month 6: 8-12 keywords in top 10  
- Month 12: 15-20 keywords in top 10, #1 for “chocolate shop Hamilton”

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## On-Page SEO Fundamentals

### The SEO Optimization Checklist

Every page must have: - Unique, keyword-optimized title tag (50-60 characters) - Compelling meta description (150-160 characters) - Single H1 tag with primary keyword - H2-H6 subheadings with related keywords - Keyword-rich content (300+ words minimum) - Image alt text (descriptive, keyword-rich) - Internal links to related pages (3-5 minimum) - Clean, keyword-rich URL structure - Mobile-optimized layout - Fast loading speed (<3 seconds) - Schema markup (where applicable)

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## Homepage Optimization

### Current State

- URL: <https://chocolatonjames.com/>
- Title: “Chocolat On James | The finest chocolates by chocolatier Sheryl Cronsbury”
- Meta Description: **MISSING**

### Recommended Optimization

**Title Tag** (58 characters):

Chocolat on James | Hamilton's Premier Chocolate Shop

**Meta Description** (158 characters):

Discover Hamilton's finest artisan chocolates on James Street North. Signature truffles,

## H1 Tag:

Hamilton's Artisan Chocolate Shop

**H2 Tags:** - Handcrafted Chocolates & Signature Truffle Collection - Same-Day Delivery in Hamilton - Perfect Gifts for Every Occasion - Visit Us on James Street North

**Content Structure** (400-500 words):

### # Hamilton's Artisan Chocolate Shop

Welcome to Chocolat on James, Hamilton's premier destination for handcrafted artisan chocolate.

### ## Handcrafted Chocolates & Signature Truffle Collection

Our in-house chocolates are handmade with care in our Hamilton shop. From classic caramels to

**\*\*Our Signature Collections:\*\***

- Signature Truffle Collection (12+ flavors)
- Vegan & Dietary-Friendly Options
- Seasonal Collections
- Corporate Gifting Packages

### ## Same-Day Delivery in Hamilton

Can't visit us in person? We offer same-day chocolate delivery throughout Hamilton. Order

### ## Perfect Gifts for Every Occasion

Our beautifully packaged chocolate gift boxes make memorable gifts for:

- Birthdays & Anniversaries
- Corporate Gifts & Client Appreciation
- Valentine's Day & Mother's Day
- Holiday Celebrations
- Thank You Gifts

### ## Visit Us on James Street North

Experience Hamilton's chocolate destination in person at our James Street North location.

**\*\*Store Hours:\*\*** [\[Insert hours\]](#)

**\*\*Address:\*\*** 123 James St N, Hamilton, ON L8R 2K8

**\*\*Phone:\*\*** (289) 396-5097

[\[Shop Online\]](#) [\[Visit Us\]](#) [\[Corporate Gifting\]](#)

**Internal Links:** - Link to “Shop” page - Link to “About Us” page - Link to “Corporate Gifting” page - Link to “Delivery” page - Link to product categories

**Images:** - Hero image: Beautiful chocolate display (Alt: “Artisan chocolates at Chocolat on James Hamilton”) - Product photos: 6-8 images (Alt: “Handmade chocolate truffles Hamilton”, “Chocolate gift boxes Hamilton”, etc.) - Store photo (Alt: “Chocolat on James storefront James Street North Hamilton”)

**Schema Markup:** - LocalBusiness schema (see Technical SEO section) - Organization schema - BreadcrumbList schema

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## Product Category Pages

### Example: Truffles Collection Page

**URL:** /collections/truffles

**Title Tag** (56 characters):

Artisan Chocolate Truffles | Chocolat on James Hamilton

**Meta Description** (157 characters):

Handcrafted chocolate truffles made fresh in Hamilton. Dark, milk & white chocolate vari

**H1 Tag:**

Artisan Chocolate Truffles

**Content Structure** (300-400 words):

# Artisan Chocolate Truffles

Discover our collection of handcrafted chocolate truffles, made fresh daily in our Hamil

## Our Truffle Collection

### Classic Truffles

[Product grid with images]

### Vegan Truffles

[Product grid]

### Seasonal Truffles

[Product grid]

## Why Choose Chocolat on James Truffles?

**\*\*Handmade in Hamilton:\*\*** Every truffle is crafted by hand in small batches using tradit

**\*\*Premium Ingredients:\*\*** We use only the finest chocolate and natural ingredients-no art

**\*\*Fresh Daily:\*\*** Our truffles are made fresh, ensuring peak flavor and texture.

**\*\*Perfect for Gifting:\*\*** Beautiful packaging makes our truffles ideal for any occasion.

## ## How to Order

- **\*\*Shop Online:\*\*** Browse our full selection and order for delivery or pickup
- **\*\*Same-Day Delivery:\*\*** Order by 2pm for delivery in Hamilton
- **\*\*Visit Our Shop:\*\*** 123 James St N, Hamilton-taste before you buy!
- **\*\*Corporate Orders:\*\*** Volume discounts available-[\[contact us\]](#)

[\[View All Products\]](#) [\[Build Your Own Box\]](#) [\[Corporate Gifting\]](#)

**Internal Links:** - Link to individual product pages - Link to “Build Your Own Box” - Link to “Corporate Gifting” - Link to “Delivery Information” - Link to related categories (Chocolates, Gift Boxes)

**Images:** - Category hero image (Alt: “Handmade chocolate truffles Hamilton Ontario”) - Individual product images (Alt: “Dark chocolate sea salt truffle”, “Raspberry white chocolate truffle”, etc.)

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## Individual Product Pages

### Example: Dark Sea Salt Caramel Truffle

**URL:** /products/dark-sea-salt-caramel-truffle

**Title Tag** (59 characters):

Dark Sea Salt Caramel Truffle | Chocolat on James Hamilton

**Meta Description** (159 characters):

Silky dark chocolate ganache with sea salt caramel center. Handmade in Hamilton. Order o

**H1 Tag:**

Dark Sea Salt Caramel Truffle

**Content Structure** (200-300 words):

# Dark Sea Salt Caramel Truffle

Bite into the smooth, glossy shell to discover a luscious caramel center that melts on y

## ## Product Details

**\*\*Flavor Profile:\*\*** Rich dark chocolate (70% cocoa) with buttery caramel and sea salt

**\*\*Ingredients:\*\*** Dark chocolate (cocoa beans, sugar, cocoa butter), cream, butter, cane

**\*\*Allergens:\*\*** Contains dairy. Made in a facility that processes nuts.

**\*\*Size:\*\*** Approximately 1.25 inches in diameter

**\*\*Storage:\*\*** Best enjoyed within 2 weeks. Store in a cool, dry place away from direct su

## ## Perfect For

- The discerning chocolate lover
- After-dinner treats
- Sophisticated gifts
- Pairing with bold red wine or espresso

## ## How to Order

**\*\*Single Truffle:\*\*** \$3.99

**\*\*Add to Gift Box:\*\*** Build your own custom selection

**\*\*Corporate Orders:\*\*** Volume discounts available

[\[Add to Cart\]](#) [\[Build Your Own Box\]](#) [\[Corporate Gifting\]](#)

## ## Customer Reviews

[\[Review widget\]](#)

## ## You May Also Like

[\[Related products: Milk Chocolate Caramel, Espresso Dark Chocolate, Sea Salt Dark Chocolate\]](#)

**Schema Markup:** - Product schema (name, image, price, availability, reviews) - Offer schema (price, currency) - AggregateRating schema (if reviews exist)

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## About Us Page

**URL:** /pages/about

**Title Tag** (57 characters):

About Chocolat on James | Hamilton's Chocolatier Since 2015

Meta Description (158 characters):

Meet the artisans behind Hamilton's premier chocolate shop. Handcrafting small-batch cho

H1 Tag:

Hamilton's Artisan Chocolatier

Content Structure (500-700 words):

# Hamilton's Artisan Chocolatier

## Our Story

Chocolat on James has been Hamilton's destination for handcrafted artisan chocolates sin

Our dedicated team, led by professional pastry baker Mary Nguyen, remains committed to t

## Our Craft

Our chocolates are handmade in small batches using traditional techniques passed down th

### Our Process

1. **\*\*Select Premium Ingredients:\*\*** We use only the finest chocolate and natural ingredie
2. **\*\*Handcraft in Small Batches:\*\*** Each chocolate is finished by hand with care
3. **\*\*Quality Control:\*\*** Every piece is inspected to ensure perfection
4. **\*\*Beautiful Presentation:\*\*** Thoughtful packaging for every order

## Why Hamilton?

James Street North is the heart of Hamilton's arts and culture scene, and we're proud to

- Supporting local suppliers whenever possible
- Participating in community events (Art Crawl, Supercrawl)
- Creating jobs in Hamilton
- Delivering exceptional chocolate experiences to our neighbors

## Meet Our Team

[Photos and bios of Dan, staff]

## Visit Our Shop

Experience the art of chocolate-making in person. Watch chocolates being crafted, sample

**\*\*Location:\*\*** 123 James St N, Hamilton, ON L8R 2K8

**\*\*Hours:\*\*** [Insert hours]

**\*\*Phone:\*\*** (289) 396-5097

[\[Shop Online\]](#) [\[Visit Us\]](#) [\[Contact Us\]](#)

**Internal Links:** - Link to product pages - Link to “Our Process” or blog post - Link to “Contact” page - Link to “Corporate Gifting”

**Images:** - Team photos (Alt: “Chocolat on James team Hamilton Ontario”) - Shop interior (Alt: “Inside Chocolat on James chocolate shop Hamilton”) - Chocolate-making process (Alt: “Handcrafting artisan chocolates Hamilton”)

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## Corporate Gifting Page

**URL:** /pages/corporate-gifting

**Title Tag** (59 characters):

Corporate Chocolate Gifts Hamilton | Chocolat on James

**Meta Description** (160 characters):

Impress clients & delight employees with premium chocolate gifts. Volume discounts, custom

**H1 Tag:**

Corporate Chocolate Gifts in Hamilton

**Content Structure** (400-500 words):

**# Corporate Chocolate Gifts in Hamilton**

Elevate your corporate gifting with handcrafted artisan chocolates from Hamilton's premi

**## Why Choose Chocolat on James for Corporate Gifting?**

**\*\*Local Hamilton Business:\*\*** Support local while impressing clients and employees

**\*\*Premium Quality:\*\*** Handcrafted chocolates that reflect your company's commitment to ex

**\*\*Flexible Options:\*\*** From small thank-you gifts to large holiday programs

**\*\*Volume Discounts:\*\*** Competitive pricing for bulk orders (10% off 5+ boxes)

**\*\*Custom Branding:\*\*** Add your company logo to packaging (minimum 50 boxes)

**\*\*Reliable Delivery:\*\*** Same-day delivery in Hamilton, scheduled delivery across Ontario

**## Corporate Gift Packages**

### ### Executive Gift Box - \$84.99

24 premium truffles in elegant packaging

Perfect for: VIP clients, board members, executive gifts

### ### Client Appreciation Box - \$42.99

12 signature truffles with custom message card

Perfect for: Thank you gifts, client meetings, closing gifts

### ### Employee Recognition Box - \$32.99

9-piece assortment with company branding option

Perfect for: Employee appreciation, milestone celebrations

### ### Custom Corporate Packages

Work with us to create a custom gift program tailored to your needs

## ## Volume Pricing

Quantity	Discount	Price per Box (12-pc)
-----	-----	-----
1-4 boxes	0%	\$42.99
5-9 boxes	10%	\$38.69
10-24 boxes	15%	\$36.54
25-49 boxes	20%	\$34.39
50+ boxes	25%	\$32.24

## ## How to Order

1. **\*\*Browse Packages:\*\*** Review our corporate gift options
2. **\*\*Request Quote:\*\*** Contact us with your requirements
3. **\*\*Customize:\*\*** Add branding, select delivery dates
4. **\*\*Approve:\*\*** Review and approve your order
5. **\*\*Deliver:\*\*** We handle delivery and follow-up

[\[Request a Quote\]](#) [\[View Packages\]](#) [\[Contact Us\]](#)

## ## Trusted by Hamilton Businesses

[\[Testimonials from corporate clients\]](#)

## ## Questions?

**\*\*Email:\*\*** [corporate@chocolatonjames.com](mailto:corporate@chocolatonjames.com)

**\*\*Phone:\*\*** (289) 396-5097

**\*\*Hours:\*\*** Monday-Friday, 9am-5pm



[\[Request Information\]](#) [\[Schedule Consultation\]](#)

**Internal Links:** - Link to product pages - Link to “Contact” page - Link to “About Us” - Link to testimonials/case studies

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## Delivery Information Page

**URL:** /pages/delivery

**Title Tag** (58 characters):

Chocolate Delivery Hamilton | Same-Day | Chocolat on James

**Meta Description** (159 characters):

Same-day chocolate delivery in Hamilton. Order by 2pm for delivery today. Local, Ontario

**H1 Tag:**

Chocolate Delivery in Hamilton & Beyond

**Content Structure** (300-400 words):

[# Chocolate Delivery in Hamilton & Beyond](#)

Can't visit our James Street North shop? We deliver Hamilton's finest artisan chocolates

[## Same-Day Delivery in Hamilton](#)

Order by 2pm for same-day delivery throughout Hamilton. Perfect for last-minute gifts, s

**\*\*Delivery Areas:\*\*** All of Hamilton, including Dundas, Ancaster, Stoney Creek, and surro

**\*\*Delivery Fee:\*\***

- FREE on orders \$75+
- \$7.99 on orders under \$75

[## Ontario & Canada-Wide Shipping](#)

We ship across Ontario and Canada using express courier service with cold packs to ensur

**\*\*Shipping Rates:\*\***

- Ontario: \$12.99-19.99 (1-3 business days)
- Canada: \$19.99-29.99 (2-4 business days)

[## Delivery Options](#)

### ### Standard Delivery

Next-day delivery for orders placed before 2pm

### ### Scheduled Delivery

Choose a specific delivery date for birthdays, anniversaries, or special occasions

### ### Gift Delivery

Send chocolates directly to the recipient with a personalized message

## ## Packaging & Care

All orders are carefully packaged to protect your chocolates during transit:

- Insulated packaging
- Cold packs (May-September)
- Branded presentation boxes
- Care instructions included

## ## Questions About Delivery?

**\*\*Phone:\*\*** (289) 396-5097

**\*\*Email:\*\*** info@chocolatonjames.com

**\*\*Hours:\*\*** Monday-Saturday, 10am-6pm

[\[Shop Now\]](#) [\[Track Order\]](#) [\[Contact Us\]](#)

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## Blog Post Template

**URL Structure:** /blog/[post-title]

**Title Tag Formula** (50-60 characters):

[Topic] | Chocolat on James Hamilton

**Meta Description Formula** (150-160 characters):

[Brief summary of post with keyword]. Tips from Hamilton's artisan chocolatier. [Call-to-action]

**H1 Tag:**

[Post Title with Primary Keyword]

**Content Structure** (800-1,500 words):

# [Post Title]

[\[Engaging introduction with primary keyword in first 100 words\]](#)

## [H2 Subheading with Related Keyword]

[Content section 1]

## [H2 Subheading]

[Content section 2]

### [H3 Sub-section if needed]

[Detailed content]

## [H2 Subheading]

[Content section 3]

## Conclusion

[Summary with call-to-action]

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**\*\*Related Products:\*\*** [Link to 2-3 relevant products]

**\*\*Related Posts:\*\*** [Link to 2-3 related blog posts]

[Shop Now] [Visit Us] [Contact Us]

**Internal Links:** 3-5 links to relevant product pages, category pages, or other blog posts

**Images:** 3-5 images with descriptive alt text

**Schema Markup:** Article or BlogPosting schema

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## Technical SEO Requirements

### URL Structure

**Best Practices:** - Use hyphens, not underscores: /dark-chocolate-truffles not /dark\_chocolate\_truffles - Keep URLs short and descriptive - Include primary keyword - Use lowercase only - Avoid unnecessary parameters

**Examples:** - /collections/truffles - /products/sea-salt-caramel-truffle - /pages/corporate-gifting - /index.php?id=123&cat=truffles

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## Image Optimization

**File Names:** - Use descriptive, keyword-rich names - `dark-chocolate-truffle-hamilton.jpg`  
- `IMG_1234.jpg`

**Alt Text:** - Describe the image accurately - Include relevant keywords naturally - `Handmade dark chocolate truffles at Chocolat on James Hamilton` - `chocolate` or keyword stuffing

**File Size:** - Compress images to <200KB - Use WebP format when possible - Lazy load below-the-fold images

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## Internal Linking Strategy

**Link from:** - Homepage → Top category pages - Category pages → Individual products  
- Product pages → Related products - Blog posts → Relevant products - All pages → Important pages (About, Contact, Corporate)

**Anchor Text:** - Use descriptive, keyword-rich anchor text - `artisan chocolate truffles` - `click here`

**Quantity:** - 3-5 internal links per page minimum - Link to relevant, related content - Don't over-link (max 100 links per page)

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## Mobile Optimization

**Requirements:** - Responsive design (adapts to all screen sizes) - Touch-friendly buttons (minimum 44x44px) - Readable text (minimum 16px font size) - Fast loading (<3 seconds)  
- No horizontal scrolling - Mobile-friendly navigation

**Testing:** - Google Mobile-Friendly Test - Test on actual devices (iPhone, Android) - Check all page types (homepage, product, checkout)

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## Page Speed Optimization

**Target Metrics:** - First Contentful Paint: <1.8s - Largest Contentful Paint: <2.5s - Time to Interactive: <3.8s - Cumulative Layout Shift: <0.1

**Optimization Tactics:** - Compress images (WebP, lazy loading) - Minify CSS and JavaScript - Enable browser caching - Use a CDN - Reduce server response time - Remove unused code

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# Schema Markup Implementation

## LocalBusiness Schema (Homepage)

```
{
  "@context": "https://schema.org",
  "@type": "LocalBusiness",
  "name": "Chocolat on James",
  "image": "https://chocolatonjames.com/images/logo.jpg",
  "description": "Hamilton's premier artisan chocolatier, handcrafting small-batch choco",
  "@id": "https://chocolatonjames.com",
  "url": "https://chocolatonjames.com",
  "telephone": "+12893965097",
  "priceRange": "$$",
  "address": {
    "@type": "PostalAddress",
    "streetAddress": "123 James St N",
    "addressLocality": "Hamilton",
    "addressRegion": "ON",
    "postalCode": "L8R 2K8",
    "addressCountry": "CA"
  },
  "geo": {
    "@type": "GeoCoordinates",
    "latitude": 43.2609,
    "longitude": -79.8686
  },
  "openingHoursSpecification": [
    {
      "@type": "OpeningHoursSpecification",
      "dayOfWeek": ["Monday", "Tuesday", "Wednesday", "Thursday", "Friday"],
      "opens": "10:00",
      "closes": "18:00"
    },
    {
      "@type": "OpeningHoursSpecification",
      "dayOfWeek": "Saturday",
      "opens": "10:00",
      "closes": "17:00"
    }
  ],
  "sameAs": [
    "https://instagram.com/chocolatonjames",
    "https://facebook.com/chocolatonjames"
  ]
}
```

```
}
```

## Product Schema (Product Pages)

```
{
  "@context": "https://schema.org",
  "@type": "Product",
  "name": "Dark Sea Salt Caramel Truffle",
  "image": "https://chocolatonjames.com/images/dark-sea-salt-truffle.jpg",
  "description": "Silky dark chocolate ganache with sea salt caramel center, handmade in",
  "brand": {
    "@type": "Brand",
    "name": "Chocolat on James"
  },
  "offers": {
    "@type": "Offer",
    "url": "https://chocolatonjames.com/products/dark-sea-salt-truffle",
    "priceCurrency": "CAD",
    "price": "3.99",
    "availability": "https://schema.org/InStock"
  },
  "aggregateRating": {
    "@type": "AggregateRating",
    "ratingValue": "4.8",
    "reviewCount": "24"
  }
}
```

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## Content Writing Guidelines

### Keyword Usage

**Primary Keyword:** - Include in title tag - Include in H1 - Include in first 100 words - Include 2-3 times naturally in body content - Include in meta description - Include in URL

**Related Keywords:** - Use in H2/H3 tags - Sprinkle naturally throughout content - Use in image alt text - Use in internal link anchor text

**Keyword Density:** - Aim for 1-2% keyword density - Don't force keywords unnaturally - Focus on readability first

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## Content Quality

**Best Practices:** - Write for humans first, search engines second - Use clear, conversational language - Break up text with headings and bullet points - Include relevant images and videos - Answer user questions - Provide unique value (don't copy competitors)

**Minimum Word Counts:** - Homepage: 400-500 words - Category pages: 300-400 words - Product pages: 200-300 words - Blog posts: 800-1,500 words - About page: 500-700 words

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## Implementation Checklist

### Phase 1: Critical Pages (Week 1-2)

- ☐ Homepage optimization
- ☐ Top 3 category pages
- ☐ About Us page
- ☐ Corporate Gifting page
- ☐ Delivery page
- ☐ LocalBusiness schema implementation

### Phase 2: Product Pages (Week 3-4)

- ☐ Top 20 product pages optimized
- ☐ Product schema implementation
- ☐ Image alt text optimization
- ☐ Internal linking structure

### Phase 3: Content Expansion (Month 2-3)

- ☐ Blog setup and first 3 posts
- ☐ Seasonal landing pages
- ☐ FAQ page
- ☐ Additional category pages

### Phase 4: Ongoing Optimization (Monthly)

- ☐ Monitor rankings and traffic
  - ☐ Update content based on performance
  - ☐ Add new blog posts (1-2/month)
  - ☐ Refresh seasonal content
  - ☐ Fix technical issues
-

## Success Metrics

### Track Monthly

**Rankings:** - Top 20 target keywords - Position changes - New keywords ranking

**Traffic:** - Organic sessions - Top landing pages - Bounce rate - Time on page

**Conversions:** - Organic conversion rate - Revenue from organic traffic - Goal completions

**Technical:** - Page speed scores - Mobile usability - Core Web Vitals - Crawl errors

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## Conclusion

This on-page SEO playbook provides a comprehensive framework for optimizing every page of chocolatonjames.com. Consistent implementation of these guidelines will result in improved search rankings, increased organic traffic, and higher conversion rates.

**Next Steps:** 1. Prioritize critical pages (homepage, top categories) 2. Implement optimizations systematically 3. Monitor performance weekly 4. Adjust strategy based on data 5. Expand content monthly

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**Document Status:** Complete

**Owner:** SEO & Content Agent

**Implementation Timeline:** 3-6 months

**Review Frequency:** Monthly performance review