# Relevance.com Kickoff Meeting

Charlie – Project Lead

Sharie – Editor & Chief

Charmine – Content legwork

Brad Smith – SEO Expert & Oversee migration of blog

Chelsea – Designer and Developer

# Current Website

Going to be moving to digital.relevance.com

# Tagging & Category Systems

Categories for entire website, then each post has its own tags

# High Level Overview

Where we should be going to is the content distribution and promotion. Search is a trailing indicator of good content promotion. People have a content and distribution problem. Do you have a content distribution and promotion strategy? That’s the right question

This publication is building an industry and filling the gap.

# Action Items

* Category & Tag Content Meeting with Chad, Brad, Sharie
* Talk to Charlie about Tags & Categories
* Setup IT & Technical SEO Meeting with Brad
* Change order for IT

# Plugins

* Hubspot plugin
* Yoast