



Executive Summary – Digital Visibility & Infrastructure Modernization What We Found HazChem's operational strength is not reflected digitally. No reliable analytics, weak search visibility, unclear pathways, and technical instability create lost opportunities. Why It Matters Competitors with weaker operations are outperforming online. HazChem cannot track leads, understand visitor behavior, or present a modern experience without foundational corrections. What We Will Do (Phase 1) Stabilize structure, install analytics, repair SEO, and strengthen performance. This creates the foundation required for lead funnels, competitive positioning, and long-term digital growth. What Comes Next (Phase 2) Full funnel creation, service pathways, competitive search strategy, messaging clarity, and preparation for executive dashboards.

