



Digital Visibility & Infrastructure Modernization – Phase 1 **Prepared by:** Sviteknoology Media Group  
**Prepared for:** HazChem Environmental Corporation – Addison, IL 60101

1. Project Objective HazChem's digital footprint currently limits visibility, lead intelligence, and competitive positioning. Phase 1 establishes a stable foundation; Phase 2 builds lead funnels, positioning, and engagement pathways. 2. Scope of Work – Phase 1 (6 Weeks) **A. Structural Corrections** – navigation clarity, hierarchy fixes, friction removal.

**B. Analytics & Attribution** – GA4, event tracking, heatmaps, user-flow, verification.

**C. Technical SEO Repair** – metadata, schema, indexing, sitemap, search blockers.

**D. Performance & Stability** – plugin cleanup, configuration fixes, security, backup, speed.

3. Deliverables (Phase 1) Stabilized site, full analytics, SEO corrections, performance improvements, Phase 2 roadmap. 4. Phase 2 (Planning Included) Lead funnel architecture, service-specific pathways, engagement systems, competitive SEO benchmarking, content roadmap, and prep for executive dashboards. 5. Timeline 6 weeks total. Structural → Analytics → SEO → Stability → QA. 6. Client Responsibilities Registrar access, WP admin, NDA, single point of contact. If HazChem does not proceed, Sviteknoology will revert changes and HazChem should change passwords. 7. Cost & Payment **Retainer:** \$10,000 by check before beginning.

**Ongoing:** \$7,500–\$10,000/month post-Phase 1.

8. Acceptance Prepared for executive review and purchasing department processing.

