

Proposed Technical Work Plan

Wordworks	Technical Work (Once Off Work)
Total Cost	R3,000

Technical Work		
Task Type	Task	Hours
Keyword Research	<p>Keyword research ensures we are targeting the most effective keywords to bring in your target audience. With the right audience coming to your website you have a much higher chance of a good conversion rate.</p> <p>Using tools such as Adwords Keyword Planner and researching competitor sites we will ascertain the best keywords to use on your site to attract quality traffic.</p>	2
Keyword Mapping & Landing Page Recommendations	<p>Once we have the most relevant keywords to your business we map those keywords to your landing pages to ensure that each page has a uniqueness to it while still speaking to the overarching narrative. Google's algorithm is very sophisticated and is taking on a more semantic approach - keyword stuffing will only lead to a website penalty.</p> <p>When mapping the keywords out to the existing pages we may find that there are important keywords that require a new page to exist on, from there we will recommend new landing pages that will need to be created.</p>	2
Optimise Metadata: Create New Optimised Page Titles & Descriptions	<p>Metadata that is consistent with the theme of the page and includes the page's main keywords increases your chances of ranking well in the Google Search Engine Results Page (SERPS). The keyword research is used to create the metadata for each page.</p>	4
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