

Micro-Measurements Refresh Project

Phase 1

1. Look and Feel

- a. Make minor changes to the back-office at no additional cost.
- b. Create and replace all graphics (banners, buttons and tiles) in order to support a clean, modern graphic language. This is aesthetic work and affects the Look only with no copy changes. **COMPLETE**

2. ALT Text

- a. During the Image replacement, all images get better accessibility descriptions that support best practices for Search Engine Optimization (SEO) **COMPLETE**

3. QA/Review/Approval

- a. Site is given to MM for approval

Phase 1 Timeline

- a. Work to be completed by September 1st.
- b. MM review to be completed by Friday September 6th.
- c. Go live of the Look and Feel website to be pushed on Tuesday September 10th

Proposed Phase 2 – How to gain traffic

1. SEO audit

- a. During Phase 1 we have identified many correctible SEO issues. Using the Digital SEO guide (attached) and SEMRush software we can identify easily corrected issues. This is where you gain traffic.

2. SEO replacement

- a. Once the Audit is complete the work of making the changes can begin and held in draft for the BU to review before publish.
- b. This work is Page titles, H tags (headlines, sub-heads, etc.,), Meta data Content

3. Content Creation

- a. A content plan will be crafted for content that needs work or needs to be created. Taking into account that many of the pages are light on text and keywords. During Phase 1, we have several pages that the website UX teases but does not provide. For example: <https://www.micro-measurements.com/Aviation-Military-Space> all applications pages have opportunities to create new pages in the examples there should be an Aerospace page, a defense page etc., etc.,
- b. We have an excellent AI – SEO content template that could do some of the heavy lifting.

4. Metrics

- a. The below tables show the key metrics used for site growth. Traffic is the ultimate metric and Authority Score when improved should get you more traffic. Making changes to the site can be measured by these numbers.

5. Ongoing

- a. Once the site is conforming to best practices for SEO, further nurturing is possible to encourage Backlink health and we can guide the BU in those endeavors.

