OTL Communications - Website Refresh

Assessment, Consultation and Planning

If your site is loading slowly or you are concerned about search engine optimization and/or security issues, having a site assessment and creating a plan of work is a good idea.

We can help by:

1. Reviewing your site for technical issues and content quality,
2. Meeting with you to review the assessment, and
3. Create a plan of action that will keep your site fresh, effective and secure!

Whether you decide to work with us on the issues or do the work yourself, you will benefit from having the written assessment and plan.

Price: CA$250

What we need from you:

- Your website URL and login information
- An outline of your website concerns
- Times when you are available to meet via Google Meet, and
- Payment

What is provided in the package:

- 17 Point Assessment:
  - Speed
    - Site Loading Speed
    - Cache configuration
    - Media Library Image File Assessment
    - Hosting Package Review
  - Security
    - SSL Certificate
    - Site Security Plugin Assessment
    - Plugin and Theme Review

- - ○ SEO
      - ■ Keyword Strategy Assessment
      - ■ Domain Name Assessment
      - ■ SEO assessment - meta-descriptions, alt text, heading hierarchy,
      - ■ Page and blog post title and content analysis
      - ■ Internal and external link assessment
      - ■ Broken link assessment
      - ■ Accessibility/screen reader assessment - text/background contrast, link text
      - ■ Site structure assessment/sitemap
    - ○ Analytics
      - ■ Assess current analytics set up
      - ■ Review your analytics tracking process
  - 60 Minute Review & Planning Meeting (via Google Meet)
  - Written Documentation of Review & Planning

After the Consultation

If you decide to proceed on the recommendations we provide and work with us, we will create an estimate for the scope of work agreed upon.

If you decide to complete the work yourself, or have someone else do it, you'll have a comprehensive outline of what's needed and in what priority.

Contact team@otlcommunications.ca to request this assessment and schedule your Review & Planning Meeting.