

Doug Vickers CIS 244 Assignment 2

SEO campaign for Clean and Simple Cleaning

Employees working on the campaign:

1. In house manager
2. 8 employees
 - a. All in the beginning for brainstorming
 - b. Choose 2 employees to work with me and the manager

As the targeted goals of the business are:

- Providing building cleaning and maid services
- Gaining contracts with apartments and rental homes
- Finding quality employees

I will focus on on-page SEO and basic site optimization to get a quick jump within the budget allowed. I will organize a 1 hour meeting with all the employees that we will brainstorm for possible text improvements, page title improvements and key word suggestions. Then I will work with the manager and two employees to implement the best suggestions into writing the page titles, editing text appropriately, edit internal links, and edit meta tags. I will assign the task of editing text and page titles. I will then submit the work to Google and Yahoo!.

Name	Work done	Time	Cost	Total \$
Doug Vickers	Brainstorm meeting	1 hr	60 / hr	60
	Oversee editing	2 hr		120
	Edit links	3 hr		180
	Edit meta tags	2 hr		120
	Build robot.txt file	2 hr		120
	Submit to search engine	1 hr		60
	Misc.	1 hr		60
Manager	Brainstorm meeting	1 hr	19 / hr	19
	Edit text	3 hr		57
	Edit page titles	1 hr		19
	Work with employees	2 hr		38
Employee 1 - 2	Brainstorm meeting	1 hr	11 / hr	11
	Edit text	3 hr		33
	Edit page titles	1 hr		22
Employee 3 - 8	Brainstorm meeting	6 hrs	11 / hr	66
TOTAL				\$ 985