

Follow any specific instructions in the task description first.

If you still have time, or if there is no task description, do the following:

1. **Checklist:** [SEO Tasks](#)
2. **Plan:** Write out your plan. This plan should include the **data** you found and **specifics** for implementation.
3. **Review:** Schedule a meeting with Kendall to go over your task plan. You will do this for 2 months. Then you will have the Fulfillment Manager review your plan before implementation.
4. **Implement:** Apply approved changes, or edit plan according to Fulfillment Manager's instructions.
5. **Report:** Update the SEO Master.

Client: Hair for Hire

MC: Kendall Humes

Task Description:

Questions for Fulfillment Director: I just wanted to mention that the first page on my plan is the next one in the Page Breakdown, and the rest are based on which pages got the most clicks and impressions in Search Console.

Questions for MC:

Sitewide Edits:

Page: </keeping-honest-people-honest-preventing-fraud-in-utah-with-john-dougall/>

Keyword Target & Supporting Data: preventing fraud

Suggested Changes:

- Add this as a meta description: "On today's episode of Unlocking Politics, Stan Lockhart is joined by John Dougall as they discuss preventing fraud in the state of Utah." Add a similar description to the top of the page as well. Finish page breakdown entry for this page in SEO master.

Page: </what-does-education-lobbyist-do/>

Keyword Target & Supporting Data: education lobbyist

Suggested Changes:

- Change the featured image so that it's not a repeat of the image that's included with the text. Or just remove that extra image?
- Change the SEO title to "What is an Education Lobbyist?" to match the target keyword more exactly.
- Edit the second H2 to read, "An Education Lobbyist Can Initiate Change"
- Edit the following paragraph text to read, "One of the most common reasons for working with an education lobbyist..."

Page: [/are-lobbyists-lawyers/](#)

Keyword Target & Supporting Data: are lobbyists lawyers

Suggested Changes:

- Create a meta description that reads, "Are lobbyists lawyers? It's really quite simple: lawyers provide legal counsel, while lobbyists work to enact changes in legislation."