

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: PWAACO

MC: Grant Bradham

Task Description:

Questions for Fulfillment Director:

Questions for MC:

Sitewide Edits:

Page: <https://pwawco.com/services/tax/>

Keyword Target & Supporting Data: pw tax (7 clicks, 141 impressions, position 4.99)

Suggested Changes:

- Change meta description to "PW Associates' tax services include personalized income tax planning and consulting. Our CPAs specialize in international tax returns!" Old description: Do You Have Questions About How to Structure Your U.S. Investment? Few CPAs Have Backgrounds in International Tax. We Are Cross-Border Specialists.

Page: <https://pwawco.com/services/business-financial-advisory/>

Keyword Target & Supporting Data: fractional cfo

Suggested Changes:

- Change the meta description to "Our fractional CFOs have decades of experience advising international businesses and individuals on their U.S. investments." Old description: We have decades of experience guiding and advising international businesses and individuals with overseeing the financial aspects of their U.S. Investments.
- Change "Transition Counseling" and "Transition Execution" headers to H2 instead of H1.
- Add another block at the bottom with the heading "Our Offices" and paragraph text that says, "Learn more about the areas we serve in Texas!" followed by

clickable images leading to the Houston, Woodlands, and Dallas fractional CFO pages.

Page: <https://pwawco.com/northdallas-texas-accounting-firm/>

Keyword Target & Supporting Data: dallas accounting firm

Suggested Changes:

- Change H1 to “Your North Dallas Accounting Firm”.
- Replace “Best places to live in North Dallas, Texas” with “We’re proud to be a Dallas accounting firm. If you’re looking for fractional CFO and accounting services in the North Dallas area, contact us to get started”, with a link in *contact us* to the Contact page.

Page: <https://pwawco.com/services/accounting/>

Keyword Target & Supporting Data:

Suggested Changes:

- Add another block at the bottom with the heading “Our Offices” and paragraph text that says, “Learn more about the areas we serve in Texas!” followed by clickable images leading to the North Dallas and Plano accounting pages.