

**Department Strategic Goals:**

1. Establish a seamless flow of responsibilities during the integration of the [SEO] as a new way of marketing the business.

2. Integrate [SEO] in a manner that does not heavily disrupt existing processes, thereby maintaining team efficiency.

**Project Description:**

The marketing team sees the need to integrate [SEO] to improve its contents' ranking on web searches and increase customer visits to the company web pages. The team will use tons of [SEO] data to connect its marketing content to the right customers. The team makes sure that this initiative would seamlessly flow into existing work processes.

**Project Objectives:**

1. Increase [Search Engine Results Pages] (SERP) ranking on all contents

2. Increase customer visits to company web page and content to [75%] by end of the year

**Organizational Chart:**

The marketing team is composed of nine people. Shown below is their organizational chart:



**Project Activities:**

|  |  |  |  |
| --- | --- | --- | --- |
| **Activities** | **Owner** | **Target Completion Date** | **Updates** |
| 1. Gather relevant data to identify market demand | Debra Paige | End of the second quarter 2019 | * Debra has started interpreting the collected data |
| 2. Optimize contents according to Debra’s report | Howard McKinley | Start of the third quarter 2019 | * Howard will share his SEO insights to content writers |

**Process Map**

The following is the SEO integration workflow process:

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**Project Budget Proposal:**

|  |  |  |  |  |
| --- | --- | --- | --- | --- |
| **Item Description** | **No. of Items** | **Cost Per Item** | **Proposed Budget in USD** | **Actual Cost** |
|  |  |  |  |  |
| Data Analytics Software | 1 | $3,000.00 | $1,500.00 | $3,000.00 |
| Server | 9 | $660.00 | $5,000.00 | $5,940.00 |
| **TOTAL** | | | **$6,500.00** | **$8,940.00** |
|  |  |  |  |  |

**Operational Plan Review:**

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| --- |
| **Key Initiatives** |
| 1. Identify market demands |
| 2. Train content writers on search engine optimization |
| **Current Issues** |
| 1. The proposed budget is lesser than the actual cost of the project |
| 2. SEO Strategist does not have enough time to train content writers |
| **Action Items** |
| 1. Propose a new budget for the project |
| 2. Create a digital reading material for writers |
| **Accomplishments** |
| 1. A new budget proposal is made |
| 2. Data collection is finished |

**Legend:**

* Project/action item is progressing on schedule. 
* Project/action item is delayed or lacks a requirement. 
* Project/action item is stopped. The project may not be completed. 

**Performance Indicator:**

|  |  |
| --- | --- |
| **Goals/Objectives** | **Outcome Description** |
| 1. Increase Search Engine Results Pages (SERP) ranking on all contents | The new content marketing workflow will help increase the effectiveness of each content and will give it a higher ranking on popular search engines. |
| 2. Increase customer visits to company web page and content to 75% by end of the year | The integration of SEO into the team’s work process will help increase the company website’s visibility thereby increasing customer visits |