

Richard Suls
computer consultant



INVOICE

Invoice Date: 02/02/2017

Due Date: 03/04/2017

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Camp JORI

Ricky Kodner

Description	Time/Quantity	Rate (USD)	Tax	Total
› SEO	2.5	\$ 100.00	No Tax	\$ 250.00

1/15 - 1.5 hours

1/24 - 1.0 hours

Subtotal: \$ 250.00

Total: \$ 250.00

Due Date: 03/04/2017

Notes:

<http://www.campjori.com/jori-store/> - This page has too few characters, no images, links to another external page, etc. It's my opinion that this page will need to be re-designed entirely to increase SEO.

<http://www.campjori.com/newsletters/> - This page also has too few characters, and the structure of it prevents the keyword from appearing in the 'first paragraph'. The Alt tags could be edited to contain the keyword. For instance on this page I added the alt text for each image as: "Newsletter image 1". That should help a little bit, but isn't a major focus/fix. The two major things that would spike the SEO are re-writing the copy to contain 300 or more words, and including the focus keyword in that initial text.

<http://www.campjori.com/reaching-up-inclusive-program/> - Like the two above, this page has too few characters, and the structure of it prevents the keyword from appearing in the 'first paragraph'. Images are also missing alt text.

The slug for this entry previously read like a sentence. "Reaching Up is an inclusive program for both Day and Overnight campers that makes JORI accessible to all campers who may require some additional support." Slugs should be written without 'stop words'. I've rewritten it to be: "Reaching Up - inclusive program serving Day /

Overnight campers. JORI accessible additional support camper program."

<http://www.campjori.com/work-at-camp/> - this page has a few places with "Click here to add your own text". That should be update with actual text.