

Morrison Consulting / Mode

1477 W Sea Fog Drive
Gilbert, AZ 85233

Progress Report

Progress Report #: PR-7132
Progress Report Date: 9/17/2021

Bill To:

PediFix Footcare Company
Christopher Case
301 Fields Lane
Brewster, NY 10509



This is Not a Bill

Date	Description	Amount
9/1/2021	Pedifix - On Page SEO (Ankle Sprain) - began keyword research for t-anklesprain.aspx. created keyword list in SEMRush, determined seed word, search intent, sales funnel, marketing funnel, primary keyword, secondary keyword, tertiary keyword, related keywords and questions. examined on page seo checker. also determined what the title, on page title, and meta description would be.	162.50
9/2/2021	Pedifix - On Page SEO (Dry Skin) - began keyword research for t-dryskin.aspx. created keyword list in SEMRush, determined seed word, search intent, sales funnel, marketing funnel, primary keyword, secondary keyword, tertiary keyword, related keywords and questions. also determined what the title, on page title, and meta description would be.	175.00
9/2/2021	Pedifix - SEM / SEO (September 2021) - Examined performance in Web.dev to ensure we were maintaining the previous metrics Noticed a drop into the low 60's, investigated reasons Began testing and modifications to the homepage Added async loading to CSS files, tested variations Tested not firing Yotpo on the homepage Created critical path html pages for the header and home page content sections Ran purgess to extract the CSS rules which apply to the sections and included them in the inline stylesheet and the homepage stylesheet Consistent received high 70s and 80s for a performance score	375.00
9/7/2021	Pedifix - On Page SEO (Flat Feet) - began keyword research for t-flatfeet.aspx. created keyword list in SEMRush, determined seed word, search intent, sales funnel, marketing funnel, primary keyword, secondary keyword, tertiary keyword, related keywords and questions. also determined what the title, on page title, and meta description would be.	162.50
9/8/2021	Pedifix - SEM / SEO (September 2021) - Received request to enable Hotjar Tested the site in web.dev, consistently recording high 80s on the homepage Responded to questions regarding enabling Hotjar for Sitetuners, suggestions to use Clarity instead of Hotjar since it will affect the performance Confirmed that hotjar should be enabled Un-paused the script in GTM, tested the site, confirmed performance drops about 5 - 8 points Notified Andie of change.	112.50

Total

Payments/Credits

Retainer Account Balance

A negative balance reflects your retainer surplus and means you are in good standing. A positive number means you have used your available retainer and there is still a balance due. This amount will be taken from your next retainer payment.

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9/8/2021	Pedifix - On Page SEO (Athlete's Foot) - began keyword research for t-athletesfoot.aspx. created keyword list in SEMRush, determined seed word, search intent, sales funnel, marketing funnel, primary keyword, secondary keyword, tertiary keyword, related keywords and questions. also determined what the title, on page title, and meta description would be.	162.50
9/9/2021	Pedifix - On Page SEO (Callus) - began keyword research for t-callus.aspx. created keyword list in SEMRush, determined seed word, search intent, sales funnel, marketing funnel and primary keyword.	125.00
9/10/2021	Pedifix - On Page SEO (Blisters) - Keyword research refinement for Blisters Began reduction of keywords to focus on the target page and search intent Examined GA, GSC, Organic Traffic Insights for not provided keywords contributing to traffic to the target page Inspected the blisters products on the site and removed the transactional keywords which didn't match the general product types for blisters Inspected the informational keywords and removed keywords which didn't match the treatment, causes, prevention related keywords. Included a couple low traffic, low competition keywords Reviewed Googles new handling of the title tag and the usage of the heading verses the title in SERP results. Inspected bunions and confirmed Googles using the heading and not the title tag	187.50
9/10/2021	Pedifix - On Page SEO (Callus) - Continued keyword research for t-callus.aspx. Formulated secondary keyword, tertiary keyword, related keywords and questions. also determined what the title, on page title, and meta description would be.	75.00
9/13/2021	Pedifix - Weekly Meeting - Weekly meeting with Pedifix team.	0.00
9/13/2021	Pedifix - Weekly Meeting - Meeting with Pedifix to review the On Page SEO progress and Site Tuners suggestions	0.00
9/14/2021	Pedifix - On Page SEO (Crooked Toes) - Narrow down keyword list terms to create a more relevant list for use to pick the best on page title, titles, meta descriptions.	87.50

Total

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9/14/2021	PediFix - Site modification based on Site Tuner requests - Began site change requests Updated entitypage.calltoaction to Buy Now! Tested changes in dev console to entity pages to make the pill btn a standard btn with brand blue and white text Modified entity.pedifix.grid.xml.config package to include changes to the entity buttons, updated the SASS files, built the CSS, uploaded and tested on production. Updated medical CSS as well since consumer and medical share the same xml package Modified the Active Campaign signup form section, adjusted the top and bottom padding and removed the padding and margin from the AC form to reduce the height. Located the trust symbols in topic 0-home-guarantees. Removed the trust symbols from the homepage Updated the Consumer and Medical SASS files to change the Read More text to Read More... Tested changes to new products dropdown in dev console, defined structure and styles, updated 0-template-top-nav topics for consumer and medical, modified SASS file	562.50
9/14/2021	Pedifix - SEM / SEO (September 2021) - Reviewed homepage heatmap in Hotjar and homepage heatmap in Clarity for similarities and differences Noticed Hotjar doesn't provide any of the dropdown clicks	37.50
9/15/2021	PediFix - Site modification based on Site Tuner requests - Finished mockups for homepage ailments Created mock ups of image into history footcare experts section Updated product page warning color to blue Created mock ups of the product page Sent to Jesse for review	187.50
9/15/2021	Pedifix - SEM / SEO (September 2021) - Created open graph xml package for social sharing to provide the correct title description and product image when products URLs are shared and a fall back when the entity and homepage is shared.	225.00

Total \$2,637.50

Payments/Credits -\$2,637.50

Retainer Account Balance	-\$362.50
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