

# Project Proposal for CXO Steps Website Management

This proposal outlines a comprehensive strategy to maintain, evolve, and optimize the CXO Steps platform. Our approach focuses on technical stability, consistent functional growth, and search engine dominance.

## Service Categories

### 1. Comprehensive Website Maintenance

This ensures the platform remains secure and high performing on your specific Laravel and PHP stack.

- Weekly Laravel framework security patches and package updates
- Continuous Linode server monitoring and performance tuning
- MySQL database optimization to ensure fast query response times
- Cloudflare CDN management and WAF security monitoring
- Regular offsite backups to ensure data integrity and quick recovery

### 2. Active Development and Enhancements

This covers the continuous evolution of the site with consistent functional updates.

- Implementation of two to three specific development changes per week
- Complete restructuring of the blog and resource center architecture for better UX
- User interface refinements to improve conversion rates for coaching products
- Bug fixes and performance tweaks for the registration and booking modules
- Quality assurance testing for all new code deployments across browsers

### 3. Advanced Technical SEO

A dedicated focus on making the site discoverable and technically sound for search engines.

- Comprehensive audit and optimization of Core Web Vitals for maximum speed
- Implementation of advanced Schema markup for coaching services and facilitators
- Management of crawl budget and XML sitemap health
- Regular identification and resolution of broken links or crawl errors
- Technical metadata optimization to improve search engine visibility

## Investment Summary

The following monthly investment covers all recurring maintenance, development hours, and SEO tasks.

Service Category	Monthly Investment
Website Maintenance	₹25,000
Developmental Changes	₹12,000
Technical SEO	₹8,000
<b>Total Monthly Investment</b>	<b>₹45,000</b>

## Why This Approach Works

By combining these three pillars, we ensure that CXO Steps is not just "running" but is actively getting better every week. The focus on regular development changes allows for an agile response to market needs, while the technical SEO foundation ensures that your premium services reach the right high level audience.

Would you like me to add a section regarding the specific timeline for the blog restructuring project?