



## Metadata and SEO Services

Maverick offers expert Metadata and SEO consulting services tailored to optimize your publishing endeavours and enhance the online presence of your publications. Following is an overview of the scope of our services:

### Metadata Optimisation

- Comprehensive analysis, validation, and enhancement of metadata for all your publications delivered by ONIX, API, and other feed types.
- Validate semantics of your ONIX and other feed types to ensure that the exchanged data accurately represents the details of your publications.
- Customised metadata strategies to improve discoverability and relevance.
- Implementation of industry best practices for metadata standards.

### SEO Strategy Development

- In-depth keyword research to identify opportunities for increased visibility.
- SEO audits to assess the current state and identify areas for improvement.
- Tailored SEO strategies to boost search engine rankings and organic traffic.

### Content Optimisation

- Guidance on creating SEO-friendly and reader-friendly website content.
- Recommendations for incorporating relevant keywords naturally.
- Strategies for improving content structure and readability.

### Competitor Analysis

- Thorough analysis of competitors to identify strengths and opportunities.
- Benchmarking against industry leaders for informed decision-making.

### Performance Tracking and Reporting

- Implementation of analytics tools to track key performance indicators.
- Regular reports detailing the impact of my strategies and recommendations for continuous improvement.

To learn more about how our SEO, ONIX, and Metadata consulting services can benefit your publishing program, contact us for a consultation.

For further information, contact:

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