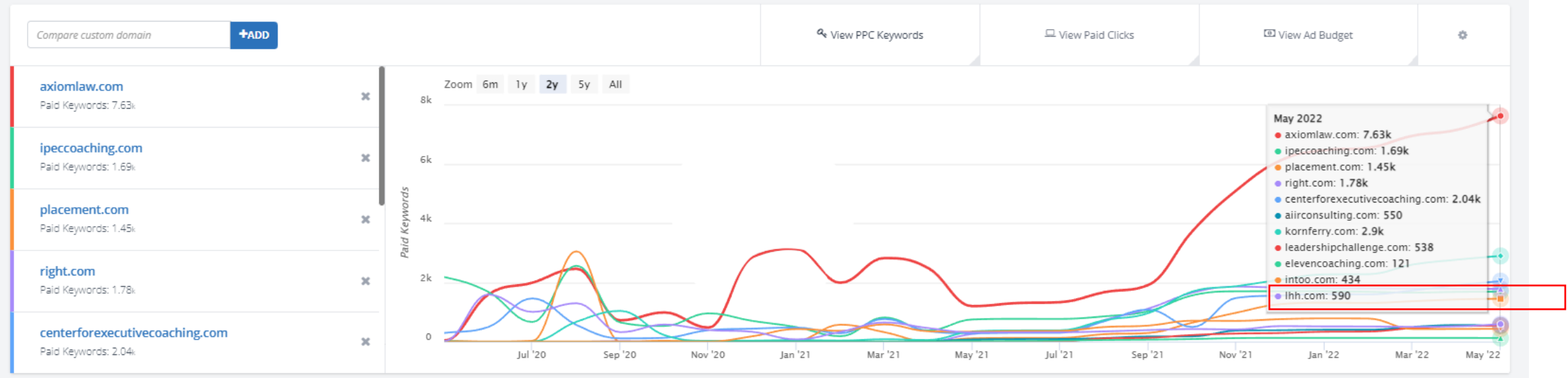


Paid & SEO keyword
competitive analysis research
And analysis for targeted terms.

Paid Opportunities

Top Ad Competitors



These are some of the main competitors that are advertising campaigns on Google and therefore attract qualified traffic that belongs to the the brand audience.

This graph shows the number of keywords currently advertising among all its ad groups with a history of two years ago.

Paid Opportunities

Keyword	Broad Monthly Clicks	Phrase Monthly Clicks	Exact Monthly Clicks	Broad Monthly Cost	Phrase Monthly Cost	Exact Monthly Cost	Ads	Number of Ranking Homepages	SERP First Result
corporate health	1800	274	18	10095	1968	110	13	13	kornferry.com
korn ferry	1400	1357	780	3241	2985	1494	3	3	hbr.org
executive coach	950	653	120	6909	4810	971	19	23	mayoclinic.org
leadership development courses	160	19	5	1196	169	50	22	2	thebalancecareers.com
executive coaching services	120	8	6	796	46	39	9	18	limeade.com
corporate health and wellness programs	120	6	3	394	42	24	19	6	ltdteam.com
coaching executives	120	15	10	800	101	74	11	14	ckju.net
leadership training and development	110	0	0	538	2	0	22	7	thumbtack.com
the development of leadership	90	0		77	0		14	3	wrike.com
team effectiveness	80	30	4	118	31	5	4	1	michaelpage.ae
corporate executive coaching	70	1	1	525	7	4	10	12	who.int
develop leadership skills	65	38	16	383	225	92	10	0	beyondbooksmart.com
training for leadership	65	1	0	261	13	0	38	6	wrike.com
leadership and development	60	1	0	199	5	1	11	1	hbr.org
leadership development conference	60	30	3	341	188	22	11	8	eurac.com
executive coaching programs	55	4	0	343	28	1	18	7	athensmicro.com
wellness ideas for workplace	55	0	0	138	2	0	34	1	aiirconsulting.com
leadership team development	50	15	10	287	84	58	7	3	hbr.org
developing leadership	50	0	0	87	0	0	26	4	chron.com
executive career coach	50	29	6	368	249	44	16	31	betterup.com

In the file named **Competitors Google Ads Keywords**, I have extracted the main keywords they are advertising, and we only choose those that have taken them from 10 clicks onwards; given that some advertisers have up to 5 or 6 thousand keywords advertising, I eliminate all those that do not deliver any relevant results.

The metrics show the number of clicks they get by the broad selection, by phrase, or by exact search, their approximate costs, and the number of ads where they chose each keyword and the destination URL.

The complete detail of each competitor is in the excel file; this is just an example.

Paid Opportunities

Term	Date	ClicksPerMonth	CostPerClick	MonthsInUse	Position	Title	Body	Url
leadership training	20220301	3874	8.82	1 out of 12	5	Skills for Leaders - Manager Leadership Training	Download the Free 2022 Leadership Report now from the experts at AIIR Consulting.	http://aiirconsulting.com/
leadership development	20220201	3695	6.26	1 out of 12	1	2022 Leadership Trends - Leadership Development Guide	We surveyed hundreds of HR and talent professionals & senior executive coaches. Get the actionable guide that will empower you to help leaders to succeed. Meet Our Experts. Innovative Solutions. Read	http://aiirconsulting.com/
executive coaching	20211001	1656	7.17	3 out of 12	4	AIIR Consulting - Executive Coaching	Don't Miss Leadership Tips, Emerging Trends, News And Interviews With Experts. Download The Guide. See News. Browse Services. Highlights: Newsletter Available, Launched In 2019.	http://aiirconsulting.com/
executive coaching	20211101	1656	7.17	3 out of 12	2	AIIR Consulting Level Up - High Performance Leadership	Executive Coaching, Executive Assessment, Team Effectiveness, and Leadership Development. Evidence-based practices, industry-leading technology, and world class. coaches. Download The Guide. See News.	http://aiirconsulting.com/
executive coaching	20211201	1656	7.17	3 out of 12	7	Executive Coaching Services - AIIR Consulting Achieve More	We leverage a systematic & rigorous four-stage process for sustained behavioral change. Learn about the AIIR Method and what sets us apart from other solutions. See News. View Partners. Subscribe To N	http://aiirconsulting.com/
executive coach	20210501	964	7.17	2 out of 12	1	AIIR Consulting Level Up - High Performance Leadership	Executive Coaching, Executive Assessment, Team Effectiveness, and Leadership Development. Evidence-based practices, industry-leading technology, and world... Contact Us - About Us - Executive Coaching	http://aiirconsulting.com/
executive coach	20210601	964	7.17	2 out of 12	2	AIIR Consulting Executive Coaching	Don't Miss Leadership Tips, Emerging Trends, News And Interviews With Experts.	http://aiirconsulting.com/
executive coach	20211201	964	7.17	2 out of 12	3	Executive Coaching Services - AIIR Consulting Achieve More	We leverage a systematic & rigorous four-stage process for sustained behavioral change. Learn about the AIIR Method and what sets us apart from other solutions. See News. Subscribe To Newsletter. View	http://aiirconsulting.com/
leadership training courses	20220201	656	8.39	1 out of 12	4	Leadership Training in 2022 - Skills for Leaders	Download the Free 2022 Leadership Report now from the experts at AIIR Consulting. Increasing the effectiveness and performance of leaders and their organizations. Read News.	http://aiirconsulting.com/

In the **Competitor Google Ads History file**, we will find the ads that the competitors have been running on Google, how they have crafted their ads, and how they have used the keywords they selected. This will serve as an example of what they have or are doing and the link they lead to.

The complete detail of each competitor is in the excel file; this is just an example.

SEO Opportunities

#	Keyword	Country	Difficulty	Volume	CPS	Global volume	Traffic potential	Links needed to rank in TOP 10
17	succession planning	us	45	10000	0.5	40000	2500	68
8	rpo	us	27	14000	0.45	80000	7800	32
87	recruitment process outsourcing	us	22	700	0.78	3400	700	24
56	redeployment	us	16	2300	0.36	12000	400	18
90	internal mobility	us	13	450	0.46	2200	20	15
91	career mobility	us	10	450	0.63	1400	150	11
102	executive transitions	us	4	50		100	60	5
96	talent mobility	us	2	350		1500	50	3
	internal career pathing	us	9	10	0	10	200	10

In the file named **Organic Keyword Opportunities**, you will find terms that were suggested to focus on the keyword research in purple; among the metrics that we include, there is one called "links needed to rank for," which offers us an approximate amount of external websites that should point to ours so that we can appear in the first ten results of the first page in Google when a user searches under that term.

Some need a minimum amount to achieve it, but they also do not offer a high search volume, which means that the user is not searching under that particular term or terms.

We also include all the other terms that are related to the user's search intent under those categories; considering the domain authority that the brand has and its current ranking, it has an excellent opportunity to compete for terms with greater visibility and popularity among the searches performed by the user.

The complete detail of each keyword is in the excel file; this is just an example.

SEO Opportunities

Making a simple analysis about the type of content that is already ranking in the search engine's first places, it can be seen that they all start from the informative variety of content in a questioning tone to give the user an answer to their primary search intention, "**what is RPO ?**", the competitors generate a pull of content that solves the user's need quickly, gaining immediate relevance.

That's the way; you must start with the content construction strategy to rank within that search category in Google.

Search result	Top keyword
1 Featured Snippet Recruitment Process Outsourcing - Resource Solutions https://www.resourcesolutions.com/solutions/recruitment-process-outsourcing.html ▼	recruitment process outsourcing
2 ▼ People also ask What are the steps in recruitment process outsourcing? How does an RPO model work? What are the benefits of recruitment process outsourcing? What are the 5 stages of the recruitment process?	
3 Recruitment Process Outsourcing Association (RPOA) - Home https://www.rpoassociation.org/ ▼ ► 5 Sitelinks	recruitment process outsourcing
4 Recruitment Process Outsourcing (RPO) - Korn Ferry https://www.kornferry.com/capabilities/talent-acquisition/recruitment-process-outsourcing-rpo ▼	rpo recruitment
5 What is RPO in recruitment? RPO meaning - Randstad ... https://www.randstadsourceight.com/our-solutions/rpo/what-is-rpo/ ▼	rpo recruitment
6 How Recruitment Process Outsourcing Can Help Businesses ... https://www.forbes.com/sites/forbeshumanresourcescouncil/2021/06/01/how-recruitment-process-outsourcing-can-help-businesses-address-the-great-rehire-of-2021/ ▼	recruitment process outsourcing
7 What is RPO? https://www.hudsonrpo.com/resources/what-is-rpo ▼	rpo recruitment
8 What is recruitment process outsourcing (RPO)? - TechTarget https://www.techtarget.com/searchhrsoftware/definition/recruitment-process-outsourcing-RPO ▼	rpo meaning
9 RPO Recruitment Process Outsourcing Talent Acquisition https://www.peoplescout.com/solutions/rpo/ ▼	talent rpo
10 All About Recruitment Process Outsourcing (RPO) - Cielo Talent https://www.cielotalent.com/recruitment-process-outsourcing/ ▼	rpo recruitment
11 8 Benefits of Recruitment Process Outsourcing - The Planet ... https://theplanetgroup.com/blog/benefits-recruitment-process-outsourcing/ ▼	outsourcing hiring
12 What is Recruitment Process Outsourcing (RPO) - Guidant ... https://www.guidantglobal.com/what-is-outsourcing/what-is-rpo ▼	whats rpo mean
13 What is RPO? (Recruitment Process Outsourcing) - ADP https://www.adp.com/resources/articles-and-insights/articles/w/what-is-rpo-recruitment-process-outsourcing.aspx ▼	rpo recruitment
14 Recruitment Process Outsourcing (RPO) - Recruit CRM https://recruitcrm.io/blogs/rpo-recruitment-process-outsourcing ▼	recruitment process outsourcing

SEO Opportunities, keyword application

The following exercise is an applied **example** using some of the keywords suggested in the attached document, like:

1. Talent mobility
2. Executive transitions
3. Career mobility
4. Recruitment process outsourcing companies
5. RPO
6. Hiring process
7. Employee satisfaction

I created an SEO Google-Friendly example text by placing some terms to start building an article aimed at the target audience. **This can be done with each of the targeted terms on the file, supported with On-Page, link-building techniques, and a mix of other SEO tactics to give the page better changes to compete under popular terms.**

*“The **talent mobility** landscape is rapidly changing, and organizations struggle to keep up. They are being forced to confront new challenges, such as the need to manage talent pipelines and engage in **succession planning**.*

In addition, they are also dealing with increased pressure to fill critical roles quickly.

*One solution that has gained popularity in recent years is **recruitment process outsourcing (RPO)**. RPO is a type of outsourcing that involves contracting with a third-party provider to manage all or part of the recruitment process.*

There are several benefits of RPO.

*First, it can help organizations save time and money. Second, it can improve the quality of hires by providing access to a larger pool of talent. Third, it can help to speed up the **hiring process**. Fourth, it can improve compliance with employment laws and regulations. Finally, it can increase **employee satisfaction** by making the recruitment process more efficient.*

If your organization struggles to keep up with the talent mobility acquisition, consider outsourcing the recruitment process. RPO can provide your organization many benefits, including time and cost savings and improved compliance.”

SEO Opportunities, keyword application

In this slide, I generate some examples with the suggested keywords for creating campaign ads on Google and using those that have the best keyword conversion among competitors.

Google Ads Examples

- *Professional career coaching to help you find your path and achieve your goals.*
- *Are you looking for a career change? Check out our Placement® career coaching!*
- *Imagine a service that managed your recruiting and hiring efforts.*
- *Transform your career, beat the competition, and get a job you love with expert coaching.*
- *Get the right talent to join your team by outsourcing Placement's professional recruitment process.*
- *Brand Talent Acquisition offers full-service recruitment process outsourcing (RPO) to help your business find and hire the best talent.*

Business Case: Growth Marketing



End-to-end corporate spend management

FOR COMPANIES IN LATIN AMERICA



Task 1 | SEO Plan for Clara Brazil

What is the status quo in SEO positioning for Clara, and where are the most significant opportunities to grow?

The Clara Brazil website ranking position is weak; it has only a domain authority of **13** points on a scale of 1 to 100. It does not have enough quality backlinks to help it rank in better positions using popular terms within its category.

It should start its improvement by solving big Technical SEO issues on the content side of the site.

The main landing pages that are taking user traffic away from Clara Brazil in that market are:

- <https://www.portoseguro.com.br/cartao-de-credito-empresarial>
- <https://www.visa.com.br/parceiros-visa/informacoes-para-parceiros/informacoes-para-pequenos-negocios/visa-empresarial-detalhes.html>
- <https://www.idinheiro.com.br/negocios/cartao-de-credito-pj/>
- <https://www.bb.com.br/pbb/pagina-inicial/empresas/produtos-e-servicos/cartoes/cartoes-para-pagar-despesas-do-dia-a-dia-da-empresa/cartao-de-credito-ouocard-empresarial#/>
- <https://www.italu.com.br/empresas/cartao-empresarial>
- <https://www.mastercard.com.br/pt-br/empresas/pequenas-empresas.html>
- <https://www.serasa.com.br/ecred/blog/entenda-tudo-sobre-cartao-de-credito-para-cnpj/>
- <https://santandernegociosempresas.com.br/conhecimento/empreendedorismo/cartao-de-credito-mei/>
- <https://www.bancointer.com.br/empresas/cartao-de-credito-empresarial/>
- <https://blog.nubank.com.br/cartao-de-credito-para-empresa/>

These pages are the ones that attract the most significant number of users through the use of different keywords that they are targeting; it is essential to note that the average is **no more than 200 keywords** for which they are getting their ranking positions, which gives Clara Brazil, great opportunities to take advantage of optimization opportunities in On-Page and with Content Creation.

Currently competes in organic traffic against the following Brazilian websites:

- <http://ccmaisbank.com.br/>
- <https://www.italu.com.br/>
- <https://contasimples.com/>
- <https://www.mastercard.com.br/pt-br.html>
- <https://vexpenses.com.br/>
- <http://4maos.com.br/>
- <https://www.b2bstack.com.br/>
- <https://banco.bradesco/html/classic/index.shtm>
- <https://www.bancointer.com.br/>
- <https://www.bb.com.br/pbb/pagina-inicial#/>

These sites have a domain authority between **32 points to 85**; they are the main competitors that take away user traffic from Clara, Brazil.

Which keywords do we need to prioritize?

Currently, Clara Brazil's landing page does not have a Primary Keyword defined; terms such as **corporate credit card** or **business credit card** are used, which are not within users' search intent as described in the table (pink words).

There are better opportunities for the keywords marked in **Yellow**. They have a minimum difficulty within niche competition, deliver enormous traffic potential, and require a minimum backlinks number to inherit relevance towards the intended term.

KeyWord	Difficulty	Global Volume	Monthly Traffic	Traffic Potential	Backlinks Needed
cartão de crédito corporativo	0	500	200	350	0
cartão de crédito	46	215,000	211,000	186,000	71
cartao de credito para negativado	4	57,000	57,000	58,000	5
credicard	12	232,000	339,000	214,000	13
melhores cartões	24	2,000	1,900	6,200	27
cartão de crédito caixa	22	43,000	43,000	99,000	24
cartão de crédito aprovação imediata online	3	7,900	7,800	13,000	4
cartao de credito para mei	0	1,900	1,800	3,600	0
cartao de credito facil de aprovar	4	4,300	4,100	25,000	5

Which strategy do you suggest to do this?

The strategy I would follow will start with four steps.

1. Content optimization towards the chosen keywords.
2. Internal linking through a silo of links.
3. Optimized and interlinked content generation on chosen terms.
4. Backlinking generation of a 6-level seeding strategy to speed up the SERP rankings among niche categories will bring more website traffic.

"In this exercise, I only worked with 4 or 5 examples of keywords on which to optimize. Still, a complete strategy at least includes 40 or 60 different and connected terms (which I have) to generate the necessary semantic content and thus position the keywords within the market in Google Brazil; this is just a short example for this interview testing purposes".

In which steps new users are struggling the most? Why do you think this might be happening?

One of the immediate improvement actions is to give the user a less complex journey to card requests call to action.

In SEO, one of the main things that Google indexers look for is that the most relevant data of the landing page, once the user arrives, should be on the "visible screen" before they have to scroll down; some of the calls to action are below that visible screen line, which reduces the relevance of the content and impacts the CTR, that could be improved.

On the other hand, the SERP snippet also has some improvement opportunities to grab the user's attention to click on it.

The product's information about solutions and benefits must be highlighted and made more visible and transparent for the user. I mean the reasons to believe.

The landing page is oriented toward the product's, not the user's needs.

<http://www.clara.com.br> ▾ Traducir esta página

Clara

Clara é o cartão crédito empresarial e a melhor plataforma de controle de gastos para a sua empresa.

If the current level of traffic is 5k sessions per month in SEO and we have a conversion rate of 10% from sign up to contract signed, how many incremental conversions could be expected 6 months from now?

More elements are needed to answer this question with better certainty; what I can anticipate is an increase in traffic in 6 months of at least **15%**, taking as a starting point the conversion rate that the website already has, an **increase among the 5% to 10% of the current number is reasonable**. But I insist that for a solid flow forecast of this type, many factors are required and necessary to know what will impact and what is not within the consumer's journey.



6 months high level overview of actions to address the biggest growth opportunities

Please take a look at the following roadmap for that purpose, this goes for the first three months

[illegible]

This goes for the second three months

[illegible]

Define clear expectations on what resources do you need and what outcome is expected from each milestone

- The resources to reach and achieve the goals and activities described in the previous roadmap are the suitable applications (toolset) to carry out measurements, SEO research, seeding, and analysis.
- A budget could be needed for programmatic SEO, backlinks, and posts generation.
- It is handy to have the support of the developer team with time and room to assist in development tasks on the backend,

Explain thoroughly how would you prioritize the main initiatives

- Following the roadmap that I propose, the main thing is to define the website's strengths, know its advantages, prioritize and define what limitations are present if.
- In addition, once the starting point is established and the niche CTR is fixed in its category through organic channels, we can consider sustained real growth through SEO actions.
- Programmatic content, seeding, and backlinks are essential to start ranking for popular user terms.

If the site doesn't match users' search intent, there's no way it can rank, compete, and improve conversions.

How would you measure the success of this plan?

- The KPIs I would propose for this would be:
- Organic traffic growth
- Apply click Conversions
- Dwell time on shareable content
- Placed terms on Google SERPs or other search engine results
- Acquired Backlinks
- Domain authority improvement
- Total indexed pages and increased keyword rankings
- All this will be delivered into a Data Studio dynamic dashboard for the stake holders and executive board of directors to let them know if we are moving forward.

What out-of-the-box growth tactics would you use to increase our traffic?

There is no secret formula for making this happen; basic-school tactics never fail, such as acquiring backlinks, content creation, and on-page optimization which should be the beginning of something to start from.

If Clara wants to rank in Brazil by terms such as credit card, corporate credit card, or business credit card, to mention some examples, the number of backlinks to acquire is among 6 to 88 different domains with authority; this can take from weeks to months to get it or from 53 domains if Clara wants to rank under this search queries in the Mexican one.

There are different strategies for generating backlinks like outreach, stolen broken links, programmatic SEO, 6-level subdomain add-ons, etcetera; time will be an essential player to consider.

Task 2 | Increase KW ranking in “tarjeta de crédito corporativa” in Mexico.

- To rank in the top ten google positions within Google.com.mx under the search query “credit card or credit cards or corporate credit cards,” 46 to 53 different authoritative domains pointing to our content will be required.
- In addition, a well content hub will be needed to nest all the pieces that will take that term in front of the users, covering some immediate user demands with search queries such as:
 - I. **what happens if I do not pay my credit card?**
 - II. **How do I pay with a credit card?**
 - III. **where I can use a credit card?**
 - IV. **which is the cat in a credit card?**
- Those are just a few examples among dozens of keyword terms and concepts that the website needs to build around and get the semantic content framework for relevant users’ search intent.
- Its monthly traffic potential reaches 50 thousand monthly searches with almost 8 thousand click conversions for the main competitor under those queries.

Search terms related to tarjeta de crédito corporativa

Those could be **“Financial freedom”, “where is my card?” “credit cards without an annuity”, “the best card”**,

Applies to the credit cards category to name a few, all have a minimum difficulty with a traffic potential above 3 thousand monthly clicks only in the Mexican market.

OBJECTIVE

We want to be #1 in Tarjeta de crédito corporativa in Mexico, but we know this could take time. Explain what is the incremental traffic of ranking higher in this keyword in Mexico.

That particular keyword is not so competitive with “**corporate credit card**” since it has a minimum difficulty; currently, who comes out as no. 1 is Clara’s paid advertising. The competitors in the organic ranking are from other countries.

BBVA has one of the first positions and pages from other countries that appear on google.com.mx; this indicates a high opportunity for optimizing for that keyword, but does it worth using that one? It barely has an average of 400 global searches, 70 monthly in Mexico, and just 150 as traffic potential offering 100 conversion clicks.

Other options like “**business credits**” or “**business cards**” offer a better opportunity. However, we could optimize the first one and then the other suggestions to get the necessary traffic and improve conversions.

Define a thorough plan to increase our ranking here. What tactics would you use and why?

On-Page optimization and the keywords mentioned above and others, backlinking and internal linking within the brand's online properties. There is no magic touch and I’m sure you have heard this before, but that is because it actually works; we must focus on the basics as the first step requires before starting other actions.

What goals would you set monthly to achieve a top 3 ranking?

Visits, backlinks, dwell time, CTR.

What other keywords are worth focusing on?

“**Business credit**”, “**types of credit**”, or “**credit application**” are three of more than 100 different options available.

Task 3 | Optimize our website in Brazil

Decrease the loading time of our website, What can you do specifically to decrease the loading time of our website?

The following points must be addressed, which are generating a delay of up to 20 seconds on average between all its components.

This doesn't mean that the page takes 20 seconds to load, this means that depending on the HTTP request, device, connection, and other factors could take up to that, the following are some specific issues that need attention:

- [Defer offscreen images](#)
- [Serve images in next-gen formats](#)
- [Properly size images](#)
- [Reduce unused JavaScript](#)
- [Minimize main-thread work](#)

Images to be optimized, it is necessary to use a dedicated tool for image WEB compression

```













<div class="item-image" style="background-image: url('https://www.clara.com.br/hubfs/Component%20273%20%2...')>



...Princing/Clara_price.svg(www.clara.com.br)
/hubfs/Component%20273%20(1)-1.png(www.clara.com.br)
/hubfs/Component%20273%20%281%29-1.png(www.clara.com.br)
/hubfs/Clara%20App_2Cards_BR.png(www.clara.com.br)
/hubfs/Clara-plataforma-Brasil.png(www.clara.com.br)
/hubfs/Business%20Black_CO.png(www.clara.com.br)
```

Which type of test would you run to determine your changes are helping to improve it?

SEO Audit works well for this, it should be divided into four groups to focus on the changes that generate the most significant impact without stalling the Development teams in changes that will not bring impact, for example:

High impact – low effort

- Error (5XX) URL in XML Sitemaps
- Broken internal URLs
- URL is orphaned and was not found by the crawler
- Title tag is missing
- <h1> tag is empty
- <h1> tag is missing
- Meta description is empty

Low impact – high effort = TBD

High impact – high effort

- 12 HTTP errors avoid content to be indexable which means, no one will find them

Low impact – Low effort = TBD

We can use several tools to run a full suite of website tests and maintain the performance at its peak, considering that Clara Brazil is a site with less than 350 pages; this can be 100% optimizable and manageable by even one person.

How would you measure the impact of decreasing loading time?

These metrics are found in different tests inside the CORE WEB VITALS process; however, improving the performance in loading time has an immediate impact on the SERP.

What else besides loading time should we do to improve our positioning in organic search?

Some of the first things to go for is that the website is not forced to use HTTPS or load the SSL certificate; this gives a false positive, which is an insecure site and damages its ranking position.

Use the following code to solve this problem immediately; if the website is working already with a .htaccess file, add the code lines; if it is not, you need to create a .htaccess file with those code lines and upload it to the root folder, that will fix that issue (you are welcome 😊).

Forcing the use of HTTPS:// on your site will ensure that visitors are always using <https://www.clara.com.br> and aren't able to access an insecure <http://www.clara.com.br> URL. This is recommended since if a visitor does access your site as <http://www.clara.com.br>, everything will be marked as "Not Secure", and that for a Fintech is HUGE.

The below code is for forcing HTTPS only on an Apache webserver. If you are using another web server such as Lighttpd, or Nginx, you will need assistance from the hosting team.

Add the following code to the .htaccess file:

```
RewriteEngine On
RewriteCond %{HTTP_HOST} clara\.com\.br [NC]
RewriteCond %{SERVER_PORT} 80
RewriteRule ^(.*)$ https://www.clara.com.br/$1 [R,L]
```

Once this change is made, your site will no longer be accessible on the insecure "<http://www.clara.com.br>" URLs, and **all visitors will be redirected to "<https://www.clara.com.br>" instead.**

- Another immediate issue that needs to be addressed is the **sitemap**, it is misconfigured, and loads redirects; these URLs shouldn't be there.
- Another immediate issue is the correct setup of the **robots.txt file**; it is the first file used by google spiders to index and gives visibility to the entire website.
- It has **several omissions on the On-Page side**. It is essential because the content is not necessarily bad, but Google cannot find it and index it because it is incompatible with their compliance.

Enhance our landing page conversion, what changes would you propose to improve the conversion of traffic to sign up? How would you measure this?

As a first step, if you haven't, I would make an A-B test to analyze the usability of the consumer journey, some opportunities or pain points that will need an improvement; one of the suggestions I would make would be to optimize the flow towards different CTAs so that the options offered by each button were clear.

A landing page with storytelling within its niche that I highly recommend analyzing due to its high conversion rate is:

- a. <https://konfio.mx/growth/tarjeta-empresarial/>

Regarding the product storytelling, I would point to answer a landing page 4 basic questions, which are:

1. Who are you?
2. How can you help me?
3. what do I have to do?
4. Why you?


Following that script, I would create all the graphics, content, actions, and SEO elements to make it a good acquisition conversion page.


How would you structure an ongoing optimization process for the front-end design and UX of our website?

Following the process that I mentioned before, paying attention to the roadmap that is attached to the presentation, prioritizing the actions about time resources so that each stage of the process advances to the extent that the company has to operate, the tools to control it and the resources to handle it all.

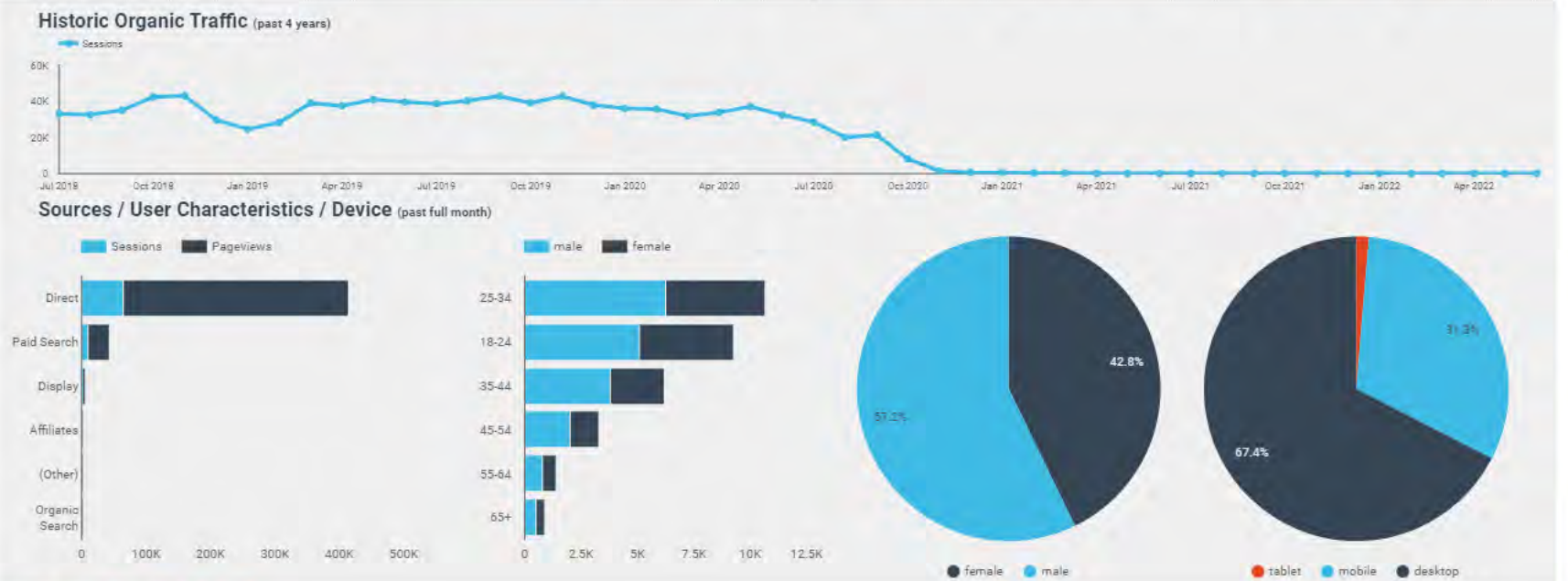
SEO Dashboards Examples

SEO Dashboards Development

 Default Data
Click to select your data

 Default Data
Click to select your data

General Overview



Search Console

All traffic (past full month)

Clicks	12,953	↑ 22.8%
Impressions	979,002	↑ 52.7%
Average Position	16.09	↓ -12.6%

Desktop

Clicks	6,615	↑ 23.4%
Impressions	519,256	↑ 56.5%
Average Position	21.15	↑ 5.0%

Mobile

Clicks	6,061	↑ 50.6%
Impressions	441,282	↑ 47.1%
Average Position	10.46	↓ -34.0%

Top Queries (by clicks, past full month)

Query	Clicks...	Aver...	Impre...	% Δ
1. youtube merch	387	1.17	2,651	↑ 11.5%
2. youtube store	277	1.44	1,456	↑ 15.9%
3. google merchandise store	268	1.01	14,118	↑ 30.1%
4. google stickers	186	1.07	1,077	↓ -4.5%
5. google t shirt	183	1.04	1,486	↓ -22.9%
6. life style	180	14.72	2,492	↑ 6.5%
7. google tshirt	172	1.06	1,091	↑ 96.6%
8. youtube shop	159	1.5	1,065	↑ 34.6%
9. youtube merchandise	137	1.2	1,322	↓ -42.9%
10. google cloud certification pe...	127	1	208	↑ 110.1%
11. google campus bike	104	1	256	↑ 103.2%
12. google magnet	103	1.03	390	↓ -13.1%
13. google bike	100	3.01	2,568	↓ -7.4%
14. google backpack	98	4.8	1,233	↑ 24.4%
15. google hoodie	94	1	539	↑ 16.9%
16. google sticker	93	1.22	687	↑ 7.6%
17. google shirt	81	1	1,095	↑ 8.5%
18. google water bottle	79	1	480	↑ 10.9%
19. google bag	79	1	965	↑ 28.0%
20. sticker	75	2.29	151,848	↑ 134.2%
Grand total	11,523	16.46	851,993	↓ -56.4%

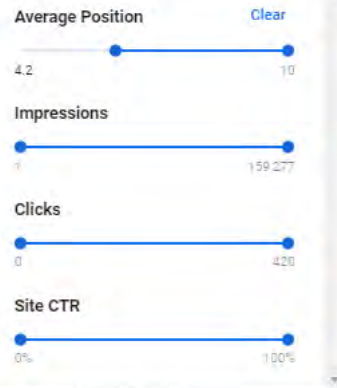
1 - 20 / 16556

SEO Dashboard [Details about this report](#)

Search Console Analysis

Page 1 (Rank 1-10) /past full month

Query	Average Posi...	Impression...	Clicks
1. keychain	7.84	18,142	10
2. google water	7.22	11,325	5
3. //dino	9.21	8,571	12
4. google cycle	5.17	2,231	25
5. google hat	4.46	2,201	27
6. shopping cart	5.04	1,995	6
7. google in water	8.77	1,547	0
8. g google	7.09	1,428	1
9. google keychain	5.88	1,372	9
10. youtube shirt	7.13	1,256	9
11. google backpack	4.84	1,252	16
12. google pen	7.42	1,298	9
13. stickers	5.66	1,245	1
14. google pride	4.26	1,190	2
15. youtube t shirt	4.8	1,160	24
16. light pen	8.91	1,154	0
17. google log in	9.08	1,142	0
18. cloud hoodie	9.47	1,132	0
19. t shirt with pocket	5.52	1,131	0
20. google daddy	6.31	1,127	1
21. straw	6.5	1,042	0
22. google fun	9.61	1,016	3



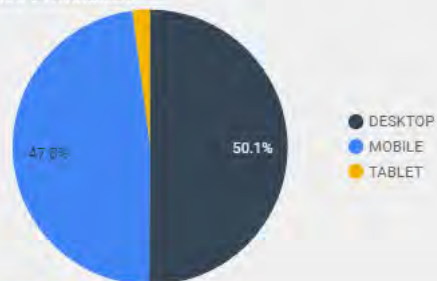
Page 2(10-20 rank) /past full month

Query	Average Position	Impressions...	Clicks
1. keychain	14.24	57,718	5
2. google water	11.73	17,395	23
3. //dino	11.71	14,256	0
4. google cycle	17.69	12,869	4
5. google hat	13.13	11,722	20
6. shopping cart	10.85	2,735	10
7. google in water	10.71	3,512	4
8. g google	16.43	2,408	0
9. google keychain	10.87	3,095	0
10. youtube shirt	14.88	2,611	180
11. google backpack	10.78	2,993	1
12. google pen	11.48	2,475	3
13. stickers	13.25	2,285	5
14. google pride	19.14	2,159	2
15. youtube t shirt	10.5	1,092	1
16. light pen	14.13	1,023	1
17. google log in	15.13	917	1
18. cloud hoodie	11.82	938	1
19. t shirt with pocket	18.41	749	1
20. google daddy	10.43	746	2

Page 3 (Rank 20+) /past full month

Query	Average Posi...	Impressions...	Clicks
1. apparel	24.19	53,123	0
2. lifestyle	23.93	15,633	11
3. stickers	62.09	6,862	4
4. mouse pad	50.73	2,765	1
5. ladies apparel	20.66	2,453	0
6. crewneck sweatshirt	42.51	2,275	1
7. google	27.95	2,077	80
8. laptop stickers	66.77	1,730	0
9. google cloud certification	38.4	1,707	0
10. stationery	85.02	1,573	0

Device Distribution



Query Equals

Enter a value

Device Category

Desktop (past full month)

Clicks
6,615
+23.4%

Average Position
21.15
+3.0%

Impressions
519,256
+36.2%

Site CTR
1.27%
+74.8%

Mobile (past full month)

Clicks
6,061
+20.8%

Average Position
10.46
+34.0%

Impressions
441,282
+47.1%

Site CTR
1.37%
+50.2%



Jun 5, 2022 - Jul 4, 2022

By Emma More, MSS MX

[Landing Page](#)

Device

Country

Avg Pos

Between

and

Query

Contains

Impressions

Between

and Edwards 1992).

Query	Landing Page	Clicks	Impressions	CTR	Avg. Pos.
youtube merch	https://shop.googlemerchandisestore.com/Google+Redesign/Shop+by+Brand/YouTube	419	2,840	14.75%	1.16
youtube store	https://shop.googlemerchandisestore.com/Google+Redesign/Shop+by+Brand/YouTube	293	1,537	19.06%	1.43
google t shirt	https://shop.googlemerchandisestore.com/Google+Redesign/Apparel/Mens/Mens+T+Shirts	193	1,582	12.2%	1.04
google tshirt	https://shop.googlemerchandisestore.com/Google+Redesign/Apparel/Mens/Mens+T+Shirts	181	1,161	15.59%	1.05
life style	https://shop.googlemerchandisestore.com/Google+Redesign/Lifestyle	180	2,611	6.89%	14.88
youtube shop	https://shop.googlemerchandisestore.com/Google+Redesign/Shop+by+Brand/YouTube	169	1,156	14.62%	1.49
google stickers	https://shop.googlemerchandisestore.com/Google+Redesign/Stationery/Stickers	151	1,136	13.29%	1.07
google merchandise store	https://shop.googlemerchandisestore.com/Google+Redesign/Apparel	146	15,007	0.97%	1.01
youtube merchandise	https://shop.googlemerchandisestore.com/Google+Redesign/Shop+by+Brand/YouTube	145	1,424	10.18%	1.21
google cloud certification perks webstore	https://shop.googlemerchandisestore.com/store.html?vid=20180201712	128	216	59.26%	1
google magnet	https://shop.googlemerchandisestore.com/Google+Redesign/Accessories/Google+Magnet	110	426	25.82%	1.03
google campus bike	https://shop.googlemerchandisestore.com/Google+Redesign/Accessories/Google+Campus+Bike	106	265	40%	1
google bike	https://shop.googlemerchandisestore.com/Google+Bike	95	2,906	3.27%	3
google hoodie	https://shop.googlemerchandisestore.com/Google+Redesign/Apparel/Mens	93	583	15.95%	1
google sticker	https://shop.googlemerchandisestore.com/Google+Redesign/Stationery/Stickers	83	735	11.29%	1.21
google shirt	https://shop.googlemerchandisestore.com/Google+Redesign/Apparel/Mens/Mens+T+Shirts	82	1,166	7.03%	1
구글머천다이즈스토어	https://shop.googlemerchandisestore.com/Google+Redesign/Apparel	73	79	92.41%	1
구글 머천다이즈 스토어	https://shop.googlemerchandisestore.com/Google+Redesign/Apparel	73	88	82.95%	1
google bag	https://shop.googlemerchandisestore.com/Google+Redesign/Lifestyle/Bags	70	1,037	6.75%	1
google apparel	https://shop.googlemerchandisestore.com/Google+Redesign/Apparel	60	379	15.83%	1
google merchandise store	https://shop.googlemerchandisestore.com/Google+Redesign/Clearance	59	14,899	0.4%	1.01
google backpack	https://shop.googlemerchandisestore.com/Google+Redesign/bags/backpacks/	53	533	9.94%	4.84

1 - 100 / 25764



SEO Plan Example

What will the results be when we are done?

- ▶ Move up in SERP rankings
- ▶ Increase website traffic
- ▶ Gain more relevance and visibility on search engines
- ▶ More content indexed
- ▶ Better website linking structure
- ▶ Improve website performance

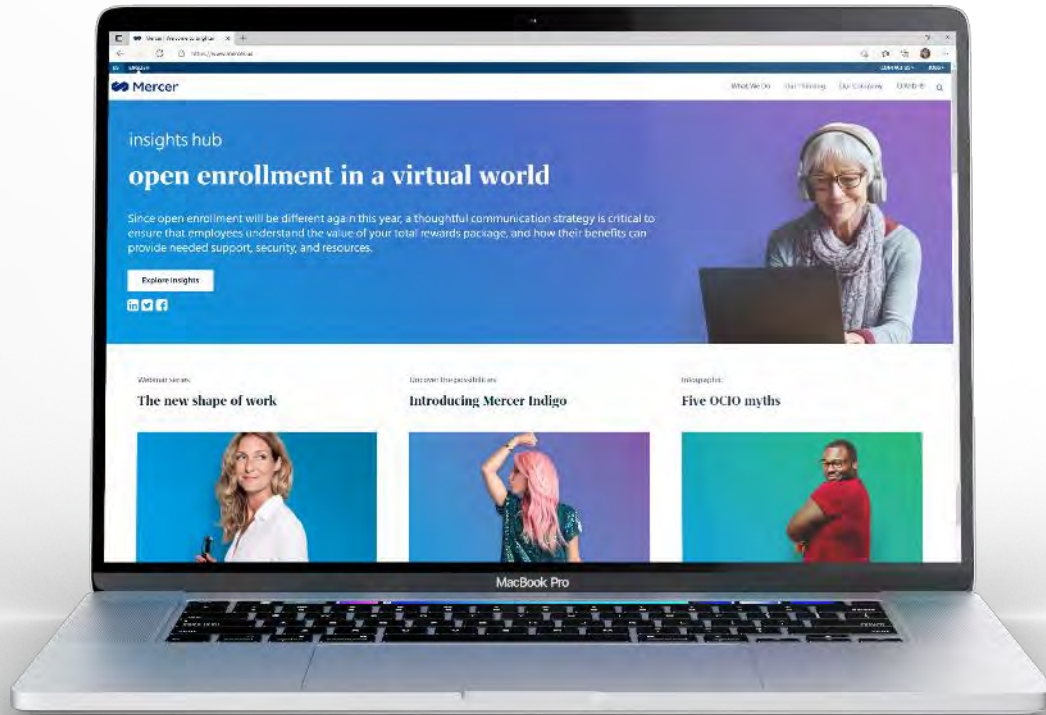


Understand the
SEO Landscape

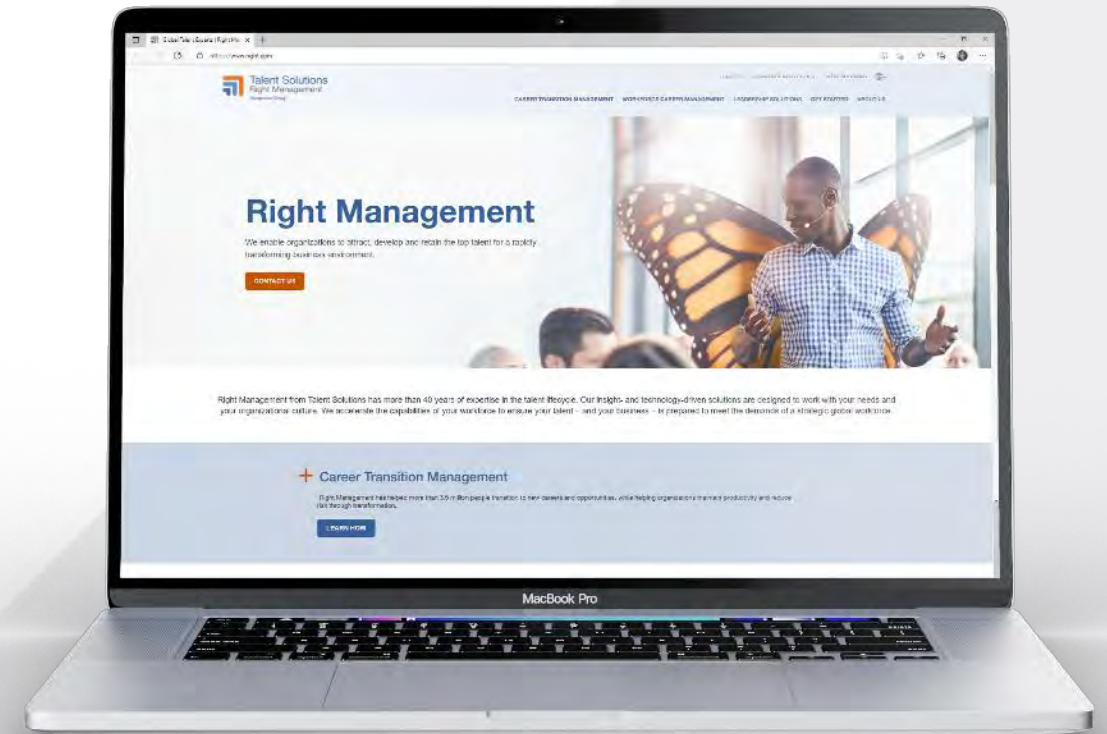
Discovery Phase **Approach**

Competitors in Outplacement Services Category

Mercer

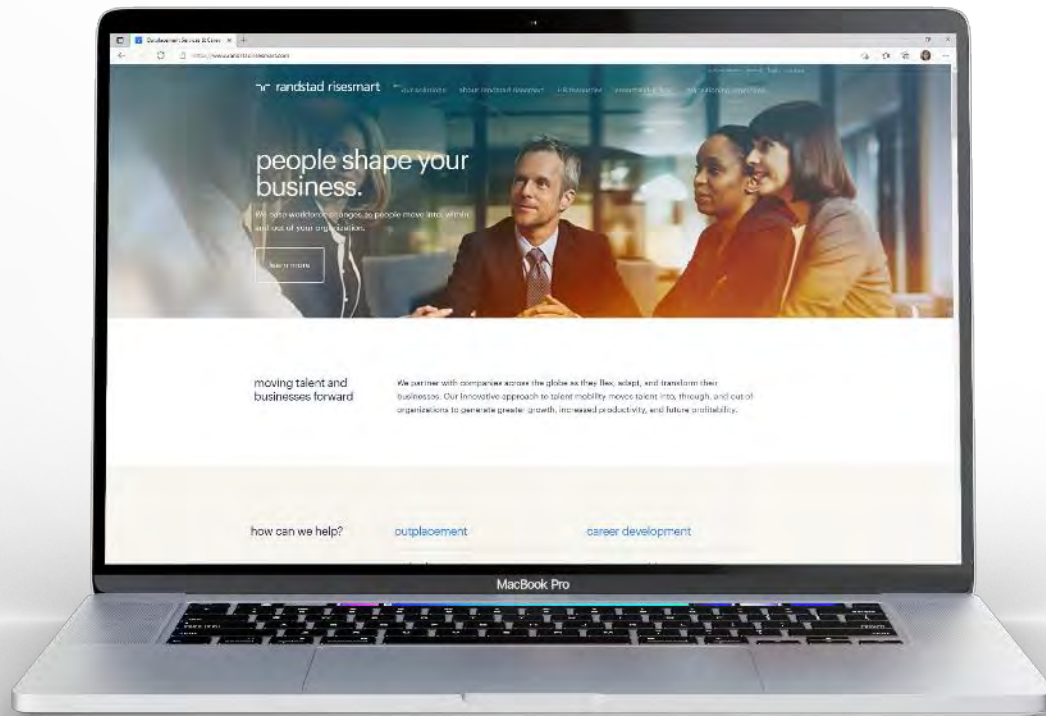


Right Management



Competitors in Outplacement Services Category

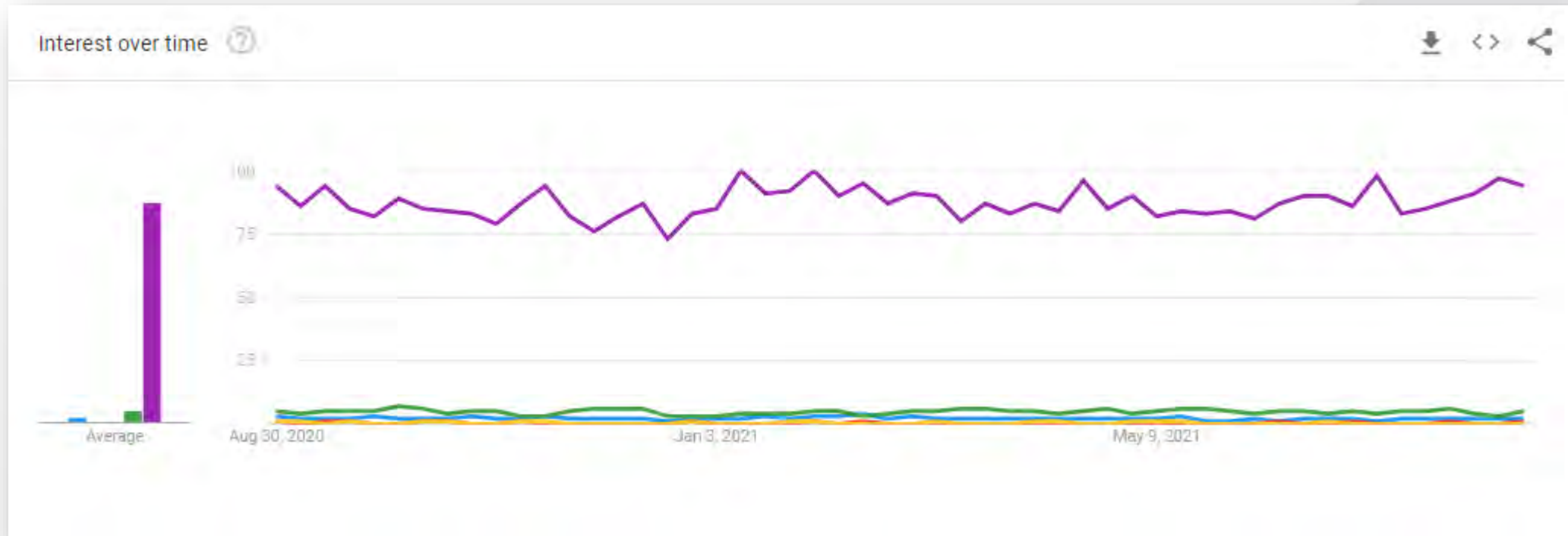
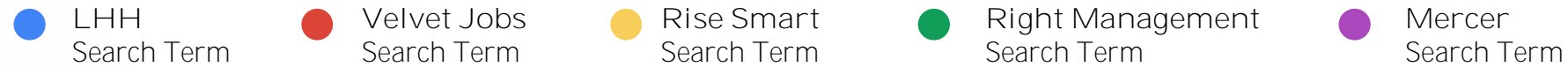
Riseshart



Velvet Jobs



Competitors using branded keywords



Mercer is the lead in term **outplacement services**, and the Brand is in the lowest ranking

Can our users find our content?

- These are a few categories that the Brand website already focuses on.
Where are we in terms of search engine rankings?

LHH Queries	KD	Rank position	URL	#Ws Links	Global Volume	Clicks	Parent topic
Outplacement services	30	9	https://www.ons/our-leadership-coaching	36	1,700	607	HR consultant leadership coaching
HR Consulting	28	100+		33	5,800	1,500	
Leadership Coaching	14	100+		16	4,700	1,700	
upskilling	40	100+		56	8,900	835	
reskilling	18	100+		20	3,300	167	
redeployment	16	100+		18	4,800	491	
Workforce trends	19	100+		21	150	111	
Work from home	35	100+		45	711,000	245,000	
Leadership Coaching	14	86	https://www.ons/our-leadership-coaching	16	4,700	1,700	
Executive Coaching	39	100+		53	11,000	3,600	

#Ws links = number of external backlinks that a page needs to rank in the first ten google positions (first result page).

- Only 1 of our pages is ranking in the first top 10 Google positions, and the other one is in 86 position.
- The brand could increase global volume searches per month and drive more clicks per month using the terms “executive coaching” or “work from home,” which are common search queries behind the user search intent.

What about the competitor's content?

Search Intent queries	KD	#Ws to rank for	Global Volume	Clicks	No. 1 URL
career transitions	9	10	400	323	https://www.careertransitionsllc.com/
talent development	11	12	3,200	789	https://humanresources.kqedu/talent-development
career transition	13	15	1,700	404	https://hbr.org/2021/07/the-right-way-to-make-a-big-career-transition
Employee communication	13	15	1,100	389	https://dynamicdigital.com/2020/11/11/what-is-employee-communication-and-why-is-more-important-than-ever/
career coach	14	16	16,000	9,400	https://www.themuse.com/coaching
career solutions	18	20	800	204	https://careersolutionsdhs.org/
employee productivity	22	24	2,300	605	https://followupblog.com/management/employee-productivity-the-ultimate-guide-for-managers/
organizational communication	28	33	8,300	2,000	https://www.masterincommunications.com/blog/what-is-organizational-communication
talent management	28	33	27,000	2,700	https://the-workday.com/en-us/2020/10/identifying-how-to-what-is-talent-management.html
HR consulting	28	33	5,800	1,500	https://www.asmecon.edu/deans/bu-siness/blog/becoming-hr-consultant/
outplacement services	30	36	1,700	607	https://www.investopedia.com/terms/o/outplacement.asp
career coaching	30	36	5,700	2,900	https://www.themuse.com/coaching
workplace environment	30	36	1,100	224	https://acc2facch.com/what-do-we-mean-by-the-workplace-environment/
career guidance	32	40	19,000	10,000	https://www2.ed.gov/about/offices/list/oeach/office/oeach.html https://www.fobvta.com/blog/recruitment

- These are some of the terms by which the competitors above are ranked when a user performs a search using that term. (Data based on US traffic only)
- For example, “**career coach**” is a term that we can rank for because it has a very low difficulty; we need no more than 16 external backlinks and drives almost 10k clicks per month.

During July, **The brand** website gets 19.8k clicks. If optimizing the webpage, they can increase 50% of traffic growth with different terms.

What about the **competitor's** content?

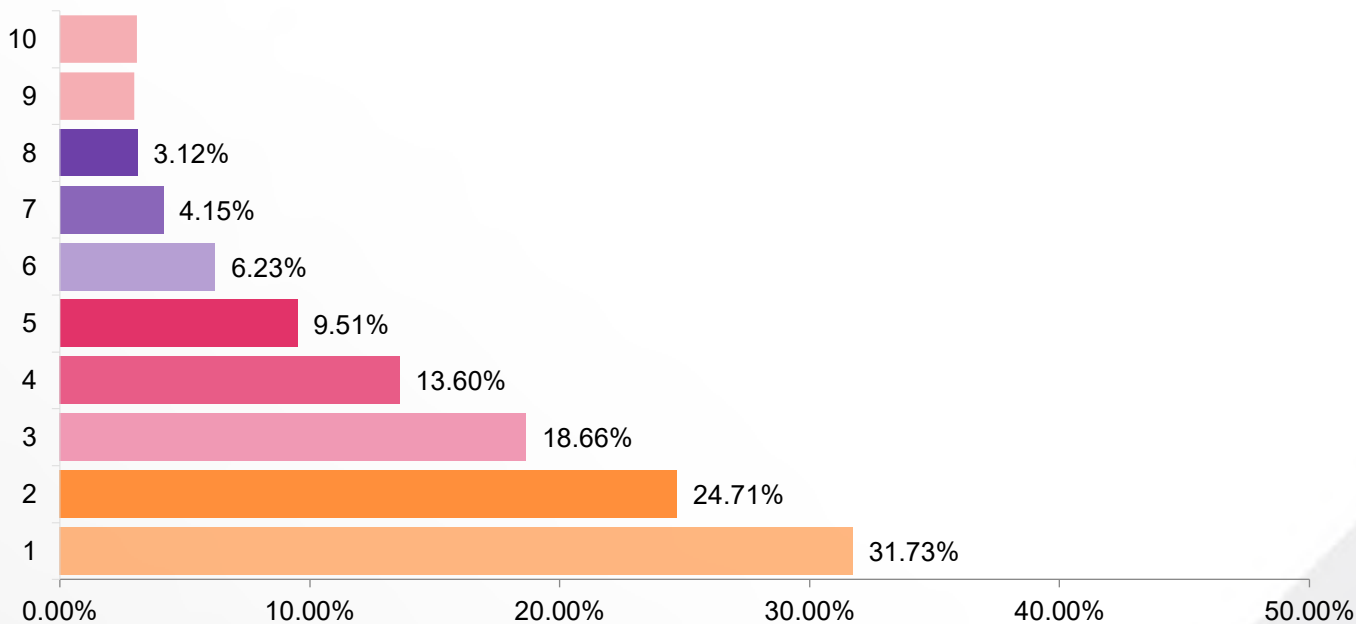
Search Intent queries	KD	#Ws to rank for	Global Volume	Clicks	No. 1 URL
talent acquisition	40	56	38,000	4,400	https://www.lohite.com/blog/recruiting-process/what-is-the-difference-between-recruitment-and-talent-acquisition/
workforce services	47	74	26,000	24,000	https://www.employflorida.com/
employee experience	48	77	13,000	3,600	https://www.qualtrics.com/experience-management/employee/employee-experience/
Executive compensation	52	91	3,200	1,400	https://execcomp.org/Basics/Basics/What-Is-Executive-Compensation
Workforce connection	55	103	4,600	3,800	https://www.arloconnection.gov/
career development	57	113	18,000	2,200	https://www.thebalancecareers.com/what-is-career-development-525496
employee engagement	68	183	41,000	8,300	https://www.forbes.com/sites/kevinkrusc/2012/05/22/employee-engagement-what-and-why/
employee retention	68	183	33,000	16,000	https://www.shrm.org/resourcesandtools/tools-and-samples/toolkits/pages/managingforemployee-retention.aspx
career advice	72	224	10,000	2,100	https://www.themuse.com/advice
resume writing	74	247	23,000	10,000	https://resumegenius.com/blog/resume-help/how-to-write-a-resume
cover letters	75	259	32,000	20,000	https://novoresume.com/career-blog/how-to-write-a-cover-letter-guide
unemployment benefits	82	399	473,000	448,000	https://www.dol.gov/agencies/eis/uo/unemployment&insurance
apply for unemployment	82	399	66,000	60,000	https://www.ny.gov/services/get-unemployment-assistance
Create a Resume	90	756	11,000	9,800	https://zety.com/resume-builder
unemployment	92	932	4,400,000	3,600,000	https://tedd.ca.gov/unemployment/

Also, we can notice that they are tough to rank for, but where the **effort isn't** worth it, career development only gets **2k** clicks per month but will need a lot of work than other queries in terms of backlink acquisition.

Workforce services are a term that implies more complexity but could drive **24k more clicks** per month.

Content angle

For example, in the case of the term **outplacement services**, the content follows the question format, by changing the content angle, we can give it a better chance to rise in the rankings for that search term.



Moving up is important because the top 3 ranking positions take up **75% of traffic**.

<https://getfive.com/blog/what-is-outplacement>
What Is Outplacement and How It Can Save Your Reputation
Aug 16, 2021 — Outplacement services provide assistance to employees in finding new work. Services can include things like resume reviews, ...

<https://www.impactgrouphr.com/insights/what-are-outplacement-services>
What are Outplacement Services? - IMPACT Group
Outplacement services, also known as career transition services, are coaching programs that help separated employees land their next position faster. These ...

<https://www.randstadrisersmart.com/blog/what-outplacement-services>
everything you need to know about outplacement services.
Feb 3, 2021 — In addition to helping employees land their next role, offering outplacement support can help organizations reduce costs, protect their employer ...

<https://blog.careerminds.com/outplacement-assistance>
4 Things You Need to Know About Outplacement Assistance
Outplacement assistance is when an HR department uses a third-party provider to help them navigate downsizing events. Outplacement is used to find exiting staff ...

<https://www.thejob.com/employer-resource-blog/to-5-best-outplacement-firms>
5 Best Outplacement Firms (Services) - theJub
Feb 18, 2021 — THE 5 BEST Outplacement Firms (Services) · VelvetJobs · RiseSmart · Right Management · Lee Hecht Harrison (LHH) · Mercer · Wrapping Up | Best ...
You visited this page on 8/26/21.

<https://en.wikipedia.org/wiki/Outplacement>
Outplacement - Wikipedia
Outplacement is a support service provided by some organizations to help former employees transition to new jobs. ... A consultancy firm usually provides the ...

Outplacement Services & HR Consulting
We specialize in Career Transition and Outplacement, Leadership Development, Employee Engagement, ... If you're here for support in your career transition, ...

We specialize in Career Transition and Outplacement, Leadership Development, Employee Engagement, ... If you're here for support in your career transition, ...

<https://www.imercer.com/Mercer-Workforce-Transition>
Why Mercer Outplacement Services? - iMercer.com
Outplacement Services. Putting jobs first to help employees transition back to work 2.5X faster. [More Workforce Transition Solutions](#)

Content Angle

Another example, in the case of the term **women stories**, the **brand** website ranks in 2nd google search position. The article is well written, with the proper content formatting and LSI keywording.

The image is a composite of three screenshots illustrating a content angle analysis for the term "women stories".

Left Screenshot (Google Search Results): Shows the search results for "women stories". The first result is from Penguin Random House, and the second is from LHH (LHH.com), which is highlighted with a purple box. The LHH result is titled "12 inspiring stories for women from women" and includes a snippet about celebrating International Women's Day.

Middle Screenshot (Website Content): Shows the content of the LHH website. The main heading is "12 Inspiring Stories for Women from Women." Below it, there is a paragraph about celebrating International Women's Day and sharing advice for women from women leaders at LHH. A sidebar on the right contains a call to action: "Let us help you turn your workforce into a true force".

Right Screenshot (Google Search Console Metrics): Shows the "Most searched queries" table. The table lists the top 30 queries, their average position, and the number of clicks. The query "women stories" is highlighted with a purple box, showing an average position of 1.8 and 37 clicks.

Rank	Query	Avg. position	Top 5 results	Clicks
26	aurelle feld	1.1	Top 5 results	39 clicks
27	lee hecht harrison deutschland gmbh	1.2	Top 5 results	39 clicks
28	women stories	1.8	Top 5 results	37 clicks
29	lhh sports solutions	1.1	Top 5 results	36 clicks
30	lhh adecco	3.1	Top 5 results	34 clicks

But that term has an average search volume of **250** searches per month; the **parent topic behind the user's search intent** is "amazing women," **which** has **7,000** searches per month and **5,400** clicks per month, with a difficulty of **24**, **which is medium**, if we want to rank for that term, we would need **27 external** backlink websites to type in the first **top 10 positions**.

Improve Content Format

How Leadership Coaching Will Transform Your Workplace for the Better

Leadership coaching could be the key to a happier, healthier and safer workplace. In this article we explore how leadership coaching can transform companies.

Jennifer Roberts, PhD, MEd, MEd, (Global Leader Coach, IMD)

IMD

Home About Contact

TURNING ABOUT TALENT IN A WHOLE NEW WAY.
Turn your workforce into a true force.

Let's talk



Could leadership coaching be the missing link in our efforts to create a happier, healthier and safer workplace?

At first blush, the relationship between coaching and workplace wellness may not seem that obvious. Most HR professionals are well-versed in the benefits of coaching, from the executive suite all the way down to the front-line managers. Coaching can make your leaders more effective and productive, drive higher engagement scores and produce better overall results.

However, when the discussion turns to the mental and physical wellness of employees, coaching rarely comes up.

Best practices for wellness are largely focused on what individual employees can do to sustain their physical and mental health. Search the biogosphere and you'll find all kinds of suggestions about strategies to maintain work-life balance, eating healthily, exercising more and getting more sleep. Organizations try to pay attention

How exactly can coaching build a leadership culture that creates a safer, healthier workplace? There are four key benefits, unique to coaching, which directly address toxic leadership.

- **Coaching helps align leaders and leadership culture.** Even in organizations that have lofty leadership culture goals, toxic leadership is allowed to thrive because no one directly confronts the behaviour. Performance reviews often focus only on bottom-line results, while ignoring how the leaders got those results. Coaching can ensure that leadership behaviour is aligned with leadership culture, and may also ensure that leaders are accountable for their behaviour.
- **Coaching helps toxic leaders see how others may see them.** Although they are individuals, many toxic leaders share the same blind spot - they cannot see how their behaviour affects the people they are leading. This lack of self-awareness can be particularly dangerous if the leaders, despite their abhorrent behaviour, are generating some positive results for their companies. Coaching can help toxic leaders face the truth about their behaviour and the impact that it's having on others.
- **Coaching allows leaders to learn and practice soft skills that defuse toxic tendencies.** Far too often, new leaders are "thrown into the deep end of the pool" with little opportunity to learn and implement best practices. Coaching helps leaders learn soft skills like listening, empathy and compassion. However, it also creates an opportunity to practice and model those behaviours until they are muscle memories. This allows new skills and mindsets to be more fully embedded in a leader's style and tone.
- **Coaching helps struggling leaders "unlearn" bad practices acquired along the way.** There is no getting away from the fact that we all pick up behaviours and mindsets acquired through the lived experience of being led by others. Many times, however, the habits and traits we picked up are actually quite negative and even destructive. Coaching not only helps leaders take the best and most constructive approach to leading people, but it can also create an opportunity to "unlearn" bad habits picked up along the way.

No matter the type or size of an organization, all companies want their employees to be safe and healthy when they're at work. In most instances, your leaders will mean the difference between a fundamentally unsafe workplace, and one that is welcoming, productive and rewarding. In those instances where toxic leaders have been allowed to roam freely in your organization, coaching will be a huge part of the solution.

Share this article



Emphasize Concepts

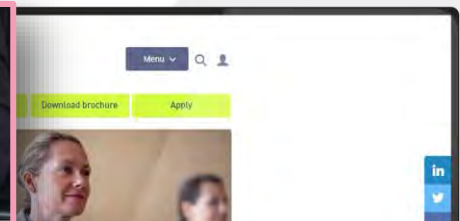


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Discover how IMD's **High Performance Leadership program** can help your board drive corporate success. [Download the \(NEW\) program brochure now.](#)

Link content to internal & external sources



Divide Information in proper heading structure

Success with your most challenging positions to senior leadership roles. IMD Business School's unique approach draws out the leader in you through hands-on learning and expert coaching for lasting results. Join a Leadership program from IMD.

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...ing tool to help business leaders at all es to maximize performance. It helps you ward feedback. You'll sharpen your inherent ver specific personal, professional and

Content Format

Most of the **brand** content looks the same and lack for some OnPage SEO important settings and proper content formatting plus, CTAs to drive visitors to conversion pages..

The State of Coaching & Mentoring in 2021

"A coach has some great questions for your answers, a mentor has some great answers for your questions"

Download the State of Coaching & Mentoring 2021 Infographic

Formally or informally, some form of coaching or mentoring is most likely taking place in your organization.

Done well, it can help leaders to prepare employees for future challenges and positively impact business performance.

To understand the coaching and mentoring landscape in 2021, we surveyed 226 professionals from a cross-section of industries. We explored a range of topics to understand what is and is not working, including how the Covid-19 pandemic has influenced coaching and mentoring, the key skills effective coaches and mentors need, and the barriers affecting coaching and mentoring today.

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How to Launch a Successful Executive Portfolio Career

After more than 10 years as the Vice President of Global Markets, Policy, and General Motors and a long career on Capitol Hill in Washington, D.C., Lee Goldman was not interested in retirement. He wanted to step back, figure out what was most important to him and then decide what he was going to do next.

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Culture: The Catalyst for Transformation

Many senior business leaders have missed the critical link between culture and success.

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The Athlete Journey: Planning for Life After Sport and Finding Purpose Again

Every year, athletes across the world in sports of all kinds face similar challenges when their athletic careers start to wind down. High-functioning and determined, athletes spend so much time training and competing that it's easy to lose sight of the need to plan for life after sports.

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Life After Competitive Sports: Why It's Never Too Soon for Athletes to Start Planning

Very few athletes in either professional or top-level amateur sport earn enough money to set them up for the remainder of their post sporting lives. That requires sports organizations – governing bodies, national commissions, leagues, and individual clubs – to look at formal transition support to help athletes find a career after sports.

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