



UNDERDOG SOLUTIONS

PURKRATOM

90-DAY GROWTH SEO CAMPAIGN

August-October 2026

Growth SEO strategy and implementation roadmap for the PurKratom team.

CAMPAIGN OVERVIEW

CAMPAIGN TYPE	Growth SEO Plan
CAMPAIGN DURATION	90 Days
PRIMARY OBJECTIVES	Organic Search Growth + AI Search Visibility + Topical Authority + Qualified Organic Revenue
RENEWAL SUGGESTION	It is recommended to INCREASE to the Dominator SEO Plan for November 2026 - January 2027 for maximized campaign results

PREPARED FOR PURKRATOM

Prepared by Underdog Solutions

PROPRIETARY STRATEGY & INTELLECTUAL PROPERTY NOTICE

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1. CAMPAIGN OBJECTIVE

The purpose of PurKratom's first 90 days is to build the technical, structural, content, authority, and conversion foundation required for sustainable organic growth. This campaign is designed to increase PurKratom's visibility across:

- Google organic search
- Google AI Overviews
- ChatGPT
- Gemini
- Claude
- Perplexity
- Other AI-assisted discovery platforms

The strategy combines traditional SEO with:

- GEO — Generative Engine Optimization
- AEO — Answer Engine Optimization
- E-E-A-T — Experience, Expertise, Authoritativeness, and Trustworthiness
- CRO — Conversion Rate Optimization

Because kratom is a health-adjacent and heavily scrutinized topic, PurKratom's SEO strategy must place exceptional emphasis on factual accuracy, source quality, transparency, responsible claims, and trust.

REMINDER: The first 90 days are not simply a content-production campaign. We are building the PurKratom Organic Growth Ecosystem.

2. 90-DAY DELIVERABLES

CONTENT

14 Comprehensive Pillar Blogs Total

Target length: 3,000–4,500 words per article

Publishing cadence: 2 comprehensive blogs per week during active blog production

The 14 blogs represent the complete blog allocation for this Growth SEO campaign unless otherwise approved.

COMPARISON CONTENT

2 comprehensive comparison pages per week

Comparison pages will target high-intent searches involving:

- Kratom colors Kratom varieties Product formats
- Product characteristics
- Kratom terminology
- Relevant PurKratom products Relevant PurKratom collections Lab testing
- Product quality
- Alkaloids
- Consumer comparison searches

SOCIAL DISTRIBUTION

All 14 blogs will be shared to the following accounts (if tested applicable)

- Facebook
- LinkedIn

TECHNICAL & ON-PAGE SEO

- Technical SEO review
- On-page SEO optimization
- Keyword research
- Competitor research
- Content-gap analysis
- Search-intent mapping
- Site architecture review
- Internal-link architecture
- Metadata optimization
- Heading optimization
- Sitemap review
- Indexability review
- Canonical review
- Schema recommendations and implementation where appropriate Existing-page optimization
- Image SEO
- Core conversion review
- GEO optimization
- AEO optimization
- E-E-A-T strengthening
- Search Console monitoring
- Organic performance tracking

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Current Account Position: As of August 26, 2026, Underdog Solutions has completed the campaign's primary research, technical-audit, keyword, competitive, architecture, E-E-A-T, and initial content-production foundations. Nine of twenty tracked implementation deliveries are complete, 81.34 hours have been invested, and the remaining campaign calendar is currently scheduled through October 26, 2026. The next phase focuses on continued content production, comparison-page expansion, internal linking, performance analysis, conversion optimization, and final reporting.

PURKRATOM

90-DAY GROWTH CURRENT OVERVIEW

81.34

DOCUMENTED HOURS
Billable account hours to date

20

TRACKED DELIVERIES
Across the implementation calendar

9

COMPLETED
Delivered as documented in report

90.46%

ALLOCATED BUDGET
Delivered to date

TEAM INVESTMENT BY DOCUMENTED ASSIGNMENT

Source report does not allocate verified hours by individual name.

Strategy + authority architecture		9.75 h
Key Ranking Specialist audit		5.25 h
Technical SEO / SEMrush audit		9.13 h
Keyword universe		7.46 h
Competitor analysis		14.03 h
Content gap + website optimization		9.58 h
E-E-A-T foundation		11.31 h
Aug. 10 content production		7.31 h
Aug. 17 content production		7.52 h

IMPLEMENTATION SNAPSHOT

45% of tracked deliveries are completed



COMPLETED 9

ON TIME 11

Foundation, audits + Aug. 10/17 content

COMPLETED

Upcoming production + CTA content refresh

ON TIME

90-DAY DELIVERY REGISTER

01	Foundation + authority architecture	9.75 h	COMPLETED
02	Full on-page external SEO audit	5.25 h	COMPLETED
03	SEMrush third-party external audit	9.13 h	COMPLETED
04	Keyword universe and intent mapping	7.46 h	COMPLETED
05	Competitor analysis	14.03 h	COMPLETED
06	Content gap + existing-site optimization	9.58 h	COMPLETED
07	E-E-A-T trust foundation	11.31 h	COMPLETED
08	Aug. 10: Blogs 1-2 + comparisons 1-2	7.31 h	COMPLETED
09	Aug. 17: Blogs 3-4 + comparisons 3-4	7.52 h	COMPLETED
10	Aug. 24: Blogs 5-6 + comparisons 5-6		ON TIME

SOURCE-REPORT STATUS

11	Aug. 31: Blogs 7-8 + comparisons 7-8	ON TIME
12	Sep. 7: Blogs 9-10 + comparisons 9-10	ON TIME
13	Sep. 14: Blogs 11-12 + comparisons 11-12	ON TIME
14	Sep. 21: Blogs 13-14 + comparisons 13-14	ON TIME
15	Sep. 28-Oct. 4: comparisons 15-16	ON TIME
16	Oct. 5: comparisons 17-18	ON TIME
17	First major content-performance review	ON TIME
18	Oct. 12: comparisons 19-20 + refresh/CTAs	ON TIME
19	Oct. 19: comparisons 21-22 + link audit	ON TIME
20	Oct. 26: comparisons 23-24 + 90-day review	ON TIME

To include completed onboarding, foundation, strategy, and deliverables accounted for as of Wednesday, August 26th, 2026 at 06:14 PM EST - The agreement stands at 90.46% of budget allocated towards the project. Another benefit of a combined package with Underdog Solutions!

Billing Disclaimer: As the project has exceeded more than 50% of the budget, the client acknowledges that the project remains non-refundable at this time.

3.THE 90-DAY STRATEGY IMPLEMENTED

PHASE ONE — AUGUST: FOUNDATION + AUTHORITY ARCHITECTURE

August is the foundation month.

Before attempting to aggressively increase traffic, the PurKratom website must give Google and AI search engines a clear understanding of:

- Who PurKratom is.
- What PurKratom sells.
- What subjects PurKratom has expertise around.
- How every major topic on the website relates to another.
- Why consumers and search engines should trust the information being published.

PROJECT STATUS: ON TIME & DELIVERED

HOURS INVESTED: 9.75 HOURS

MANDATORY REPORT DISCLAIMER + CERTIFICATION

CONFIDENTIAL INTERNAL STRATEGY REPORT

PROPRIETARY INFORMATION & CLIENT ACKNOWLEDGMENT

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By accepting or reviewing this report, the client acknowledges:

- 1.The time, expertise, planning, and implementation invested by Underdog Solutions.
- 2.**The documented work, strategies, and deliverables completed for the client’s campaign.**
- 3.That all proprietary materials remain the intellectual property of Underdog Solutions.
- 4.**That this report is restricted to internal client use and will not be shared with unauthorized third parties.**

Acceptance of the terms and conditions above is required to continue forward with Underdog Solutions.

Client Name: _____
Business Name: _____
Signature: _____
Signing Date: _____

Client Name: _____
Business Name: _____
Signature: _____
Signing Date: _____

PHASE TWO — FULL SEO FOUNDATIONAL ON-PAGE EXTERNAL AUDIT

The live, on-page, investigation that outlines what's there.

Before attempting to aggressively increase traffic or release the strategy, your Key Ranking Specialist will complete a comprehensive review of the existing live PurKratom website.

- Crawlability
- Indexability
- robots.txt
- XML sitemap
- Canonical tags
- HTTP status codes
- Redirects
- Broken links
- Duplicate Pages
- Duplicate metadata
- Orphan Pages
- Pagination
- URL Structure
- Breadcrumbs
- Mobile Usability
- Core Web Vitals
- Page Speed
- Image Optimization
- JavaScript rendering concerns
- Structured data
- Search Console Coverage
- Search Console Crawl Issues
- Search Console Indexing Issues

Every significant issue identified externally should be categorized:

- Critical
- High Priority
- Medium Priority
- Low Priority

Critical and high-priority issues should be addressed within 24 hours.

PROJECT STATUS: ON TIME & DELIVERED

HOURS INVESTED: 5.25 HOURS

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PHASE TWO — FULL SEO FOUNDATIONAL THIRD-PARTY EXTERNAL AUDIT

The current live SEMRush investigation that outlines what's currently being shown across the internet at SEMRush.

Before attempting to aggressively increase the performance of the SEMRush Account or release the strategy, your Technical SEO Specialist will complete a comprehensive review of the existing live PurKratom SEMRush Dashboard implemented.

- | | | |
|---------------------------------|--------------------------------------|--------------------------------------|
| • AI SearchAI Visibility | • On-Page SEO Checker | • On-Page SEO Checker |
| • Mentions | • SEO Strategy Ideas | • SEO Strategy Ideas |
| • Cited Pages | • Content Ideas | • Content Ideas |
| • ChatGPT Visibility | • Backlink Ideas | • Backlink Ideas |
| • Google AI Overview Visibility | • On-Page Optimization Opportunities | • On-Page Optimization Opportunities |
| • Google AI Mode Visibility | • Backlink Audit | • Backlink Audit |
| • Gemini Visibility | • Backlink Portfolio Health | • Backlink Portfolio Health |
| • SEO Performance | • Toxic Backlinks | • Toxic Backlinks |
| • Authority Score | • Referring Domains | • Referring Domains |
| • Semrush Rank | • Referring Domain Authority | • Referring Domain Authority |
| • Organic Traffic | • Authority Score: 81–100 | • Authority Score: 81–100 |
| • Organic Keywords | • Authority Score: 61–80 | • Authority Score: 61–80 |
| • Paid Keywords | • Authority Score: 41–60 | • Authority Score: 41–60 |
| • Paid Traffic | • Authority Score: 21–40 | • Authority Score: 21–40 |
| • Referring Domains | • Authority Score: 0–20 | • Authority Score: 0–20 |
| • Backlinks | • Link Building Tool | • Link Building Tool |
| • Position Tracking | • Backlink Opportunities | • Backlink Opportunities |
| • Google Organic Positions | • Competitor Backlink Opportunities | • Competitor Backlink Opportunities |
| • Bing Organic Positions | • Link-Building Prospects | • Link-Building Prospects |
| • Google Paid Positions | • Organic Traffic Insights | • Organic Traffic Insights |
| • Bing Paid Positions | • “Not Provided” Keywords | • “Not Provided” Keywords |
| • Keyword Position Changes | • Google Analytics Data | • Google Analytics Data |
| • Improved Keywords | • Google Search Console Data | • Google Search Console Data |
| • Declined Keywords | • Semrush Data | • Semrush Data |
| • Site Audit | • Traffic Analytics | • Traffic Analytics |
| • Crawlability | • Visits | • Visits |
| • Website Content | • Unique Visitors | • Unique Visitors |
| • Internal Links | • Pages per Visit | • Pages per Visit |
| • Website Coding | • Average Visit Duration | • Average Visit Duration |
| • Technical SEO Issues | • Bounce Rate | • Bounce Rate |

Every significant issue identified externally should be categorized:

- Critical
- High Priority
- Medium Priority
- Low Priority

PROJECT STATUS: ON TIME & DELIVERED

HOURS INVESTED: 9.13 HOURS

PHASE TWO — FOUNDATION + AUTHORITY ARCHITECTURE

Before attempting to aggressively increase traffic, the PurKratom website must give Google and AI search engines a clear understanding of:

- Who PurKratom is.
- What PurKratom sells.
- What subjects PurKratom has expertise around.
- How every major topic on the website relates to another.
- Why consumers and search engines should trust the information being published.

PHASE TWO — FOUNDATION + AUTHORITY ARCHITECTURE

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COMMERCIAL INVESTIGATION

- product formats
- product comparisons
- vendor considerations
- product testing
- COAs
- kratom quality
- sourcing transparency
- product characteristics
- purchasing considerations

TRANSACTIONAL INTENT

- products
- collections
- product categories
- product formats
- commercial landing pages

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PHASE TWO — KEYWORD UNIVERSE

The master build out of the PurKratom keyword database. Keywords should be organized and outlined by category outlined below,

INFORMATIONAL INTENT

- what is kratom
- kratom strains
- red kratom
- green kratom
- white kratom
- kratom alkaloids
- kratom history
- kratom legality
- kratom testing
- kratom COA
- kratom storage

COMPARISON INTENT

- red vs green kratom
- red vs white kratom
- green vs white kratom
- kratom capsules vs powder
- kratom powder vs extract
- kratom capsules vs extract

COMMERCIAL INVESTIGATION

- product formats
- product comparisons
- vendor considerations
- product testing
- COAs
- kratom quality
- sourcing transparency
- product characteristics
- purchasing considerations

TRANSACTIONAL INTENT

- products
- collections
- product categories
- product formats
- commercial landing pages

(CONT)

QUESTION-BASED SEARCHES

- what
- why
- how
- which
- can
- does
- is
- are
- where

These categories are most important for AEO and GEO.

CURRENT ORGANIC KEYWORDS

- | | |
|--------------------------|------------------------------|
| • kratom for sale | • white maeng da |
| • buy kratom | • kratom powder online |
| • purkratom | • kratom brand |
| • buy kratom online | • kratom purchase online |
| • pure leaf kratom | • bali kratom |
| • kratom online | • strongest kratom |
| • buy kratom | • kratom for sale online |
| • kratom buy | • organic kratom |
| • where to buy kratom | • white sumatra kratom |
| • kratom products | • buying kratom online |
| • red bali kratom | • buy kratom capsules online |
| • green vein kratom | • kratom red |
| • kratom shop | • kratom vendors |
| • white maeng da kratom | • red vein bali kratom |
| • online kratom | • buy kratom powder online |
| • maeng da kratom | • kratom powder for sale |
| • red borneo kratom | • kratom green |
| • kratom cost | • gold bali kratom |
| • buy kratom capsules | • red borneo |
| • order kratom online | • buy kratom |
| • order kratom | • red bali kratom capsules |
| • green maeng da kratom | • order kratom capsules |
| • buy kratom powder | • split kilo kratom |
| • kratom buy online | |
| • where to get kratom | |
| • kratom store | |
| • kratom capsules online | |

PROJECT STATUS: ON TIME & DELIVERED

HOURS INVESTED: 7.46 HOURS

PHASE TWO — COMPETITOR ANALYSIS

- what
- why
- how
- which
- can
- does
- is
- are
- where

These categories are most important for AEO and GEO.

CURRENT ORGANIC KEYWORDS

- | | |
|--------------------------|------------------------------|
| • kratom for sale | • white maeng da |
| • buy kratom | • kratom powder online |
| • purkratom | • kratom brand |
| • buy kratom online | • kratom purchase online |
| • pure leaf kratom | • bali kratom |
| • kratom online | • strongest kratom |
| • buy kratom | • kratom for sale online |
| • kratom buy | • organic kratom |
| • where to buy kratom | • white sumatra kratom |
| • kratom products | • buying kratom online |
| • red bali kratom | • buy kratom capsules online |
| • green vein kratom | • kratom red |
| • kratom shop | • kratom vendors |
| • white maeng da kratom | • red vein bali kratom |
| • online kratom | • buy kratom powder online |
| • maeng da kratom | • kratom powder for sale |
| • red borneo kratom | • kratom green |
| • kratom cost | • gold bali kratom |
| • buy kratom capsules | • red borneo |
| • order kratom online | • buy kratom |
| • order kratom | • red bali kratom capsules |
| • green maeng da kratom | • order kratom capsules |
| • buy kratom powder | • split kilo kratom |
| • kratom buy online | |
| • where to get kratom | |
| • kratom store | |
| • kratom capsules online | |

PROJECT STATUS: ON TIME & DELIVERED

HOURS INVESTED: 14.03 HOURS

Compare the PurKratom website against major ranking competitors. Identify missing:

- Educational topics
- Product education
- Comparison pages
- FAQs
- Definitions
- Research explanations
- Product-category content
- Buyer education
- Trust content
- Testing information
- Internal-link opportunities
- Conversion pathways

Every meaningful gap should be assigned to:

- Blog
- Comparison Page
- Product/Collection Page
- FAQ
- Existing Page Expansion
- Future Content Opportunity

PHASE THREE — EXISTING WEBSITE OPTIMIZATION

Optimize priority existing pages. Review and improve:

- Title tags
- Meta descriptions
- H1s
- H2/H3 hierarchy
- Page copy
- Keyword targeting
- Search intent
- Internal links
- Image alt text
- Calls to action
- FAQs
- Entity coverage
- Structured information
- GEO answer blocks
- AEO formatting
- Conversion pathways
- Product relevance
- Trust indicators

Priority should be placed on pages already receiving impressions or ranking between approximately positions 4–30, because these pages may represent some of the fastest organic opportunities.

PHASE THREE — E-E-A-T FOUNDATION

PurKratom's trust architecture must be strengthened during the foundation phase. Review or establish appropriate:

- About information
- Contact information
- Editorial standards
- Author attribution
- Author/reviewer information
- Source citations
- Product testing information
- COA accessibility
- Quality-control information
- Responsible-use information
- Shipping information
- Returns/refund information
- Privacy policy
- Terms
- Required disclaimers

Health-related claims must receive additional scrutiny.

PROJECT STATUS: ON TIME & DELIVERED

HOURS INVESTED: 11.31 HOURS

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PHASE FOUR — AUGUST CONTENT PRODUCTION STARTS

WEEK OF AUGUST 10

BLOG 1: What Is Kratom? A Complete Beginner's Guide to Mitragyna Speciosa

BLOG 2: Kratom Strains Explained: Red, Green, and White Kratom

COMPARISON PAGE 1: Red Kratom vs. Green Kratom: What's the Difference?

COMPARISON PAGE 2: Red Kratom vs. White Kratom: What's the Difference?

Primary purpose of Blog 1: Create the central informational pillar of the PurKratom content ecosystem. This article should become an internal-link destination from virtually every major kratom educational cluster.

Primary purpose of Blog 2: Establish the primary color/strain educational hub.

PROJECT STATUS: ON TIME & DELIVERED

HOURS INVESTED: 07.31 HOURS

PHASE FOUR — AUGUST CONTENT PRODUCTION STARTS

WEEK OF AUGUST 17

BLOG 3: Red Vein Kratom: A Complete Guide

BLOG 4: Green Vein Kratom: A Complete Guide

COMPARISON PAGE 3: Green Kratom vs. White Kratom: What's the Difference?

COMPARISON PAGE 4: Kratom Powder vs. Capsules: Which Format Is Right for You?

PROJECT STATUS: ON TIME & DELIVERED

HOURS INVESTED: 07.52 HOURS

PHASE FOUR — AUGUST CONTENT PRODUCTION STARTS

WEEK OF AUGUST 24

BLOG 5: White Vein Kratom: A Complete Guide

BLOG 6: Kratom Powder vs. Capsules: What's the Difference?

COMPARISON PAGE 5: Kratom Powder vs. Extract: Understanding the Differences

COMPARISON PAGE 6: Kratom Capsules vs. Extract: Understanding the Differences

PROJECT STATUS: ON TIME

PHASE FOUR — AUGUST CONTENT PRODUCTION STARTS

WEEK OF AUGUST 31

BLOG 7: Kratom Extracts Explained: What Consumers Should Know

BLOG 8: How to Read a Kratom Lab Report or Certificate of Analysis (COA)

COMPARISON PAGE 7: Kratom Extract vs. Traditional Leaf: What's the Difference?

COMPARISON PAGE 8: Red Kratom vs. Green Kratom vs. White Kratom

PROJECT STATUS: ON TIME



PHASE FIVE — SEPTEMBER: TOPICAL EXPANSION + COMMERCIAL INTENT

By September, the technical foundation should be substantially complete. The priority shifts toward building topical depth, expanding internal-link networks, capturing comparison searches, strengthening commercial pathways, and improving product/category visibility.

WEEK OF SEPTEMBER 7

BLOG 9: How to Identify High-Quality Kratom Products

BLOG 10: How Should Kratom Be Stored? A Guide to Freshness and Product Quality

COMPARISON PAGE 9: Lab-Tested Kratom vs. Untested Kratom: What Consumers Should Know

COMPARISON PAGE 10: Kratom Powder vs. Capsules vs. Extracts: Complete Comparison

PROJECT STATUS: ON TIME



PHASE FIVE — SEPTEMBER: TOPICAL EXPANSION + COMMERCIAL INTENT PRODUCTION STARTS

WEEK OF SEPTEMBER 14

BLOG 11: Is Kratom Legal? A Guide to Kratom Laws and Regulations in the United States

BLOG 12: Kratom Alkaloids Explained: Mitragynine, 7-Hydroxymitragynine, and More

COMPARISON PAGE 11: Mitragynine vs. 7-Hydroxymitragynine: What's the Difference?

COMPARISON PAGE 12: Kratom Leaf vs. Kratom Extract: Alkaloids, Formats, and Key Differences

PROJECT STATUS: ON TIME

PHASE FIVE — SEPTEMBER: TOPICAL EXPANSION + COMMERCIAL INTENT

WEEK OF SEPTEMBER 21

BLOG 13: The History of Kratom: From Southeast Asia to the United States

BLOG 14: Kratom Safety, Research, and Responsible Consumer Education: What the Evidence Says

COMPARISON PAGE 13: Kratom Products With COAs vs. Products Without Accessible Testing

COMPARISON PAGE 14: Kratom Powder vs. Capsules: Cost, Convenience, Storage, and Product Differences

This completes the 14-blog allocation.

PROJECT STATUS: ON TIME



PHASE FIVE — SEPTEMBER: TOPICAL EXPANSION + COMMERCIAL INTENT

SEPTEMBER 28–OCTOBER 4 — COMPARISON EXPANSION

COMPARISON PAGE 15: Red Kratom vs. White Kratom: Complete Comparison

COMPARISON PAGE 16: Green Kratom vs. Red Kratom: Complete Comparison

Where overlapping search intent exists, the SEO team must determine whether the original page should be expanded rather than creating a competing URL. We will not intentionally create keyword cannibalization merely to satisfy a page quota.

PROJECT STATUS: ON TIME



PHASE FIVE — OCTOBER: AUTHORITY + OPTIMIZATION + COMPOUNDING

WEEK OF OCTOBER 5

COMPARISON PAGE 17: Green Kratom vs. White Kratom: Complete Comparison

COMPARISON PAGE 18: Red vs. Green vs. White Kratom: Complete Consumer Guide

PROJECT STATUS: ON TIME



CHECK IN TASK: Perform the first major content-performance review.

- Indexed pages
- Impressions
- Clicks
- CTR
- Average ranking
- Query growth
- New ranking keywords
- Page-one entries
- Positions 4–10
- Positions 11–20
- AI visibility where measurable

Pages reaching positions 4–20 become optimization priorities.

PROJECT STATUS: ON TIME**PHASE FIVE — OCTOBER: AUTHORITY + OPTIMIZATION + COMPOUNDING**

October is where the campaign begins shifting from primarily building assets to improving how the new ecosystem performs. By this stage, we should have enough data to begin identifying early winners.

WEEK OF OCTOBER 5

COMPARISON PAGE 17: Green Kratom vs. White Kratom: Complete Comparison

COMPARISON PAGE 18: Red vs. Green vs. White Kratom: Complete Consumer Guide

SEO Task: Perform the first major content-performance review.

- Indexed pages
- Impressions
- Clicks
- CTR
- Average ranking
- Query growth
- New ranking keywords
- Page-one entries
- Positions 4–10
- Positions 11–20
- AI visibility where measurable

Pages reaching positions 4–20 become optimization priorities.

PROJECT STATUS: ON TIME

PHASE FIVE — OCTOBER: AUTHORITY + OPTIMIZATION + COMPOUNDING

WEEK OF OCTOBER 12

COMPARISON PAGE 19: Kratom Capsules vs. Powder: Convenience, Storage, and Product Format

COMPARISON PAGE 20: Kratom Extract vs. Powder: Complete Consumer Comparison

Content Refresh: Identify the first 5 highest-opportunity pages from the campaign and update where appropriate:

- Introductions
- Answer blocks
- FAQs
- Internal links
- Supporting entities
- Citations
- CTAs
- Metadata
- Headings
- Conversion paths

Do not rewrite successful content unnecessarily. Use actual search data.

PROJECT STATUS: ON TIME



PHASE FIVE — OCTOBER: AUTHORITY + OPTIMIZATION + COMPOUNDING

COMPARISON PAGE 21: Kratom Capsules vs. Extracts: Complete Comparison

COMPARISON PAGE 22: Kratom Product Formats Compared: Powder, Capsules, and Extracts

Internal Link Audit: Every newly published URL should now have meaningful incoming internal links. Check for orphaned:

Blogs - Comparisons - Collections - Products - Educational resources

Create a deliberate network:

- Pillar → Cluster
- Cluster → Pillar
- Blog → Comparison
- Comparison → Blog
- Educational Content → Relevant Product/Collection
- Product/Collection → Supporting Education

PROJECT STATUS: ON TIME

PHASE FIVE — OCTOBER: AUTHORITY + OPTIMIZATION + COMPOUNDING

WEEK OF OCTOBER 26

COMPARISON PAGE 23: Kratom Quality Comparison: What Separates Products and Vendors?

COMPARISON PAGE 24: Kratom COA Comparison Guide: What Testing Results Actually Tell You

90-Day Optimization: Complete a comprehensive campaign review.

PROJECT STATUS: ON TIME

4. CAMPAIGN STRENGTH LOOP IDENTIFIED

We have discovered an identifiable opportunity for the reach of the PurKratom SEO campaign that may replace a weak point and provide US with additional exposure that we may not have otherwise channeled.

The following accounts have been identified, researched, and confirmed as viable extensions of the campaign:

- **Facebook:** <https://www.facebook.com/PurkratomReviews/>
- **LinkedIn:** https://www.linkedin.com/posts/shoppingkratom_purkratom-kratom-kratomonlinenvendor-activity-6585381713768218624-ZIXu/

This discovery has been outlined as an impactful find for the Underdog Solutions SEO Campaign with PurKratom. Treat the deliverable PIA with little to no interruption. Monitoring Required.

5. XML SITEMAP + INDEXING

Every new indexable blog, comparison page, and major optimized landing page must be included appropriately in the website's XML sitemap.

After publication:

1. Confirm the URL returns HTTP 200.
2. Confirm indexability.
3. Confirm canonical.
4. Confirm sitemap inclusion.
5. Verify internal links.
6. Verify metadata.
7. Verify heading structure.
8. Verify schema where applicable.
9. Inspect priority URLs through Google Search Console where appropriate.
10. Monitor indexing.

A page being live does not automatically mean our publishing process is complete.

6. INTERNAL LINKING REQUIREMENT

Every new blog should receive approximately 3–5 meaningful incoming internal links where appropriate. Every new article should also link outward to relevant PurKratom resources. No article should exist as an isolated content asset.

Example: What Is Kratom?

- Kratom Strains Explained
- Alkaloids Guide
- Kratom History
- Safety and Research Guide
- Relevant product education

Example: Kratom Strains Explained

- Red Guide
- Green Guide
- White Guide
- Red vs. Green
- Red vs. White
- Green vs. White

The result should be an interconnected topical map.

7. GEO CAMPAIGN REQUIREMENTS

Our goal is not limited to traditional Google rankings. PurKratom content should be understandable and retrievable by AI systems. Each priority article should contain clear factual passages that can stand independently when retrieved.

Avoid vague language. Instead of forcing the reader to interpret several paragraphs to locate an answer, provide:

Direct Answer → Detailed Explanation → Evidence / Context

This structure should be used naturally throughout the campaign.

8. AUTHORITY DEVELOPMENT

Content alone does not create maximum authority. Throughout the campaign, identify legitimate opportunities for:

- Industry mentions + Relevant editorial links
- Supplier/manufacturer relationships
- Brand mentions + Relevant directories
- Expert contributions
- Original resources/data

Authority should be built around: Relevance. Legitimacy. Trust.

9. AI SEARCH MONITORING

During the 90 days, begin monitoring important brand/category prompts where feasible. Examples:

- What is kratom?
- What are the different kratom strains?
- What's the difference between red and green kratom?
- What's the difference between kratom powder and capsules?
- How do you read a kratom COA?
- What are kratom alkaloids?
- What is mitragynine?
- What is 7-hydroxymitragynine?

Track whether:

- PurKratom appears
- PurKratom content is cited
- Competitors appear
- Competitor resources are cited
- Our content contains information missing from cited resources

AI visibility should be treated as an additional discovery channel, not as a replacement for traditional SEO measurement.

10. CONVERSION-BASED OPTIMIZATION

Traffic without action is incomplete growth. Review the journey from:

Google/AI Search → Educational Article → Comparison Resource → Product/Collection → Purchase

Look for friction. Optimize:

- CTA positioning
- Product discovery
- Related content
- Navigation
- Mobile usability
- Trust indicators
- Testing transparency
- Product information
- Page speed
- Button placement
- Collection pathways
- Product-page accessibility

Educational pages should not become aggressive sales pages. Trust comes first. Conversion opportunities should follow naturally.

Director to extract weekly sales reports from the system and create conversion reports for the team that include traffic, landings, blog registrations, and conversions. Team Updates Req Weekly.

11. AGENCY STANDARD OF ADHERENCE

Without the proprietary formula of Underdog Solutions, the plan is just writing on the wall without actionable follow through. The following standard operating standards must be adhered to throughout the agreement.

Proprietary information extracted from report and found in internal system. Please ensure adherence to both policies.

UNDERDOG SOLUTIONS CONVERSION REQUIREMENTS

Every blog must be written not only to rank, but to intentionally guide qualified visitors deeper into the PurKratom website and toward an appropriate conversion action.

Traffic without a clear next step is not considered a complete SEO deliverable. Every blog must include a minimum of 3 strategically placed conversion opportunities throughout the article. At minimum, conversion opportunities should appear:

- Near the upper portion of the article after sufficient educational context has been established
- Within the body of the article at a natural high-intent point
- Near the conclusion of the article

Additional contextual CTAs should be used where appropriate without making the article feel overly promotional.

CTA REQUIREMENTS

CTAs must be specific to the user's search intent and the subject of the article. Avoid generic CTAs such as "Click here," "Shop now," or "Learn more" unless accompanied by meaningful context.

Instead, CTAs should clearly communicate what the reader will find next. Examples may include:

- Explore PurKratom's lab-tested kratom products
- Compare available kratom product formats
- Review PurKratom's product-testing standards
- View the latest Certificate of Analysis information
- Explore red, green, or white kratom options
- Compare kratom powder and capsule formats
- Continue reading PurKratom's complete kratom education guide
- Explore relevant PurKratom collections

The CTA must naturally match the content immediately surrounding it.

CONVERSION PATH REQUIREMENT

Each blog should intentionally move the reader through an appropriate conversion pathway:

Organic Search / AI Search → Educational Blog → Related Educational Resource or Comparison Page → Relevant Collection / Category → Relevant Product → Purchase Opportunity

Not every reader should be immediately pushed to a product. Informational search intent must be satisfied first. The conversion strategy should progressively move qualified visitors toward higher-intent pages.

ABOVE-THE-FOLD REQUIREMENT

- What the article answers
- Why the information matters
- Why the reader should trust the resource
- What they will learn
- An appropriate next-step opportunity where relevant

Avoid unnecessarily long introductions that delay the user's answer. The first portion of the page should encourage continued reading and reduce bounce.

INTERNAL CONVERSION LINKS

Every blog must contain strategic internal links to relevant:

- Product pages
- Collection/category pages
- Comparison pages
- Related blogs
- Educational resources
- Quality/testing pages
- COA or laboratory information where applicable
- About/trust resources where appropriate

Internal links must serve both an SEO purpose and a user-journey purpose. Do not add internal links simply to satisfy a numerical requirement.

Each link should answer: "What is the most logical next page this visitor may need?"

PRODUCT INTEGRATION

- Be contextually relevant
- Follow sufficient educational information
- Avoid unsupported benefit claims
- Avoid interrupting the reader's experience
- Clearly explain why the product/category is relevant to the topic
- Link directly to the most relevant commercial page

Products should support the article, not overwhelm it.

TRUST CONVERSION ELEMENTS

- Laboratory testing
- Certificate of Analysis availability
- Product transparency
- Quality-control information
- Clear product labeling
- Brand transparency
- Customer-support information
- Shipping/returns information
- Educational resources

Trust elements should be incorporated naturally and only when accurate.

COMPARISON-PAGE CONVERSION

When a blog discusses differences between kratom colors, product formats, alkaloids, product characteristics, testing standards, or other comparative topics, the blog must link to the corresponding PurKratom comparison page when one exists.

Comparison pages should act as a bridge between educational traffic and commercial intent.

MOBILE CONVERSION REQUIREMENT

- CTAs are visible
- Buttons are usable
- Text is readable
- Links are not crowded
- Tables display correctly
- Product modules do not overwhelm the article
- Pop-ups do not interfere with reading
- The user can easily navigate to the next appropriate page

CTA DIVERSITY REQUIREMENT

Do not repeat the exact same CTA throughout the entire article. Use multiple stages of intent.

- Educational CTA: Continue learning about kratom alkaloids.
- Comparison CTA: Compare powder and capsule formats.
- Commercial CTA: Explore relevant PurKratom products.

This allows the page to serve readers at different stages of the buying journey.

CONVERSION COPY STANDARD

Conversion copy must remain:

- Clear
- Specific
- Helpful
- Relevant
- Credible
- Non-manipulative
- Consistent with PurKratom's brand voice
- Appropriate for a regulated and health-adjacent industry

Avoid:

- False urgency
- Unsupported scarcity
- Fear-based selling
- Medical promises
- Guaranteed outcomes
- Exaggerated benefit claims
- Misleading statements

END-OF-ARTICLE CONVERSION

Every article must conclude with a meaningful next step. The conclusion should:

- Briefly reinforce the primary takeaway.
- Help the reader understand what they should do next.
- Direct them to the most relevant PurKratom resource, comparison page, category, or product.
- Encourage continued engagement with the PurKratom website.

The conclusion should not merely repeat the article introduction.

CONVERSION QUALITY CONTROL

- At least 3 meaningful conversion opportunities exist
- The CTA placement feels natural
- CTAs match search intent
- Relevant commercial pages are linked
- Relevant comparison pages are linked
- Related educational resources are linked
- No unsupported product or health claims are made
- Product placement is contextual
- The article has a clear user journey
- Mobile conversion elements have been reviewed
- All buttons and links work
- The final CTA leads to an appropriate next action

Every PurKratom article must accomplish three things: Rank. Educate. Convert.



AGENCY STANDARDS OF BLOG EXCELLENCE

Create a 3,000–4,500 word comprehensive article that demonstrates strong Experience, Expertise, Authoritativeness, and Trustworthiness (E-E-A-T) while thoroughly answering the questions a consumer may have about the assigned topic. The article must be educational, useful, easy to understand, and written for humans first rather than search engines. Use a knowledgeable but approachable tone at approximately an 8th-grade reading level.

Because kratom is a health-adjacent and regulated/scrutinized topic, accuracy and responsible language are mandatory. Do not make unsupported medical, therapeutic, disease-treatment, safety, or health claims. Do not state or imply that kratom diagnoses, treats, cures, mitigates, or prevents a disease or medical condition. Do not guarantee individual experiences, effects, outcomes, or results.

Where scientific evidence is limited, mixed, developing, or inconclusive, clearly communicate that uncertainty rather than presenting assumptions or marketing claims as established fact.

Any discussion of kratom effects, safety, dependence, interactions, research, regulation, legality, or public-health concerns must rely on credible and authoritative sources whenever available.

Naturally incorporate the assigned primary keyword along with relevant secondary keywords, semantic keywords, entities, questions, synonyms, and long-tail terminology. Do not keyword stuff.

The finished article must include:

- SEO title approximately 60 characters or less
- Meta description approximately 150–160 characters
- SEO-friendly URL slug
- One H1 + Logical H2/H3/H4 hierarchy
- Table of contents
- Featured-snippet answer near the beginning
- Key Takeaways section
- Concise direct-answer blocks throughout
- 8–10 FAQs
- Relevant internal links
- Relevant authoritative external sources
- Schema recommendations
- Strong conclusion
- At least 3 strategically placed conversion opportunities
- Appropriate links to comparison pages
- Appropriate links to product/category/collection pages
- Relevant trust elements
- GEO optimization
- AEO optimization
- E-E-A-T optimization
- Underdog Solutions proprietary conversion optimization

AGENCY STANDARDS OF BLOG EXCELLENCE (CONT)

Structure the article to answer conversational and AI-generated search queries directly. Important questions should receive a concise answer first, followed by deeper explanation.

Where useful, include:

- Definitions
- Short answer paragraphs
- Numbered steps
- Bullet points
- Comparison tables
- Question-and-answer headings
- Key facts
- Pros and considerations
- Evidence summaries

Do not bury the primary answer beneath an unnecessarily long introduction. Each article must satisfy informational intent before attempting to convert the reader.

Product or category references should only appear where they naturally support the reader's journey.

Every article should intentionally move readers through: Search → Education → Related Resource → Comparison → Relevant Product/Collection → Conversion

The article should support PurKratom's larger topical-authority strategy and should not function as an isolated page.

Where applicable, naturally reference:

PurKratom → Kratom → Mitragyna speciosa → Mitragynine → 7-hydroxymitragynine → Red kratom
 Green kratom → White kratom → Kratom powder → Kratom capsules → Kratom extracts → Kratom
 product formats → Product testing → Laboratory testing → Certificates of Analysis → Alkaloid
 content → Product quality → Responsible purchasing → Kratom research → Kratom regulation →
 Kratom legality → Consumer education → Relevant PurKratom products → collections

The goal is to create the best, most useful, credible, comprehensive, conversion-aware, and search-accessible resource possible for the assigned query, with strong potential to generate long-term organic visibility, qualified traffic, deeper site engagement, and revenue.

EVERY COMPARISON PAGE MUST HAVE A DISTINCT SEARCH PURPOSE

Comparison pages cannot simply swap keywords inside the same template. Every page should answer:

- What is the difference?
- Why does the difference matter?
- What objective characteristics can be compared?
- What should consumers understand before purchasing?
- What next page should the user visit?

Where appropriate, include:

- Side-by-side comparison table
- Quick-answer section
- Definitions
- Product characteristics
- Format differences
- Quality/testing considerations
- FAQs
- Related educational resources
- Relevant PurKratom products/categories
- CTA
- Internal links
- Conversion pathways

Avoid unsupported claims regarding effects, medical benefits, safety, or outcomes. Every comparison page should have a clear commercial or educational purpose.

If a proposed comparison page substantially overlaps with an existing page, optimize or expand the existing URL rather than creating unnecessary keyword cannibalization.

— — — — —

12. WEEKLY PERFORMANCE MONITORING

Every week, review:

- Organic clicks
- Organic impressions
- CTR
- Average ranking
- Ranking keywords
- New keywords
- Page-one keywords
- Positions 1–3
- Positions 4–10
- Positions 11–20
- Indexed URLs
- Indexing issues
- Top landing pages
- Organic conversions
- Organic revenue where tracking permits
- Newly acquired backlinks
- Referring domains
- AI visibility observations
- Conversion-path performance

The team should not wait until Day 90 to discover a problem.

Director to report weekly to Key Strategist on team findings, productions, barriers, or delay. Failure to provide proactive updates can delay campaign performance. Please prioritize.

13. 30-DAY REVIEW

WORK COMPLETED

What was implemented?

INDEXATION

What has been indexed?

EARLY MOVEMENT

Which keywords/pages are moving?

PROBLEMS

What is slowing progress?

OPPORTUNITIES

What should receive additional attention during Days 31–60?

CONVERSION REVIEW

Which pages are sending visitors deeper into the site? Where are users dropping off? Are CTAs being seen and used?

14. 60-DAY REVIEW

WINNERS

Pages already gaining meaningful visibility.

NEAR WINNERS

Pages ranking approximately positions 4–20.

UNDERPERFORMERS

Pages receiving limited visibility.

CAUSES

Determine whether the issue is:

- Search intent
- Content quality
- Authority
- Internal links
- Cannibalization
- Technical SEO
- Indexing
- Competition
- Query mismatch
- Conversion weakness

The response should be strategic, not simply: “Publish more.”

60 Day Reports will trigger internal team tracking meeting to discuss all objectives, deliverables, deliveries, and upcoming timelines. 60 DAY TEAM MEETING: Tuesday, September 15th, 2026 @ 9:00 AM EST.

15. 90-DAY REVIEW

At the completion of the campaign period, prepare a comprehensive report showing:

- Technical work completed
- Existing pages optimized
- 14 blogs published
- Comparison pages published
- Social distribution completed
- Sitemap/indexing completion
- Organic traffic movement
- Impression growth
- Keyword growth
- Page-one rankings
- Positions 1–3
- Positions 4–10
- Positions 11–20
- Top-performing content
- Organic conversion/revenue movement where available
- Backlink/authority development
- AI search observations
- Remaining SEO issues
- Conversion-path findings
- Recommended next 90-day strategy

90 Day Reports will trigger internal team tracking meeting to discuss all objectives, deliverables, deliveries, and upcoming timelines. 60 DAY TEAM MEETING: Thursday, October 15th, 2026 @ 9:00 AM EST.

16. 90-DAY CAMPAIGN SUMMARY

By the completion of the initial PurKratom Growth campaign, the website should have:

- 14 comprehensive educational blogs
- Approximately 24 comparison-page assignments across the active campaign calendar, subject to consolidation when search intent overlaps
- A substantially improved technical SEO foundation
- A mapped keyword universe
- A deliberate topical architecture
- Stronger internal linking
- Improved E-E-A-T signals
- Greater product/category contextual authority
- A GEO/AEO content framework
- Full Underdog Solutions conversion optimization across all blog content
- Social amplification of all 14 blogs
- Proper sitemap/indexing workflows
- Performance data sufficient to determine the next growth phase

The first 90 days establish the foundation. The next phase uses the data generated during these 90 days to determine where PurKratom has the greatest opportunity to scale.

Summary Reports will trigger internal team tracking meeting to discuss all objectives, deliverables, deliveries, and upcoming timelines. Wrap Up PurKratom Team Check In & Reporting Session: Sunday, October 18th, 2026 @ 9:00 AM EST.

17. IMPORTANT SEO GROWTH DISCLAIMER

This document represents a growth SEO strategy and implementation roadmap, not a guarantee of rankings, traffic, revenue, conversions, or placement within AI-generated responses.

SEO compounds over time. Google and other search engines must crawl, process, index, evaluate, and reassess new and modified content. Competitive search results may require additional authority development before meaningful ranking improvements occur.

AI search engines and generative platforms also independently determine which sources they retrieve, cite, summarize, or recommend.

Implementation happens before measurable results.

The strategy and production schedule outlined in this plan should remain consistent; however, the timeline for rankings, organic traffic increases, authority growth, AI visibility, and conversions may be delayed beyond the initial 90-day implementation period.

Some pages may demonstrate meaningful movement quickly. Others may require several months of:
Indexing → Authority accumulation → Internal-link development → Content refinement → Engagement data → Backlinks → Search-engine reassessment

before reaching their full potential.

PURKRATOM

MAJOR MILESTONE DASHBOARD

30

TOTAL MILESTONES
18 team deliverables + 12 account events

18

BIG DELIVERABLES
Across four major workstreams

4

WORKSTREAMS
Website, extension, copy and SEO

WEEKLY

ACCOUNT REVIEWS
Performance + conversion reporting

BIG MILESTONE DELIVERY SYSTEM

WEBSITE FOUNDATION UPDATE

YESHA

DELIVERABLE	RELEASE	DUE	VIV
Home page	8/25	8/31	9/01
Product page	9/01	9/10	9/11
Contact page	9/09	9/15	9/16

Site map is tracked under Foundation SEO below.

WEBSITE EXTENSION

JOHN

DELIVERABLE	RELEASE	DUE	VIV
Products 1-10	9/09	9/17	9/18
Products 12-22	9/18	9/24	9/25
Products 23-25	9/25	9/29	9/30
Comparison page	8/25	8/26	8/27

COPY CONVERSION

ASHLEY

DELIVERABLE	RELEASE	DUE	VIV
Blogs 1-2	9/25	9/26	9/27
Comparisons 1-2	9/25	9/26	9/27
Blogs 3-4	9/26	9/27	9/28
Comparisons 3-4	9/26	9/27	9/28
Blogs 5-6	9/27	9/28	9/30
Comparisons 5-6	9/27	9/28	9/30

Blog page: add Underdog tags and SEO requirements provided by Sanjo.

FOUNDATION SEO

TEAM DELIVERY

DELIVERABLE	RELEASE	DUE	VIV
SEMrush	8/25	8/31	9/01
Localytics	8/25	9/27	9/28
Site map + report	8/28	9/03	9/05
Internal linking	8/25	9/02	9/05
Monthly report	8/26	8/29	9/01

ACCOUNT MEETINGS + CAMPAIGN EVENTS

ALL TIMES EASTERN

AUG 31

Blogs 7-8 + comparisons 7-8

SEP 07

Blogs 9-10 + comparisons 9-10

SEP 14

Blogs 11-12 + comparisons 11-12

SEP 15

60-Day Team Meeting - 9 AM

SEP 21

Blogs 13-14 + comparisons 13-14

SEP 28

Comparison expansion 15-16

OCT 05

Comparisons 17-18 + review

OCT 12

Comparisons 19-20 + CTA refresh

OCT 15

90-Day Team Meeting - 9 AM

OCT 18

Campaign Wrap-Up - 9 AM

OCT 19

Comparisons 21-22 + link audit

OCT 26

Comparisons 23-24 + final review

RECURRING: Weekly performance monitoring + weekly director/conversion reporting

EXTERNAL: Client alignment - TBD

FINAL CLIENT ACKNOWLEDGMENT & CAMPAIGN APPROVAL

PURKRATOM 90-DAY GROWTH SEO CAMPAIGN – TO BE SIGNED **POST** ALIGNMENT SESSION WITH CLIENT

By signing below, the client confirms and acknowledges that they have:

- ☐ Received and reviewed the complete PurKratom 90-Day Growth SEO Campaign report in detail.
- ☐ Completed the Team Alignment Session with Underdog Solutions and had the opportunity to ask questions, request clarification, and address concerns regarding the campaign.
- ☐ Reviewed the campaign objectives, strategy, implementation phases, deliverables, timelines, responsibilities, account investment, and performance expectations.
- ☐ Approved the proposed strategy and authorized Underdog Solutions to continue implementing the campaign as outlined.

(Check all that apply)

100% SATISFACTION ACKNOWLEDGMENT

As of the date signed, the client confirms they are 100% satisfied with the strategy, work presented, Team Alignment Session, documented progress, and direction of the campaign. The client acknowledges that all known questions and concerns have been addressed and that no unresolved objections exist regarding the work presented within this report.

This acknowledgment confirms satisfaction with the work and strategy delivered to date. It does not constitute a guarantee of specific rankings, traffic, conversions, revenue, AI citations, or other future results.

AUTOMATIC RENEWAL ACKNOWLEDGMENT

THE CLIENT ACKNOWLEDGES THAT THE SERVICE AGREEMENT AUTOMATICALLY RENEWS AND CONTINUES UNTIL PROPERLY CANCELED IN ACCORDANCE WITH THE CANCELLATION TERMS AND PROCEDURES CONTAINED IN THE SIGNED SERVICE AGREEMENT.

The client authorizes recurring billing under the payment schedule established in the service agreement and understands that services and associated charges will continue unless timely cancellation is submitted through the required method. This acknowledgment confirms, but does not replace or modify, the original agreement. If a conflict exists, the signed service agreement controls.

FINAL APPROVAL

By signing below, the client acknowledges the work completed by Underdog Solutions, approves the 90-Day Growth SEO Campaign, confirms satisfaction with the campaign's current direction, and authorizes continued implementation.

Acceptance of the agreement above is required to continue forward with Underdog Solutions.

Client Name: _____

Business Name: _____

Signature: _____

Signing Date: _____

Client Name: _____

Business Name: _____

Signature: _____

Signing Date: _____