



Client	To Be Disclosed Upon Approval
Business Type	FSMA 204 compliance & supply chain advisory — food and consumer goods sector
Location	Palm Coast, FL — serving clients nationwide (remote)
Service Provider	[Selected Web Developer]
Platform	To be recommended by Service Provider at kickoff
Project Type	New professional website build — personal brand advisory practice
Primary Audience	Food manufacturers, distributors, and consumer goods companies with FDA Food Traceability List obligations
SOW Date	6.30.26

The client is an independent consultant with 15+ years of enterprise supply chain and traceability experience and an additional 15+ years in finance, AP, and data integrity roles. They help food and consumer goods companies achieve FSMA 204 compliance before the July 20, 2028 FDA deadline. This is a highly specialized, high-stakes advisory practice serving supply chain directors, VP of Operations, and compliance officers at food manufacturers and distributors. The website must establish credibility instantly in a space where trust and technical authority are everything.

1. Project Overview

The Service Provider agrees to design and develop a professional website for an independent FSMA 204 and supply chain advisory practice. The consultant serves food and consumer goods companies navigating the FDA Food Safety Modernization Act Section 204 traceability mandate, with a compliance deadline of July 20, 2028. Full implementation typically takes 18 to 36 months, meaning companies that have not started are already behind.

The website serves two functions simultaneously: a credibility platform that establishes the consultant as a trusted technical expert in a complex regulatory space, and a lead generation tool that converts food company supply chain leaders searching for FSMA 204 compliance help into consultation inquiries. The site must speak the audience's language — KDEs, CTEs, GS1, FDA Food Traceability List, EDI integrations — with authority and precision.

2. Aesthetic Direction & Design Standards

- Clean, professional, and compliance-forward aesthetic — this is a regulatory advisory practice; the design must signal precision, trustworthiness, and expertise without feeling bureaucratic or cold

- Authority without complexity — the site must feel approachable to a food company operations leader overwhelmed by the compliance requirement; the design should make the consultant feel like the person who simplifies a hard problem
- Data and process-forward — visual elements that communicate structure, frameworks, and systematic thinking are appropriate; timelines, roadmaps, and process diagrams work well in this space
- No generic stock photography of warehouses or food imagery — purposeful professional photography or clean iconography preferred
- Mobile-responsive and fast-loading — operations executives access on mobile; the site must perform on all devices
- Color palette and brand direction to be provided by the client at kickoff

3. Website Structure & Page Scope

The following pages constitute the full site scope. Each must be designed and written in language that resonates with a food industry supply chain or compliance professional:

Page	Primary Goal	Key Content
Homepage	Establish credibility; drive consultation inquiries	Urgency-forward hero: July 20, 2028 deadline callout; "Is your company ready?" opening; brief practice overview; six service area tiles; consultant credential strip (30 years combined experience); FDA Food Traceability List product callout (leafy greens, fresh produce, seafood, eggs); primary CTA: Schedule a Consultation
About	Build personal and professional trust	Professional headshot; 15+ years supply chain/traceability background; 15+ years finance/AP/data integrity; end-to-end perspective narrative; specific expertise: GS1, FSMA 204, EDI (846/852/856), KDE/CTE mapping, lot-level traceability; what makes this practice different; Palm Coast FL base, remote nationwide service
FSMA 204 Overview	Educate and convert visitors searching for compliance help	What is FSMA Section 204; July 20, 2028 deadline; why 18–36 months is the realistic implementation timeline; FDA Food Traceability List product categories; KDEs and CTEs explained in plain language; what happens if companies miss the deadline; how the consultant helps close the gap; CTA at bottom
Services	Convert educated visitors into inquiry leads	Six service areas: (1) GS1/FSMA 204 Readiness & Compliance Advisory; (2) Supply Chain Process Assessment & Gap Analysis; (3) Vendor Qualification, Onboarding & Performance Review; (4) Data Accuracy Audit, Reconciliation & Reporting; (5) Traceability Framework Design & Implementation Support; (6) Operations Workflow Optimization & SOP Development. Each with description, deliverables, and who it's for.
Who I Serve	Help visitors self-identify and convert	Food manufacturers · distributors · consumer goods companies · seafood processors · produce handlers · egg producers · any company with FDA Food Traceability List obligations. Each audience segment presented with its specific compliance challenges and the consultant's relevant experience.

Resources	Establish thought leadership; support SEO	Curated resource section covering FSMA 204 compliance topics: compliance timelines, KDE/CTE breakdowns, GS1 guidance, EDI integration tips, supplier onboarding advice. Can include downloadable guides, reference documents, FAQ-style content, and links to FDA resources. Organized by topic. Easy to update by the consultant without developer involvement.
Contact	Primary lead capture	Consultation scheduling integration (Calendly or equivalent); intake form: company name, industry/product category, compliance status, timeline, and contact info; direct email and phone; Palm Coast FL with nationwide remote service noted; response time stated clearly

4. SEO Strategy — The Primary Discovery Channel

Food and consumer goods companies actively searching for FSMA 204 compliance help are the exact target audience for this practice. This is a specialized, high-intent search category with relatively low competition — a well-executed SEO strategy can deliver strong organic visibility quickly and generate inbound leads from companies under deadline pressure.

4.1 Primary Keyword Targets

- High-intent compliance searches: "FSMA 204 compliance consultant," "FSMA 204 consulting," "FSMA Section 204 help," "FDA food traceability compliance," "FSMA 204 readiness assessment"
- Technical/role-specific: "KDE CTE mapping consultant," "GS1 FSMA 204 implementation," "food traceability plan development," "FDA traceability plan consultant," "food safety traceability consultant"
- Service-specific: "supply chain gap analysis food industry," "vendor onboarding FSMA 204," "EDI data audit food supply chain," "lot-level traceability implementation"
- Deadline-urgency: "FSMA 204 2028 deadline," "food traceability 2028 compliance," "FSMA 204 deadline preparation"
- Product-specific: "leafy greens traceability compliance," "seafood traceability FSMA," "produce traceability FDA"

4.2 On-Page & Technical SEO

- Keyword map delivered before development — every page assigned primary and secondary keyword targets
- Unique, keyword-optimized meta titles and descriptions for every page
- Proper H1, H2, H3 heading hierarchy throughout — FSMA 204 terminology used naturally in headings
- Schema markup: Person schema (About page), ProfessionalService schema (homepage and Services), FAQPage schema (FSMA 204 overview)
- XML sitemap generated and submitted to Google Search Console at launch
- Google Analytics 4 with conversion tracking on consultation scheduling and contact form submissions
- Core Web Vitals optimized — fast load times signal credibility in a professional compliance context

- Long-form FSMA 204 overview page built specifically to rank for educational search queries from companies researching the regulation

5. Design & Technical Requirements

5.1 Credibility & Conversion Elements

- FSMA 204 deadline callout on homepage — "July 20, 2028" prominently displayed with context on why companies need to act now
- FDA Food Traceability List product callout — visitors can quickly confirm whether their products are covered
- Credential display — 30 combined years of experience, specific technical competencies (GS1, EDI 846/852/856, KDE/CTE mapping), and geographic reach (nationwide remote)
- Consultation scheduling integration (Calendly or equivalent) embedded on homepage and Contact page
- Clear service differentiation — each of the six service areas presented with enough technical specificity that a supply chain director can identify exactly which service matches their situation

5.2 Technical Requirements

- Platform recommended by Service Provider at kickoff based on content publishing needs and long-term maintainability
- Resources section configured so the consultant can add new content without developer involvement
- Consultation scheduling integration (Calendly or equivalent) tested end-to-end before launch
- Contact intake form with fields for company name, product category, compliance status, and timeline — email notification to consultant on submission
- Fully responsive — mobile, tablet, and desktop
- SSL certificate and HTTPS enforced
- Google Analytics 4 with conversion events on scheduling clicks and contact form submissions
- All pages editable by the consultant after launch without developer involvement

6. Client Responsibilities

The client agrees to provide the following prior to or at project kickoff:

- Professional headshot — appropriate for a compliance advisory practice website
- Full professional bio with career narrative, specific credentials, and key engagements (anonymized if necessary)
- Brand assets — logo if available, color palette, and any existing brand direction
- Written copy for all six service areas — or confirmation that the Service Provider will assist with copywriting (scoped separately)
- Any existing case studies, client outcomes, or anonymized project examples for the services pages

- Initial content or reference materials for the Resources section at launch
- Confirmation of scheduling platform (Calendly or equivalent)
- Timely feedback and approvals at each milestone — within 48 business hours

7. Developer Qualification Standards

ALTUS will only refer a developer who meets all of the following:

Professional services or consulting portfolio

Has built websites for compliance advisory firms, consulting practices, independent consultants, or professional services businesses. Can show 2-3 live examples where the design conveys expertise and authority to a B2B professional audience.

SEO for professional services and B2B niches

Has implemented a complete SEO strategy on a professional services website targeting a specific B2B audience. Understands keyword research for niche regulatory or compliance topics, on-page optimization, schema markup, and Search Console setup.

Scheduling and lead capture integration

Has integrated Calendly or equivalent consultation scheduling tools. Has built intake forms with email notification routing.

Content section build and handoff

Has built resources or content sections that a solo practitioner can manage and update without developer involvement after launch.

Mobile-first and performance-optimized

Builds mobile-first by default. Can demonstrate Core Web Vitals scores from previous professional services builds.

Non-technical client handoff

Builds sites that a solo practitioner can manage independently — updating service descriptions, adding resources, and managing scheduling without ongoing developer involvement.

8. Project Milestones & Timeline

Timeline to be confirmed at kickoff. Client approval required at Phases 2 and 4 before proceeding.

Phase	Milestone	Details
Phase 1	Kickoff & Discovery	Brand assets received, professional headshot confirmed, platform selected, scheduling integration confirmed, SEO keyword map delivered and approved, copy status confirmed (client-provided or developer-assisted)
Phase 2	Homepage Design	Homepage designed and presented for approval — FSMA 204 deadline hero, credential strip, six service area tiles, FDA Food Traceability List callout, and consultation CTA. Sets the design standard for all remaining pages.
Phase 3	Core Page Build	About, FSMA 204 Overview, Services (all six areas), Who I Serve, and Contact pages built. Scheduling integration tested. Intake form built and email routing confirmed.
Phase 4	Resources Section	Resources section built and configured for self-publishing. Initial content, guides, and reference materials imported and organized by topic. Client reviews complete site on staging and provides written approval.
Phase 5	SEO & Technical Review	Full on-page SEO across all pages. Schema markup added. GA4 with conversion tracking installed. Core Web Vitals reviewed. XML sitemap generated and Search Console submitted.
Phase 6	QA & Pre-Launch	Full cross-browser and cross-device QA. Scheduling integration tested end-to-end. All forms confirmed delivering. All CTAs tested. Client provides written approval.
Phase 7	Launch & Handoff	Site launched. GA4 verified live. Admin training on updating Resources section, service copy, and scheduling integration. Handoff document or Loom recording delivered.