

Proposal by  
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# SEO Strategy



**ILLUSTRA PRO**  
Occupational Training and Certification

# ■ Industry / Product

## ■ Client Overview

**Illustra Pro** is a professional training center specializing in OSHA-authorized certifications for the maritime, industrial, and construction sectors. Located in the San Diego region, the company offers both in-person and online courses designed for workers, supervisors, employers, and job seekers who must meet federal and state safety requirements. With a strong focus on maritime regulations and bilingual instruction (English and Spanish), Illustra Pro serves the diverse workforce that operates within shipyards, industrial facilities, and related environments.

## ■ Purpose of the Document

The purpose of this document is to evaluate Illustra Pro's website from an SEO perspective and provide actionable recommendations to improve search performance. This includes optimizing URL structure, refining page titles, selecting relevant keywords, identifying the appropriate target audience, and conducting a basic competitor analysis. The overall goal is to deliver a clear and effective strategy that supports Illustra Pro in enhancing its digital presence..

## ■ Opportunity / Need

Although **Illustra Pro** provides high-quality occupational safety training, there is a clear opportunity to strengthen its online visibility and reach a broader audience. Many workers and companies search for OSHA courses directly through Google, so implementing a strategic SEO plan can significantly increase exposure and course enrollment. By optimizing page titles, keywords, content structure, and user experience, Illustra Pro can better position itself against competitors and capture individuals who urgently need certified training.

## ■ Expected Benefit

By applying the recommendations in this proposal, Illustra Pro can expect to improve search engine rankings, increase organic traffic, and attract more prospective students seeking OSHA certifications. Additionally, an optimized content structure and clearer navigation will build user trust, enhance the learning experience, and reinforce Illustra Pro's position as a leading provider of maritime and industrial safety training in the San Diego area..



## BEYOND COMPLIANCE

Illustra Pro safety training & certification goes beyond just helping you meet your OSHA compliance requirements. Our goal is to ensure employers and workers have the education and tools necessary to maintain the highest level of safety and health during your daily operations.

Our classes cover occupational related health and safety training, regulations, compliance, and much more based on recognized and leading occupational safety regulatory agencies.



## REGULATION COMPLIANCE AND TRAINING CERTIFICATION

OSHA / Occupational Safety and Health Administration

NAVSEA / Naval Sea Systems Command

NFPA / National Fire Prevention Association

ANSI / American National Standards Institute

NIOSH / National Institute for Occupational Safety and Health

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## ■ Industry / Product

**Illustra Pro** operates within the occupational safety and compliance training industry, specializing in OSHA-authorized courses for maritime, construction, and general industry workers. Their offerings include OSHA 10-Hour and 30-Hour Maritime Outreach Training, Fire Watch Certification, HAZWOPER courses, and PAI (Permit Authorizing Individual) training. Located in National City, California, Illustra Pro provides both in-person training near local shipyards and live online courses through video conferencing, allowing students to receive official safety certifications required by employers throughout the San Diego region. The company's mission is to equip workers with practical knowledge, safe workplace habits, and the official compliance documentation needed to meet federal and state regulations.



## ■ SEO Goals

Increase  
organic traffic  
by 15%

Improve  
rankings for  
maritime  
related  
keywords

Create  
clean and  
optimized  
URLs

Enhance  
local visibility  
(San Diego /  
National  
City)

Reduce  
technical  
errors

## ■ Target Audience

**Illustra Pro's** primary target audience includes workers, supervisors, and employers in the maritime and industrial sectors, specifically those operating within shipyards, naval maintenance, construction, fabrication, and industrial operations in the San Diego area.

Their audience also includes Latino and bilingual workers who prefer training in both English and Spanish, as well as companies looking to certify their employees quickly and professionally. Additionally, Illustra Pro appeals to job seekers who require OSHA certifications to qualify for employment, and to safety managers who need to maintain compliance for large teams across multiple worksites.



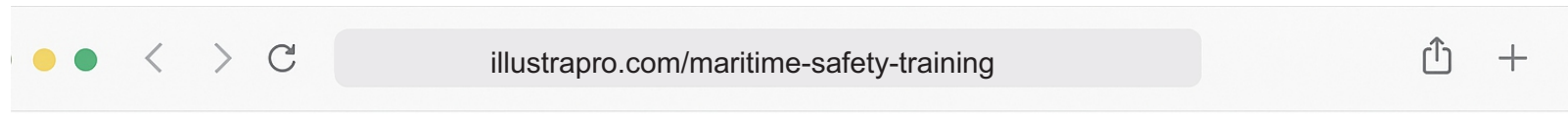


## ■ URL and Title Suggestions

To improve search visibility and clarity, the following SEO-friendly URLs and titles are recommended:  
These titles focus on essential keywords while maintaining clarity for users and search engines.

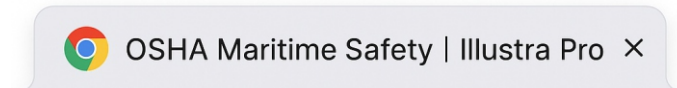
Suggested URL:

<https://www.illustrapro.com/maritime-safety-training>



Suggested Page Title:

OSHA Maritime Safety | Illustra Pro



## ■ Keywords

Keywords and keyword phrases that align with Illustra Pro's services and industry include:

- “OSHA maritime safety training”
- “Fire watch certification California”
- “Maritime OSHA classes San Diego”

These keywords reflect the company's specialization, location, and official certifications, making them strong candidates for ranking improvements in Google searches.

ctions Guidelines  
Inspections Safety  
Standards Regulation  
Safety Training nation  
Hazards Compliance  
Incident Reporting  
Safety Audits  
Whistleblower Protection  
Incident Reporting  
Risk Assessment  
OSHA  
Maritime  
Safety  
Shipyard Safety  
Workplace Safety  
Hazard Comm.  
Occupational Protective Compliance  
Emergency Health  
Emergency  
Emergency  
Emergency



# ■ Competitor Analysis

## Competitor:

Maritime Safety Academy

## About Summary:

MITAGS provides professional and accredited maritime training programs, including safety courses, simulation-based instruction, and OSHA-related certifications.

Their mission is to support maritime professionals through hands-on training, industry-standard instruction, and high-level workforce development programs. They serve workers, shipyard teams, and maritime companies looking for advanced training and compliance preparation. They focus on national-level maritime instruction, offering both in-person and specialized programs for ship crews, officers, and industrial workers across the United States.

**SafeTech**  
SAFETY SOLUTIONS



## ■ Call to Action (CTA) Proposal

We encourage Illustra Pro to begin executing these SEO strategies to strengthen its digital presence, reach more students, and enhance long-term growth.



# ■ Content Strategy

## Suggested Blog Topics

“Why OSHA Maritime Training Is Essential for Shipyard Workers”

\* Top 5 Workplace Hazards in Maritime Operations”

\* How to Stay OSHA-Compliant in California Shipyards”

