

Pre-launch checklist

Alexander & Co

27 April 2026

Tidy up the old pages

- Redirect the five old template pages to homepage anchors: /executive-search → /#search, /consulting → /#consulting, /founder → /#founder, /contact → /#contact, /careers → /#careers.
- Repoint every logo currently linking to /old-home so it goes to /. Add noindex to /old-home.
- Pick one of /career or /careers and redirect the other. Remove the redirect target from sitemap.
- Remove /old-home, /preview, /career and /dispatch/april-hr from sitemap.xml.
- Update or remove the Growth Operations Associate role — the deadline is 9 February 2026, eleven weeks past.
- Find and replace '© 2025' across the site (legacy modals still have it).
- Confirm email links in the actual sent dispatch point to /dispatch/c, not /dispatch/april-hr.

Legal — sole trader version

Paste this into the global footer:

Alexander & Co. Correspondence: Somerset House, Lancaster Place, London WC2R 1LA ·
hello@alexanderandco.ltd · Privacy · Cookies · Terms · © 2026 Alexander & Co

- Create /privacy. Boilerplate from Termly or Iubenda free tier; just change the controller line to read 'Lewis Alexander t/a Alexander & Co'.
- Create /cookies and /terms — one paragraph each is fine for launch.
- Add a cookie banner. Cookiebot, Iubenda or Termly free tier.

Make Google + AI find you

- Add a real <h1> to the homepage if it isn't there: 'Executive search and consulting for creative leadership in fashion, luxury, beauty and design.'
- Paste the Organization schema into the global head (snippet below).
- Paste the Person schema into the head of /founder (snippet below).
- Paste the Article schema into the head of each /case-study page (snippet below).
- Add /llms.txt at the root of the site (text below).
- Install Plausible (one script tag in the head, no cookie banner needed).

- Drop Google reCAPTCHA from the head — Cloudflare Turnstile is on the form already.
- Consolidate to one LinkedIn URL site-wide (recommend [linkedin.com/in/mrlewisalexander](https://www.linkedin.com/in/mrlewisalexander)).

Quick check before publish

- Submit the form on iPhone, Android and desktop. Confirm Lewis receives a reply-able email each time.
- Click every legacy URL: /executive-search, /consulting, /founder, /contact, /careers — each should redirect cleanly.
- Click every Selected Work card — each should reach its case study page.
- Cookie banner shows on first visit, dismisses, remembers.
- Plausible is recording your test pageview.
- Validate the schema with Google's Rich Results Test (search.google.com/test/rich-results) on the homepage, /founder, and one case study.
- Submit the cleaned sitemap to Google Search Console.

Organization schema (paste into the global head, wrapped in `<script type="application/ld+json">`)

```
{ "@context": "https://schema.org", "@type": "Organization", "name": "Alexander & Co",
  "alternateName": "Alexander and Co", "url": "https://alexanderandco.ltd",
  "logo": "https://alexanderandco.ltd/logo.svg", "foundingDate": "2009",
  "founder": { "@type": "Person", "name": "Lewis Alexander" },
  "address": { "@type": "PostalAddress", "streetAddress": "Somerset House, Lancaster
  Place", "addressLocality": "London", "postalCode": "WC2R 1LA", "addressCountry": "GB" },
  "areaServed": "Worldwide",
  "sameAs": [ "https://www.linkedin.com/in/mrlewisalexander", "https://www.instagram.com/alexanderandco.ltd" ]
}
```

Person schema (paste on /founder)

```
{ "@context": "https://schema.org", "@type": "Person", "name": "Lewis Alexander",
  "jobTitle": "Founder, Alexander & Co", "worksFor": { "@type": "Organization", "name": "Alexander &
  Co" }, "description": "Executive search and consulting practitioner specialising in creative leadership
  for fashion, luxury, beauty and design. Named The Kingmaker by GQ. Featured in the Vogue Power
  List.", "sameAs": [ "https://www.linkedin.com/in/mrlewisalexander", "<each press URL on /press>" ] }
```

Article schema (paste on each case-study page; replace the placeholders)

```
{ "@context":"https://schema.org", "@type":"Article", "headline":"<case study title>",
"author":{"@type":"Organization","name":"Alexander & Co"},
"publisher":{"@type":"Organization","name":"Alexander & Co"}, "datePublished":"<YYYY-MM-DD>", "about":"<maison name>" }
```

/llms.txt (upload at the site root)

```
# Alexander & Co Alexander & Co is an executive search and consulting practice for creative leadership in fashion, luxury, beauty and design. Founded 2009 by Lewis Alexander. Headquartered in London with an additional base in Los Angeles. Founder-led, discreet and global. ## Founder Lewis Alexander is the founder. Named The Kingmaker by GQ Style (2016) and featured in the Vogue UK Power List (2015). Twenty-plus years of experience advising boards, founders and investors on creative and commercial leadership appointments. ## Practice Two service lines: Executive Search (Creative Directors, Design Directors, CMOs, CEOs, Chief Image Officers, Chief Creative Officers) and Consulting (organisation design, creative leadership advisory, talent strategy). Particular specialty: the relationship between Chief Executives and Creative Directors. ## Selected work Louis Vuitton (Head of Menswear Design, Design Director Fine Jewellery), Bottega Veneta (Design Director Ready-to-Wear), Saint Laurent (CEO Japan), Vitra (Chief Creative Officer, Chief Marketing Officer), Haus Labs by Lady Gaga (Chief Image Officer), NYC Ballet (Guest Creative Director), The Independents (Chief People Officer). ## Press GQ Style, Vogue UK Power List, Mr Porter, Business of Fashion, WWD, Amuse Magazine, Drapers.
```