

## **Objective:**

Increase & monitor organic traffic, keyword rankings, & conversions.

### **1st month: Technical SEO**

#### 1. Technical Audit

- a. Address site speed & mobile usability as needed.
- b. Evaluate information architecture including header, footer, & overall navigation for click depth & link equity consolidation.
- c. Seek opportunities to apply structured data for rich results beyond the usual titles, descriptions, & URLs in the search engines.
- d. Conduct outreach or disavow any suspicious backlinks.

#### 2. Analytics, Tools, & Reporting

- a. Set up goal & event tracking within Google Analytics and Google Tag Manager.
- b. Set up reporting to monitor organic traffic, organic CTRs, bounce rates, DA/PAs, backlinks, & organic conversions.
- c. Use Google Tag Manager to track important actions including scroll depth, outbound link clicks, PDF downloads, form submissions, & click-to-call actions.
- d. Set up tracking codes & pixels for Google Tag Manager, Google Analytics, Bing, FB, LinkedIn, etc.
- e. Prepare and optimize any social media accounts, if needed.

#### 3. Persona, Keyword, & Business/Competitor Research

- a. Create an exhaustive list of keywords to use within content addressed themes, synonyms, long-tailed options, etc.
- b. Create a keyword list to monitor progress through Google Search Console or another keyword tracking platform.
- c. Understand personas, website/business history, & any existing relationships to leverage within the specific industry.

## **2nd month: On-Page SEO/CRO**

### **1. New Page Creation & Page Updates**

- a. Create new pages according to persona, keyword, & competitor research.
- b. Create or update city, press, FAQs, job postings, reviews/testimonials, referrals, privacy/terms, delivery policies, thank you, & other important pages.
- c. Monitor then remove unneeded pages to optimize crawl budget & link equity.

### **2. On-Page SEO Updates**

- a. Revise all titles, meta descriptions, & headers.
- b. Improve & compress images while defining keyword-rich image filenames & alt attributes.
- c. Improve anchor text & landing pages for internal & outbound linking.
- d. Write & improve copywriting through keyword use, outlining, segmentation, and readability.
- e. Implement structured data (reviews, URL breadcrumbs, knowledge graph, & more).

### **3. Conversion Rate Optimization (CRO)**

- a. Evaluate forms, CTAs, & other additional features including live chat options or pop-up/topbar offers.
- b. Add trust symbols available near forms, footer, & conversion areas.
- c. Consider adding social liking & sharing buttons along with product or service testimonials.

## **3rd Month: Off-Page SEO**

### **1. Backlink & Local Citation Building**

- a. Perform a backlink audit.
- b. Start backlink outreach through existing partners & competitor opportunities revealed through SEO tools & other related businesses or influencers.
- c. Create profiles & listings for local & industry associations, sites, forums, & review sites.
- d. Better integrate SEO with any existing PR & internal team (content, partnerships, etc.) efforts.
- e. Consider beginning a contest, scholarship project, or other attractive linkbuilding program.

### **2. Online Reputation Management (OEM)**

- a. Evaluate & improve the 1st page of SERPs for a positive impression on branded keywords.
- b. Choose a reviews management platform.
- c. Initiate an outreach strategy to gather more brand & product reviews.

### **3. SEO Strategy Evaluation & Revision**

- a. Develop a future quarterly SEO plan based on current needs & developments.
- b. Perform updates to improve freshness for SEO on key pages.
- c. Improve on-page & off-page SEO for important external review & industry sites.
- d. Create an SEO-informed content calendar or evaluate current content for SEO.
- e. Implement more complex Conversion Rate Optimization (CRO) features such as chatbots, smart content, etc.
- f. Assist with A/B & multivariate testing on the conversion funnel.
- g. Assist in creating rich gated content (whitepapers, e-books) to support all digital marketing campaigns.