

# SEO PROJECT PLAN

## MONTH 1: Onboarding, Site Review, Strategy Development

Before we begin, we would like to have a quick meeting to discuss your goals, demographic, competitors, etc. We will also need site access and login information (or permission to set up) Google Analytics, Webmaster Tools, etc.

### Month 1 Task List:

- ❑ **Baseline SEO Audit and Report** - Thoroughly audit and document existing rankings, link profile, internet presence, and social media. This baseline report will be used in our onboarding meeting and will be updated and sent to you on a monthly basis. The report will include:
  - Keyword Rankings
  - Popular Pages
  - Backlink Profile
  - Site Authority
  - Social Media Presence
  
- ❑ **Website Audit** – Conduct a thorough review of your website to determine your current site's strengths and weaknesses and identify potential challenges.
  
- ❑ **Client Onboarding Meeting/Call** – During our kickoff meeting/call, we will:
  - Learn about your company, competitors, customers, and target demographic.
  - Review the Baseline SEO Report and Website Audit
  - Discuss historical and present website SEO efforts.
  - Identify key metrics of success (traffic, conversions, etc.)
  - Set goals (traffic, primary conversions, secondary conversions)
  - Review proposal and note any updates.
  - Sign contract and collect first month's payment.
  
- ❑ **Information Exchange** – Client to provide website access (i.e. FTP, Wordpress login) and access to any existing web tool accounts (i.e. Google Analytics, Webmaster Tools)
  
- ❑ **Keyword Research, Analysis, and Selection** – Research keywords and related phrases to identify primary and secondary keywords.
  
- ❑ **Develop Onsite SEO Strategy** – Review Website Audit and create a comprehensive strategy to improve the site's overall onsite SEO.
  
- ❑ **Develop Landing Page Optimization Strategy** - Analyze existing keyword target pages and create an optimization strategy that focuses on these pages.

- Develop Content Strategy** – Create content strategy including release frequency, topics, resources, and writers.
- Develop Website Authority & Link Building Strategy** - Evaluate current backlink profile and authority metrics to develop offsite SEO strategy including:
  - Citation Cleanup (Directories, Company Listings, etc.)
  - Backlink Analysis and Cleanup
  - Link Building Strategy and Budget
- Develop Social Media Strategy (if applicable)** – Create a social media strategy to drive customer engagement and improve search engine authority
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- Create SEO Strategy Brief** – Summarize all strategies into a single SEO Strategy Brief that will be updated and sent to you on a monthly basis.
  - Target Keywords and Landing Pages
  - Onsite SEO Strategy
  - Landing Page Optimization Strategy
  - Content Strategy/Schedule
  - Website Authority & Link Building Strategy

#### **Agency Deliverables:**

- Baseline SEO and Key Metrics Report
- SEO Strategy Brief

#### **Client Deliverables:**

- Access to Website and Web tools
- Review and Sign Agreement
- Monthly Payment

## **MONTH 2: Technical SEO Optimization**

Once we have planned your overall SEO strategy, the next step is to optimize the technical components to your website. During this stage, we will make sure your website's structure, backend and all landing pages are properly optimized for search engines.

In addition, we will ensure there is a relevant and properly optimized landing page on your website for each targeted keyword phrase outlined in the strategy brief.

#### **Month 2 Task List:**

- Monthly SEO Audit and Key Metrics Report** – Audit existing metrics and prepare monthly report.

- Implement Overall Onsite Technical SEO Strategy** – Implement overall onsite SEO strategy as outlined in the SEO Strategy Brief.
- Implement Landing Page Optimization Strategy** – Create and/or optimize landing pages to focus on target keyword phrases.
- Update SEO Strategy Brief** – Create checklist of completed items, update SEO Strategy Brief, and send to client.

#### **Agency Deliverables:**

- Updated Monthly SEO and Key Metrics Report
- Checklist of Completed items
- Updated SEO Strategy Brief
- Additional Requirements

#### **Client Deliverables:**

- Review Checklist and Recommendations
- Monthly Payment

## **MONTH 3: Onsite Content Optimization**

Once the technical infrastructure of your website is optimized, it is time to fix or add optimized content. The website's structure serves as a clean base for search engine bots (and users) to enjoy the content on your website.

#### **Month 3 Task List:**

- Monthly SEO Audit and Key Metrics Report** – Audit existing metrics and prepare monthly report.
- Review Onsite SEO** - Review onsite SEO and make necessary adjustment.
- Prepare to Implement Content Strategy** - Onboard writers and submit topics for professionally written, keyword targeted blog/site content.
- Review Landing Page Optimization Strategy** – Review landing page optimization and make necessary adjustments
- Implement Content Strategy** – Begin adding fresh content, according to the schedule defined in the Content Strategy.
- Update SEO Strategy Brief** – Create checklist of completed items, update SEO Strategy Brief, and send to client.

#### **Agency Deliverables:**

- Update Monthly SEO and Key Metrics Report
- Checklist of Completed items
- Updated SEO Strategy Brief
- Additional Recommendations

## Client Deliverables:

- Review Checklist and Recommendations
- Monthly Payment

## MONTH 4: Offsite SEO Optimization

Once your website is optimized and has fresh useful content, it is time to re-review your internet presence and start getting the offsite attention from other sources. If users take attention to your website- so will the robots.

### Month 4 Task List:

- Implement Website Authority & Link Building Strategy** - Create foundation links using techniques outlined in the Website Authority & Link Building Strategy, and make any necessary onsite changes to support offsite optimization and link building.
- Implement Social Media Strategy (if applicable)** – Review Social Media Strategy and make any necessary onsite changes to support these efforts such as default page titles, descriptions, and graphics. Implement the Social Media Strategy as outlined in the SEO Strategy Brief.

## ONGOING: Monthly SEO Maintenance and Updates

The first four months laid a solid foundation on which to build your website's authority with the search engines.

To keep the momentum going, it is essential to continue posting and promoting fresh content on a regular basis and monitor and fine tune your SEO strategy each month.

### Ongoing Monthly Task List:

- Monthly SEO Audit and Key Metrics Report** - Audit existing metrics and prepare monthly report.
- Monitor and Fine-tune Onsite SEO** - Review onsite SEO and make necessary adjustments.
- Continue Executing Landing Page Optimization Strategy** – Review landing page optimization and make necessary adjustments.
- Continue Executing Content Strategy** – Add fresh content, according to the schedule defined in the Content Strategy.
- Continue Executing Website Authority & Link Building Strategy** – Continue building links and search engine authority, using methods outlined in the Website Authority & Link Building Strategy.
- Continue Executing Social Media Strategy (if applicable)** – Implement the Social Media Strategy as outlined in the SEO Strategy Brief.

- ☐ **Update SEO Strategy Brief** – Create checklist of completed items, update SEO Strategy Brief, and send to client

#### **Agency Deliverables:**

- ☐ Updated Monthly SEO and Key Metrics Report
  - Monthly ranking, traffic and conversion reporting
  - Regular review and analysis of analytics
  - Changes made in accordance with analytical findings
  - Spot early signs of decreasing traffic
- ☐ Checklist of Completed Items
- ☐ Updated SEO Strategy Brief
- ☐ Ongoing link building activities
- ☐ Revision and optimization of new content
- ☐ Regularly keeping an eye out for improving the technical side of things
  - Tweaking title tags and meta descriptions to increase conversions once rankings do gain momentum
- ☐ Apply new SEO best practices learned from ongoing education
- ☐ Additional Recommendations

#### **Client Deliverables:**

- ☐ Review Checklist and Recommendations
- ☐ Monthly Payment