

NATIONAL SEO STRATEGY

Objective: Our goal is to increase your search visibility and organic traffic to the site over the next 90 days. A large part of this initial SEO Strategy will be to take care of the foundational SEO tasks that will bring value to the site for many years to come. By targeting the right keywords, maintaining site health, and building authoritative content for the site, we will establish you as a trusted leader in your industry.

Month 1

- Onboarding Setup Checklist
- Week 1 Checklist
- Crawl Audit
- Keyword Research (Top 20 organic focus + 20 maps)
- Titles, metas, H1s (Top 10 Pages)
- Technical Setup
 - Setup Uptime Robot
 - Setup Rank Math Plugin
 - Setup Header & Footer Scripts Plugin
 - Setup Gain WP Analytics Plugin
 - Conversion Tracking Setup
 - Conversion Tracking Test
- Citation Audit
- Citation Submission
- Content Gap Analysis w/ Content Opportunities
- Content Calendar Creation for 90 days (3 per month)
- CRO
- Monthly Report

Month 2

- Content Optimization (4 per month)
- New Content from Content Calendar (1)
- New Content from Content Calendar (2)
- New Content from Content Calendar (3)
- Content Gap Audit
- (Plus Custom Tasks)
- Monthly Report

Month 3

- Content Optimization (4 per month)
- New Content from Content Calendar (1)
- New Content from Content Calendar (2)
- New Content from Content Calendar (3)
- Backlink & Error Audit

- Sitespeed Audit
- (Plus Custom Tasks)
- Monthly Report

Month 4

- Content Optimization (4 per month)
- New Content from Content Calendar (1)
- New Content from Content Calendar (2)
- New Content from Content Calendar (3)
- Structured Data Audit
- Organic Traffic Audit
- (Plus Custom Tasks)
- Monthly Report

Month 5

- Content Optimization (4 per month)
- New Content from Content Calendar (1)
- New Content from Content Calendar (2)
- New Content from Content Calendar (3)
- Engagement Audit
- New Content Calendar - Round 2
- (Plus Custom Tasks)
- Monthly Report

Month 6

- New 90-day Roadmap
- Content Optimization (4 per month)
- New Content from Content Calendar (1)
- New Content from Content Calendar (2)
- New Content from Content Calendar (3)
- (Plus Custom Tasks)
- Monthly Report