The First 90-days - 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 RankMath Plugin
    - Setup Header & Footer Scripts Plugin
    - Setup GAinWP Analytics Plugin
    - Conversion Tracking Setup
    - Conversion Tracking Test
- Citation Audit
- Citation Submission
- GMB Profile Optimization
- GMB Calendar (x4 posts)
- Content Calendar Creation for 90-days (1 piece per month)
- Monthly Report

Month 2
- Content Gap Analysis w/ Content Opportunities
- Content Calendar Creation for 90-days (1 per month)
- Content Optimization (2 per month)
- GMB Calendar (x4 posts)
- GMB Post - #1
- GMB Post - #2
- GMB Post - #3
- GMB Post - #4
- (Plus, Custom Tasks)
- Monthly Report

Month 3

- New Content from Content Calendar (1 per month)
- Content Optimization (2 per month)
- GMB Calendar (4x posts)
- GMB Post - #1
- GMB Post - #2
- GMB Post - #3
- GMB Post - #4
- Backlink & Error Audit
- Sitespeed Audit
- (Plus, Custom Tasks)
- Monthly Report