



The First 90-days - SEO Strategy & Roadmap

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
- Brand Discovery & Preliminary SEO Strategy
- Crawl Audit
- Keyword Research (Top 20 organic focus + 20 maps)
- Titles, metas, H1s (Top 10 Pages)
- Technical Setup
 - Setup Uptime Robot
 - Setup Yoast SEO Plugin
 - Setup Header & Footer Scripts Plugin
 - Setup Google GA4 Analytics
 - Conversion Tracking Setup
 - Conversion Tracking Test
- Citation Audit
- Content Silo Evaluation
- Citation Submission
- GMB Profile Optimization
- GMB Calendar (x4 posts)
- Content Calendar Creation for 90-days (2 piece per month)
- Setup 24/7 SEO Dashboard
- Monthly Campaign Review w/ Digital Marketing PM

Month 2

- Content Gap Analysis w/ Content Opportunities
- Content Optimization (2 per month)
- New Content from Content Calendar (1)
- New Content from Content Calendar (2)
- GMB Calendar (x4 posts)
- GMB Post - #1
- GMB Post - #2
- GMB Post - #3
- GMB Post - #4
- (Plus, Custom Tasks)
- Monthly Campaign Review w/ Digital Marketing PM



Month 3

- Content Optimization (2 per month)
- New Content from Content Calendar (1)
- New Content from Content Calendar (2)
- 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 Campaign Review w/ Digital Marketing PM