

SEO Game Plan with Checklist

Phase 1: SEO Audit & Research (Weeks 1–2)

- Website technical audit (speed, mobile, security)
- Keyword research (short-tail, long-tail, competitor gaps)
- Competitor analysis
- Current rankings & traffic benchmark

Phase 2: On-Page SEO Optimization (Weeks 3–4)

- Optimize meta titles & descriptions
- Implement H1–H6 hierarchy
- Optimize images with alt text
- Internal linking structure
- Add schema markup

Phase 3: Technical SEO Fixes (Weeks 5–6)

- Improve page speed & Core Web Vitals
- Fix crawl errors & broken links
- Ensure mobile responsiveness
- Submit updated XML sitemap
- Ensure HTTPS & SSL certificates

Phase 4: Content Strategy (Weeks 7–10)

- Publish SEO-optimized blog posts
- Create content clusters & topic authority
- Add multimedia (videos, infographics)
- Update old content
- Optimize landing pages for conversions

Phase 5: Link Building & Off-Page SEO (Weeks 11–14)

- Acquire high-quality backlinks
- Guest posting on relevant sites
- Digital PR campaigns
- Social media signals & engagement

Phase 6: Local SEO (Ongoing)

- Optimize Google Business Profile
- Build local citations
- Encourage customer reviews
- Ensure NAP consistency

Phase 7: Tracking & Reporting (Ongoing)

- Track keyword rankings

- Monitor organic traffic & conversions
- Generate monthly SEO reports
- Adjust strategy based on results