

## 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)
- Keyword Tracking Tool Setup
- Technical Setup
  - Setup Uptime Robot
  - Setup RankMath Plugin
  - Setup Header & Footer Scripts Plugin
  - Setup GAinWP Analytics Plugin
  - Conversion Tracking Setup
  - Conversion Tracking Test
- Subitems
- Citation Audit
- Citation Submission
- GMB Profile Optimization
- Content Gap Analysis w/ Content Opportunities
- GMB Calendar (x4 posts)
- Content Calendar Creation for 90 days (2 per month)
- GMB Post - #1
- GMB Post - #2
- GMB Post - #3
- GMB Post - #4
- Monthly Report
- Task

### Month 2

- Content Optimization (3)
- 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 Report

### **Month 3**

- Content Optimization (3 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
- Backlink & Error Audit
- (Plus Custom Tasks)
- Monthly Report