

## **Objective:**

Monitor & improve keyword rankings, organic traffic, & conversions.

# **Technical SEO**

## Technical Audit

- a. Correct broken pages, redirections, & duplicate content.
- b. Evaluate & fix site speed, security, & mobile usability issues.
- c. Handle any canonical tag, pagination, meta keyword, & miscellaneous SEO issues.
- d. Evaluate information architecture throughout the header, footer, & homepage for click depth & link equity consolidation.
- e. Find opportunities to apply structured data for presenting richer information in the search engine results.

## Analytics, Tools, & Reporting

- a. Set up goal/event tracking within Google Analytics.
- b. Set up reporting to monitor organic traffic, organic CTRs, bounce rates, DA/PAs, backlinks, & organic conversions.
- c. Use Google Tag Manager to track important actions including scroll depth, outbound link clicks, PDF downloads, form submissions, & click-to-call actions.

## Persona, Competitor, & Keyword Research

- a. Create an exhaustive list of keywords to use within the copy including keyword themes, synonyms, & long-tailed variations.
- b. Create a keyword list to monitor progress through Google Search Console or another keyword tracking platform.
- c. Understand personas, website/business history, & existing relationships to leverage within your industry.

# On-Page SEO

## New Page Creation

- a. Create or update pages according to persona, keyword, & competitor research.
- b. Create or update geocentric, solution, industry, press, reviews/testimonials, referrals, privacy/terms, policies, thank you, & other important pages.
- c. Implement structured data opportunities specific to your industry (reviews, URL breadcrumbs, knowledge graph, & more).

## On-Page SEO

- a. Revise all titles, meta descriptions, & headers.
- b. Add, improve, & optimize images while defining keyword-rich image filenames & alt attributes.
- c. Improve anchor text for internal & outbound linking.
- d. Improve content through keyword research & best practices.
- e. Improve readability & content segmentation.

## Conversion Rate Optimization (CRO)

- a. Evaluate forms, CTAs, smart content, & other possibilities including live chatbots & pop-up offers.
- b. Add trust symbols available near forms, footer, & conversion areas.
- c. Assist with A/B & multivariate testing.
- d. Create an update schedule to maintain freshness.
- e. Add user engagement features, like progress indicators, to increase dwell time.

# Off-Page SEO

## Linkbuilding

- a. Audit & evaluate current backlinks.
- b. Create profiles & listings on industry-specific & local citations, associations, forums, & more.
- c. Start outreach through existing partners & competitor opportunities revealed by SEO tools, alongside local businesses or influencers.
- d. Integrate SEO with PR efforts.
- e. Begin an attractive linkbuilding program through content.

## Online Reputation Management

- a. Evaluate & improve the 1st page of the SERPs for a positive impression on branded keywords.
- b. Choose a reviews management platform, if needed.
- c. Implement an outreach strategy to increase brand & product reviews.

## New Quarterly SEO Plan

- a. Develop a future quarterly SEO plan based on current progress, needs, & developments.
- b. Improve on-page & off-page SEO for third-party review & industry sites.
- c. Create an SEO-informed content calendar and/or evaluate current content for SEO.