



SEO ROADMAP



OPTIMIZATIONS **SEO STRATEGY**



We reviewed your website and SEO tactics to determine what you are currently doing right and provide recommendations based on what we need to improve.

In order to accomplish our goals, we will focus on 4 key areas on a monthly basis:

1

On-Site SEO

2

Authority Building

3

Blog Articles

4

Google Business Profile

SEO STRATEGY

ON-SITE OPTIMIZATIONS

Month 1

- Keyword research
- Meta tags
- Sitemap & Robots.txt

Month 2

- On-Site Content Expansion for Page 1, 2, & 3

Month 3

- On-Site Content Expansion for Page 4, 5, & 6

Month 4

- On-Site Content Expansion for Page 7, 8 & 9

Month 5

- On-Site Content Expansion for Page 10 + 2 More Pages

Month 6

- Local Business Structured Data

SEO STRATEGY

ON-SITE OPTIMIZATIONS

Month 7

- Internal Linking Optimization

Month 8

- **Keyword Revamp**
(Establishing Keyword Strategy for New Pages)

Month 9

- **On-Site Content Expansion/Addition** for Page 13, 14, & 15

Month 10

- **On-Site Content Expansion/Addition** for Page 16, 17 & 18

Month 11

- **On-Site Content Expansion/Addition** for Page 19, 20 & 21

Month 12

- **On-Site Content Expansion/Addition** for Page 22 + 2 More Pages

SEO STRATEGY

AUTHORITY BUILDING

Month 1

- **Citation Building:** Basic Information Submission

Month 2

- **Citation Building:** Additional Information Submission

Month 3

- **Citation Building:** Info Curation + Photo Gallery

Month 4

- **Link Building:** Prospect's List + Email Samples

Month 5

- **Link Building:** Email Outreach

Month 6

- **Link Building:** Prospect's List + Email Samples

SEO STRATEGY

AUTHORITY BUILDING

Month 7

- **Link Building:** Email Outreach

Month 8

- **Link Building:** Prospect's List + Email Samples

Month 9

- **Link Building:** Prospect's List + Email Samples

Month 10

- **Link Building:** Prospect's List + Email Samples

Month 11

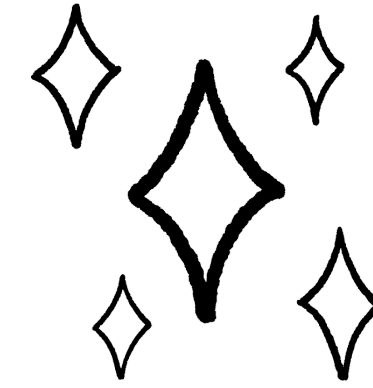
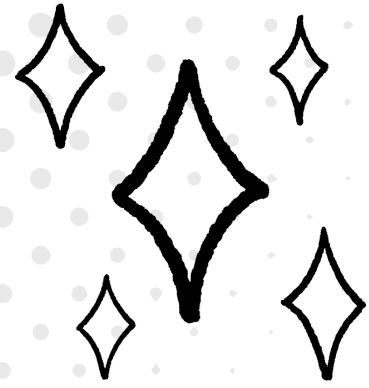
- **Link Building:** Email Outreach

Month 12

- **Link Building:** Prospect's List + Email Samples

SEO STRATEGY

BLOG ARTICLES



Month 1

- **Development of Topic Cluster Strategy**



Month 2-5

- **3 Topic Clusters**



Month 6

- **Pillar Page Content**

Month 7

- **Content Calendar Strategy** (Establish Content Topics for the Following 6 months)



Month 8-12

- **3 Blog Articles** (New or Optimize)

SEO STRATEGY

GOOGLE BUSINESS PROFILE

Month 7

- Audit & Optimize
- Monthly Posting



Month 8

- Health Check
- Monthly Posting

REPORTS

MONTHLY PERFORMANCE REPORT



At the beginning of each month, you will **receive a report summarizing account performance** by collecting and benchmarking data from respectively Google Analytics and Google Search Console.



We will focus on:

- Traffic Performance
- Engagement Performance
- Acquisition Performance
- Website Behavior
- Leads Generation
- Conversions