



SEO STRATEGY EXAMPLE

Month 1

General Analysis including website structure & foundation, content analysis, technical analysis, backlink health check, competition analysis and understanding current traffic versus expectations. Keyword ideas gathered.

Month 2

General Planning & Implementation including code optimization, website and URL structure changes, setting up foundation tools such as Google Analytics, Google Tag Manager, Google My Business and choosing core keywords to add to rank tracker.

Month 3

Performance checks including media optimization, lazy load images & iframes, optimizing database, setting up Webrr Digital care program for WordPress websites (valued at \$1188) yearly.

Month 4

Technical SEO including ensuring website runs on HTTPS, creating XML sitemap, creating robots.txt, consolidating duplicate urls with canonical, check and fix broken links, check and fix redirects, fix missing and duplicate Meta Titles & Descriptions

Month 5

Content including creating a solid content strategy based on Webrr Digital or in-house copywriting, content audit and content analysis.

Month 6

On-Page SEO including checking content hierarchy, checking LSI keywords and usages, internal linking to relevant inner pages, setting image alt text and focus keyword check.

Note: This is an example only. Every SEO plan's and it's timing is impacted by various factors based on YOUR business.



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Month 7

Review & Re-Analysis including detailed report on SEO impact to date, review opportunities for improvements to previous work.

Month 8

SEO Boost including enhancing previous local SEO, SEO outreach and link building. Continue building E-A-T profile. E-A-T stands for expertise, authoritativeness and trustworthiness

Month 9

SEO Boost continues including enhancing previous local SEO, SEO outreach and link building. Continue building E-A-T profile. E-A-T stands for expertise, authoritativeness and trustworthiness

Month 10

SEO Boost continues including enhancing previous local SEO, SEO outreach and link building. Continue building E-A-T profile. E-A-T stands for expertise, authoritativeness and trustworthiness

Month 11

Monitor Rankings & Assess including keyword tracking 10 month difference report, data insights, reportable focus areas

Month 12

Wrap and Future Planning including detailed 12 month SEO report, client feedback, data insights, future creative ideas.

Note: If we recommend a 12 month SEO plan for your business, this fixed term contract does NOT renew at the end of month 12. Instead we move our client strategy to SEO buckets, or silos, for future work. What this means is after 12 months, instead of paying recurring for years the same SEO monthly investment you would only be paying for the monthly work required to continue improving on the foundation laid.