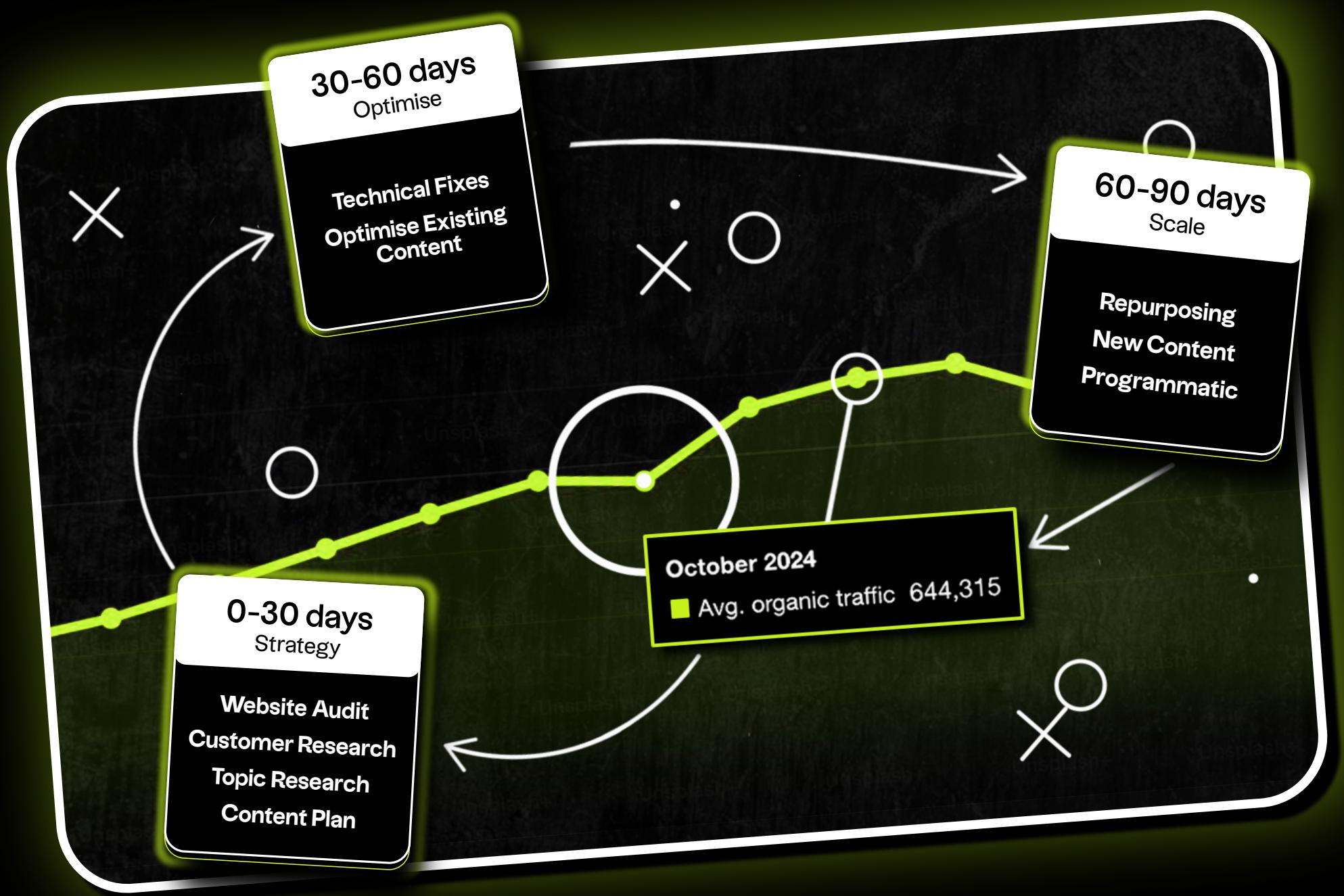
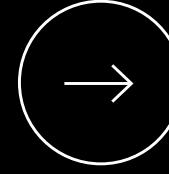


# 90-Day SEO Playbook



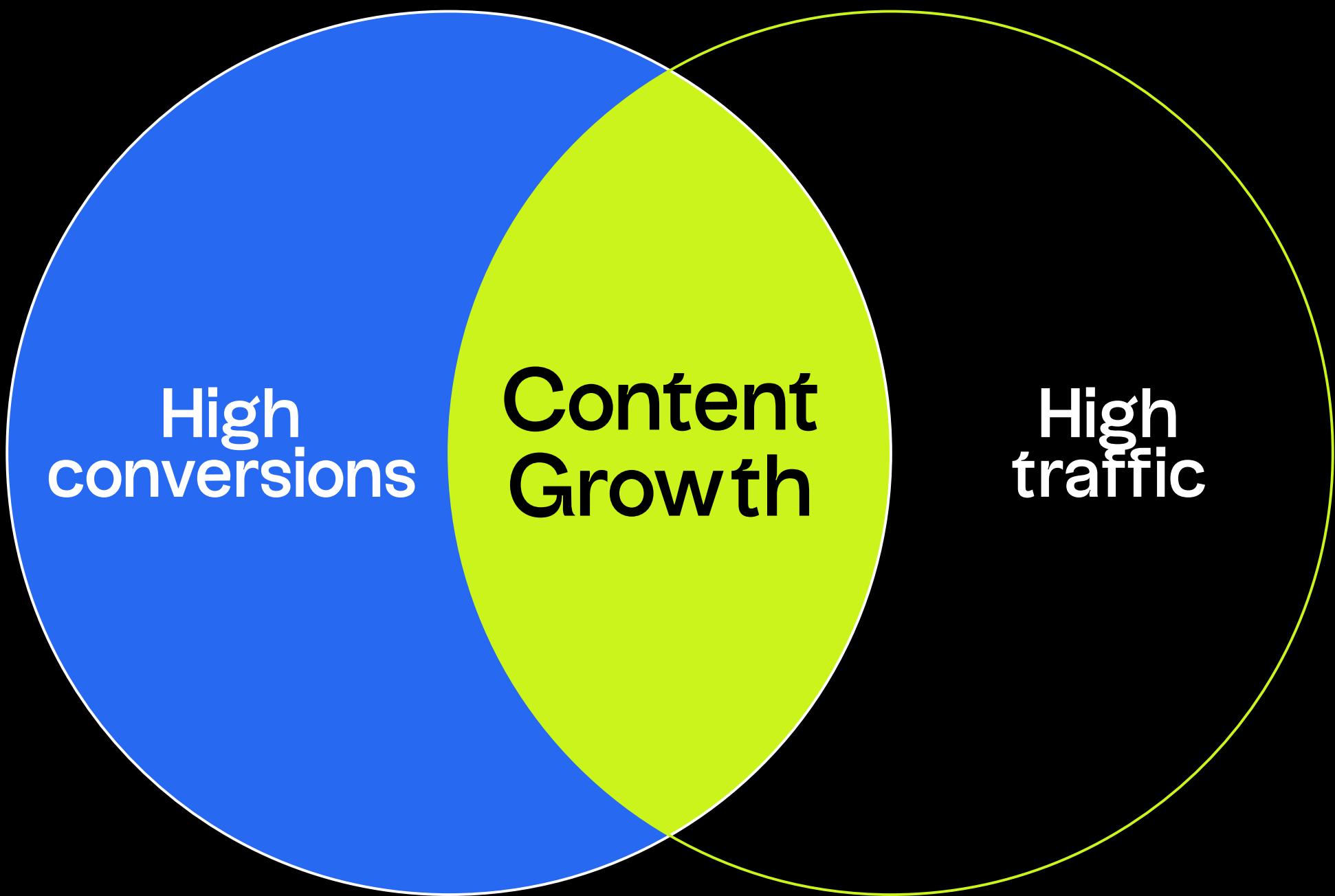
Here's how →





# The Content Growth Playbook

It took me 8 years and millions in SEO traffic and revenue for clients to develop this playbook.



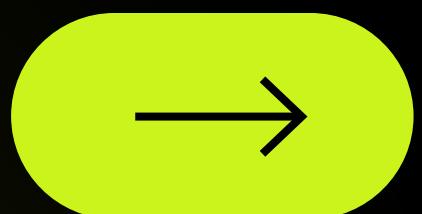
But...  
I'll give it to you for **free**.  
**Here's my playbook →**

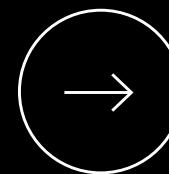


0-30 days

# Strategy

- Website Audit
- Customer Research
- Topic Research
- Content Plan





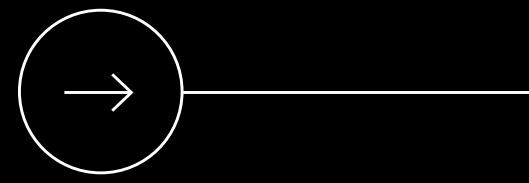
# 1. Website Audit

Crawl your website using Screaming Frog connected with other data sources (e.g. GA/GSC).

Then assign action items to each URL based on the data.

URL	Category	Technical Action	Content Action	Notes	Main KW	Volume	Ranking	“Best” KW	Volume	Ranking	Impressions	Session %	% Change Sessions	Lasting Traffic?	Bounce rate	Avg. time on page (seconds)	Goal Completions	Goal Conversion Rate
Tool Demo / Tool Landing   - Leave As Is	-	-	-	-							5097	75			100.00%	0.00	0.00	0.00%
Tool Demo / Tool Landing   - Leave As Is	-	-	-	-							162							
Tool Demo / Tool Landing   - Leave As Is	-	-	-	-							95							
Tool Demo / Tool Landing   - Leave As Is	-	-	-	-							28							
Tool Demo / Tool Landing   - Leave As Is	-	-	-	-							16							
Tool Demo / Tool Landing   - Leave As Is	-	-	-	-							46							
Tool Demo / Tool Landing   - Leave As Is	-	-	-	-							613							
Site Info	-	-	-	-							111447	271	367.24%	No	72.69%	58.91	0.00	0.00%
Lead Generation	-	-	-	-							1421	796			62.11%	130.10	9.00	1.11%
Resource / Guide	-	-	-	-							15919	103			54.37%	100.65	9.00	0.71%
Resource / Guide	-	-	-	-	Add Internal Lin						53643	84			89.29%	51.80	0.00	0.00%
Resource / Guide	-	-	-	-	Add Internal Lin						20485	56			83.93%	7.63	0.00	0.00%
Resource / Guide	-	-	-	-	Add Internal Lin						346							
Resource / Guide	-	-	-	-	Add Internal Lin						1401							
Resource / Guide	-	-	-	-	Add Internal Lin						278							
Resource / Guide	-	-	-	-	Add Internal Lin						158	19			47.37%	86.33	0.00	0.00%
Resource / Guide	-	-	-	-	Add Internal Lin						37730	281			70.11%	120.16	0.00	0.00%
Resource / Guide	-	-	-	-	Add Internal Lin						1849	19			47.37%	47.05	0.00	0.00%
Resource / Guide	-	-	-	-	Add Internal Lin						793							
Resource / Guide	-	-	-	-	Add Internal Lin						104							
Resource / Guide	-	-	-	-	Add Internal Lin						3655							
Resource / Guide	-	-	-	-	Add Internal Lin						2332	9			100.00%	0.00	0.00	0.00%
Resource / Guide	-	-	-	-	Add Internal Lin						657							
Resource / Guide	-	-	-	-	Add Internal Lin						127							
Resource / Guide	-	-	-	-	Add Internal Lin						9365	28			67.86%	23.82	0.00	0.00%
Resource / Guide	-	-	-	-	Add Internal Lin						813	9			0.00%	2.21	9.00	100.00%
Resource / Guide	-	-	-	-	Add Internal Lin						256							
Resource / Guide	-	-	-	-	Add Internal Lin						94							
Resource / Guide	-	-	-	-	Add Internal Lin						212							
Resource / Guide	-	-	-	-	Add Internal Lin						8426	9			100.00%	0.00	0.00	0.00%
Resource / Guide	-	-	-	-	Add Internal Lin						1161							
Resource / Guide	-	-	-	-	Add Internal Lin						255							
Resource / Guide	-	-	-	-	Add Internal Lin						2245							
Lead Generation	-	-	-	-	Leave As Is						158277	1048	7385.71%	No	64.31%	100.57	37.00	3.53%
Lead Generation	-	-	-	-	Leave As Is						289888	1198			71.12%	54.32	0.00	0.00%
Tool Demo / Tool Landing   - Leave As Is	-	-	-	-	Refresh						27711	75			88.00%	5.22	0.00	0.00%
Tool Demo / Tool Landing   - Leave As Is	-	-	-	-	Refresh						27052	84			78.57%	398.79	0.00	0.00%
Tool Demo / Tool Landing   - Leave As Is	-	-	-	-	Refresh						67596	487			84.80%	130.86	0.00	0.00%
Tool Demo / Tool Landing   - Leave As Is	-	-	-	-	Refresh						15463	37			100.00%	0.00	0.00	0.00%
Tool Demo / Tool Landing   - Leave As Is	-	-	-	-	Refresh						5798	9			0.00%	17.80	0.00	0.00%
Tool Demo / Tool Landing   - Leave As Is	-	-	-	-	Refresh						17262	150			100.00%	0.00	0.00	0.00%
Site Info	-	-	-	-	Leave As Is						12507	37	825.00%	No	51.35%	28.98	0.00	0.00%
Lead Generation	-	-	-	-	Leave As Is						26069	94			29.79%	133.78	0.00	0.00%
Site Info	-	-	-	-	Leave As Is						3003	356	11766.67%	No	60.39%	107.23	19.00	5.34%
Lead Generation	-	-	-	-	Leave As Is						4013	26			67.86%	8.55	0.00	0.00%
Local Lander	-	-	-	-	Update Meta D						18465	66			28.79%	79.34	0.00	0.00%
Local Lander	-	-	-	-	Add Schema Markup						1172							
Local Lander	-	-	-	-	Add Schema Markup						1430							
Local Lander	-	-	-	-	Add Schema Markup						39141	56			100.00%	0.00	0.00	0.00%
Local Lander	-	-	-	-	Add Schema Markup						576							
Local Lander	-	-	-	-	Add Schema Markup						6250							
Local Lander	-	-	-	-	Add Schema Markup						1223							
Local Lander	-	-	-	-	Add Schema Markup						11821	19			47.37%	12.50	0.00	0.00%
Local Lander	-	-	-	-	Add Schema Markup						3192	9			100.00%	0.00	0.00	0.00%
Local Lander	-	-	-	-	Add Schema Markup						1997							
Local Lander	-	-	-	-	Add Schema Markup						2914	19			100.00%	0.00	0.00	0.00%
Local Lander	-	-	-	-	Add Schema Markup						2881							
Local Lander	-	-	-	-	Add Schema Markup						403	9			100.00%	0.00	0.00	0.00%
Local Lander	-	-	-	-	Add Schema Markup						5595	702	70100.00%	No	57.26%	74.01	28.00	3.99%



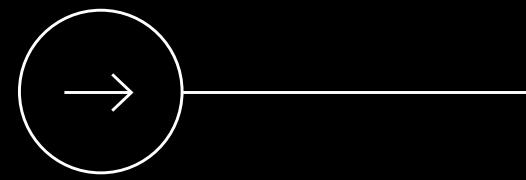


## 2. Customer Research

Survey and interview your customers to learn the following:

- Problems before they started using your product
- How your product solves their problems
- Features they bought your product for (and actually use)
- Other solutions they considered (and why they chose yours)



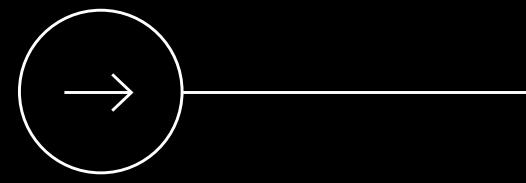


This will help you:

- Find and target pain points
- Speak to your target customers
- Guide them through the journey
- Convert them into customers

**High-converting content =**  
Solving your target customers' problems by positioning your product as the main solution.

Customer research makes creating conversion content 100x easier.

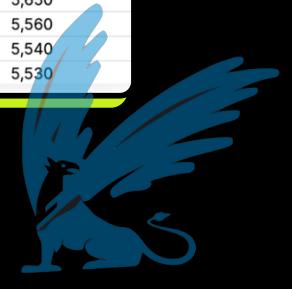


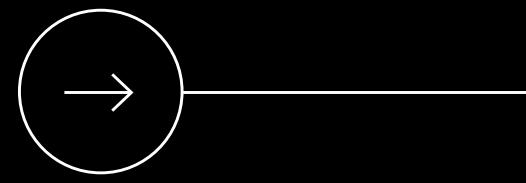
# 3. Topic Research

Export all of your competitors' keywords. Then do additional research using seed keywords found from data collected so far.

The goal is to create your Total Addressable Search Market (TASM).

Target?	Topic	Keywords	Monthly Volume
y	ai text generator	ai text generator, ai generator text, ai generated text, ai text, text generator ai, text ai, text ai generator, ai-generated text, ai text generation, text generating ai, text gener	157,560
y	ai writer	ai page writer, ai writer, ai writer generator, writing generator, writing ai generator, ai generator writing, ai-writer, ai generator writer, ai writer., ai writing	107,210
y	ai writing	ai writing, writing ai, ai writing tool, write ai, writing with ai, ai to write, writing ai tool, ai writing., write this ai, write to ai, write ai tool, write in ai, write an ai, writing for ai	74,760
y	ai writing generator	blog writer generator, ai writing generator, ai writer free, write ai free, ai writer online free, writing generator ai, free ai writer generator, ai creative writing generator, ai writ	52,270
n	free ai writing generator	free ai blog writing tools, free ai tool for article writing, free ai writing generator, free ai writer, ai writing generator free, writing ai free, free ai writing, ai writer generator fre	49,590
y	ai content generator	ai content generator, content generator ai, content ai generator, ai content generator tool, ai-generated website content, ai website content generator, ai generator conte	18,690
n	free ai content generator	free ai article generator, ai article generator online, free ai content generator, ai content generator free, free content generator, content generator free, free website conte	16,930
n	ai text generator free	text generator blog, blog text generator, ai text generator free, free ai text generator, free ai writer and text generator, text generator ai free, ai generator text free, free tex	16,920
y	ai content writer	ai content writer, ai content writing, content writing ai, content writer ai, content ai writer, ai website content writer, ai write content, ai content editor, website content writ	16,500
y	ai article writer	ai article writer, ai write articles, ai article writing, article writing ai, ai article writer 3.0, article writer ai, ai writing articles, ai to write articles, ai write article, ai that writes a	16,050
n	ai text classifier	ai text classifier, openai ai text classifier, open ai text classifier, openai's ai text classifier, ai text classifier openai, ai text classifier, ai-text-classifier, openai's ai text classifie	15,930
y	blog title generator	blog title generator, blog post title generator, blog headline generator, free blog title generator, blog title generator free, title generator for blog, blog titles generator, catch	14,780
y	writer ai	writer ai, ai card writer, ai writer italiano, start writing with ai, writer. ai	14,340
y	ai writing tools	ai software to write articles, ai writing tools, best ai writing tools, ai tools for writing, top ai writing tools, ai content software, the best ai writing tool, ai powered writing too	12,350
y	article generator	article generator, free article generator, article generator free, seo article generator, article writer generator, blog article generator, online article generator, free online artic	12,500
m	seo ai	seo ai, ai seo, ai for seo, ai seo optimization, ai powered seo, ai based seo, ai-seo, ai for seo optimization, seo with ai, search engine optimization ai, seo optimization ai, ai	11,210
y	blog ideas generator	blog generator, blog ideas generator, blog idea generator, blog topic generator, blog post generator, blog post idea generator, blog post idea generator, blog topic idea ge	10,180
y	ai blog writer	ai blog writer, ai blog writing, blog writing ai, ai blog post writer, ai for blog writing, blog ai writer, blog writer ai, ai that writes blog posts, ai for writing blogs, ai blog writing	8,530
y	content generator	content generator, content generator tools, website content generator, automatic content generator, content generator tool, auto content generator, content creation gene	8,520
n	ai text generator online free	ai text generator online free, ai text writer, text writer ai, free online ai text generator, ai text generator free online, text ai generator free, ai based text generator, ai that wr	8,460
n	ai letter writer	ai letter writer, ai letter writing, letter writing ai, ai write a letter, ai write letter, ai to write letter, letter writer ai, ai to write a letter, use ai to write a letter, write a letter with a	8,110
y	ai article generator	ai article generator, article generator ai, ai article writer free, ai article generator free, article generator ai free, free article generator ai, ai article writing tool, ai generated a	7,850
n	ai write	ai write, ai writes, ai write for me, write with ai, ai writes for you, ai write for you, write anything ai, write for you ai, ai that write for you, ai writing ai, ai-write, ai that writes a	7,610
y	ai tool for writing	ai assisted writing, ai tool for writing, ai writing helper, ai-assisted writing, ai to help you write, ai that helps you write, ai help writing, writing ai tools, ai app that writes for y	7,470
n	text to speech ai	ai text to speech, text to speech ai, ai text to audio, ai text to soeech, text to soeech ai, ai text to speeocj, text to.speech ai, text to speech ai, text to spech ai, ai text to spec	7,030
y	ai blog generator	ai blog generator, ai blog writer free, free ai blog writer, free ai blog writing, ai blog content generator, ai blog post generator, free ai blog content generator, free ai blog ge	6,310
n	ai generate text	ai text generator online, ai generate text, ai text message generator, generate text ai, ai text generator, text to text ai, generate ai text, ai text generator online free no sign	5,870
n	ai text generator gpt-3	ai text generator gpt-3, gpt-3 ai text generator, gpt 3 ai text generator, gpt3 ai text generator, ai text generator gpt 3, gpt-3 writing generator, ai writing generator gpt, ai g	5,830
n	ai content writer free	free ai article writer, free ai article writing tools, free ai article writing, ai article writer for free, ai content writer free, ai content writing free, free content writer ai, free cont	5,750
n	ai music generator from text	ai music generator from text, text to music ai, ai text to music, text to music ai generator, ai music from text, ai text to music generator, ai music generator text to music, ai	5,740
m	humanize ai text	humanize ai text, ai text humanizer, humanize ai text generator, humanizer ai text, humanizing ai text, text humanizer ai, ai to humanize text, humanize ai text online, human	5,650
y	best ai writing software	best ai article writing software, best ai writing software, ai writing program, ai writing programs, ai app for writing, ai writing apps, best ai writing tool, ai apps for writing, b	5,560
y	ai writing software	ai article writing software, ai blog writing software, ai writing software, best ai for writing, ai software for writing, best writing ai, best ai writing, writing ai software, what is	5,540
n	content ai	content ai, content .ai	5,530





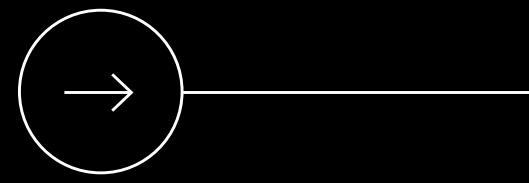
# 4. Content Plan

Select and prioritise your topics and create your content roadmap.

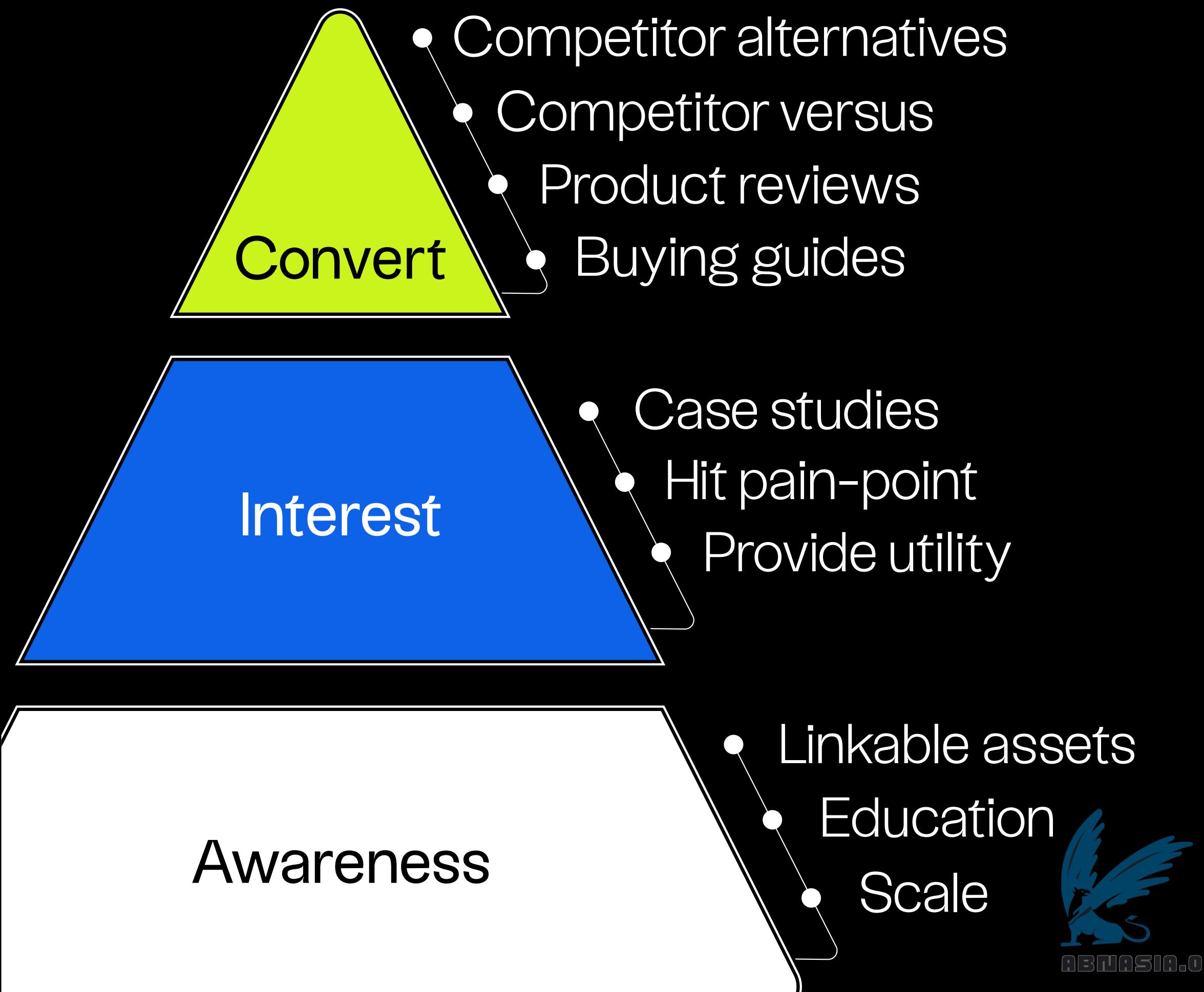
This will include new pages to produce but also existing content that needs optimising (found from your audit).

Priority	Topic	Est. Monthly Searches	Category	Journey	Content Type	New or Rewrite?
1	best AI tools for content writing	19,760	AI writing tool	MOFU	Product list	New
2	content alternatives	12,130	Competitor	BOFU	Alternatives	New
3	product alternatives	4,270	Competitor	BOFU	Alternatives	New
4	service alternatives	1,540	Competitor	BOFU	Alternatives	New
5	review alternatives	2,710	Competitor	BOFU	Alternatives	New
6	article forge alternatives	180	Competitor	BOFU	Alternatives	New
7	content AI scale alternatives	10	Competitor	BOFU	Alternatives	New
8	tools AI alternatives	10	Competitor	BOFU	Alternatives	New
9	writer AI alternatives	10	Competitor	BOFU	Alternatives	New
10	AI tools AI competitor writing	720	Competitor	BOFU	Alternatives	New
11	article forge review (vs byword)	940	Competitor	BOFU	Product review	New
12	content AI scale review (vs byword)	490	Competitor	BOFU	Product review	New
13	content AI review (vs byword)	10	Competitor	BOFU	Product review	New
14	tools writer review (vs byword)	50	Competitor	BOFU	Product review	New
15	content writer review (vs byword)	1,850	Competitor	BOFU	Product review	New
16	review AI review (vs byword)	1,960	Competitor	BOFU	Product review	New
17	content AI review (vs byword)	3,710	Competitor	BOFU	Product review	New
18	content AI review (vs byword)	7,740	Competitor	BOFU	Product review	New
19	how to use AI for SEO	450	AI x SEO	MOFU	How-to	New
20	writing AI to write articles	470	Writing with AI	MOFU	Case study	New
21	using AI to write blog posts	260	Writing with AI	MOFU	How-to	New
22	does AI content rank in Google	430	AI x SEO	TOFU	Response	New
23	does Google penalize AI content	760	AI x SEO	TOFU	Response	New
24	how does AI writing work	100	Writing with AI	TOFU	How-to	New
25	programmatic content	540	Programmatic	TOFU	What-is	New
26	how to write a blog post with AI content	530	Competitor	MOFU	How-to	New
27	how to write AI blog post with Jupyter	290	Competitor	MOFU	How-to	New





Consider the **Content Growth Pyramid** when prioritising to focus on conversions (not just traffic).

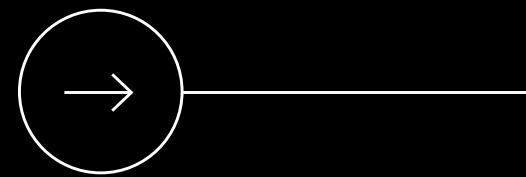


30-60 days

# Optimise

- Technical Fixes
- Optimise Existing Content





## 5. Technical Fixes

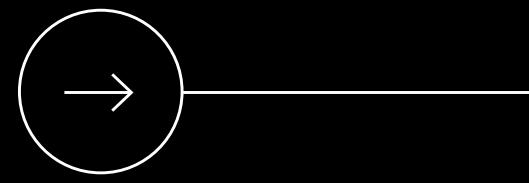
Fix any technical issues found from our audit in step 1.

For example:

- Noindexing pages
- Fixing canonical tags
- Creating your sitemaps
- 301 redirecting 404 pages
- Fixing your website structure

For majority of websites, technical fixes are a one-and-done task.

Aim to fix them all within 1 week.



# 6. Optimise Existing Assets

Get more from your existing pages before publishing new content.

- Match the intent
- Optimise current headings
- Add new headings/sections
- Write new featured snippets
- Add better conversion elements

**New pages =** Results in 3+ months

**Updating pages =** Results in weeks

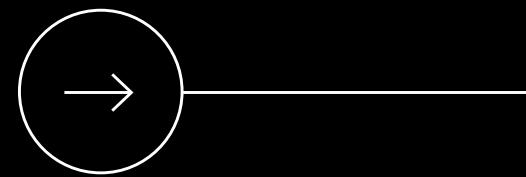
Start here.

60-90 days

# Scale

- Repurposing
- New Content
- Programmatic





## 7. Repurposing

Before creating new content from scratch, think:

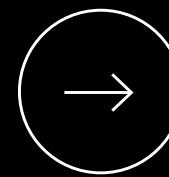
Have you already created content for other channels that you can turn into blog posts?

- LinkedIn posts
- Email newsletters
- Videos or podcasts...

If no, skip to the next step.

But if yes?...





# Turn them into blogs posts:

Jake Ward - You  
Started an SEO agency in 2019. Making \$20M/yr for our clients.  
[Book an appointment](#)  
3h • 5

20 LinkedIn post templates I've collected for [The LinkedIn Creator](#) swipe file this month: ...more

## 20 LinkedIn Post Templates (+ REAL EXAMPLES)

1/20: Surprising Facts

Jake Ward - You  
Started an SEO agency in 2019. Making \$20M/yr for our clients.  
[Book an appointment](#)  
1mo • 5

20 best LinkedIn post templates I've collected and shared on [The LinkedIn Creator](#) this month: ...more

## 20 LinkedIn Post Templates (+ REAL EXAMPLES)

1/20: Impossible vs Possible

Jake Ward - You  
Started an SEO agency in 2019. Making \$20M/yr for our clients.  
[Book an appointment](#)  
4w • 5

20 best LinkedIn post templates I've collected and shared on [The LinkedIn Creator](#) this month: ...more

## 20 LinkedIn Post Templates (+ REAL EXAMPLES)

1/20: The Difference Between X and Y

**Kleo** Support Newsletter [Install on Chrome](#)

## 60 LinkedIn Post Templates (With Real Examples)

By Jake Ward Sep 11, 2024

Want to streamline your LinkedIn content creation process?

We've collected 60 of the best LinkedIn post templates (with examples and breakdowns) to help with ideation and inspiration.

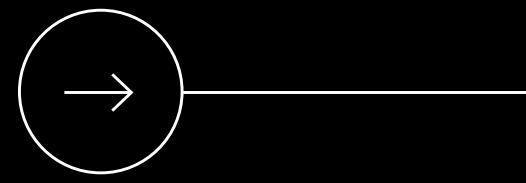
Study them. Use them. Watch the results.

### 1. The AIDA copywriting formula

Tasleem executes the proven AIDA copywriting formula:

- He grabs **Attention** with a captivating hook that shatters a common belief
- He holds **Interest** by sharing concrete ways to pick up the pieces





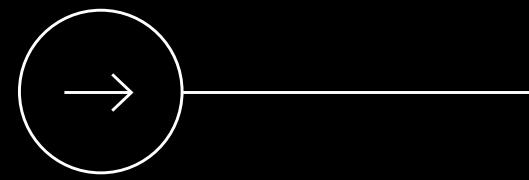
## 8. New Content

Now it's time to create brand new content from scratch.

Work with writer(s) to produce lower-funnel pages such as:

- Competitor alternatives
- Competitor versus
- Product reviews
- Product comparisons
- Pain-point 'how tos'

These pages typically get **3%-15%** conversion rate.

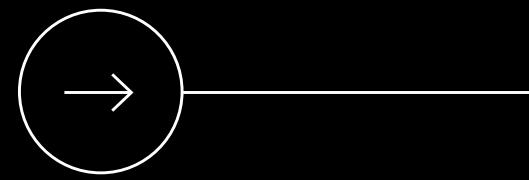


# You can use AI, but make sure a human edits the content to:

- Provide unique experience(s)
- Explain nuances in products
- Give helpful recommendations
- Better convert readers

The screenshot shows the Moosend website. At the top, there's a navigation bar with links for PRODUCT, LEARN, PRICING, CONTACT SALES, and a search icon. On the far right are LOGIN and START FREE buttons. Below the navigation is a teal header bar with the text "9 Best Free & Paid Mailchimp Alternatives For 2023". The main content area has a title "The Best Mailchimp Alternatives". To the left is a "Table of Contents" sidebar with a list of 9 alternatives. A yellow arrow points from the number 1 in the list to the first item, "1. Moosend". The "Moosend" entry is highlighted with a green box. To the right of the list is a box featuring a photo of a woman named Tea Liarokapi and text about her being a Senior Content Writer for Moosend. Further down is a promotional box for switching to Moosend, offering up to 45% savings, with icons for a Euro sign and a piggy bank, and a "TRY MOOSEEND" button. The bottom part of the screenshot shows another section of the Moosend website with a title "The Easiest Email Marketing and Automation Software" and a visual diagram illustrating its features like a subscription form, newsletter, and analytics.





## 9. Programmatic

Scale upper-funnel content production with a tool like **Byword**.

Target keyword frameworks that have multiple variations.

**For example:** [Thing] Ideas

- Marketing Business Name Ideas
- SaaS Business Name Ideas
- Pet Business Name Ideas

There are 100s of variations. Input the framework, get 100s of pages.

90 days +

# Repeat 'Scale'

Continue publishing to achieve  
hockey-stick growth like this:

