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COMPREHENSIVE SEO STRATEGY PLAN

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1. Executive Summary

A concise overview of the strategic direction, major initiatives, and expected outcomes from organic search—including adaptation to Google’s AI Overviews (formerly SGE) and the March 2024 core update that cracked down on spam and low‑quality content.

2. Business & Audience Snapshot

Industry / USP: (fill in)

Target Markets: (geos, languages)

Buyer Personas: (top 3 personas with pain points)

Competitive Landscape: 3–5 primary competitors and their organic strengths.

3. Objectives & KPIs

Goal

KPI

Target

Timeframe

Grow qualified organic sessions

Sessions from non‑branded keywords

+40 % YoY

12 mo

Increase assisted conversions

Assisted revenue from organic

+25 % YoY

12 mo

Improve Core Web Vitals

LCP < 2.5 s, INP < 200 ms, CLS < 0.1

Site‑wide

6 mo

Earn inclusion in AI Overviews

% of tracked queries with AI answer citing our domain

30 %

9 mo

4. Keyword Strategy

4.1 Research Workflow

Harvest seed terms from Search Console & analytics.

Expand via Keyword Planner, Semrush, Ahrefs, and Gen‑AI query mining.

Cluster terms by intent & topic using Python‑based k‑means or the Keyword Insights tool.

Score each keyword on Opportunity Index = (Search Vol × CTR Potential) / (Keyword Difficulty × SERP Crowding).

4.2 Topic Clusters & Content Mapping

Money Pages (transactional): product/service pages aimed at "buy" intent.

Problem‑Aware How‑Tos (informational): blog tutorials solving pain points.

Authority Features (thought leadership): data studies, industry reports.

Local & Navigational: "near me" / brand terms.

Each cluster will have a pillar page supported by 3–7 cluster articles, cross‑linked with descriptive anchor text.

4.3 Optimization Guidelines

Titles ≤ 60 characters; meta descriptions ≤ 155.

Use H1 for primary keyword; H2/H3 for modifiers & entities.

Integrate FAQPage, HowTo, and Product schema for rich results.

Provide concise answer boxes (45–100 characters) high on the page to feed AI Overviews.

Embed first‑hand experience, original data, and author bios to satisfy E‑E‑A‑T.

5. Backlink Building Strategy

5.1 Link Gap & Quality Audit

Evaluate referring domains vs competitors (Ahrefs DR & traffic filters).

Disavow toxic domains; reinforce natural anchor distribution.

5.2 Linkable Asset Creation

Asset Type

Purpose

Example

Interactive Tool

Earn embeds & EDU links

Savings calculator

Data Report

Digital PR hooks

Annual industry benchmark

Expert Roundup

Community engagement

15 influencers on future trends

5.3 Outreach Playbooks

Digital PR: Newsworthy hooks pitched to journalists (HARO, Muck Rack).

Resource Page Placement: Contact .edu/.gov curators.

Unlinked Mentions: Track with Brand Alerts; request link attribution.

Podcast & Webinar Swaps: Collab with non‑competing brands.

5.4 Velocity & Governance

Target: 20–30 high‑quality links/month (DR > 40, topical relevance).

Maintain follow:nofollow ≈ 70:30.

6. Technical SEO Roadmap

Priority

Task

Owner

Due

P0

Crawl & Index Audit: Screaming Frog, GSC coverage

SEO Lead

Week 1

P0

Resolve Soft 404 & Duplicate Canonicals

DevOps

Week 2

P1

Core Web Vitals: optimize images, use HTTP/3, lazy‑load

Front‑End

Month 1

P1

Structured Data Audit: validate with Rich Results Test

SEO

Month 1

P2

Log File Analysis: allocate crawl budget

DevOps

Quarter 1

P2

Hreflang & Language Tags (if multi‑lingual)

DevOps

Quarter 1

P3

Upgrade to TLS1.3 & OCSP Stapling

ITSec

Quarter 2

AI Overviews Optimisation

Provide clear FAQs, pros/cons lists, and direct answers under 300 characters.

Use Q&A schema and legit citations to authoritative studies.

7. Timeline & Milestones (First 180 Days)

Weeks 1–2: Full SEO audit & quick wins (meta fixes, 404s).

Month 1: Publish first two pillar pages & three supporting articles.

Month 2: Launch digital PR campaign with data study.

Month 3: Core Web Vitals improvements live; obtain 60 new links.

Month 4: Submit updated XML sitemap & test AI Overview coverage.

Month 5–6: Iterate keyword expansion, refresh evergreen content, scale outreach.

8. Team & Responsibilities

SEO Lead: Strategy & reporting.

Content Strategist: Topic ideation & editorial calendar.

Writers/Designers: Content & asset production.

Developers: Technical fixes & performance.

Digital PR Manager: Outreach & relationship building.

9. Risk Register & Mitigations

Risk

Likelihood

Impact

Mitigation

Google core update volatility

Medium

High

Maintain quality & diversify channels

Spammy backlinks

Low

Medium

Quarterly link audits & disavow

AI Overview suppression

Medium

Medium

Focus on authoritative answers & schema

10. Implementation Checklist

Pre‑Launch Audit

Keyword & Content

Backlink Building

Technical SEO

Post‑Launch & Ongoing