Roadmap SEO 90 Hari (Bilingual: Indonesia + English)

Goal Utama / Primary Goal

- ID: Naikkan traffic organik berkualitas, CTR, dan ranking keyword money pages.
- EN: Increase qualified organic traffic, CTR, and rankings for money pages.

Target KPI 90 Hari / 90-Day KPI Targets

- ID: +30-60% klik organik (Search Console), +20-40% keyword di posisi 1-10, CTR naik 1-2%.
- EN: +30-60% organic clicks (Search Console), +20-40% keywords in positions 1-10, +1-2% CTR lift.

Fase 1 (Hari 1-14): Audit & Fondasi / Phase 1 (Days 1-14): Audit & Foundation

1. **Keyword Mapping**

   - ID: Petakan 1 keyword utama + 3-5 keyword turunan per halaman penting.
   - EN: Map 1 primary keyword + 3-5 supporting keywords per key page.

2. **Technical Cleanup**

   - ID: Perbaiki indexability, canonical, broken links, redirect chain, dan duplicate meta.
   - EN: Fix indexability, canonical issues, broken links, redirect chains, and duplicate meta.

3. **Core Web Vitals Prioritas**

   - ID: Fokus LCP, INP, CLS di homepage, services, appointment, area pages.
   - EN: Prioritize LCP, INP, CLS on homepage, services, appointment, and area pages.

4. **Schema Validation**

   - ID: Validasi Organization, Service, FAQ, Breadcrumb, Article schema.
   - EN: Validate Organization, Service, FAQ, Breadcrumb, and Article schema.

Deliverables

- ID: SEO baseline report + keyword map sheet.
- EN: SEO baseline report + keyword map sheet.

Fase 2 (Hari 15-30): On-Page Money Pages / Phase 2 (Days 15-30): On-Page Money Pages

1. **Rewrite Metadata**

   - ID: Optimasi title/meta description untuk CTR pada 20 halaman utama.
   - EN: Optimize title/meta description for CTR across top 20 pages.

2. **Content Upgrade**

   - ID: Tambah section intent-based: "who it's for", "process", "pricing range/consultation flow", "FAQ".

- EN: Add intent-based sections: "who it's for," "process," "pricing range/consultation flow," "FAQ."

3. **Internal Linking**

   - ID: Tambah 3-8 internal link kontekstual per halaman cluster.
   - EN: Add 3-8 contextual internal links per cluster page.

4. **Image SEO**

   - ID: Pastikan alt text deskriptif, ukuran optimal, format modern.
   - EN: Ensure descriptive alt text, optimized size, modern formats.

Deliverables

- ID: 20 halaman utama fully optimized.
- EN: 20 priority pages fully optimized.

Fase 3 (Hari 31-60): Topical Authority / Phase 3 (Days 31-60): Topical Authority

1. **Content Cluster Publishing**

   - ID: Publish 2 artikel/minggu (8 total) terkait sektor, role, area, hiring challenges.
   - EN: Publish 2 articles/week (8 total) on sectors, roles, areas, hiring challenges.

2. **Location SEO**

   - ID: Perkuat halaman area dengan konten unik (jangan template copy).
   - EN: Strengthen location pages with unique content (no template duplication).

3. **E-E-A-T Pages**

   - ID: Upgrade About, Contact, Team, Testimonials, Case snippets.
   - EN: Upgrade About, Contact, Team, Testimonials, and case snippets.

Deliverables

- ID: 8 artikel + 10 area pages upgraded.
- EN: 8 articles + 10 upgraded area pages.

Fase 4 (Hari 61-90): Authority & Growth / Phase 4 (Days 61-90): Authority & Growth

1. **Digital PR & Backlinks**

   - ID: Target 10-20 backlink relevan (media lokal, partner, direktori bisnis berkualitas).
   - EN: Target 10-20 relevant backlinks (local media, partners, quality business directories).

2. **Conversion SEO**

   - ID: A/B test title/meta di halaman impresi tinggi CTR rendah.
   - EN: A/B test titles/meta on high-impression low-CTR pages.

3. **Refresh Winners & Losers**

- ID: Update 10 halaman yang nyaris page 1 (posisi 11-20).
    - EN: Refresh 10 pages that are close to page 1 (positions 11-20).
4. **Reporting Loop**
    - ID: Review mingguan Search Console + GA4, iterasi berdasarkan query nyata.
    - EN: Weekly Search Console + GA4 review, iterate using real query data.

Deliverables

- ID: Growth report + next-quarter plan.
- EN: Growth report + next-quarter plan.

Ritme Mingguan / Weekly Rhythm

- ID: 1 technical fix batch, 2 konten baru, 1 content refresh, 1 backlink outreach batch.
- EN: 1 technical fix batch, 2 new content pieces, 1 content refresh, 1 backlink outreach batch.

Next Action / Aksi Lanjutan

1. ID: Finalisasi 30 keyword prioritas (ID + EN) EN: Finalize 30 priority keywords (ID + EN)
2. ID: Mapping keyword ke URL existing EN: Map keywords to existing URLs
3. ID: Tentukan quick wins minggu ini EN: Define this week's quick wins