Overall Organization and Delivery

**I. Executive Summary (C-Level)**

* **Start here:** This section is the foundation for C-level executives to understand the "why" and "what" of the SEO Masterplan.
* **Folder:** "Executive Summary"
* **Contents:**
  + (Executive Summary) A concise explanation of SEO's strategic importance.
  + Risks of neglecting SEO.
  + Masterplan overview.
  + Key benefits for the business.
  + Executive checklist to kickstart the Masterplan.
  + "SEO Investment Rationale Template"

**II. Strategic Implementation Guide (Marketing Managers)**

* **Next:** This section provides Marketing Managers with the knowledge and tools to implement the SEO strategy.
* **Folder:** " Templates - Guideline examples for managers "
* **Contents:**
  + **Sub-folder: Templates - Guideline examples for managers**
    - **Sub-folder: Template – various**
      * **Inner folder: Communication Plan Template**
        + Document Communication Plan Template
    - **Sub-folder: Hiring and team building templates**
      * **Inner folder:** SEO Expert Job Description Templates
        + **Inner folder:** In-House SEO Roles Templates 1-7

Document: Job Posting Template 1 - SEO Specialist - Generalist - In-house

Document: Job Posting Template 2 - Technical SEO Specialist - In-house

Document: Job Posting Template 3 - On-Page SEO Specialist - In-house

Document: Job Posting Template 4 - Off-Page SEO & Link Building - In-house

Document: Job Posting Template 5 - Content SEO Specialist - In-house

Document: Job Posting Template 6 - SEO Analyst - In-house

Document: Job Posting Template 7 - SEO Manager - In-house

* + - * + **Inner folder:** Outsourced SEO Roles Templates 8 -10

Document: Job Posting Template 8 - Freelance SEO Consultant – Outsourced

Document: Job Posting Template 9 - Freelance SEO Content Writer – Outsourced

Document: Job Posting Template 10 - SEO Agency - RFP – Template

* + - * + Document: Team Selection Guidelines
        + Document: Team Structuring Guidelines
      * **Sub-folder: SEO Interview Questions Bank (Various Roles)**
        + Document: Interviewing Practical Guidelines
      * **Sub-folder: SEO Onboarding Checklist for New Hires**
        + Document: SEO Team Selection Checklist - Marketing Manager's Quick Reference Guide
    - **Sub-folder: SEO KPI Templates** 
      * **Sub-folder: Looker Studio Templates**
        + Web: SEO KPIs - Search Console – Template
    - **Sub-folder: SEO Performance Review Template (Managerial Focus)**
      * Document: SEO Performance Review Template
    - **Sub-folder: SEO Tool Evaluation Matrix**
      * Document: SEO Tool Evaluation Matrix
    - **Sub-folder: Strategic SEO KPI Dashboard Template (Conceptual Outline)**
      * Document: Strategic SEO KPI Dashboard Template
    - **Sub-folder: Vendor-Agency Evaluation Checklist**
      * Vendor-Agency Evaluation Checklist
* **Excel Doc: SEO Budgeting and ROI**
* **Excel Doc: SEO-Project-Timeline-Template - Excel file**
  + Deep dive into the core SEO pillars.
  + Step-by-step implementation roadmap.
  + Budgeting and resource allocation guidelines.
  + Hiring and team building guidance.
  + Onboarding and training plan for new SEO hires.
  + Performance management framework for SEO teams.
  + Vendor/agency management guidelines (if applicable).
  + Tool selection and management recommendations.
  + KPI monitoring at the strategy level.
  + Communication and collaboration framework.
  + Templates/guideline examples for managers.

**III. Expert Execution Guidelines (SEO Experts)**

* **Modular:** This section provides detailed instructions and resources for each SEO expert type (On-Page, Technical, Off-Page, Content, Analytics, etc.).
* **Folder Structure:**
  + "Expert Execution Guidelines"
    - **Sub-folder**: 1 - On-Page SEO Expert – Guidelines
      * **Document: On-Page SEO Expert - Guidelines - Overview**
      * **Sub-folder**: 1.1 - Core On-Page Optimization
        + Document 1.1.0 Core On-Page Optimization – Summary
        + Document 1.1.1 Title Tag Optimization
        + Document 1.1.2 Meta Description Optimization
        + Document 1.1.3 Heading Optimization - H1-H6
        + Document 1.1.4 URL Structure Optimization
      * **Sub-folder**: 1.2 Content Optimization
        + Document 1.2.0 Content Optimization – Summary Document 1.2.1 Content Quality Guidelines
        + Document 1.2.2 Content Structure Guidelines
        + Document 1.2.3 Readability Guidelines
      * **Sub-folder**: 1.3 Image Optimization
        + Document 1.3.0 Image Optimization – Summary
        + Document 1.3.1 Image Optimization Guidelines
      * **Sub-folder**: 1.4 Internal Linking
        + Document 1.4.0 Internal Linking – Summary
        + Document 1.4.1 Internal Linking Guidelines
      * **Sub-folder:** 1.5 Schema Markup
        + Document 1.5.0 Schema Markup – Summary
        + Document 1.5.1 Schema Markup Implementation Guidelines
      * **Sub-folder:** 1.6 Multilingual Optimization
        + Document 1.6.0 Multilingual Optimization – Summary
        + Document 1.6.1 Hreflang Tag Implementation Guidelines
        + Document 1.6.2 Multilingual Content Guidelines
      * **Sub-folder:** 1.7 Page-Type Specific Optimization
        + Document 1.7.0 Page-Type Guidelines – Summary
        + Document 1.7.1 Product Page Opt. Guidelines
        + Document 1.7.2 Blog Post Opt. Guidelines
        + Document 1.7.3 Service Page Opt. Guidelines
        + Document 1.7.4\_ Homepage Opt. Guidelines
        + Document 1.7.5\_ Category Page Opt. Guidelines
      * **SEO Checklists:**
        + 1. Content Optimization Checklists - C- Level
        + 1.1 Content Quality Checklist
        + 1.2 Image Optimization Checklist
        + 1.3 Multilingual Content Checklist
        + 1.4 On-Page Optimization Checklist
        + 1.5 Multilingual Content Checklist
    - **Sub-folder**: 2 - Technical SEO Expert – Guidelines
      * **Document: Technical SEO Expert - Guidelines – Overview**
        + **Sub-folder**: 2.1 Core Technical SEO

Document 2.1.0 Core Technical SEO – Summary

Document 2.1.1 Website Arch. Guidelines

Document 2.1.2 Crawl and Index Guidelines

Document 2.1.3 Site Speed Optimization Guidelines

Document 2.1.4 Mobile Optimization Guidelines

Document 2.1.5 Security - HTTPS – Guidelines

* + - * + **Sub-folder:** 2.2 Advanced Technical SEO

Document 2.2.0 Advanced Tech SEO – Summary

Document 2.2.1 Structured Data - Imp. Guidelines

Document 2.2.2 Hreflang Tag Imp. Guidelines

Document 2.2.3 AMP Implementation – Optional

Document 2.2.4 JavaScript SEO Guidelines

Document 2.2.5 Core Web Vitals

* + - **Sub-folder:** 3 - Off-Page SEO Expert – Guidelines
      * **Document: Off-Page SEO Expert - Guidelines - Overview**
        + **Sub-folder:** 3.1 Link Building

Document 3.1.0 Link Building – Summary

Document 3.1.1 Link Building Strategy

Document 3.1.2 Types of Links

Document 3.1.3 Link Building Techniques

Document 3.1.4 Guest Blogging Guidelines

Document 3.1.5 Broken Link Building

Document 3.1.6 Link Reclamation

* + - * + **Sub-folder**: 3.2 Social Media

Document 3.2.0 Social Media – Summary

Document 3.2.1 Social Media Strategy for SEO

Document 3.2.2 Social Media Engagement

Document 3.2.3 Social Media for Link Building

* + - * + **Sub-folder**: 3.3 Local SEO

Document 3.3.0 Local SEO – Summary

Document 3.3.1 G.B.P Optimization

Document 3.3.2 Local Citations

Document 3.3.3 Local Link Building

* + - * + **Sub-folder**: 3.4 Online PR

Document 3.4.0 Online PR – Summary

Document 3.4.1 Digital PR Strategy

Document 3.4.2 Press Release Optimization

Document 3.4.3 Influencer Outreach

* + - * + **Sub-folder**: 3.5 Brand Building

Document 3.5.0 Brand Building – Summary

Document 3.5.1 Brand Building Strategy

Document 3.5.2 Brand Mentions

Document 3.5.3 Reputation Management

* + - * + **Sub-folder**: 3.6 Off-Page SEO Tools

Document 3.6.0 Off-Page SEO Tools – Summary

Document 3.6.1 Backlink Analysis Tools

Document 3.6.2 Social Media Management Tools

Document 3.6.3 Local SEO Tools

Document 3.6.4 PR Outreach Tools

* + - **Sub-folder**: 4 - Content SEO Expert – Guidelines
      * **Document; Content SEO Expert - Guidelines – Overview**
        + **Sub-folder:** 4.1 Content Planning

**Inner folder:** Content Calendars

1.1 Editorial Calendar

**Inner folder**: Content Writing Briefs

1. Content Writing Briefs - C-Level

1.1 Blog Post Briefing Practical Guidelines

1.1.1 Sample - Blog Post Briefing

1.2 Website Content Briefing Practical Guidelines

1.2.1 Sample - Website Content Briefing

1.3 Product Description Briefing Practical Guidelines

1.3.1 Sample - Product Description Briefing

2. Content Writing Brief Industry Related

Document 4.1.0 Content Planning – Summary

Document 4.1.1 Content Research and Ideation

Document 4.1.2 Content Calendars and Workflows

Document 4.1.3 Content Briefs and Guidelines

Document 4.1.4 Localization Strategy for Content

* + - * + **Sub-folder:** 4.2 Content Creation Best Practices

Document 4.2.0 C.C. Best Practices – Overview

Document 4.2.1 Writing for SEO

Document 4.2.2 Optimizing - Different Content

Document 4.2.3 Creating Evergreen Content

Document 4.2.4 Ethical Content Creation

Document 4.2.5 E-E-A-T and Content

Document 4.2.6 Leveraging AI in Content

* + - * + **Sub-folder:** 4.3 Content Management and Tools

Document 4.3.0 Content Management and Tools

Document 4.3.1 - CMS - for SEO

Document 4.3.2 Collaboration and Workflow

* + - **Sub-folder**: 5 - SEO Analytics Expert – Guidelines
      * **Document 5.0 SEO Analytics Expert – Overview**
        + **Sub-folder**: 5.1 Core Platforms & Configuration for SEO

Document 5.1.0 Core Platforms -Overview

Document 5.1.1 Leveraging Google Analytics 4 for SEO Insights

Document 5.1.2 Mastering GSC

Document 5.1.3 Utilizing Bing Webmaster

* + - * + **Sub-folde**r: 5.2 SEO Performance Analysis & Interpretation

Document 5.2.0 SEO Performance – Summary

Document 5.2.1 Keyword perf.

Document 5.2.2 Organic Traffic

Document 5.2.3 Backlink Monitoring

Document 5.2.4 Technical SEO Monitoring

* + - * + **Sub-folder**: 5.3 Reporting, Dashboards & Communication

Document 5.3.0 Rep., DB, Comm., Summary

Document 5.3.1 Crafting SEO Reports

Document 5.3.2 SEO Dashboards

Document 5.3.3 Analytics Insights

* + - * + **Sub-folder**: 5.4 Advanced Analysis & Business Impact

Document 5.4.1 SEO & PPC Insights

Document 5.4.2 Measuring SEO Goals

Document 5.4.3 Data-SEO Benchmarking

* **Section III Contents (for each expert type):**
  + Introduction and role within the Masterplan.
  + Core responsibilities and tasks.
  + Step-by-step guides, best practices, and advanced techniques.
  + Quality assurance (QA) checklists.
  + Templates and resources.
  + KPI monitoring at the expert level.
  + Communication and collaboration guidelines.
  + Continuous learning and skill development resources.

**IV. Essential Considerations Beyond Core SEO Techniques**

* **Important:** This section covers broader business, operational, and ethical aspects of SEO.
* **Folder:** "Essential Considerations"
* **Contents:**
  + Document: Legal and compliance in SEO.
  + Document: Accessibility and inclusive SEO.
  + Document: International SEO strategy (if applicable).
  + Document: Website security.
  + Document: Integration with other marketing channels.
  + Document: Contingency planning and risk management in SEO.

**V. Ongoing SEO Management & Iteration**

* **Crucial:** This section emphasizes the continuous nature of SEO and the need for adaptation.
* **Folder:** "Ongoing Management"
* **Contents:**
  + Document: The imperative of proactive monitoring and agile adaptation.
  + Document: Data-driven iteration and experimentation.
  + Document: Staying ahead of the curve - continuous learning & trend monitoring.
  + Document: Regular Masterplan review and updates.
  + Document: Feedback loops & continuous improvement.

**VI. SEO and Email Marketing Synergy**

* **Integration:** This section focuses on the strategic alignment of SEO and email marketing.
* **Folder:** "SEO & Email Synergy"
* **Contents:**
  + Document: Content repurposing.
  + Document: Email for backlink building and SEO content promotion.
  + Document: Lead nurturing through integrated SEO & email journeys.
  + Document: Keyword research synergy to inform email marketing.
  + Document: Personalization and data sharing.
  + Document: Cross-channel tracking and analytics.

**VII. SEO and Social Media Marketing Synergy**

* **Integration:** This section focuses on leveraging social media to amplify SEO efforts.
* **Folder:** "SEO & Social Media Synergy"
* **Contents:**
  + Document: Social media for content amplification and SEO reach expansion.
  + Document: Social listening for keyword and trend discovery.
  + Document: Driving social traffic to SEO-optimized landing pages.
  + Document: Building brand authority and social signals.
  + Document: Cross-channel analytics.

**VIII. SEO and Press Release Marketing Synergy**

* **Integration:** This section focuses on using press releases to benefit SEO.
* **Folder:** "SEO & Press Release Synergy"
* **Contents:**
  + Document: Optimizing press releases for SEO.
  + Document: Press release distribution for backlink acquisition.
  + Document: Brand mention amplification through press releases.
  + Document: Driving referral traffic from press release coverage.
  + Document: Cross-channel analytics.

**IX. SEO and PPC Advertising Synergy**

* **Integration:** This section focuses on aligning SEO and PPC for search engine dominance.
* **Folder:** "SEO & PPC Synergy"
* **Contents:**
  + Document: Keyword data sharing and optimization.
  + Document: Landing page optimization for both SEO and PPC.
  + Document: Content strategy alignment for comprehensive keyword coverage.
  + Document: Brand bidding and protection strategy.
  + Document: Cross-channel analytics.

**Additional Notes:**

* **Templates:** Store all templates (e.g., "SEO Investment Rationale Template," "Content Repurposing Matrix Template") in a separate folder called "Templates."
* **Checklists:** Similarly, keep all checklists (e.g., "Press Release SEO Optimization Checklist," "Social Media Brand Authority Building Checklist") in a dedicated "Checklists" folder.
* **Customization:** Remember to customize the folder names and structure based on your specific needs and preferences.
* **Delivery:** When delivering the files to your customers, consider using a cloud storage service (e.g., Google Drive, Dropbox) or a file transfer platform (e.g., WeTransfer) for easy access and organization.