**SEO Strategic Plan**

**1. Keyword Strategy**

**A. Keyword Research**

* **Use tools**: Google Keyword Planner, Ahrefs, SEMrush, Ubersuggest.
* **Target 3 tiers**:
  + **Primary Keywords**: High-volume, relevant, competitive (e.g., “best CRM software”)
  + **Secondary Keywords**: Mid-volume, supportive (e.g., “CRM for small business”)
  + **Long-Tail Keywords**: Low-volume, high intent (e.g., “free CRM for freelancers”)

**B. Search Intent Alignment**

* Categorize keywords by intent: Informational, Navigational, Transactional, Commercial.
* Match keywords to content types (e.g., blog for informational, product pages for transactional).

**C. Keyword Mapping**

* Assign specific keywords to target pages.
* Avoid keyword cannibalization by ensuring one page targets one primary keyword.

**2. On-Page Optimization**

**A. Content Optimization**

* Integrate keywords into:
  + Title Tags
  + Meta Descriptions
  + Headings (H1–H3)
  + URL slugs
  + Image ALT tags
* Use semantically related keywords (LSI terms) naturally.

**B. Internal Linking**

* Link related content to distribute page authority.
* Use descriptive anchor text.

**C. Content Strategy**

* Build a content calendar based on keyword research.
* Use topic clusters: One pillar page + multiple sub-topic blog posts.

**3. Backlink Building Strategy**

**A. High-Quality Outreach**

* Identify authoritative websites in your niche.
* Send personalized outreach emails with linkable content (e.g., original research, infographics).

**B. Guest Blogging**

* Write value-driven articles for relevant blogs with backlinks to your site.

**C. Broken Link Building**

* Use tools to find broken links on relevant websites.
* Suggest your content as a replacement.

**D. Content Amplification**

* Promote new content via email newsletters and social media.
* Encourage social shares and backlinks organically.

**E. Linkable Assets**

* Create tools, calculators, infographics, and ultimate guides.

**4. Technical SEO**

**A. Website Structure**

* Use a flat, logical URL structure.
* Create an XML sitemap and submit it to Google Search Console.

**B. Mobile Optimization**

* Ensure mobile responsiveness.
* Use Google’s Mobile-Friendly Test.

**C. Site Speed**

* Compress images.
* Minimize CSS and JavaScript.
* Use a CDN (Content Delivery Network).

**D. Crawlability & Indexing**

* Use robots.txt to guide crawlers.
* Use canonical tags to avoid duplicate content.
* Fix crawl errors in Google Search Console.

**E. HTTPS Security**

* Ensure your site uses SSL.

**F. Structured Data (Schema Markup)**

* Implement JSON-LD schema for:
  + Articles
  + Reviews
  + Products
  + Local Business

**5. Monitoring & Analytics**

**Tools:**

* Google Analytics
* Google Search Console
* Ahrefs/SEMrush/Moz

**Key Metrics:**

* Organic traffic
* Keyword rankings
* Bounce rate
* Domain authority
* Backlink profile
* Page speed scores

**✅ SEO Implementation Checklist**

**🔍 Keyword & Content**

* Conduct keyword research
* Create keyword map
* Optimize title tags, meta descriptions, and headers
* Add internal links
* Build topic clusters

**🔗 Backlink Building**

* Identify link prospects
* Perform email outreach
* Write guest posts
* Create linkable content assets
* Monitor backlinks

**⚙️ Technical SEO**

* Optimize site speed
* Ensure mobile-friendliness
* Submit XML sitemap
* Fix crawl errors
* Use HTTPS
* Implement schema markup

**📊 Monitoring & Reporting**

* Set up Google Analytics
* Set up Google Search Console
* Track keyword rankings
* Audit backlinks monthly
* Review technical issues quarterly