Search Engine Optimization (SEO) Strategy Plan + Implementation Checklist

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1. Objectives

- Drive targeted organic traffic
- Improve SERP (Search Engine Results Page) visibility
- Build long-term domain authority
- Enhance website performance and user experience

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2. Keyword Strategy

a. Research Tools: - Google Keyword Planner - SEMrush - Ahrefs - Ubersuggest - AnswerThePublic

b. Types of Keywords: - **Primary Keywords:** High-volume, brand-specific (e.g., "organic face cream") - **Secondary Keywords:** Related, medium competition (e.g., "moisturizer for dry skin") - **Long-Tail Keywords:** Low volume, high conversion intent (e.g., "best cruelty-free face cream under 500")

c. Keyword Placement: - Titles & meta descriptions - Headers (H1-H3) - Body text (first 100 words) - URL slugs - Image alt tags - Internal links

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3. Backlink Building Strategy

a. Methods: - Guest posting on niche blogs - Broken link building - Link reclamation (brand mentions without links) - HARO (Help a Reporter Out) - Collaborations with influencers and bloggers

b. Tools: - Ahrefs / SEMrush (track backlink profiles) - BuzzStream (outreach automation) - Hunter.io (email discovery)

c. Guidelines: - Target high DA (Domain Authority) sites - Maintain relevance (industry-specific) - Use branded/natural anchor texts - Avoid link farms and spammy directories

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4. Technical SEO Strategy

a. Crawlability & Indexing: - Create and submit sitemap.xml - Set up robots.txt properly - Use canonical tags to prevent duplication

b. Site Speed Optimization: - Compress images (WebP preferred) - Minify CSS, JS, HTML - Implement lazy loading - Use CDN (Content Delivery Network)

c. Mobile Optimization: - Responsive design - Mobile-friendly test (Google tool) - Avoid intrusive pop-ups

d. Core Web Vitals: - LCP < 2.5s (Largest Contentful Paint) - FID < 100ms (First Input Delay) - CLS < 0.1 (Cumulative Layout Shift)

e. Structured Data: - Use schema.org markup for products, articles, FAQs

f. Security: - HTTPS enabled - Remove mixed content issues

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5. Content Strategy

- Blog weekly using long-tail keywords
- Update old content every 3-6 months
- Create pillar pages & topic clusters
- Include FAQ sections
- Optimize content for featured snippets

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6. SEO Tools for Monitoring & Analysis

Purpose	Tools
Keyword Tracking	SEMrush, Ahrefs, Google Search Console
Technical Audits	Screaming Frog, Sitebulb, Ahrefs
Performance	Google Analytics, GTmetrix, PageSpeed Insights
Backlink Audit	Ahrefs, Moz, Ubersuggest

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7. Implementation Checklist

🔍**Keyword Strategy** - [ ] Perform keyword research - [ ] Map keywords to content pages - [ ] Create long-tail keyword blog ideas

📝**On-Page SEO** - [ ] Optimize title and meta tags - [ ] Use header tags appropriately - [ ] Add alt text to images - [ ] Ensure URLs are SEO-friendly

🔗**Backlink Building** - [ ] Identify guest post opportunities - [ ] Reach out to at least 10 bloggers - [ ] Submit to relevant directories

⚙️**Technical SEO** - [ ] Generate and submit sitemap.xml - [ ] Check mobile-friendliness - [ ] Improve Core Web Vitals - [ ] Fix crawl errors in Search Console - [ ] Add schema markup to pages

📈**Monitoring & Reporting** - [ ] Connect Google Search Console - [ ] Set up monthly SEO performance report - [ ] Track keyword positions and traffic changes

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8. Final Notes

       • SEO is a long-term strategy — consistency is key.
       • Prioritize user experience alongside search engine requirements.
       • Revisit your strategy every quarter to adapt to algorithm updates.

End of SEO Strategy & Checklist Document