

# Comprehensive SEO Strategy & Implementation Checklist

## SEO Objectives & KPIs

Goals include increasing organic traffic, improving keyword rankings, boosting conversions, and building long-term brand authority. KPIs to track: organic sessions, keyword rankings, CTR, conversion rate, backlinks, and Core Web Vitals.

## Keyword Strategy

Focus on primary, secondary, long-tail, transactional, informational, and navigational keywords. Use tools like Google Keyword Planner, Search Console, Ahrefs, SEMrush, and Google Trends. Map one primary keyword per page and optimize titles, meta descriptions, headings, URLs, images, and internal links.

## Content Strategy

Create blogs, guides, product pages, FAQs, comparison pages, and evergreen content. Follow E-E-A-T principles, maintain 800–1500 words for blogs, update content every 3–6 months, and use schema markup.

## Backlink Building Strategy

Acquire high-quality, relevant backlinks through guest posting, digital PR, directories, broken link building, outreach, and content marketing. Maintain a natural anchor text distribution favoring branded and partial-match anchors.

## Technical SEO

Ensure clean site architecture, HTTPS security, mobile-first design, fast page speed, proper indexing, canonical tags, redirects, optimized Core Web Vitals, XML sitemap, robots.txt, and structured data (schema).

## Local SEO

Optimize Google Business Profile, ensure NAP consistency, target local keywords, encourage reviews, and build local backlinks.

## SEO Tools Setup

Google Analytics 4, Google Search Console, Google Tag Manager, Ahrefs/SEMrush, PageSpeed Insights, and Screaming Frog.

## 90-Day SEO Roadmap

Month 1: SEO audit, keyword research, technical fixes. Month 2: Content creation, on-page SEO, initial backlinks. Month 3: Advanced link building, content updates, performance optimization.

## Expected Results Timeline

0–1 month: Indexing and technical improvements. 2–3 months: Ranking movement. 4–6 months: Traffic growth. 6+ months: Stable conversions and authority growth.