
COMPLETE SEO STRATEGY TEMPLATE

□ HOW TO USE THIS TEMPLATE

This is a universal SEO strategy document built for any business or niche. Every **—**field is a placeholder — fill in your specific business details. Sections cover: Technical SEO, E-E-A-T, Keyword Strategy, Content Plan, AEO (Answer Engine Optimization), AI SEO, Link Building & Measurement. Share with clients or use internally. Built to 2024–2025 Google Guidelines.

SECTION 1 — BUSINESS & WEBSITE OVERVIEW

COMPLETE ALL FIELDS BELOW — THESE INFORM EVERY STRATEGY DECISION

1.1 Business Profile

Business Name	<i>Click here to fill in →</i>
Industry / Niche	<i>Click here to fill in →</i>
Business Type	e.g. E-commerce / Local / SaaS / B2B / B2C / Blog
Target Geography	e.g. India, USA, Global, City-specific
Main Products / Services	<i>Click here to fill in →</i>
Primary Revenue Model	e.g. Product sales / Leads / Subscriptions / Ads
Website URL	<i>Click here to fill in →</i>
Domain Age	<i>Click here to fill in →</i>
CMS / Platform	e.g. WordPress, Shopify, Wix, Custom

1.2 Business Goals (Next 12 Months)

List the top 3–5 SEO goals aligned with business outcomes:

- *Goal 1: e.g. Increase organic traffic by X%*
 - *Goal 2: e.g. Rank on Page 1 for X keywords*
 - *Goal 3: e.g. Generate X leads/month from organic search*
 - *Goal 4: e.g. Improve Core Web Vitals score*
 - *Goal 5: e.g. Establish brand authority in [niche]*
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1.3 Target Audience

Primary Audience	<i>Click here to fill in →</i>
Age Range	<i>Click here to fill in →</i>
Search Intent	e.g. Informational / Commercial / Transactional / Navigational
Pain Points	<i>Click here to fill in →</i>
Buyer Journey Stage	e.g. Awareness / Consideration / Decision
Preferred Devices	e.g. Mobile (70%) / Desktop (30%)

SECTION 2 — COMPETITIVE & MARKET ANALYSIS

UNDERSTAND THE SEO LANDSCAPE BEFORE BUILDING YOUR STRATEGY

2.1 Top Competitors

Competitor	Domain / URL	DA / DR Score	Top Keywords	Content Gaps
<i>Competitor #</i>	<i>e.g. competitor.com</i>	<i>Fill in</i>	<i>Fill in</i>	<i>Fill in</i>
<i>Competitor #</i>	<i>e.g. competitor.com</i>	<i>Fill in</i>	<i>Fill in</i>	<i>Fill in</i>
<i>Competitor #</i>	<i>e.g. competitor.com</i>	<i>Fill in</i>	<i>Fill in</i>	<i>Fill in</i>
<i>Competitor #</i>	<i>e.g. competitor.com</i>	<i>Fill in</i>	<i>Fill in</i>	<i>Fill in</i>

2.2 SWOT Analysis — SEO Perspective

<p><input type="checkbox"/> STRENGTHS e.g. Established domain, quality content, niche authority</p> <p>➡ Add your strengths here</p>	<p><input type="checkbox"/> WEAKNESSES e.g. Thin content, slow site, low backlink profile</p> <p>➡ Add your weaknesses here</p>
<p><input type="checkbox"/> OPPORTUNITIES e.g. Untapped keywords, competitor content gaps, featured snippets</p> <p>➡ Add your opportunities here</p>	<p><input type="checkbox"/> THREATS e.g. Algorithm updates, strong competitors, AI-generated content</p> <p>➡ Add your threats here</p>

SECTION 3 — E-E-A-T STRATEGY

□ What is E-E-A-T?

E-E-A-T stands for Experience, Expertise, Authoritativeness & Trustworthiness.

Google's Quality Raters use these signals to evaluate page quality.

Strong E-E-A-T is essential for YMYL (Your Money or Your Life) topics and for earning trust from both Google and your users.

3.1 Experience

DEMONSTRATE FIRST-HAND EXPERIENCE WITH YOUR TOPIC / PRODUCTS / INDUSTRY

Your Experience	e.g. 10 years in [industry], certified [credential]
How You'll Show It	e.g. Case studies, behind-the-scenes content, author bios
Content Formats	e.g. Personal stories, original data, product testing reviews

➡ Add specific experience proof points for your niche:

3.2 Expertise

Author Credentials	Click here to fill in →
Certifications / Qualifications	Click here to fill in →
Author Bio Page URL	Click here to fill in →
Guest Posts / Speaking	Click here to fill in →
Publications / Media Mentions	Click here to fill in →

<input type="checkbox"/>	Create detailed, verified author bios for all content contributors
<input type="checkbox"/>	Add schema markup: Person, Author, Organization
<input type="checkbox"/>	Display credentials, certifications and awards prominently
<input type="checkbox"/>	Link to LinkedIn, professional profiles and credentials
<input type="checkbox"/>	Cite authoritative external sources in all content
<input type="checkbox"/>	Use fact-checking and expert review for all YMYL content

3.3 Authoritativeness

Domain Authority Goal	Target DA/DR: ____ (Current: ____)
Brand Mentions Target	Unlinked + Linked mentions per month: ____
Industry Associations	Click here to fill in →

Awards / Rankings	<i>Click here to fill in →</i>
Wikipedia / Wikidata	Does your brand have a Wikipedia entry? Yes / No

3.4 Trustworthiness

<input type="checkbox"/>	Install and maintain a valid SSL certificate (HTTPS)
<input type="checkbox"/>	Add a clear, accessible Privacy Policy and Terms of Service
<input type="checkbox"/>	Display NAP (Name, Address, Phone) consistently across the web
<input type="checkbox"/>	Add Trust Badges, Security Seals and verified reviews
<input type="checkbox"/>	Create a comprehensive About Us / Company page with team profiles
<input type="checkbox"/>	Provide transparent editorial guidelines and content update dates
<input type="checkbox"/>	Respond to all Google Reviews and third-party reviews professionally
<input type="checkbox"/>	Add a clear Contact page with multiple contact methods
<input type="checkbox"/>	Remove or disavow toxic/spammy backlinks regularly
<input type="checkbox"/>	Publish an 'Editorial Policy' or 'How We Research' page

SECTION 4 — KEYWORD RESEARCH & STRATEGY

ALIGN KEYWORDS WITH USER INTENT AND BUSINESS GOALS — NOT JUST VOLUME

4.1 Keyword Tiers

Tier	Keyword Type	Example	Volume	Priority
Tier 1	Pillar / Head Terms (1-2 words)	[your main keyword]	High	<input type="checkbox"/> Foundation
Tier 2	Body / Category Terms (2-3 words)	[your category keyword]	Medium	<input type="checkbox"/> Growth
Tier 3	Long-Tail / Niche Terms (3-5 words)	[specific long-tail KW]	Low-Med	<input type="checkbox"/> Quick Wins
Tier 4	Question / Conversational Terms	How to / What is / Best way to...	Varies	<input type="checkbox"/> AEO / AI

4.2 Keyword Mapping Template

Map each target keyword to a specific page to avoid keyword cannibalization:

Target Page / URL	Primary Keyword	Secondary Keywords	Search Intent	Current Rank
/page-url	Primary KW	KW1, KW2	Informational	Not tracked
/page-url	Primary KW	KW1, KW2	Informational	Not tracked
/page-url	Primary KW	KW1, KW2	Informational	Not tracked

/page-url	Primary KW	KW1, KW2	Informational	Not tracked
/page-url	Primary KW	KW1, KW2	Informational	Not tracked

4.3 Tools Used for Keyword Research

<input type="checkbox"/>	Google Search Console — Discover real search queries driving impressions
<input type="checkbox"/>	Google Keyword Planner — Volume and competition data
<input type="checkbox"/>	Ahrefs / Semrush / Moz — In-depth keyword analysis and competitor gap
<input type="checkbox"/>	Google Autocomplete + 'People Also Ask' + 'Related Searches'
<input type="checkbox"/>	Answer The Public / AlsoAsked — Question-based keyword discovery
<input type="checkbox"/>	ChatGPT / Gemini — AI-driven keyword ideation and search intent analysis

SECTION 5 — TECHNICAL SEO AUDIT & CHECKLIST

TECHNICAL HEALTH IS THE FOUNDATION — FIX ISSUES BEFORE CREATING CONTENT

5.1 Core Web Vitals (CWV) — Google's Page Experience Signals

LCP (Loading)	INP (Interactivity)	CLS (Visual Stability)	TTFB (Server)
Target: < 2.5s Current: ___s	Target: < 200ms Current: ___ms	Target: < 0.1 Current: ___	Target: < 800ms Current: ___ms

5.2 Crawlability & Indexation

<input type="checkbox"/>	Verify robots.txt is correctly configured — not blocking important pages
<input type="checkbox"/>	Submit XML sitemap to Google Search Console and Bing Webmaster Tools
<input type="checkbox"/>	Check for and fix crawl errors in Google Search Console > Coverage report
<input type="checkbox"/>	Resolve all 4xx (broken pages) and 5xx (server error) status codes
<input type="checkbox"/>	Implement proper 301 redirects for all changed or deleted URLs
<input type="checkbox"/>	Audit internal linking — ensure all important pages are reachable within 3 clicks
<input type="checkbox"/>	Check canonical tags — prevent duplicate content issues
<input type="checkbox"/>	Verify hreflang implementation for multilingual sites
<input type="checkbox"/>	Ensure pagination is correctly handled (use rel=prev/next or canonical)
<input type="checkbox"/>	Remove or noindex thin, duplicate, or low-value pages

5.3 On-Page Technical Elements

<input type="checkbox"/>	Title Tags: 50–60 characters, primary keyword near the front
<input type="checkbox"/>	Meta Descriptions: 120–158 characters, include CTA and keyword

<input type="checkbox"/>	H1 Tags: One per page, descriptive, keyword-optimized
<input type="checkbox"/>	H2–H6 Tags: Logical heading hierarchy, use secondary keywords
<input type="checkbox"/>	Image Alt Text: Descriptive and keyword-relevant for all images
<input type="checkbox"/>	Image Compression: Use WebP format, compress all images below 100KB
<input type="checkbox"/>	Schema Markup: Implement relevant structured data (see Section 7)
<input type="checkbox"/>	URL Structure: Short, descriptive, hyphenated, keyword-rich URLs
<input type="checkbox"/>	Mobile Responsiveness: 100% mobile-friendly (Google mobile-first indexing)
<input type="checkbox"/>	HTTPS: Valid SSL certificate on all pages including subdomain
<input type="checkbox"/>	Page Speed: Minify CSS, JS; enable browser caching; use a CDN

5.4 Site Architecture

Document your site structure and silo strategy below:

- *Homepage* → *[Main Category]* → *[Sub-Category]* → *[Article/Product Page]*
- *Silo 1: [Topic Cluster Name]*
- *Silo 2: [Topic Cluster Name]*
- *Silo 3: [Topic Cluster Name]*

SECTION 6 — CONTENT STRATEGY & PLANNING

Google's Content Standard: Helpful, Reliable, People-First Content

Content must demonstrate real expertise, satisfy user intent completely, and offer unique value unavailable elsewhere on the web.

Reference: Google's 'helpful content' system guidelines (2023–2024).

6.1 Content Types for Your Niche

<input type="checkbox"/>	Pillar Pages — Comprehensive, authoritative guides on core topics (2,000+ words)
<input type="checkbox"/>	Cluster Content — Supporting articles that link back to pillar pages
<input type="checkbox"/>	How-To / Tutorial Content — Step-by-step guides matching instructional intent
<input type="checkbox"/>	Product / Service Pages — Optimized transactional pages with schema
<input type="checkbox"/>	Case Studies — Real examples that demonstrate Experience (the first 'E' in E-E-A-T)
<input type="checkbox"/>	Comparison Pages — 'X vs Y', 'Best X for Y' — high commercial intent
<input type="checkbox"/>	FAQ Pages / FAQ Schema — Targets featured snippets and PAA boxes
<input type="checkbox"/>	Data-Driven Content / Original Research — Highly linkable and authoritative
<input type="checkbox"/>	Video Content — Optimized for YouTube SEO + embedded on-site
<input type="checkbox"/>	Glossary / Definition Pages — Targets informational and AI answer queries

6.2 Content Calendar Template

Month	Content Title / Topic	Target Keyword	Content Type	Word Count	Status
Month X	Article / Page Title	Target KW	Blog / Pillar / FAQ	1,500+	Draft
Month X	Article / Page Title	Target KW	Blog / Pillar / FAQ	1,500+	Draft
Month X	Article / Page Title	Target KW	Blog / Pillar / FAQ	1,500+	Draft
Month X	Article / Page Title	Target KW	Blog / Pillar / FAQ	1,500+	Draft
Month X	Article / Page Title	Target KW	Blog / Pillar / FAQ	1,500+	Draft
Month X	Article / Page Title	Target KW	Blog / Pillar / FAQ	1,500+	Draft

6.3 Content Quality Standards

<input type="checkbox"/>	Every piece of content answers a specific, researched user intent
<input type="checkbox"/>	Content is original — not spun, paraphrased from competitors, or AI-only generated
<input type="checkbox"/>	All factual claims are cited with links to authoritative external sources
<input type="checkbox"/>	Content is reviewed/approved by a subject matter expert before publishing
<input type="checkbox"/>	Each article includes a clear author byline with credentials
<input type="checkbox"/>	Content includes multimedia: images, charts, video, infographics as appropriate
<input type="checkbox"/>	Publish date AND last-updated date visible on every article
<input type="checkbox"/>	Content is regularly audited and refreshed (minimum every 12 months)
<input type="checkbox"/>	Internal links added to relevant existing content on every new page

SECTION 7 — AEO: ANSWER ENGINE OPTIMIZATION

What is AEO?

Answer Engine Optimization (AEO) is the practice of optimizing content to appear in direct answer features: Featured Snippets, People Also Ask (PAA), Google's AI Overviews (SGE), voice search results, and zero-click answers. AEO is the bridge between traditional SEO and AI-powered search.

7.1 Featured Snippet Optimization

<input type="checkbox"/>	Identify questions your target keywords trigger ('who', 'what', 'how', 'when', 'why')
<input type="checkbox"/>	Structure answers in the first 40–60 words after the question heading
<input type="checkbox"/>	Use definition boxes for 'What is...' queries (40–60 word clear definition)
<input type="checkbox"/>	Use numbered lists for 'How to...' queries (steps format)
<input type="checkbox"/>	Use bullet lists for 'Best ways to...' or comparison queries
<input type="checkbox"/>	Use tables for comparison, pricing, or specification queries
<input type="checkbox"/>	Place target question as an H2 or H3 heading exactly as users search it

-
- | | |
|--------------------------|--|
| <input type="checkbox"/> | Mark up FAQ content with FAQ Schema / Q&A Schema |
|--------------------------|--|

7.2 People Also Ask (PAA) Strategy

Research and answer these PAA questions for your niche:

- PAA Question 1: _____
- PAA Question 2: _____
- PAA Question 3: _____
- PAA Question 4: _____
- PAA Question 5: _____

7.3 Google AI Overviews (SGE) Optimization

<input type="checkbox"/>	Write content that directly and concisely answers the user's query
<input type="checkbox"/>	Use clear, factual, well-cited statements — AI Overviews favor authoritative facts
<input type="checkbox"/>	Structure content with headers that match natural language questions
<input type="checkbox"/>	Include structured data / schema markup on all relevant pages
<input type="checkbox"/>	Build E-E-A-T signals — AI Overviews prioritize trusted, expert sources
<input type="checkbox"/>	Create comprehensive content covering the full topic depth (not just one angle)
<input type="checkbox"/>	Ensure fast page load and mobile experience — crawlability matters
<input type="checkbox"/>	Use entity optimization — align content with known entities in your niche

7.4 Voice Search & Conversational Query Optimization

<input type="checkbox"/>	Target conversational, long-tail question queries (5–10+ words)
<input type="checkbox"/>	Optimize for local voice queries: 'near me', 'open now', '[city] + [service]'
<input type="checkbox"/>	Maintain an up-to-date Google Business Profile for local voice answers
<input type="checkbox"/>	Create a dedicated FAQ page using natural spoken-language questions
<input type="checkbox"/>	Aim for concise answers (under 30 words) for voice-ready snippets

SECTION 8 — STRUCTURED DATA & SCHEMA MARKUP

SCHEMA MARKUP HELPS GOOGLE UNDERSTAND YOUR CONTENT AND POWERS RICH RESULTS

8.1 Schema Types — Select All That Apply

✓	Schema Type	When to Use
<input type="checkbox"/>	Organization	Every website — establishes brand entity
<input type="checkbox"/>	WebSite	Enables sitelinks search box in SERPs
<input type="checkbox"/>	BreadcrumbList	Improves SERP URL display and navigation

<input type="checkbox"/>	Article / BlogPosting	All blog posts and news articles
<input type="checkbox"/>	FAQPage	Pages with Q&A format — triggers PAA features
<input type="checkbox"/>	HowTo	Step-by-step tutorial content
<input type="checkbox"/>	Product	E-commerce product pages
<input type="checkbox"/>	Review / AggregateRating	Pages with customer reviews or ratings
<input type="checkbox"/>	LocalBusiness	Local businesses with a physical location
<input type="checkbox"/>	Person / Author	Author biography pages
<input type="checkbox"/>	VideoObject	Pages with embedded videos
<input type="checkbox"/>	Event	Pages promoting upcoming events
<input type="checkbox"/>	Recipe	Recipe content (food/cooking niche)
<input type="checkbox"/>	MedicalCondition / Drug	Medical / health content (YMYL)
<input type="checkbox"/>	Course	Online course / educational content

8.2 Validation

<input type="checkbox"/>	Test all schema with Google's Rich Results Test (search.google.com/test/rich-results)
<input type="checkbox"/>	Validate JSON-LD in Schema Markup Validator (validator.schema.org)
<input type="checkbox"/>	Check Search Console > Enhancements for schema errors and warnings
<input type="checkbox"/>	Re-validate after every site update or CMS change

SECTION 9 — AI SEO STRATEGY

□ AI SEO: Optimizing for the AI-Powered Search Era

AI SEO refers to strategies that help your content rank in, and be cited by, AI-powered search engines and assistants (ChatGPT, Gemini, Perplexity, Claude, Google AI Overviews, Microsoft Copilot, Apple Intelligence).

The goal: become a trusted, cited source inside AI-generated answers.

9.1 Entity SEO & Knowledge Graph Optimization

<input type="checkbox"/>	Define your brand as an entity: consistent Name, Address, Phone (NAP) across all platforms
<input type="checkbox"/>	Create / claim your Google Knowledge Panel
<input type="checkbox"/>	Create a Wikipedia / Wikidata entry if brand meets notability guidelines
<input type="checkbox"/>	Use Organization schema with sameAs properties linking to all social profiles
<input type="checkbox"/>	Earn mentions on authoritative, well-indexed websites
<input type="checkbox"/>	Build a consistent brand identity: logo, About Us, team pages, and mission statement

9.2 Optimizing for AI Citation & LLM Visibility

<input type="checkbox"/>	Publish well-cited, factual, expert-authored content (LLMs cite authoritative sources)
<input type="checkbox"/>	Create structured, clearly formatted content — AI models prefer scannable formats
<input type="checkbox"/>	Use direct, factual language in introductions — avoid vague or hedging openers
<input type="checkbox"/>	Create 'definition' content: 'What is [X]?' pages for your core industry terms
<input type="checkbox"/>	Aim to be cited in industry directories, Wikipedia, and authoritative roundups
<input type="checkbox"/>	Ensure your site is accessible with no crawl blocks that prevent AI bot access
<input type="checkbox"/>	Build topical authority in a specific niche rather than covering too many topics
<input type="checkbox"/>	Create data pages and original research — LLMs actively cite unique statistics

9.3 AI-Assisted Content Creation — Best Practices

<input type="checkbox"/>	Use AI (ChatGPT, Gemini, Claude) for research, outlines and ideation — not final output
<input type="checkbox"/>	Always add human expertise, original insight and first-hand experience to AI drafts
<input type="checkbox"/>	Fact-check all AI-generated content against authoritative sources
<input type="checkbox"/>	Ensure final content passes E-E-A-T standards — AI alone cannot provide true expertise
<input type="checkbox"/>	Do not publish pure AI-generated content — Google targets 'AI-first' content specifically
<input type="checkbox"/>	Use AI tools for: internal linking suggestions, meta tag optimization, content gap analysis

9.4 Future-Proofing for AI Search

Action items specific to your niche:

- Identify which AI assistants your target audience uses most
- Create content to address queries likely asked in AI chat interfaces
- Build brand awareness so users specifically ask AI for 'your brand name'
- Monitor brand mentions inside AI tools using tools like Brandwatch or manual testing

SECTION 10 — LINK BUILDING STRATEGY

BUILD LINKS THAT TRANSFER REAL AUTHORITY — QUALITY ALWAYS BEATS QUANTITY

10.1 Link Building Metrics

Current Domain Rating	Target Domain Rating	Monthly Link Target	Avg Referring Domain DR
Current DR: ____	Target DR: ____	____ quality links/month	Target: DR 40+

10.2 White-Hat Link Building Tactics

<input type="checkbox"/>	Digital PR — Create newsworthy content, data studies, and press releases for media pickup
<input type="checkbox"/>	Guest Posting — Write expert guest articles on relevant, high-DA industry publications
<input type="checkbox"/>	HARO / Qwoted / Connectively — Respond to journalist queries as an expert source
<input type="checkbox"/>	Linkable Asset Creation — Tools, calculators, original research, infographics, templates
<input type="checkbox"/>	Broken Link Building — Find broken links on industry sites; offer your content as replacement
<input type="checkbox"/>	Resource Page Link Building — Get listed on authoritative industry resource pages
<input type="checkbox"/>	Podcast / Webinar Appearances — Earn backlinks from episode pages and show notes
<input type="checkbox"/>	Skyscraper Technique — Improve upon popular competitor content and earn their backlinks
<input type="checkbox"/>	Partnerships / Collaborations — Co-author content with complementary brands
<input type="checkbox"/>	Unlinked Brand Mentions — Find brand mentions that don't link; request a link addition

10.3 Backlink Audit Checklist

<input type="checkbox"/>	Conduct full backlink audit using Ahrefs, Semrush or Majestic
<input type="checkbox"/>	Identify and flag toxic / spammy backlinks for disavowal
<input type="checkbox"/>	Submit disavow file to Google Search Console if toxic links identified
<input type="checkbox"/>	Monitor new backlinks monthly using Google Search Console or Ahrefs alerts
<input type="checkbox"/>	Track lost backlinks and attempt reclamation for high-value losses

10.4 Internal Linking Strategy

<input type="checkbox"/>	Create a topic cluster model: pillar page ↔ cluster articles interlinked
<input type="checkbox"/>	Use keyword-rich, descriptive anchor text (avoid 'click here' or 'read more')

<input type="checkbox"/>	Ensure every new page receives at least 2–3 internal links from existing pages
<input type="checkbox"/>	Audit internal links quarterly — fix broken internal links immediately
<input type="checkbox"/>	Use breadcrumb navigation on all category and product pages

SECTION 11 — LOCAL SEO STRATEGY

Complete this section if your business serves a specific geographic area. Skip if global/online-only.

11.1 Google Business Profile Optimization

<input type="checkbox"/>	Claim and fully verify your Google Business Profile (GBP)
<input type="checkbox"/>	Select the most accurate primary and secondary business categories
<input type="checkbox"/>	Add complete NAP: Name, Address, Phone (must match website exactly)
<input type="checkbox"/>	Write a keyword-optimized business description (750 characters max)
<input type="checkbox"/>	Upload high-quality photos: exterior, interior, team, products, services
<input type="checkbox"/>	Add all business hours including special/holiday hours
<input type="checkbox"/>	Enable Google Messaging and respond within 24 hours
<input type="checkbox"/>	Post weekly Google Business updates (offers, events, news)
<input type="checkbox"/>	Add all services and products with descriptions and pricing
<input type="checkbox"/>	Actively collect and respond to all Google Reviews

11.2 Local Citation Building

Priority Citations	Google, Apple Maps, Bing Places, Facebook, Yelp, TripAdvisor (niche-specific)
Industry Directories	Fill in relevant niche directories for your business
Target Citation Count	Goal: ___ citations in 90 days
NAP Consistency Check	Tool: BrightLocal / Moz Local / Whitespark

11.3 Local Content Strategy

<input type="checkbox"/>	Create location-specific landing pages for each service area or city
<input type="checkbox"/>	Publish locally relevant blog content (community news, local events, area guides)
<input type="checkbox"/>	Add LocalBusiness schema markup with geo-coordinates
<input type="checkbox"/>	Build local backlinks from chambers of commerce, local news, and community sites
<input type="checkbox"/>	Optimize for 'near me' and '[city] + [service]' keyword combinations

SECTION 12 — KPI TRACKING & REPORTING FRAMEWORK

12.1 Core SEO KPIs

KPI Metric	Current Baseline	3-Month Target	12-Month Target
Organic Sessions / Month	Fill in →	Fill in →	Fill in →
Organic Clicks (GSC)	Fill in →	Fill in →	Fill in →
Average Position (GSC)	Fill in →	Fill in →	Fill in →
Indexed Pages	Fill in →	Fill in →	Fill in →
Domain Rating / Authority	Fill in →	Fill in →	Fill in →
Referring Domains	Fill in →	Fill in →	Fill in →
Organic Conversion Rate	Fill in →	Fill in →	Fill in →
Organic Revenue (if e-com)	Fill in →	Fill in →	Fill in →
Core Web Vitals — LCP	Fill in →	Fill in →	< 2.5s
Featured Snippet Count	Fill in →	Fill in →	Fill in →
Local Pack Rankings	Fill in →	Fill in →	Fill in →

12.2 Reporting Tools Stack

<input type="checkbox"/>	Google Search Console — Organic performance, indexing, Core Web Vitals
<input type="checkbox"/>	Google Analytics 4 (GA4) — Traffic, conversions, user behavior
<input type="checkbox"/>	Ahrefs / Semrush — Keyword rankings, backlinks, competitor tracking
<input type="checkbox"/>	Google Looker Studio — Custom SEO dashboard for client/team reporting
<input type="checkbox"/>	Screaming Frog / Sitebulb — Technical SEO crawls (monthly)
<input type="checkbox"/>	BrightLocal / Whitespark — Local SEO tracking and citation management

12.3 Monthly Reporting Checklist

<input type="checkbox"/>	Pull GSC data: clicks, impressions, CTR, and average position changes
<input type="checkbox"/>	Compare organic traffic vs previous month and year-over-year in GA4
<input type="checkbox"/>	Review keyword ranking movements for all tracked keywords
<input type="checkbox"/>	Audit new and lost backlinks; flag any algorithm update impacts
<input type="checkbox"/>	Check Core Web Vitals report in GSC for new issues
<input type="checkbox"/>	Review content performance: top pages, bounce rate, time on page
<input type="checkbox"/>	Track conversion goals: leads, sales, sign-ups from organic traffic
<input type="checkbox"/>	Prepare monthly SEO report with wins, challenges, and next-month priorities

SECTION 13 — 90-DAY SEO ACTION PLAN

Phase 1: Days 1–30 — Foundation & Technical Fix

<input type="checkbox"/>	Complete full technical SEO audit (Screaming Frog + GSC + GTmetrix)
<input type="checkbox"/>	Fix all crawl errors, redirect chains, and 404 pages
<input type="checkbox"/>	Optimize Core Web Vitals: LCP, INP, CLS
<input type="checkbox"/>	Install and configure Google Analytics 4 + Google Tag Manager
<input type="checkbox"/>	Set up Google Search Console and submit XML sitemap
<input type="checkbox"/>	Conduct comprehensive keyword research and create keyword map
<input type="checkbox"/>	Audit and optimize all existing page titles, meta descriptions, H1 tags
<input type="checkbox"/>	Implement Organization + WebSite + BreadcrumbList schema
<input type="checkbox"/>	Create / optimize Google Business Profile (local businesses)
<input type="checkbox"/>	Set up rank tracking for all target keywords

Phase 2: Days 31–60 — Content Creation & E-E-A-T

<input type="checkbox"/>	Create or update author bios with full E-E-A-T signals
<input type="checkbox"/>	Publish first 2–4 pillar pages / cornerstone content pieces
<input type="checkbox"/>	Begin content cluster production (3–5 supporting articles per pillar)
<input type="checkbox"/>	Implement FAQ schema on all content pages
<input type="checkbox"/>	Optimize top 10 existing pages: update content, add schema, improve CTA
<input type="checkbox"/>	Launch content calendar for next 6 months
<input type="checkbox"/>	Build or update About Us, Contact, Privacy Policy, and Trust pages
<input type="checkbox"/>	Begin guest posting and digital PR outreach campaigns

Phase 3: Days 61–90 — Authority, AEO & AI SEO

<input type="checkbox"/>	Submit to and build citations in top 20 industry directories
<input type="checkbox"/>	Launch 2–3 linkable asset campaigns (tools, research, or infographics)
<input type="checkbox"/>	Optimize content for Featured Snippets and People Also Ask
<input type="checkbox"/>	Implement VideoObject schema if video content exists
<input type="checkbox"/>	Build first 5–10 quality backlinks through outreach / HARO
<input type="checkbox"/>	Audit internal linking structure across entire site
<input type="checkbox"/>	Review and optimize for AI Overviews / SGE visibility
<input type="checkbox"/>	Deliver first full monthly SEO performance report
<input type="checkbox"/>	Review 90-day results against targets; adjust strategy for next quarter

✓ **STRATEGY COMPLETE — NEXT STEPS**

1. Fill in all blank fields throughout this document
2. Share with your team or client for alignment
3. Begin Phase 1 execution immediately
4. Review and update this strategy quarterly
5. Questions? Connect with [Your Name / Agency] at [Contact Details]