SEO Strategy

Web Address:

Step 1: Target Audience/Persona:

Step 2: Create a list of topics your target audience is searching for AND your company is an authority on. List these in order of priority.



Step 3: Create a list of long-tail keywords based on your personas and the above list of topics.

Topic #1:

Keywords:

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| --- | --- | --- | --- |
| Long-tail keyword | Monthly Search Volume (source) | CPC | Your Priority/Ranking |
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Topic #2:

Keywords:

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| Long-tail keyword | Monthly Search Volume (source) | CPC | Your Priority/Ranking |
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Topic #3:

Keywords:

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| Long-tail keyword | Monthly Search Volume (source) | CPC | Your Priority/Ranking |
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Step 4: Choose or create a Landing Page for each topic and optimize that page for the best long tail keyword and incorporate other keywords from list in content. (Use Landing Page Template Worksheet)

Topic #1: Landing Page URL:

Topic #2: Landing Page URL:

Topic #3: Landing Page URL:

Step 5: Set up a Blog with a category for each of the topics.

Topic #1: Blog Category Name:

Topic #2: Blog Category Name:

Topic #3: Blog Category Name:

Step 6: Blog every week to create page authority on the topic

**Topic #1 Potential blog titles using keywords**

Possible title: Blog Category:

Brief description of blog content ideas:

Possible title: Blog Category:

Brief description of blog content ideas:

Possible title: Blog Category:

Brief description of blog content ideas:

Possible title: Blog Category:

Brief description of blog content ideas:

**Topic #2 Potential blog titles using keywords**

Possible title: Blog Category:

Brief description of blog content ideas:

Possible title: Blog Category:

Brief description of blog content ideas:

Possible title: Blog Category:

Brief description of blog content ideas:

Possible title: Blog Category:

Brief description of blog content ideas:

**Topic #3 Potential blog titles using keywords**

Possible title: Blog Category:

Brief description of blog content ideas:

Possible title: Blog Category:

Brief description of blog content ideas:

Possible title: Blog Category:

Brief description of blog content ideas:

Possible title: Blog Category:

Brief description of blog content ideas:

Step 7: Create a Link-Building Plan – For each of the above blog ideas/suggestions, come up with at least 2 possible web sites, blogs or organizations that are likely to share the blog post AND would be beneficial.

**Blog post title:**

Website/Blog address:

Contact’s full name and email:

**Blog post title:**

Website/Blog address:

Contact’s full name and email:

**Blog post title:**

Website/Blog address:

Contact’s full name and email:

**Blog post title:**

Website/Blog address:

Contact’s full name and email:

**Blog post title:**

Website/Blog address:

Contact’s full name and email:

Step 8: Stay Current on SEO News and Practices – List 3 SEO sources of news and updates and why you feel they are relevant.

SEO source web address:

Why is it important or relevant? Why it over any other source?

SEO source web address:

Why is it important or relevant? Why it over any other source?

SEO source web address:

Why is it important or relevant? Why it over any other source?

Step 9: Measure and Track your SEO Success and Areas of Improvement – What metrics are you going to track to measure SEO success and how often?

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| --- | --- |
| Metric | How often? |
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