

# SEO Strategy and Roadmap

## 1st Month SEO Work Plan:

### **Onpage Activities:**

1. **Keywords Research**
2. **Competitors Analysis**
3. **Title & Meta Description**
4. **Google Analytics Site verification**
5. **Google Webmasters Tool**
6. **Google Tag Manager Creation**
7. **Bing Webmasters Tool & Site Verification**
8. **XML Sitemap Creation**
9. **HTML Site Map Creation**
10. **Robots.txt File Creation**
11. **Reduce Page Loading Speed**
12. **.htaccess File Creation**
13. **301 Redirection**
14. **Page Speed Optimization**
15. **Broken Link Issue**
16. **Canonical Issue**
17. **HTTPS or HTTP, www version or non-www version issue**
18. **H1, H2, H3 with Proper Tagging**
19. **Schema Markup (Structure Data)**
20. **Custom 404 Page Creation**
21. **Soft 404 Page & Not Found 404 Pages Resolve**
22. **In-house Blog Creation & Posting with Proper Optimize (if applicable)**
23. **Not followed Error Issue Resolve**
24. **Content Duplication Issue (if applicable)**
25. **Pagination Issue (if applicable)**
26. **Disavow Link Updation (if your site is affected by malware, then we have to recover your site by disavowing nonthematic sites where you've got nonpotential traffics, or if your site is new, then we have to maintain your site time to time by disavow nonthematic sites where you will get nonpotential traffics.)**
27. **Html & CSS Improvement**
28. **Image Alt Tag**

29. Duplicate home page or sub pages issue resolve (if applicable)
30. There are lots of technical issues we have to solve for a better ranking on search engines.

## 2nd Month SEO Work Plan:

### **Off Page Activities:**

1. Article Submission
2. Blog Syndication
3. PDF Submission
4. Business Listing
5. WEB 2.0 Creation
6. Google Listing
7. Questions And Answers Posting
8. Infographic submission
9. PPT submission

## 3rd Month SEO Work Plan:

### **Activities:**

1. Article Submission
2. Business Listing
3. WEB 2.0 Creation
4. Blog Syndication
5. Crawabilty check in google search console
6. Overall Links analysis if I found any toxic links then I will disavow them once in a Month.
7. Track all the keywords ranking metric through SERanking.
8. Track overall traffic and goal completion in Google analytics
9. Competitors backlinks analysis and try to post content of those sites where competitors already have backlinks.
10. Check the website's overall health twice in a month.

**NOTE:** We will plan our next month's SEO strategy depending on the performance of the website in the 3rd month.

