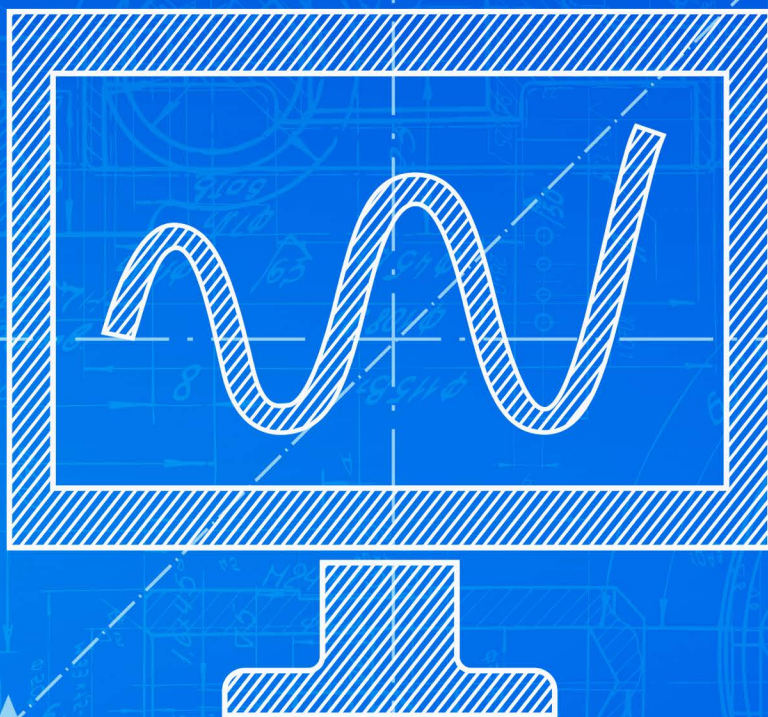


SEO STRATEGY

A FULL YEAR BLUEPRINT



Search Engine **Journal**[®]



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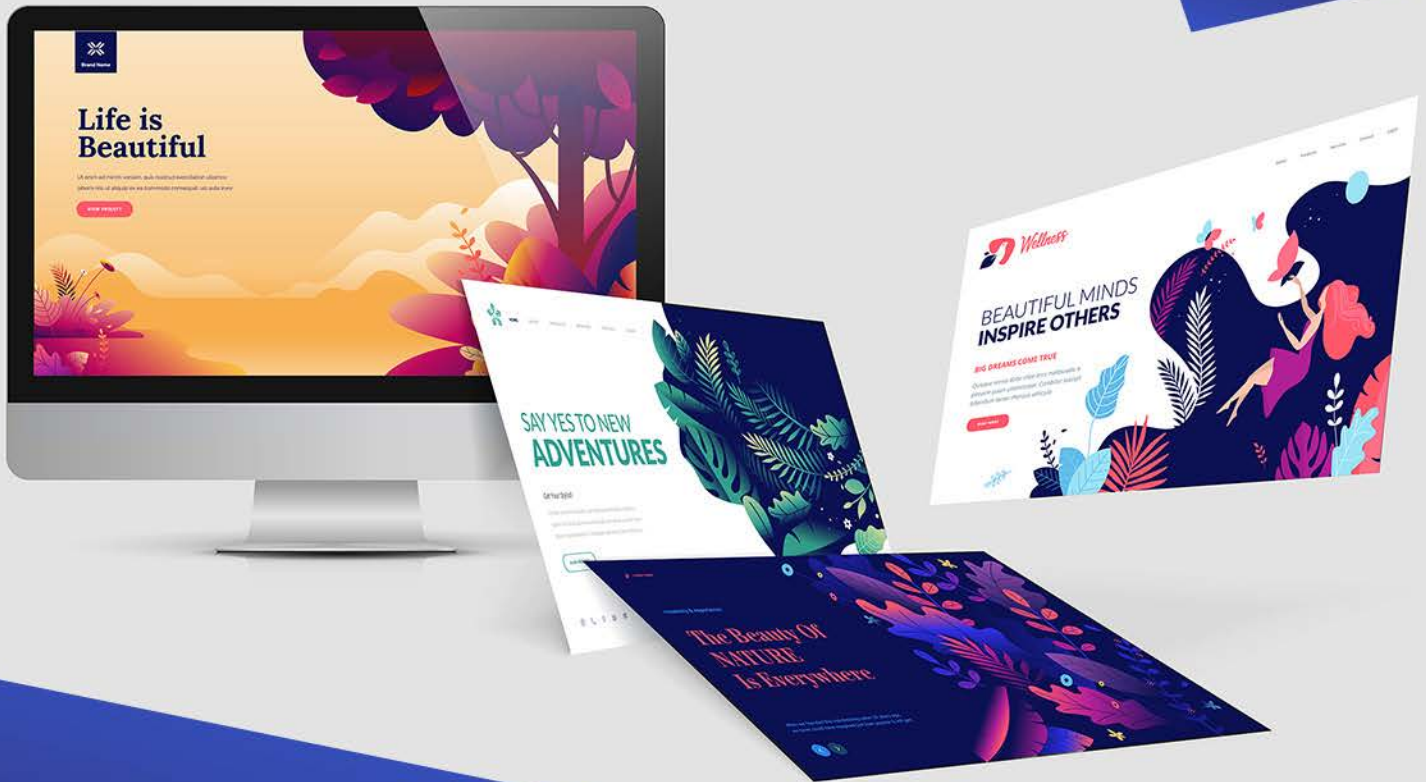
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Rinse &
Repeat



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Boost your SEO strategy with interactive content experiences

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Improve your mobile experience and you can get valuable points from the search engines



Increase your conversion rate

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Johnson's

KAYAK

Genentech

The Economist

LinkedIn

HIRED

THE HUFFINGTON POST

CVS Health

castlight

citi



verizon

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salesforce

Ford

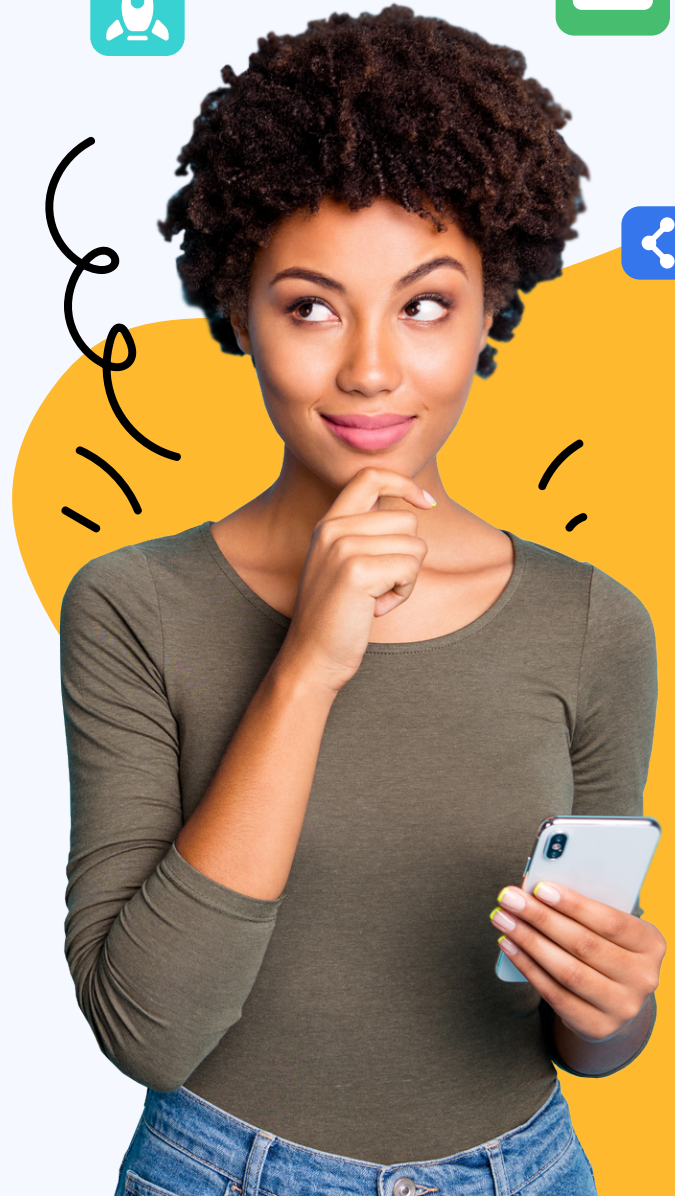
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SEO STRATEGY: A FULL YEAR BLUEPRINT (+Template)



Anna Crowe

Assistant Editor at Search Engine Journal

That new SEO client you landed six months ago — how are they doing? If you're still working through content briefs or your SEO plan looks like a hurricane hit it, I'm not passing judgment.

Without a roadmap of your SEO strategy, it's tough to stay to that ambitious, no-problem-I've-got-this commitment. Beefing up thin content, reducing page speed, and building backlinks take so much more energy than most clients think. It's all about baby steps.

And let's face it, throughout history, SEO professionals and agencies have used grand gestures to demonstrate just how far they're willing to go to win the adoration (and time and money) of their respective clients.

One SEO company I worked for commissioned a famous artist to create a painting of the client's dog that passed.

Another SEO company bought out an entire stadium for the client's son to meet the athletes.

Don't worry. That's not what this is about. This is about sharing a basic guideline of an SEO strategy for a 12-month contract with a client.

Let's be clear: There are no hard-and-fast rules to pulling off the perfect SEO strategy.

The truth is, every website and company is different. Based on the priorities, business goals, and overall health of the website, you may need to drag and drop these SEO tactics throughout the year.

So, to help aid you in your noble quest, I've created a quick primer of what to expect when reading this.

In this guide, you'll find a 12-month SEO plan broken down month-to-month to help set expectations for you and your clients.

Month 1

Onboarding

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Month 2

Reporting, Audits & Implementation

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Month 3

Pillar Content Keyword Research & Content Calendar

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Month 4

Content Audit Implementation

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Month 5

Technical SEO Implementation

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Month 6

Technical SEO Implementation 2.0

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Month 7

On-Page SEO
Implementation

- _____
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Month 8

Content Distribution:
Link Building

- _____
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Content Distribution:
Reputation Management

- _____
- _____
- _____

Month 10

Content Distribution:
Social

- _____
- _____
- _____

Month 11

Content Implementation
2.0

- _____
- _____
- _____

Month 12

Rinse & Repeat

- _____
- _____
- _____

Note: *If you're working with a local company, local SEO best practices should be weaved throughout the months.*

Before I dive into the month-over-month overviews, let's get back to the basics of understanding why websites need an SEO strategy.

What Is An SEO Strategy?

An SEO strategy serves as a roadmap to help you drive your website to Page 1 of the search results.

Think of your SEO strategy like Waze, the navigation app. You plug in the address and, based on traffic, you may reroute but you still end up at the same destination even though it may take you longer.

Every SEO strategy will be unique to the company. While you have the map to work with, you may have to reroute due to other priorities or obstacles.

How Did I Develop This 12-Month SEO Plan?

After the contract is signed, I run a quick audit to get a glimpse into what I'm working with. Then I begin to develop my 12-month SEO plan.

This 12-month SEO plan is based on my own experiences working with 18 different agencies, 386 websites, and 74 brands.

I estimate roughly 10-20 hours per website with one person to give you an idea of the time required to complete this in 12 months.

What Should Be Included In Your SEO Implementation Plan?

When I map out the 12-month SEO plan, these are the main categories I focus on.

Sections three through seven are the areas that may need to be rerouted to match your client's needs.

- 1.** Goals and objectives.
- 2.** Reporting and tracking.
- 3.** Audits.
- 4.** Keyword research and content calendars.
- 5.** Technical SEO that includes site architecture, Core Web Vitals, etc.
- 6.** On-page SEO that includes meta titles, meta descriptions, image alt text, internal links, etc.
- 7.** Content distribution.

Local SEO best practices should be sprinkled in throughout each of the main strategies listed above.

How Much Do SEO Services Cost Like This?

Okay, so this isn't the most polite question to ask. But it's a common question most SEO clients look to ask, and often SEO professionals don't know how to price their packages.

Well, take comfort in knowing you're not alone.

Jessica Foster, the owner of Keys & Copy, shared content that can cost [\\$0.20 to \\$2 per word.](#)

Ahrefs surveyed ~350 agencies, consultants, and freelancers to reveal that monthly retainers in the U.S. [range from \\$2,501-\\$5,000.](#)

In my experience working with U.S. SEO agencies and freelancers, you can estimate between \$125 to \$150 per hour.

This Is A Guide To A 12-Month SEO Plan, But Every Website Deserves A Custom SEO Plan

I know full well of client expectations and demanding deadlines, so I put this magical 12-month SEO plan together for you that should only take 10 hours a week to complete.

I scoured the internet far and wide (and even consulted a few SEO professionals myself) to find the best templates and guides to help you prepare for what's ahead.

Oh, and I also have some less rigorous introductory guides for those who are just starting out on their SEO journeys.

All you have to determine is which key pieces you need in your plan and when to create a custom SEO plan for your client.

This guide that makes staying organized with your SEO client for 12 months feel easy-breezy.

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The Real ROI of SEO



Danny Shepherd
CEO, Titan Growth

In marketing, we have an affinity for KPIs, ROI, and, apparently, three-letter acronyms in general.

The reason we love these acronyms and “buzzwords,” such as KPIs and ROI, is because we know how important an efficient, effective, successful marketing campaign is to your company’s bottom line.

But choosing and tracking marketing channels that improve profitability without breaking the bank isn’t that simple, is it?

When building an effective marketing strategy, it’s important to consider avenues that meet all key performance indicators (KPIs) and have a high-impact, low-cost solution to achieve a great return on investment (ROI).

Search engine optimization (SEO) solves those concerns and is a great fit.

SEO: A Big Player In The Modern Marketing Mix

Search has evolved tremendously. Google, alone, gets 5.6 billion searches per day.

Out of those 5.6 billion daily Google searches, the top 3 organic spots on a Google results page account for 75% of all clicks.

On mobile, the number 1 spot gets as many as 27% of all clicks for a single search.

More than 40% of online revenue — nearly half — comes from search engine traffic.

It's important to get your website into the top three organic slots in a Google search — and many businesses know this.

In fact, 69% of businesses surveyed in 2021 actively invested in SEO.

Search Engine Optimization Strategy

Optimization is no longer a 'nice to have' when it comes to marketing strategy. In 2020, HubSpot SEO wiz and VP of Marketing Matthew Howells-Barby said he'd like to see the amount of marketers actively investing in SEO go up.

2020

64%

of marketers
invested in SEO

2021

69%

of marketers
invested in SEO

However, gaining exposure isn't the only reason marketers continue to invest in SEO.

SEO is cost-effective, agile, measurable, sticky, and continuously growing, making it appealing to many businesses.



You may be wondering: does SEO truly improve the bottom line?

Oh boy, does it ever!

SEO Improves The Bottom Line: The Proof Is In The Pudding

On average, companies make more money from organic search than most other traffic sources.

That's a big deal, and a missed opportunity, if you are not invested in a sophisticated SEO strategy.

SEO also kicks out a pretty impressive ROI, generating a 200-275% ROI on average — that's more than email marketing, paid ads, or social media.

In addition, revenue generation via cold calling can cost 61% more than revenue generation via SEO.

While cold calling can still be an effective outbound marketing strategy, only 16% of businesses saw higher ROI from outbound marketing.

Also, no one's going to hang up in your face. That's what we call a win-win.

SEO's cost-to-revenue ratio is one of the top benefits for businesses.

What Makes SEO A Top-Producing Marketing Channel

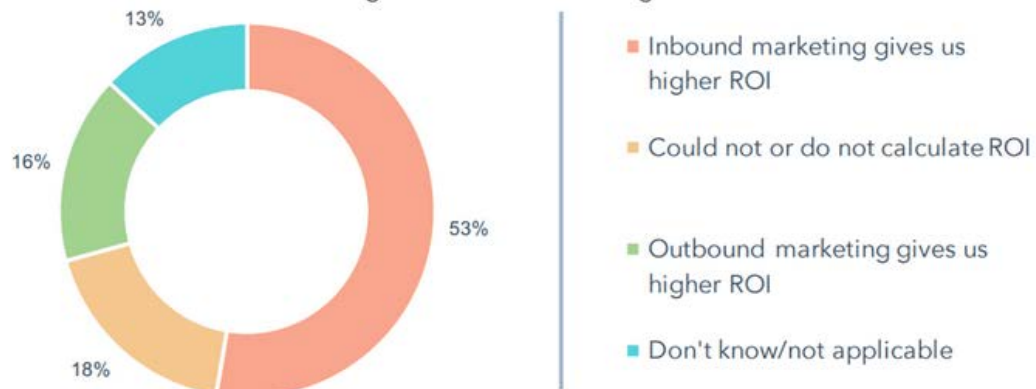
SEO Is More Cost-Effective

One of the most cost-effective, high-ROI marketing strategies is SEO.

Due to its inbound nature, SEO helps businesses save more money on customer acquisition costs than outbound strategies, like cold calling.

Marketers see higher ROI from inbound marketing tactics

Which marketing approach has given your organization higher ROI: inbound marketing or outbound marketing?



Since SEO targets users who are actively looking for your products and services online, the traffic resulting from SEO is more qualified than many other marketing strategies.

This results in more conversions and even more cost savings.

SEO Is Agile

SEO can easily adapt to market changes and volatility. SEO is virtually recession-proof.

In a recession (or even a non-recession, for that matter), the primary goal of any business's marketing strategy is to make a connection with a potential prospect. Which means you want to be where the potential customer is.

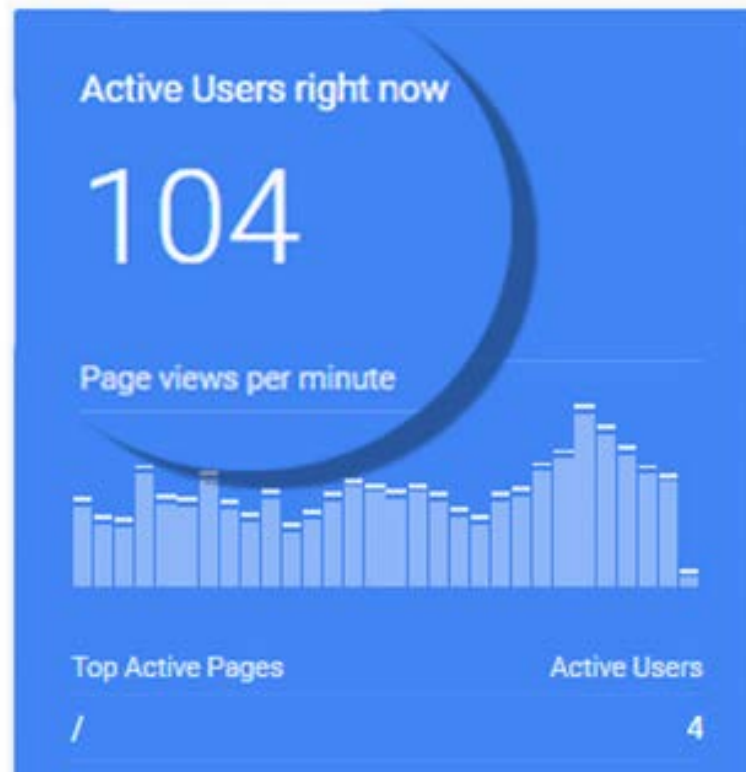
Shoppers will always search online to find information, products, and services, despite economic and market changes.

No matter the global scenario, SEO will still be an impactful marketing channel.

SEO Is Trackable

SEO provides large amounts of trackable and quantifiable results, meaning it's easy to prove its ROI.

You can track nearly every aspect of your SEO strategy, like rankings, traffic, conversions, demographic information, and other individual engagement metrics.



For e-commerce sites, SEO analytics show which paths users take to complete a sale, allowing you to see which keyword they used to search for you before purchasing.

For non-e-commerce sites, you can attribute values to your lead conversions. For example, you can see how many conversions came from your 'contact us' form fill.

These comprehensive analytics not only allow you to calculate the value of your SEO strategy but also provide insight into the best ways to grow your business in every way.

SEO Is 'Sticky'

SEO gives brands a lot of visibility, like billboards, but trackable. Your business could get ranked for many variations of keywords that are relevant to your target market's search intent.

This gives your company thousands of opportunities to be seen repetitively — brand exposure at its finest.

Simply put, the more keywords you rank for, the more people will see your brand.

This translates to a more affordable version of a long-term billboard.

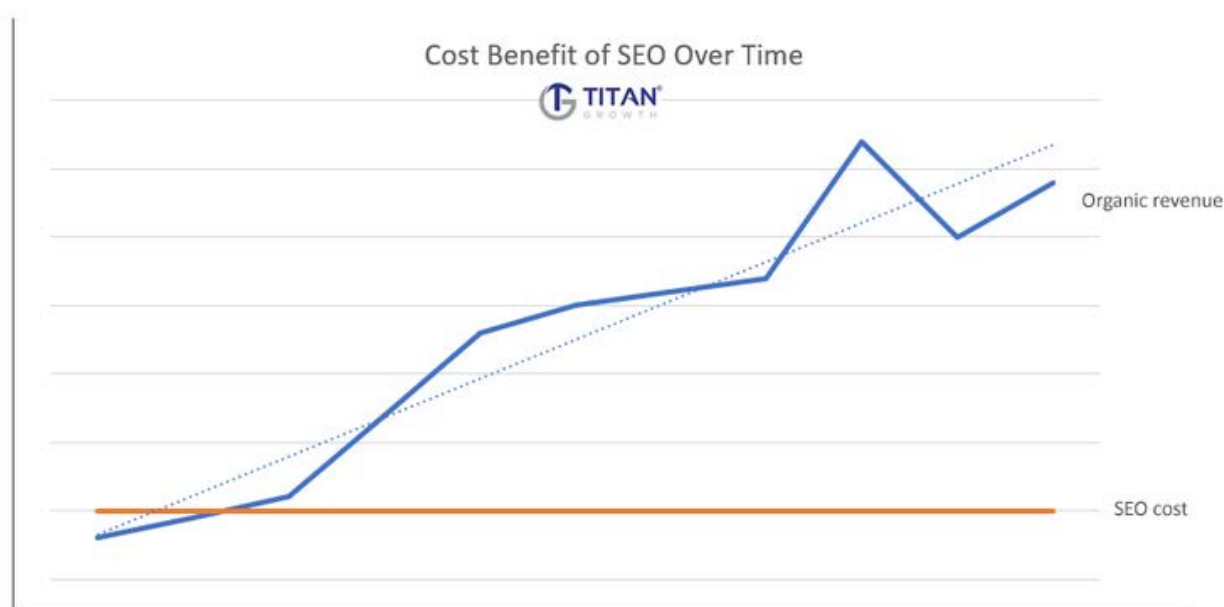
Additionally, SEO pairs well with other marketing channels, especially digital paid media, where you can remarket to your visitors and remain top of mind, further increasing SEO's 'stickiness' factor.

SEO Increases In ROI While Maintaining A Consistently Low Cost

The best SEO strategies compound over time.

Not only does SEO provide the opportunity to fill up more SERP real estate with branding and keyword rankings, but a comprehensive SEO strategy will allow your website to rank on multiple search engines and for multiple search queries, with little additional effort or cost.

Over time, SEO can create a significant source for impressions, traffic, click volumes, customers, revenue, and profit.



Also, with SEO, you can expand your ongoing, overall reach exponentially with a single piece of content.

Although paid search may have better targeting in some cases, nothing can compete with the longevity and high ROI that a sophisticated SEO strategy can provide.

How To Squeeze The Most ROI Out Of SEO

Focus On Quality Over Quantity

Contrary to popular belief, SEO is not just about improving page ranks and increasing site traffic.

Effective SEO strategies target specific audiences and drive quality leads that convert into real sales.

You can't effectively market to your target audience if you don't know exactly who they are.

Take a deep look at your current client portfolio and determine what quality means for each potential client.

Develop a profile around the types of companies you want to service and the individual behind that company.

Use the 80/20 rule and identify the 20% of your clients that are the most profitable, best to work with, and have the highest lifetime value.

Then, you'll be ready to research and create high-quality, valuable content that connects directly to your high-potential clients.

The best steps to drive more revenue and leads through SEO are to:

- 1.** Identify your Ideal Customer Persona (ICP).
- 2.** Target your keyword strategy directly to your ICP.
- 3.** Create content of value for your ideal customers.

Create Valuable, Targeted Content

Valuable content should be both highly relevant to your intended audience and evergreen, i.e., content that will not become outdated.

Think about how your SEO strategy relates to the rest of your sales funnel, especially your content marketing strategy.

SEO and content marketing are long-term plays that go hand in hand.

When creating customer magnet pages, use a combination of Google Analytics and Google Search Console to identify which landing pages and content are driving the most value for your business.

Then, break those pages down and find out which ones actually convert readers into clients or customers. Pay particular attention to which search queries those pages appear for.

Use those metrics, along with fresh keyword research on your target market, to drive customer-centric content.

Not all pages can be a slam dunk, customer magnet. You also have to account for higher prospects in the sales funnel that still need to be nurtured.

Blog posts, videos, and infographics are all types of content you can use on your website to draw in your audience and begin building a relationship.

Either way, we recommend building most of your SEO content around evergreen content. That way, you ensure your content is strongly positioned to scale sustainably.

Build Trust With Your Target Market & The Search Engines

SEO is all about building trust.

The long-term success of brands lives and dies by their online credibility.

Trust and goodwill lead to repeat business. Authority and expertise attract new customers.

Search engine algorithms place a lot of emphasis on E-A-T content, which conveys **Expertise, Authoritativeness, and Trustworthiness**.

Good E-A-T content helps your business gain a high organic ranking on search engines.

A high organic rank gives your business more clout.

Users often scroll past paid search ads because of the trust they place in the top three organic results.

To improve your brand's credibility with SEO, start by targeting attainable, less competitive keywords and move towards higher volume targets as your website and brand become a source of reputable content.

Hire An Agency For Better Results & Cost Savings

There are so many intricacies in SEO, from keyword research to content strategy, technical implementations, and search engine and industry research.

When done the correct way, SEO is capable of all these amazing benefits that we've been talking about, plus, you guessed it, a high ROI!

Doing things the wrong way doesn't just cost you time and money. It can completely tank your traffic, crash your website, or, worse, get you blacklisted.

Finding a reputable agency to manage your SEO strategy can be the difference between spinning your wheels and actually seeing real progress.

Some companies decide to build out their SEO team in-house, which is also great if you have the right team that you trust.

However, this typically eats into ROI because sustaining an in-house team is much more costly than outsourcing.

For example, at Titan Growth, a typical SEO team has over 6 specialists that touch or influence overall results. Staying on top of all of the changes and leveraging the latest technology and AI takes a team of experts.

SEO: A Force To Be Reckoned With

In Hubspot's 2021 State of Marketing report, 83% of businesses were confident that SEO was helping them reach their marketing goals.

SEO

How confident are you that your website is helping you reach your marketing goals?

83%

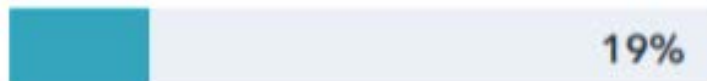
A majority of businesses actively invest time and effort into SEO.

Does your company actively invest time in search engine optimization (SEO)?

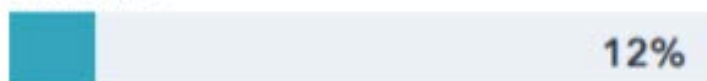
Yes



No



Not sure



These trends are only expected to increase in 2022.

Simply put, SEO continues to be a top marketing channel because it works.

If you are wondering if you should be leveraging SEO to achieve your marketing goals, we say yes!

Looking for help with your 2022 digital marketing strategy?

[Talk to a Titan Growth expert!](#)

Titan Growth is an award-winning digital agency with over 18 years of SEO and paid media experience. With a team of industry experts, plus patented technology, TitanBOT[®], Titan Growth helps companies in all verticals improve their online revenue.

The background is a blue technical drawing of a mechanical part, showing various views and dimensions. A vertical green bar is positioned on the right side of the image, partially obscuring the drawing. The text "MONTH 1" is written in a bold, green, sans-serif font, positioned in the lower-left quadrant of the image.

MONTH 1

Onboarding

Signing an SEO contract can seem like a monumental act of faith. One person is giving another access to analytics, the backend of the website, form submissions, processes – pretty much the entire body of work.

Your SEO client is brave to trust in you. That's why the first month is vital to long-term success, and it creates a ripple effect.

Below are my resources for kickstarting your first month with an SEO client. Enjoy!

SEO Templates & Guides

- [Forecasting SEO Google Data Studio Template](#) from John McAlpin
- [Competitor Analysis Template](#) from Moz
- [Weekly SEO Report](#) from AgencyAnalytics
- [Weekly Slack Update](#) from Notion
- [SEO Benchmark Report Template](#) from DemandMetric
- [Project Plan Timeline](#) from Asana
- [Status Report](#) from Asana
- [Login Spreadsheet Template](#) from Anna Crowe
- [SEO Onboarding Questionnaire](#) from Anna Crowe

SEO Deliverables For The Client

One-time deliverables:

- ☐ Kick-off welcome email
- ☐ Onboarding questionnaire
- ☐ Logins and email set up
- ☐ Project plan
- ☐ Status report
- ☐ Set up monthly WIPs (Work In Progress) and quarterly review
- ☐ Forecasting and goals presentation
- ☐ Competitor research presentation

Ongoing deliverables:

- ☐ Weekly Slack stand-ups
- ☐ Monthly WIP

Total monthly time spent: ~60 hours



MONTH 2

**Reporting, Audits
& Implementation**

Now that you've set yourself up for success in month one, month two is all about goal-setting with your benchmark reports and diving into the analytics.

A lot of SEO professionals skip this phase.

But in reality, this is one of the most critical steps in getting to know your client. You don't want to set goals and objectives if they are too difficult to measure and reach.

Take away the heaviness and the feeling of "This is what I've got to do to keep the client happy," and instead help the data dictate what you should be doing.

You don't need to do it all.

With a little planning and data, crafting a large-and-in-charge SEO strategy is totally doable.

SEO Templates & Guides

- [Google Analytics Audit](#) from Online Metrics
- [SEO Audit](#) from Search Engine Journal
- [Google Search Console Guide](#) from Anna Crowe
- [Bing Webmaster Tools Guide](#) from Anna Crowe
- [Google Analytics Guide](#) from Anna Crowe

- [SEO Report Template](#) from Grow Hack Scale
- [SEO Report](#) from SEMrush

SEO Deliverables For The Client

One-time deliverables:

- ☐ Google Analytics audit and set up
- ☐ Google Search Console set up
- ☐ Bing Webmaster Tools set up
- ☐ Google Data Studio reporting
- ☐ Benchmark report presentation
- ☐ SEO audit quick wins
 - ☐ Technical
 - ☐ On-page
 - ☐ Content
 - ☐ Backlinks
 - ☐ Implementation

Ongoing deliverables:

- ☐ Ongoing site health implementation
- ☐ Weekly Slack stand-ups
- ☐ Monthly report
- ☐ Monthly WIP

Total monthly time spent: ~60 hours



MONTH 3

**Pillar Content
Keyword Research &
Content Calendar**

Hunting down the perfect pillar keyword for every page on your SEO client's website is always difficult.

If you're working on a website with thousands (or millions) of webpages, here's a hack for narrowing your keyword research: Start with the main navigation and footer pages to help achieve your goal in 4 weeks.

Once you flesh out your client's big key terms, you can begin prepping a content gap analysis to give yourself time to review their competitors. Then, create the content calendar template based on your research to give your client quick wins.

For example, maybe your client needs one more solution page or a few blog posts to help support internal linking to a money-making page. Or, if they cleaned up the thin or duplicate content, they could see some movement into the competitor's search results.

What follows is a breakdown of my month three with clients.

I like to think of this month as giving your client something to focus on and write internally as you're preparing for the technical SEO.

These templates and guides are a great start to help any SEO professional level up.

SEO Templates & Guides

- [Keyword Mapping in Google Data Studio](#) from John McAlpin
- [Content Gap Analysis](#) from Red Door
- [Editorial Calendar](#) from Maddy Osman

SEO Deliverables For The Client

One-time deliverables:

- ☐ Pillar content keyword research
- ☐ Content gap analysis
- ☐ Content topic ideation
- ☐ Content calendar
 - ☐ Content Briefs

Ongoing deliverables:

- ☐ Ongoing site health implementation
- ☐ Weekly Slack stand-ups
- ☐ Monthly report
- ☐ Monthly WIP

Total monthly time spent: ~40 hours

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How To Build The Perfect SEO Server Tech Stack



Alyssa Kordek

Content Writer, InMotion Hosting



Finding the perfect combination of technologies to optimize your web servers for search engines can be a difficult, confusing task.

The wide variety of software and hardware solutions available to enhance server search engine optimization (SEO) can leave new users wondering where to start.

Configuring a set of SEO server technologies, also known as a tech stack, requires considerable background knowledge of various software and hardware pieces.

To help streamline this process, we've put together the perfect SEO server tech stack, covering everything you need to know about:

- Caching.
- UltraStack.
- Site security.
- Server hardware.
- Performance testing.

Caching: Instant Site Speed Boost

One of the most common technologies used to enhance SEO is caching.

Caching functions by creating a cache, or temporarily stored data.

Cached data is accessed faster than non-cached data, which is loaded from its original location.

This translates into a site that loads more quickly.

How Does Caching Make My Site Faster?

The difference between cached and non-cached data is similar to putting an item in your pocket versus putting it in your backpack.

You can access the item in your pocket faster than if you had placed it in your backpack.

In the same way, software caches create a “pocket” of data that can be quickly accessed when needed.

Modern websites frequently use caching software to decrease load times, which is a key metric used by popular search engines to determine rankings.

Which Type of Cache Is Best For You?

While there are many different types of caches, there are a few that are commonly used for web server applications.

Learning about these caches can help you implement caching strategies that can speed up your websites and further enhance your SEO performance.

- **Database Cache** - The database cache functions by saving a copy of the site database. This is ideal for allowing users to quickly access information stored in the database. However, if you are caching large databases that can excessively strain system resources and degrade performance, it is generally recommended to use the object cache instead.
- **Object Cache** - The object cache tends to be faster than the database cache because it saves only the results of database queries, rather than the whole database. As a result, the data is quickly accessed from the cache, avoiding the need to send many requests to the database for the same information. Reducing the number of queries can help speed up site performance.

- **Browser Cache** - The browser cache temporarily stores recently accessed data within a cache on the end-user's computer, rather than the server. The data stored in this cache can be quickly accessed, allowing sites to load faster. Offloading caching operations to the end-user reduces the load on the server, further enhancing server performance.
- **Page Cache** - One of the most common types of caches, page caches store copies of whole web pages. While the browser cache exists externally from the server, the page cache resides on the server and allows users to load pages faster by accessing stored copies from the cache.

Recap: Why Caching Is Important

- Caching boosts site speed significantly by storing copies of frequently accessed data.
- Object, Database, and Page caches are stored on your server, not on your computer.
- Browser caching reduces the load on your server by caching data on your computer.

Implementing Caching: Instantly Enhance Site Speed

There are many different ways to implement caching on your web server.

One way is to install web server software with built-in caching functionalities, such as the popular open-source web server software NGINX.

For WordPress-based websites, there are a variety of plugins.

These plugins are easy to set up and offer powerful tools for managing and configuring your caching strategy.

Some of the most popular WordPress caching plugins include:

- W3 Total Cache
- WP Rocket
- LiteSpeed Cache
- WP-Optimize

After installing and configuring a caching plugin, you should start to see improvements in your website performance.



UltraStack: An All-In-One Caching Solution

Now that you have a better understanding of caching technology, it is clear that having a reliable, efficient caching strategy can greatly improve the performance of your websites.

By extension, this can improve your SEO performance.

UltraStack is a proprietary caching system developed by InMotion Hosting to provide high-performance site speed and better responsiveness with NGINX-based hosting.

UltraStack uses four key components that work together to produce a finely-tuned and scalable caching system:

- **NGINX Proxy Caching** - This software gives your visitors the impression of a faster site by ensuring that your site code only needs to load once. This software uses PHP to cache web content into system memory. NGINX acts as a reverse proxy, in which the proxy, or intermediate server, offloads requests to another web server to execute processes.
- **Redis Object Caching** - This software boosts your website speed by allowing data to be retrieved faster by storing it in system memory. Short for Remote Dictionary Server, Redis functions as an object cache that stores SQL queries and other system processes for faster retrieval. This cache can live either within the database structure or in the system memory.

- **PHP-FastCGI Process Manager (PHP-FPM)** - This software makes your site more responsive by providing a dedicated process devoted solely to handling complex PHP scripts. PHP-FPM functions as the interpreter between the server and any PHP scripts being executed on the server. This interpreter software is commonly referred to as the PHP Handler.
- **Brotli Compression** - Brotli compression improves your site performance by using a more efficient form of data compression. This allows more data to be stored in the same amount of space. This new, open-source compression algorithm uses fewer resources than gzip, a popular alternative. Faster compression rates can improve a key SEO metric known as time to first byte (TTFB). TTFB is the measurement of how long it takes for a site to load upon a first-time visit. For obvious reasons, this aspect of site performance can make or break a new visitor's first impressions of your website.

UltraStack can benefit any type of website, regardless of platform.

WordPress, Joomla!, and even custom PHP/HTML/JS sites can all benefit from enhanced caching, better PHP handlers, and improved file compression.

Site Security: Don't Get Flagged For Malware

Another metric used by search engines concerns site security. Setting up reliable site security is easy thanks to security plugins, hardened web servers, and other software solutions.

Hacks & Malware: How They Impact SEO

When discussing site security, there are two types of security threats - hacks and malware.

In general, hacking refers to an intrusion into a computer system by an unauthorized user or program. The software used in hacking attacks is malware, short for malicious software.

Google search results flag websites identified as containing malware. To avoid this scenario, all sites must use some form of security to prevent hacks and malware.

Maintaining a robust server security setup is not only important for protecting your data, but it is also important for SEO purposes.

4 Ways To Secure Your Site At The Server Level

Now that we are familiar with hacks and malware, we can discuss ways you can secure your site and improve SEO performance.



1. SSL Certificates - Installing an SSL certificate on your site encrypts all connections to your site using HTTPS, a secure data transfer protocol. Search engines prefer secure websites, and in 2014, Google confirmed the use of HTTPS as a ranking signal.

2. Firewall - Installing a firewall adds a layer of protection to your site, preventing unauthorized connections and keeping malicious users from accessing your server via unsecured ports. While most hosting providers include a firewall in your web hosting service, some forms of hosting require you to set up your own firewall. There are a variety of different options for firewall deployment and management. Linux-based firewalls such as Advanced Policy Firewall (APF) and ConfigServer Security & Firewall (CSF) offer robust security at no cost.

3. Regular Updates And Maintenance - Leaving your site out-of-date and in disrepair makes it more vulnerable to hacking attempts and the insertion of malicious software. Performing regular updates and maintenance to your site is the easiest way to prevent malware intrusions, as software developers frequently provide patches to resolve potentially exploitable aspects of their software.

4. Security Plugins - Some of the features described previously can be handled via security plugins on popular platforms such as WordPress. Plugins, like Jetpack and WordFence, provide options for back-end security feature customization. Examples of such features include changing the default login URL or adding two-factor authentication to the login screen.

Server Hardware: The Right Choices For SEO

Another way to improve your website's SEO performance is by having sufficient system resources.

System resources, such as storage space, system memory, and processing power, are usually dictated by the hardware specifications of your server.

What Each Part Of Your Server Does

- **CPU** - This hardware component functions as the “brain” of the server. Its processing power is used by every system function and program. Ensure that your CPU hardware is sufficient to handle the demands of your server; avoid putting too much stress on your CPU.
- **Memory** - This hardware component functions as temporary data storage for programs that are actively in use. This is a crucial resource for many applications which need to store important application data while it is being used. Ensure that your server has enough RAM to handle all necessary applications and tasks in order to avoid system instability.
- **Storage** - This hardware component functions as long-term data storage for the entire server. This is where the majority of your data is stored, such as images, documents, and website files. Ensure that your server has enough storage space to suit your needs to avoid running out of hard drive space.

How To Avoid Resource Bottlenecks

While system resources differ in how they function, all of them have one thing in common: the possibility of bottlenecks.

A resource bottleneck occurs when an excessive load is placed on a system resource and exceeds the operational capacity of the hardware.

This leads to performance degradation and possible system failure.

One of the primary ways to avoid resource bottlenecks is by using high-performance, state-of-the-art hardware.

By combining high-performance hardware with efficient software, you can reduce the possibility of resource bottlenecks and give your websites room to grow.

Performance & Site Testing: Keep Your Site In Shape

Site performance is a key metric used by search engines. It is important to know how to test both performance and site functionality.

Slow loading sites tend to rank lower than fast loading sites, so having a responsive site that loads quickly will boost your search engine rankings and bring more traffic to your site.



- **Performance Testing** - Performance testing is the process of testing how well a server performs under a given workload. Usually, this focuses on system stability and responsiveness. This type of test helps you determine how much your server can handle before launching it in a live scenario with actual visitors. Server performance testing can be executed with tools such as WebLOAD, Apache JMeter, and SmartMeter.io. To get started with performance testing, pick the tool you'd like to try, visit its website, and learn how to get started. For example, you can learn how to install and use Apache JMeter by visiting jmeter.apache.org in your browser.
- **Site Testing** - Site testing is another way to detect and troubleshoot common website performance issues. These types of tests can uncover issues with long load times, HTTP requests, and rendering. Free tools like Google PageSpeed Insights will analyze your website and offer ways to improve page load and performance. You may discover that you should work on caching certain page elements or enabling file compression to speed up your site. To run your free website audit with Google PageSpeed Insights, visit pagespeed.web.dev.

Putting It All Together

Now, it should be much easier for you to build and maintain the perfect SEO server tech stack and help your sites climb in search engine rankings.

By decreasing site load times, enhancing responsiveness, and securing your server, you can ensure that your site will continue to rank high in search engine results regardless of how much your site grows or changes over time.



MONTH 4

Content Audit Implementation

Most websites are filled with their fair share of successes and failures when it comes to content.

Maybe the client changed their mind about a new product solution. Maybe they no longer sell a product. Or, maybe your client created so many webpages to support one product that they could all be consolidated into one amazing webpage.

When I first run a content audit, that's usually how it goes.

No matter how your client's content looks on the site, this is the month for you to dive into the details of thin content, duplicate content, empty pages, refreshes – basically, all things content.

Read on for my breakdown of month four to help you keep your clients happy and on the right track.

SEO Templates & Guides

- [Keyword Research Guide](#) from Search Engine Journal
- [Keyword Research Template](#) from Matthew Woodward
- [Content Audit Checklist](#) from Ashley Segura (Ward)
- [Content Brief Template](#) from Deborah Tennen
- [Here's How We Increased Website Traffic by 75% in 6 Months By Updating Old Blog Posts](#) from Jessica Greene

SEO Deliverables For The Client

One-time deliverables:

- ☐ Keyword research spreadsheet
- ☐ Content calendar
 - ☐ Content briefs

Ongoing deliverables:

- ☐ Ongoing site health implementation
- ☐ Weekly Slack stand-ups
- ☐ Monthly report
- ☐ Monthly WIP
- ☐ Quarterly performance review

Total monthly time spent: ~40 hours



MONTH 5

Technical SEO Implementation

After the content audit drops, it's time to shift to all things technical SEO. Get ready to tuck yourself away in a dark room to invest time into Core Web Vitals and Page Experience.

Seems pretty straightforward, right?

Well, there is an extra layer when it comes to this technical SEO endeavor: You have to provide implementation instructions for the client's web developer.

Depending on your contract (and comfort), you can run with the technical SEO recommendations yourself by implementing them. Or, you can work with the client's web developer.

In my 12 years of experience in SEO, I find working with the client's web developer a smoother solution.

Before you spend another night staring at your Screaming Frog data pull, take a gander at the SEO templates and guides below to get started.

SEO Templates & Guides

- [Core Web Vitals Audit](#) from Olga Zarzeczna
- [Page Experience Audit](#) from Olga Zarzeczna
- [Advanced Technical SEO: A Complete Guide](#) from Search Engine Journal

SEO Deliverables For The Client

One-time deliverables:

- ☐ Core Web Vitals audit implementations
- ☐ Page Experience audit implementations

Ongoing deliverables:

- ☐ Ongoing site health implementation
- ☐ Weekly Slack stand-ups
- ☐ Monthly report
- ☐ Monthly WIP

Total monthly time spent: ~40 hours



MONTH 6

Technical SEO Implementation 2.0

Technical SEO is a marathon, not a sprint. However, you can integrate your technical SEO into sprints if you're working with a developer.

Once those first audits of Core Web Vitals and Page Experience in month five are handed off, you might get the urge to go back to content in full force.

Remember, pace yourself, people. You don't want your content stuck on a slow-moving or underperforming website for years.

Technical SEO isn't something you should postpone like those holiday decorations you forget to put up every year.

Website architecture, accessibility, and mobile may seem unimportant to your client when you haven't made it to content distribution yet, but the truth is, technical SEO is shifting to become the new standard.

Read below to check out some of my favorite technical SEO guides and templates.

SEO Templates & Guides

- [Website Architecture SEO Audit Checklist](#) from Northcutt
- [30-Minute Information Architecture Audit](#) from Distilled
- [Mobile SEO Audit Checklist](#) from Northcutt
- [UX SEO Audit](#) from Ahrefs
- [Accessibility Audit](#) from Kris Rivenburgh
- [Accessibility Audit](#) from Charlotte Espeland

SEO Deliverables For The Client

One-time deliverables:

- ☐ Core Web Vitals audit implementations
- ☐ Site architecture implementation
- ☐ Internal link strategy implementation

Ongoing deliverables:

- ☐ Ongoing site health implementation
- ☐ Weekly Slack stand-ups
- ☐ Monthly report
- ☐ Monthly WIP

Total monthly time spent: ~40 hours

SPONSORED

Worried About Website Migration? Insights For A Seamless Transition



Érico Mafra

Blog Editor, RockContent

Making changes and updates to your website may seem like an intimidating process.

Every move needs to be strategic to preserve your website, from adding HTTPS protocols to modifying your domain name after a rebranding process.

After all, if your web pages go down, your organic traffic could decrease, you may lose search result rankings, and your business could lose revenue.

The stakes are high in migrations, but so are the rewards.

Benefits of a successful migration include:

- Long-term gains in acquisition and conversion when providing an improved user experience and an SEO-friendly website.
- Potential boosts in brand awareness if you're attaching your brand's name to the majority of URLs within your domain.
- Stronger international online presence with the [correct setup of hreflang tags](#) and multilingual versions of the site content.

Rock Content, a global leader in content marketing, conducted three migrations on its own website and expanded the company's global online presence up to 7 million monthly visitors.

All of the migrations were driven by the need to consolidate our brand's recognition at different moments in our trajectory.

During the first migration, in early 2019, we moved both of our blogs in Spanish and Portuguese (which had their own unique domains) to the root domain "rockcontent.com."

At the time, we used exact match domains with the Portuguese and Spanish versions of something similar to "contentmarketing.com." We wanted to educate the Latin American markets on the topic.

The goal of this first migration was to highlight our own brand, since the previous websites didn't have our name in the URL.

- Spanish blog: "marketingdecontenidos.com" ⇒ "rockcontent.com/es/blog/"
- Portuguese blog: "marketingdeconteudo.com" ⇒ "rockcontent.com/br/blog/"

The second migration was concluded in 2020, when we moved the entire site to our own, recently-launched WordPress hosting platform, Stage. This was a strategic decision that gave us full control of the website's management while improving our performance metrics.

Finally, we carried out a third migration to make our brand positioning more cohesive in all markets that Rock Content operates in, especially in the U.S., Brazil, and Mexico.

After a comprehensive localization process of the site content and visual identity elements, our redesigned global website came to life at the beginning of 2021.

Those experiences brought lessons that we hope to share with you on how to plan, execute, and monitor a new website.

You, too, can avoid a traumatic move by following these website migration insights:

- **Planning:** Paving the way for a smooth transition.
- **Execution:** Setting up redirects and testing to go live.
- **Post-launch:** Acting quickly to correct errors.
- **Analysis:** Monitoring performance metrics to tell if your migration was successful.

1. Planning Phase: Paving The Way For A Smooth Transition

Every migration project can be complex, but building a detailed strategy is key to avoiding complications.

Consider some of these factors during the planning phase.

Changing CMS Platforms? Align the CMS to Your Brand Assets.

When considering your future CMS, it's essential that the platform is consistent and flexible with your brand's unique assets.

Make sure your future CMS makes it:

- **Easy To Implement New Content:** Some CMS software has rigid structures that limit the addition of features that can expand your brand's content creation process. Try tools that offer multiple themes and layout templates that aren't time-consuming to implement.

- **Easy To Structure:** The chosen platform should also offer intuitive resources or building blocks for structuring the content of a page. This will enable search engines and users to read it easily.
- **Easy To Learn:** Your team needs to be familiar with the new CMS platform you are implementing to avoid errors and a drop in productivity.

Changing URL/Domain Structure? Know The Differences Between Subdomains & Subdirectories.

Your [website's architecture has a strong influence on the crawling process of search engines.](#)

Accurately selecting a subdomain vs. subdirectory structure allows search engines to understand the correlations between pages and how important they are within the domain.

By providing a solid URL/domain architecture, you ensure that Google's crawlers will have no trouble finding the pages you want to be indexed and ranked on SERPs.

The search engine will also understand the logical hierarchy of your site's sections, which helps Google determine which page is the best fit for each query.

To determine the best structure for your new website, it's crucial to know the best use cases of subdomains and subdirectories.

A subdirectory is a folder inside a root domain, and it's used to manage categories and individual pages of the main website, like a blog or an e-commerce store.

It can also work to store international versions of a website, such as `/es` for Spanish.

E.g: `example.com/blog/`

Subdomains, on the other hand, work like unique websites associated with a larger domain, but sit outside of it. They appear before the root domain name in the URL and might be used to store specific site sections, like a support platform or an event hub.

E.g: `support.example.com`

When To Use Subdirectories

This structure is quite efficient to showcase parts of your business you want everyone to know about.

E.g.: example.com/shop/

Other use cases:

- You want to strengthen the main brand's online authority by putting all your pages under its name on the URL.
- You have a simple site structure with a small number of sections and want to provide a straightforward navigation path for users.
- Your IT department or web admin team isn't large enough to manage and monitor the performance of multiple websites on multiple subdomains. Subdirectories are easier to manage because they are stored inside a single root domain's file structure.

When To Use Subdomains

Subdomains work well for specific web environments that live on different platforms than your main website, like an app.

E.g: helpdesk.example.com

Some more use cases:

- You have various product lines or service streams that have totally different purposes and each one has its own positioning. E.g: maps.google.com or analytics.google.com.
- You want to expand your site internationally in totally different languages — a subdomain will have its own set of keywords to rank for on the new market, but you'll maintain brand consistency in the URL.
- Your online business operation requires a more robust structure, with a clearer separation between sections and unique performance analytics for each part of the website.

2. Execution Phase: Set Up Your Redirects, Test Your Plan In & Out, Go Live

Now, it's time to take the strategy you created and see how it flies.

You can do this safely by creating a sandbox environment.

A sandbox environment will give developers the green light to test every aspect of the migration without compromising your current online operation.

Set Up Your Redirects

One of the most important factors to check during migration is the list of links to be redirected.

Implementing 301 redirects is the x-factor of successful migrations. Redirects determine the right destination for the old site's URLs on the new site.

Response codes, like 301 redirect codes, appear when a user (or web crawler) lands on a page and is automatically sent to another page.

Traditionally, you would need to manually create redirects. Now, however, you can automate that action by using a [specialized plugin like Redirection](#) on WordPress or a similar solution on another CMS.

First, you'll need to create a list of all the URLs from the old website that will need to be redirected to the right page on the new site. [Web spider tools like DeepCrawl](#) can gather these URLs automatically.

Then, you'll need to evaluate how to prioritize the way URLs should be handled:

- Deleted Content: Decide which pages won't be on the new website, such as discontinued products or irrelevant blog posts. These URLs could be directed to a parent category page or to more relevant URLs with similar topics.
- Same Content With New URLs: Map out content pages that should be preserved as they are and find a proper URL for them under your new structure.
- High-ROI Pages: Notate the pages that drive more direct ROI for your business, like pricing landing pages, and be sure to redirect the old URL to the new one so you don't risk losing revenue.
- High-Traffic Pages: Compile pages that bring qualified organic traffic to your site, like branded queries, to help the old URL's authority transition to the new URL via crawlers.

- Existing Redirects: Prior to testing, you'll need to identify existing redirects on the legacy website to avoid redirect chains that delay search engine crawlers and users from accessing new URLs.

Finally, implement your redirects and test.

Test Your Plan

You can make predictions about how the new website will look by operating on a staging website, also known as a sandbox, which should be blocked from search engine crawlers. Edit the robots.txt file of the sandbox website to prevent bots from accessing it.

In this inactive version of your site, you'll have all the freedom to check if the new pages are appropriately optimized for search engines and users:

- Confirm if each section is properly placed within the information architecture of your website.

- Verify if all internal links are preserved and correctly set.
- Double-check the redirected URLs to guarantee crawlers don't get disoriented between your pages.
- Spot errors in the clickable and interactive elements of your pages to make sure no user struggles to complete the actions you want them to perform, like converting on a form.

Tests can also be carried out on the live website on a limited group of pages, mostly for on-page SEO factors.

Try to do experiments, such as adding structured data items, on these samples before the migration. If they generate good results quickly, you'll be able to expand the applied changes to a larger number of URLs.

Best Practices For Going Live

Choosing the right moment to launch the new website is an important part of the process.

Pick a date far from key sales seasons of your business to reduce the risk of losing major revenue, since a decrease in traffic and keyword rankings is typical after a site move.

Another good practice is to control the creation of new pages close to the day of the transition.

Determine a specific date to wrap up the list of URLs to be redirected and make sure no pages are published after that deadline. This precaution will spare you the risk of generating more 404 errors on the new website due to URLs that weren't redirected.

3. Post-Launch Phase: Don't Panic, Act Quickly, Correct Errors

Once your newly migrated site launches, be sure to regularly monitor new pages in order to quickly catch anything that may compromise the user experience and search engine crawl.

A thorough testing process will have mitigated most of the problems that need to be solved post-launch, but some inconsistencies may not have been noticeable until your new site's launch.

Common Crawling Obstacles

These unnoticed crawling factors can prevent search engines from finding your URLs:

- Outdated robots.txt file: Map relevant URLs and sections that are accidentally blocked for web crawlers, then remove them.
- Accidental “nofollow” & “noindex” tags: If these are implemented by mistake on pages that you want to be highly ranked in SERPs, delete them.
- Missed redirect chains: Reduce the number of 301 redirects as much as you can while checking your new URL’s status. Accumulating these error codes can keep crawlers and users from accessing your content.

Accidental Duplicate Content & Wrong URL Parameters

If you have multiple pages with similar content and don’t [master the “rel-canonical” tag](#) to let search engines know, your new site may face the scary duplicate content error.

Double-check every page that needs a canonical tag to show crawlers which version should be indexed.

Moreover, don't add a "noindex" tag to the same page that receives a canonical tag since this will send mixed signals to search engines.

UX Inaccuracies

Have your team put themselves in the shoes of your visitors to test every single aspect of the navigation experience:

- Check the load speed.
- Check that buttons are working properly.
- Navigate through pages and see if you can easily find the pages you are looking for.
- Click on relevant internal links.
- Test converting on top lead generation forms.
- Pretend you've never visited your site. Try to break it.

Compile any bugs you find and inform developers as soon as possible to keep your site's visitors around.

4. Analysis Phase: Determine If The Migration Was Successful

Finally, the most difficult part of the process is done. You're eager to see the results.

To get an accurate perspective, a comparative analysis of relevant performance metrics is necessary.

This process can take one to three months, depending on the URL profile of the new website and the size of the migration.

Focus on these main points:

- Organic traffic: Drops aren't unusual right after migrations, but a drastic decrease can indicate large-scale problems in indexability and crawling.
- Site speed and usability: Monitor speed and usability for both desktop and mobile devices. Google Search Console can help with monitoring Core Web Vitals, and Google Analytics can help you uncover average page load times.
- Conversion rates: Significant changes in these numbers might indicate if the user journey is smoother or more complicated than before.

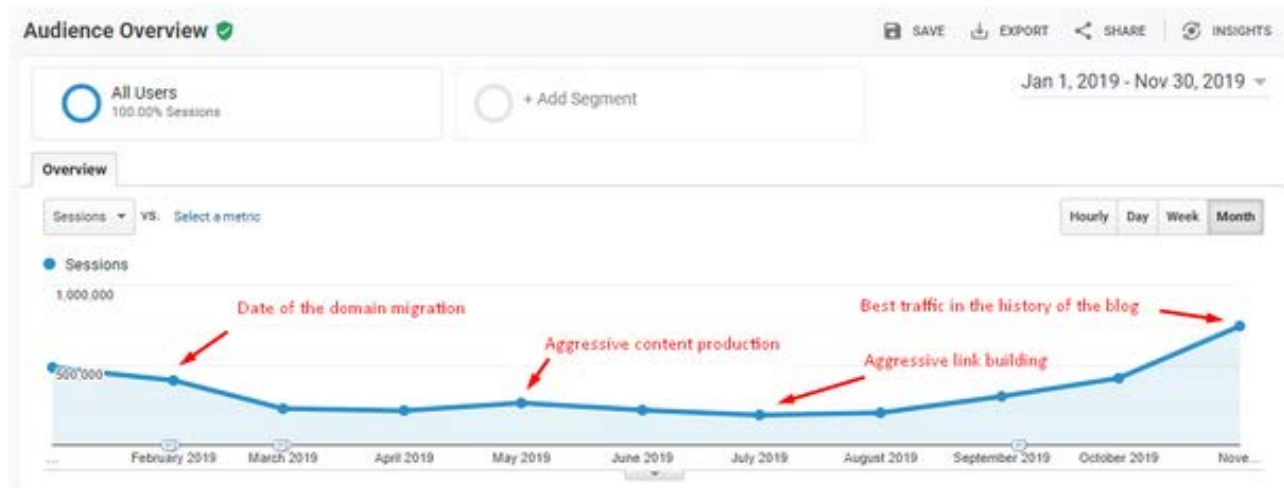
- Keyword rankings: Check if relevant pages that were well-positioned before lost their places on SERPs and reinforce internal linking to attract crawlers to the URLs with more ranking potential.
- Backlink profile: Map all pages that receive valuable backlinks and check if their redirects are working correctly. 404 errors in these links will not only hurt your domain's rankings, but also the domains that send them.

Migrations can flow smoothly if your groundwork is done with full-scale testing and risk mitigation.

In addition to the technical processes we mentioned throughout this post, it's best to carry out on-site optimizations in your content pages to regain organic traffic in the long term.

When we brought Rock Content's old blog in Spanish to the global website as a subfolder in, we suffered a harsh drop in our Google rankings.

The tide only started to turn in our favor later that year, after intense months of strong content distribution, publishing, pruning, updating, and link building. The following graphic shows these results:



Long-term thinking pays off.

Now, Rock Content's global website is the 13th highest ranked at SimilarWeb for the Online Marketing category, it receives more than 7 million sessions every month — and it keeps growing.

Don't be afraid. With the right planning and tactics, you can master any website migration that comes your way.

We hope your journey to a new website is stellar!



MONTH 7

On-Page SEO Implementation

At some point, everyone has experienced the boredom, finger-aching, please-don't-make-me-do-another-alt-text feeling that makes people want to stop doing on-page SEO altogether.

But on-page SEO takes patience and time (a lot of time).

That's why I try to do on-page SEO implementation in short intervals throughout the month, and it's like trying to stick to a workout routine.

Short breaks mixed in with recovery time can help you blast through the on-page SEO implementation you discovered in the audit phase.

SEO Templates & Guides

- [A Complete Local SEO Checklist](#) from Maddy Osman
- [On-page SEO Checklist](#) from Olga Zarzeczna
- [A Complete Guide to On-Page SEO](#) from Search Engine Journal

SEO Deliverables For The Client

One-time deliverables:

- ☐ On-page SEO audit
- ☐ On-page SEO audit implementation

Ongoing deliverables:

- ☐ Ongoing site health implementation
- ☐ Weekly Slack stand-ups
- ☐ Monthly report
- ☐ Monthly WIP
- ☐ Quarterly performance review

Total monthly time spent: ~40 hours



MONTH 8

**Content Distribution:
Link Building**

At this point, your annual contract is only four months away – and, to be frank, you’re probably panicking over the fast-flowing sands of this year’s hourglass.

Now is the time to help your SEO clients savor the last few months and remind them of all the hard work you’ve been doing. That’s why content distribution joins the party.

From unlinked mention outreach to content made to build links and guest posts, your content distribution strategy unearths the best of your content.

Below, read on and find yourself something nice to kick start your content distribution strategy.

SEO Templates & Guides

- [Content Marketing Strategy Distribution Plan](#) from Blue Corona
- [Content Distribution Guide](#) from SEMrush
- [Link Building Template](#) from Sheets for Marketers
- [Link Building for SEO: A Complete Guide](#) from Search Engine Journal

SEO Deliverables For The Client

One-time deliverables:

- ☐ Link building campaign presentation
- ☐ Link building campaign implementation

Ongoing deliverables:

- ☐ Ongoing site health implementation
- ☐ Weekly Slack stand-ups
- ☐ Monthly report
- ☐ Monthly WIP

Total monthly time spent: ~40 hours



MONTH 9

**Content Distribution:
Reputation Management**

When it comes to content distribution, there is link building, and then there is reputation management.

Reputation management is like that leftover taco you forgot under your bed that one night in college. I had that wow factor back then, but maybe it hasn't aged well and you don't want it to give you any ugly surprises now.

Reputation management is also vital to help establish thought leadership. Think of it as part of your [E-A-T approach](#).

I used reputation management to remove bad press from the search engines for a well-known co-founder and CEO of a dental company. With these tips, I managed to push the lousy press past page 10 of the search results and increase mentions by 20% in less than six months.

Whether you're answering questions on Quora or building directory profiles for the CEO of your company, there's a reputation management strategy with your name on it.

Scroll below to peep my hand-picked selection of the most-extra-in-a-good-way reputation management templates and guides worth scooping up.

SEO Templates & Guides

- [Reputation Management: A Beginner's Guide](#) from Search Engine Journal
- [Reputation Management Reports](#) from Rank Ranger

SEO Deliverables For The Client

One-time deliverables:

- ☐ Reputation management campaign presentation
- ☐ Reputation management distribution implementation

Ongoing deliverables:

- ☐ Ongoing site health implementation
- ☐ Weekly Slack stand-ups
- ☐ Monthly report
- ☐ Monthly WIP

Total monthly time spent: ~40 hours

The background is a blue technical drawing or blueprint. It features various mechanical parts, dimensions, and lines in a lighter blue color. Overlaid on this background is a large, bold number '10' in a vibrant green color. The number is positioned in the upper right quadrant of the image.

10

MONTH 10

**Content Distribution:
Social**

SEO professionals love ignoring social media. Real talk, many of those who enjoy declaring themselves “experts” in SEO will turn down clients if social media work is involved.

But social media distribution is real and can spark engagement across multiple marketing channels, not just search results. Ever get yourself involved in a Twitter thread that starts trending? That’s classic social media content distribution at its best.

Now, I’m not trying to convince you to give up your “expert” SEO status or give up on your ambitious career goals. You do you.

But writing a few social media posts for your client’s top-performing blog articles may create a viral piece or bump in traffic to your site.

SEO Templates & Guides

- [Social Media Editorial Calendar](#) from Victoria Shepard
- [Social Media Content Plan](#) from Jodi Harris

SEO Deliverables For The Client

One-time deliverables:

- ☐ Social media distribution presentation
- ☐ Social media distribution implementation

Ongoing deliverables:

- ☐ Ongoing site health implementation
- ☐ Weekly Slack stand-ups
- ☐ Monthly report
- ☐ Monthly WIP

Total monthly time spent: ~40 hours

MONTH 11

Content

Implementation 2.0

With the 12-month mark suddenly looming, you're starting to feel that palpable itch to resign your client for another term.

There are still six more weeks to dazzle your client, so starting to prepare a content calendar for the following months gives your clients something to look forward to.

And it doesn't have to be in-depth, either. Start with an essential, keyword-rich topic that you've been holding in your back pocket for a bit now. Think about upcoming trends related to their product to give a fresh perspective on their content.

By coming to the table with keyword research and an updated content calendar with briefs, you're showing the client that you care about them and their business. It will help bring new energy to this long relationship.

SEO Deliverables For The Client

One-time deliverables:

- ☐ Keyword research 2.0
- ☐ Content calendar 2.0
 - ☐ Content briefs

Ongoing deliverables:

- ☐ Ongoing site health implementation
- ☐ Weekly Slack stand-ups
- ☐ Monthly report
- ☐ Monthly WIP
 - Quarterly review

Total monthly time spent: ~40 hours



12

MONTH 12

Rinse & Repeat

This kind-of-custom-year-plan is finally about to exit the stage – so what do you do next?

This is your excuse to either shed the client that maybe wasn't the greatest fit for you and just showcase all the awesome work you've done. Or, pitch a complete overhaul of a new section of the website that you didn't get to yet.

Either way, with only a few weeks left of the year, you've got to [be prepared to pivot.](#)

SEO Deliverables For The Client

One-time deliverables:

- ☐ Keyword research 2.0
- ☐ Content calendar 2.0
 - ☐ Content briefs

Ongoing deliverables:

- ☐ Ongoing site health implementation
- ☐ Weekly Slack stand-ups
- ☐ Monthly report
- ☐ Monthly WIP
- ☐ Annual review
- ☐ Annual report

Total monthly time spent: ~40 hours

IF YOU'RE AN SEO PROFESSIONAL OR AGENCY, THIS IS THE 12-MONTH SEO PLAN YOU'LL WANT

There are countless SEO strategies and tactics all promising to help you rank on Page 1 of the search results. But who has the time to go through all of them?

When you are juggling multiple SEO clients, you can get caught up in tasks that waste precious hours of your time.

Hopefully, this collection of my tried-and-true SEO strategies and templates will help you regain that time, improve website visibility, and outrank your competition.

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