

IN PAGE

1. Regular Content Refresh & Updates

- **Refresh content monthly:**
 - Add **new internal links** or revise existing ones based on the latest content strategy.
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2. Keyword Research & Optimization

- **Monthly keyword updates:**
 - Identify new ranking opportunities (e.g., trending long-tail keywords).
 - Optimize meta titles, descriptions, and headers for fresh keyword targets.
 - Add **secondary or supporting keywords** to pages for broader reach.
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3. Competitor Monitoring & Adjustments

- Analyze their new content or keywords.
 - Adjust your pages to maintain an edge (e.g., better CTAs, updated visuals).
 - Monitor their meta tags and SERP features to refine your strategy.
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4. Analytics Review and Performance Tweaks

- Analyze **Google Analytics and Search Console** data monthly:
 - Identify pages with high bounce rates or low click-through rates.
 - Adjust content, CTAs, or internal linking based on user behavior.
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5. Image & Media Optimization

- Check for newly added media monthly:
 - Optimize new images with ALT tags and file names.
 - Update old images with **WebP formats** or resize for performance. Based on user actions
 - Monthly test page load speed and re-optimize **media assets** as needed.
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6. Local SEO Adjustments

- Revise location-specific content monthly
 - Review seasonal content relevant to the local area by client
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7. Structured Data and Rich Snippets

- Review and refine **schema markup**:
 - Ensure it aligns with Google's latest updates.
 - Monitor for errors or warnings in Search Console.
 - Add seasonal or promotional FAQs for better SERP visibility.
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8. Technical SEO Maintenance

- Monthly audit for:
 - **Broken links** and 404 errors.
 - **Indexing issues** or pages dropping from search results.
 - **Canonical tags** to prevent duplicate content issues.
 - **H1 to H6 Strategy**
 - **Meta data, Meta description** development
 - **Get GREEN score and maintain GREEN on SEO Plugin**
 - **Focus keyphrase** Optimization
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9. Ongoing Page Speed Optimization

- Reassess Core Web Vitals monthly:
 - Optimize scripts, CSS, and JS delivery based on new user data.
 - Ensure no new performance bottlenecks are introduced.
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10. Blog/Content Expansion Suggestions

- Suggest **1-2 new blog topics** or landing pages monthly to expand the site's footprint.
- Create **content silos** by linking existing pages to new blog posts or guides.

Monthly Off-Page SEO Plan

1. Backlink Acquisition and Monitoring

- **Monthly Link Building:**
 - Secure **5-20 quality backlinks** from relevant, high-authority sites.
 - Focus on a mix of:
 - Guest posting.
 - Resource page inclusion.
 - Broken link building (finding broken links on other websites and suggesting yours as a replacement).
 - Diversify links with:
 - Blog mentions.
 - Industry directories.
 - Niche forums and communities.
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2. Citation Building (Local SEO)

- Build and maintain **local citations** monthly:
 - Submit to **5–20 high-quality business directories** like Yelp, Yellow Pages, and industry-specific platforms.
 - Ensure **NAP consistency** across all platforms.
 - Google Map **Citation Building**
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3. Provide client Forum and Community Participation

- Engage client in **niche-specific forums** or Q&A sites:
 - To Answer 5–20 questions monthly on platforms like Quora or Reddit.