

12 Weeks SEO Plan

Week 1		Week 2		Week 3	
On Page SEO Task		Off-Page SEO Work		Off-Page SEO Work	
Website Analysis and Recommendations	Website Analysis and Recommendations report will let us know the architecture and usability of a website. It can also help us identify potential gaps in content structure, technical gaps, and website speed and many more aspects that are necessary for the site.	Quora Questions and Answers	I will use the related search terms and find posts related to your topic. Get content written for these and get it upvoted to rank above other answers.	Quora Questions and Answers	I will use the related search terms and find posts related to your topic. Get content written for these and get it upvoted to rank above other answers.
Keyword Research	Keyword Research can help us know what's important to our audience. I will run my research and shortlist the best keywords to work in the initial phase on the basis of the website products, Google searches, and competitors.	Web Blog/Article Promotion	Blogging can help you get a decent amount of traffic and brand authority to your actual website. It also helps boost SEO quality by positioning your website as a relevant answer to your customers' questions.	Guest Blog	Guest blogging offers a number of benefits for any business. By sharing expertise on other companies' websites, we can establish ourself as an authority figure within the market. We will work on the guest blog to get more authority for the brand.
Meta Tags Creation	Meta tags are HTML tags that describe your page content to search engines and website visitors. I will re-write the Meta Tag of the homepage and other service pages as per the Google norms, competitors, target location, and targeted keywords.	Social Bookmarking	Social bookmarking sites make it easy for people to find websites and help you generate backlinks to your website. We will work on social bookmarking for indexing purposes.	Reddit Promotion	I will use Reddit to promote the services and get a boost in your traffic.
Sitemap File	A sitemap tells Google which pages and files you think are important in your site, and also provides valuable information about these files: for example, for pages, when the page was last updated, how often the page is changed, and any alternate language versions of a page. I will add the sitemap on your site.	Forum Posting	Forum discussion is one of the best back links technique used in SEO to generate traffic. Forums Posting is an important Off-Page SEO technique that helps you in increase web traffic. it also increase your backlinks as well which helps in benefiting the seo ranking. We will work on it to get relevant backlinks and traffic.	Pinterest Promotion	I will use Pinterest to promote the services and get a boost in your traffic.
Robots.txt	A robots. txt file tells search engine crawlers which pages or files the crawler can or can't request from your site. This is used mainly to avoid overloading your site with requests. I will add the robots.txt file on your site.	Product Promotion	We will promote the products to prospective buyers with the intent to generate sales and develop a brand loyalty.	Product Promotion	We will promote the products to prospective buyers with the intent to generate sales and develop a brand loyalty.
Heading Tags	Heading tags indicate headings on a webpage by using code to tell a web browser how to display content. That's why and how they organize your content into a format that's easy to read. I will implement the needed heading tags for greater visibility of your site.	Profile Creation	Profile Creation is a process of registering an account with an individual/business name on different websites. Being authoritative websites, these profiles gains higher visibility in major search engines like Google, Yahoo, Bing etc. It helps you dominate Google search results for your own/business name. We will work on this to get higher visibility.	Local Listing	Local listings make your business visible on the Internet. Each new listing increases the chances of being found by customers. We will create local lists every week to get more visibility of the site.
ALT Tags	The alt tag describes the image or at least states what the image is trying to convey to the person seeing the page. In addition, users of screen magnification may not be able to get a complete view of the image and thus need the alt tag to let them know what the purpose of the image is. We will implement the alt tags on your site.	Search Engine Submission	Search engine submission help us get increased visibility and ranking of business website in search results of the major search engines. It also helps in higher traffic directed to website. We will work on this with the purpose of getting indexed and more traffic.	Profile Creation	Profile Creation is a process of registering an account with an individual/business name on different websites. Being authoritative websites, these profiles gains higher visibility in major search engines like Google, Yahoo, Bing etc. It helps you dominate Google search results for your own/business name. We will work on this to get higher visibility.
Favicon	A favicon is a small 16x16 pixel icon that serves as branding for your website. Its main purpose is to help visitors locate your page easier when they have multiple tabs open. Due to their tiny size, favicons work best as simple images or one-to-three characters of text. Your site is missing the favicon. I will add it.	Local Listing	Local listings make your business visible on the Internet. Each new listing increases the chances of being found by customers. We will create local lists every week to get more visibility of the site.	Ping Submission	Pinging helps the website owners to get the count of web crawlers due to the backlinks that were created. It can help in gaining a better ranking in organic search results, which is the ultimate goal of SEO marketing. We will work on this to get more exposure.
Google Analytics Tag Implementation	Google Analytics allows you to track many important metrics, covering all aspects. You can monitor the effectiveness of your online marketing strategies, onsite content, user experience, and device functionality. I will implement the Google Analytics tag on you site to keep track of site's performance.	Classified Ads	Classified ads are used to generate leads and increase click through rates. They are an excellent method of getting relevant back links to your blog or website. We will work on this to get relevant leads and traffic.	Blog Commenting	Blog commenting is a great way to exchange ideas, thoughts or opinions about what people feel for a particular topic or a blog post. Blog comments helps the blog to attract traffic and makes it social. We will work on this to get more exposure on site.
Google Webmaster Tag Implementation	Google Webmaster Tools is a really valuable instrument for SEO. It gives you at a glance data about all important SEO aspects of a site, such as keywords, links, crawl errors, etc. If you don't use it already, take the time and get familiar with it - it will help you get better rankings for sure. I will implement the Google Webmasters on your site.	Directory Submission	Directory submission being a basic aspect of Off page optimisation, helps in doing search engine optimisation. Directory submissions also attracts traffic on your website and getting high quality no follow backlinks. We will work on this to get more traffic to the site.	Forum Posting	Forum discussion is one of the best back links technique used in SEO to generate traffic. Forums Posting is an important Off-Page SEO technique that helps you in increase web traffic. it also increase your backlinks as well which helps in benefiting the seo ranking. We will work on it to get relevant backlinks and traffic.
Schema Implemetation	Schema helps search engine crawlers to provide rich information to the users even before they visit the website. It helps in improving the CTR (Click Through Rate) and conversion rate. I will implement the schemas on your site.	Infographic Submission/Promotion	Infographics represent your message in an effective and visually pleasing manner, and can also sustain the attention of your readers. Infographics, when used together with other web elements, facilitates higher ranking in search engines. We will work on this to get more traffic to the site.	Search Engine Submission	Search engine submission help us get increased visibility and ranking of business website in search results of the major search engines. It also helps in higher traffic directed to website. We will work on this with the purpose of getting indexed and more traffic.
Social Media Profile Presence	Your social media profile helps you get found and helps you show business credibility to your target audience. I will properly setup all the required social media profiles.				
Blog Optimization	The better you optimize your blog posts for SEO, the higher your webpages will be listed on search engine result pages, so more people can find your website and get to know your business. I will optimize the blogs according to google norms.				
Off-Page SEO Work					
Classified Ads	Classified ads are used to generate leads and increase click through rates. They are an excellent method of getting relevant back links to your blog or website. We will work on this to get relevant leads and traffic.				

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