

Our SEO TIMELINE



HOW WE PERFORM SEO ON YOUR SITE



Month 1 - Planning & Tracking

- Installation of tracking tools
- Keyword Research
- Domain Analysis
- Site Health Check
- Competitor Analysis/Gap Analysis
- Create 60-day Gameplan

01

1st Traffic Report - Traffic data, where things currently sit, and opportunities for improvement will be sent out at the beginning of the 2nd month



Month 2 - Action Items & Analysis

Initial Optimization

- Initial optimization of all top level pages based on the keywords we found
- Optimization of images

Start Action Items:

- Beginning of site health check items
- Beginning of actionable items from Domain Analysis
- Beginning of actionable items from Competitor Analysis
- Any additional action items we think will help from the traffic report

02

2nd Traffic Report – Find more action items based on traffic/trends we see on the site



Month 3 - Finish Action Items & Reanalyze

Finish Action Items:

- Finish action items from Domain & Competitor Analysis
- Finish action items from 2nd traffic report
- Finish site health check items

Uncover More Action Items:

- Run new Aomain Analysis & find more items to improve on
- Run new Competitor Analysis & find more items to improve on
- Run Sitecheck and create action items from that
- Find potential backlink opportunities

03

Run 3rd Traffic Report – Discuss where things currently sit and immediate areas of opportunity