

# Planning Your SEO Strategy

Name of Page

Being Optimized: \_\_\_\_\_

Date/Quarter: \_\_\_\_\_

## **Keywords**

Start researching what keywords you want to rank for, and find a few places to strategically incorporate them into your pages. Include your keyword in title tags, meta descriptions, URLs, and naturally in your copy. Remember to use long-tail and semantic keywords.

KEYWORD	LONG-TAIL KEYWORD	SEMANTIC KEYWORD
<input type="text"/>	→ <input type="text"/>	→ <input type="text"/>
<input type="text"/>	→ <input type="text"/>	→ <input type="text"/>
<input type="text"/>	→ <input type="text"/>	→ <input type="text"/>

## **Images and Videos**

Optimize the media on your site by adding keywords to file names and writing descriptive alt text.

## **Blog Posts**

Use interesting keywords on your page and in your writing to help rank on search engines. Encourage visitors to read your full post by including photos and videos to keep them engaged. Update posts that are receiving traffic, and create new posts based on ones that are doing well.

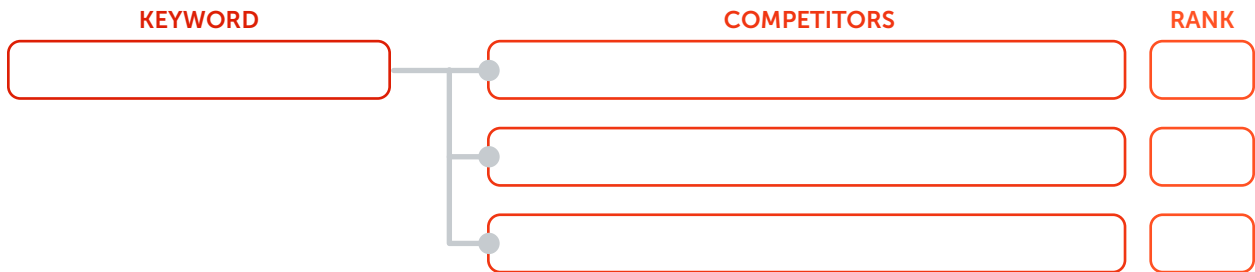
## **YouTube**

Post all your brand's videos to YouTube so they have the potential to rank on search engines. Add relevant tags and create engaging thumbnails that entice people to click on your video.

*continued on the next page*

## □ Local SEO

Claim and update all business profiles. Add local keywords to your pages and research what your local competition is up to.



## □ Analyze

With the help of Google Analytics and Google Search Console, you can see metrics for how visitors interact with your pages. Look at how much traffic each page gets, as well as how long people spend on the page and how many exit without taking any action.

