

# SEO STRATEGY TEMPLATE

## Step 1: Benchmark Your Current SEO Performance

First, establish a baseline for your current SEO stats.

Start by seeing how many visitors per month are coming to your site from organic search. You can easily find this number using the Domain Overview tool.

<b>Organic Traffic:</b>	
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Then, find and write down your top organic keywords and the position you currently hold for them.

<b>Top Five Organic Keywords:</b>	<b>Position</b>	<b>Volume</b>
1.		
2.		
3.		
4.		
5.		

We also recommend exporting the full organic keyword report as a CSV, importing it to Google Sheets, and linking to it below:

<b>Top Organic Keywords (link to your report in Google Sheets):</b>	
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And now let's benchmark your current backlinks to see how many websites have links pointing to your site.

<b>Referring Domains:</b>	
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<b>Backlinks:</b>	
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## Step 2. Analyze Your Competitors' SEO Strategies

Start by identifying your top 10 SEO competitors using the Organic Research tool.

Competitor Domain	# Common Keywords	Traffic
1.		
2.		
3.		
4.		
5.		
6.		
7.		
8.		
9.		
10.		

And now, identify and write down valuable keywords that your competitors currently rank for but you don't.

At the very least, take note of the top five keyword opportunities.

Keyword	Volume	Keyword Difficulty
1.		
2.		
3.		
4.		
5.		

We recommend exporting the full keyword gap report. Export as a CSV, import it to a Google Sheet, and link to it below.

<b>Keyword Gap (link to your report in Google Sheets):</b>	
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Last but not least, conduct a backlink gap to find websites linking to your competitors but not to you.

You'll find a long list of prospects you can reach out to for backlinks.

Export the full report as a CSV and import it to a Google Sheet. Link to it below.

<b>Backlink Gap (link to your report in Google Sheets):</b>	
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### Step 3. Set Your Goals and KPIs

A **goal** is the end outcome you want to achieve and **KPIs** are measurable values that help you track progress against your goals.

<b>What is your goal?</b>	<i>(e.g., increase organic revenue by \$1000 over the next year)</i>
<b>What KPIs will you track?</b>	<i>(e.g., organic impressions, organic traffic, and rankings)</i>
<b>What is your average CTR?</b>	
<b>How many coverage errors do you have?</b>	

### Step 4. Audit Your Content

This step helps identify pages that aren't performing well, why they aren't, and how to fix that.

Run an audit using Google Analytics and link to the report below.

<b>Low-Performing Pages (link to your report in Google Analytics):</b>	
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### Step 5. Build Topic Clusters

The key for this step is to start thinking in terms of topics and not keywords.

## Pick Topics

Find topic ideas that have informational search intent, search traffic potential, and are broad enough to generate tons of subtopics.

Use the Topic Research tool, export the full report for topics that you find interesting, and link to them below.

<b>Topic Research (link to your report in Google Sheets):</b>	
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## Get Ideas for Different Content Formats

Use the Keyword Magic tool to drill down and find specific content formats like: tips, benefits, best, reviews, and examples.

Export a CSV of the full list of keywords and link to them below.

<b>Keyword + Modifiers (link to your report in Google Sheets):</b>	
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## Find High-Volume Question Keywords

Build a list of question-based keywords with a minimum search volume for you to target.

Select “**Broad Match**” in the Keyword Magic tool and set a minimum volume. This varies by industry, but you can set it to something like 100+ searches to start.

Export a CSV of the reports and link to them below.

<b>High Volume Question Keywords (link to your report in Google Sheets):</b>	
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## Find Keywords with SERP Feature Opportunities

This is a great way to uncover keywords that serve special results that can make your pages more prominent and likely to drive traffic.

In the Keyword Magic tool, select “**Phrase Match**,” and in “**Advanced filters**,” choose “**Select all**” under select SERP Features.

Export a CSV of the report and link to it below.

<b>Featured Snippet Keywords (link to</b>	
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<b>your report in Google Sheets):</b>	
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#### Discover Keyword Clusters

Use Keyword Manager to create keyword clusters you can target within a single page.

Export the list and link to it below.

<b>Keyword Clusters (link to your report in Google Sheets):</b>	
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#### Map Out Your Pillars & Clusters

After researching keywords, you'll need to actually outline what your pillar and topic clusters will look like.

Make a big circle with all your topics (pillars) and smaller circles around it with all the subtopics you've uncovered.

It should look something like this:

## Step 6. Run an On-Page SEO Audit

On-page SEO is all about optimizing your web for search engines and users.

Common on-page SEO practices include revising:

- Title tags
- Meta descriptions
- Headings
- Internal links
- URLs

Run an audit using the On Page SEO Checker. The Overview page will give you a list of the top pages to optimize, but we suggest exporting a report of the full list.

Link to it below.

*(Add a screenshot of your site's Overview report from the tool here)*

<b>On-Page SEO Audit (link to your</b>	
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report in Google Sheets):	
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## Step 7. Find & Fix Technical SEO Issues

The easier you make it for search engines to access your content, the better your chances of ranking.

To improve your site's technical optimization, you need to take into account:

- JavaScript
- XML sitemaps
- Site architecture
- URL structure
- Structured data
- Thin content
- Duplicate content
- Hreflang
- Canonical tags
- 404 pages
- 301 redirects

Run an audit using the Site Audit tool and scan your website for 140+ technical and SEO issues.

Export the full report as a CSV, import it to a Google Sheet, and link to it below.

Technical SEO Issues (link to your report in Google Sheets):	
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Start with the errors (issues with the highest severity) and then move on to the warnings and notices.

## Step 8. Work on Your Off-Page SEO

Off-page SEO refers to actions taken outside of your site to impact your rankings in search results.

Building backlinks is at the heart of off-page SEO, so we'll focus on that for this step.

Use the Link Building tool to get a long list of prospects.

You have two options for this step:

- Export the report as a CSV
- Use the tool's management interface to run your outreach campaign

We recommend managing your campaign with the tool, but if you opt for exporting the report, link to it below.

<b>Link Building Prospects (link to your report in Google Sheets):</b>	
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