

3-Month SEO Checklist

This checklist is designed to help you structure your SEO campaign over 90 days. It covers technical improvements, on-page optimizations, content enhancements, and off-page strategies to boost your organic traffic and search rankings.

Month 1: Lay the Foundation

1. Technical SEO Audit & Fixes

- **Perform a Comprehensive SEO Audit:**
 - Use your SEO checker to identify technical issues.
- **Optimize Site Structure:**
 - Ensure a logical hierarchy with clear categories and subcategories.
- **Improve Page Speed:**
 - Compress images (e.g., with TinyPNG).
 - Enable browser caching.
 - Minify CSS and JavaScript files.
- **Ensure Mobile Compatibility:**
 - Test responsiveness and mobile usability.
- **Fix Broken Links & Errors:**
 - Identify and correct any 404 errors or redirects.

2. On-Page Optimization

- **Title Tags & Meta Descriptions:**
 - Include primary keywords and craft compelling copy.
- **Headers & Keyword Placement:**
 - Use one H1 per page and logical H2/H3s.
 - Place key terms within the first 100 words.

3. Content Enhancement

- **Identify Quick-Win Content Opportunities:**
 - Target low-competition, long-tail keywords.
 - **Refresh Existing Content:**
 - Update outdated statistics and reformat for clarity.
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Month 2: Accelerate Your On-Page SEO

1. Content Creation & Refresh Strategy

- **Publish New Content:**
 - Aim for 2–3 new landing pages or blog posts per week.
 - Balance between “money keywords” pages and informational guides.
- **Update Existing Content:**
 - Refresh pages with new sections, headers, visuals, and updated stats.

2. Enhance User Experience (UX)

- **Improve Mobile Optimization:**
 - Ensure text is readable and buttons/links are easy to tap.
- **Streamline Navigation:**
 - Remove clutter and create clear, intuitive CTAs.

3. Build Internal Links & Topic Clusters

- **Develop Logical Internal Linking:**
 - Connect new content to authoritative older posts.
 - **Create Pillar Pages:**
 - Build content clusters around core topics and interlink related posts.
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Month 3: Boost Authority with Off-Page SEO

1. Link Building & Outreach

- **Guest Posting:**
 - Reach out to reputable sites in your niche for guest post opportunities.
- **Resource Link Building:**
 - Identify industry resource pages for potential backlinks.
- **Broken Link Building:**
 - Find broken links on authoritative sites and suggest your content as a replacement.

2. Amplify Social Signals & Community Engagement

- **Promote Content on Social Media:**
 - Share your optimized content across platforms.
- **Engage in Online Communities:**
 - Participate in forums (e.g., Quora, Reddit) and answer questions with relevant links.

3. Local SEO & Brand Authority

- **Optimize Local Listings:**

- List your business in local directories and ensure consistency across platforms.
- **Encourage Reviews:**
 - Request reviews on Google Business Profile and other relevant sites.
- **Media Outreach:**
 - Distribute press releases and pursue opportunities for brand mentions.

4. Ongoing Monitoring & Adjustments

- **Review Analytics Regularly:**
 - Track key metrics weekly or bi-weekly.
- **Set & Monitor SMART Goals:**
 - Adjust strategies based on performance data and trends.
- **Plan for Long-Term SEO:**
 - Identify next steps and advanced tactics for continued growth beyond 90 days.