

SEO Planning



Start with organisational goals:

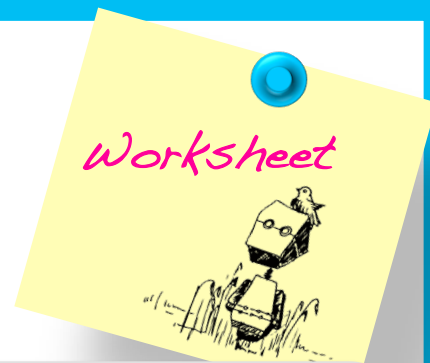
- 1
- 2
- 3

Take an inventory of your website:

Website Feature	Exists	Planned	Rate 1-5

Other features for consideration:

SEO Planning



Matching goals with functionality:

- 1
- 2
- 3
- 4
- 5



Goal conversion path:

Goal Conversion	Target Audience	Conversion Page	Potential landing page

Current keywords:

Keyword	Page views	Ave time/page	Bounce Rate	Conversion

SEO Planning



Keyword research:

Keyword	Local monthly	Global monthly	Competition	CPC

Page assessment:

Does this page have...	Y/N
A unique html page title	
Target keywords in the title	
Enough text	
Exact keyword phrases within the body text	
links from the homepage	
Text links from other site pages	
Alt tags and description on all image / video files	
Meta description (for search engine link descriptions)	
Content edits required	
Internal site links	

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Referrals:

Website	Relationship	Ave time/ page	Bounce Rate	Conversion

Link planning:

Potential website	Audience / reach	Content idea	Strength of link	Benefits

Notes: