SEO Strategy Masterclass

https://www.linkedin.com/in/davecousin/
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https://davetheseo.com/daves-decks/

What we are going to cover

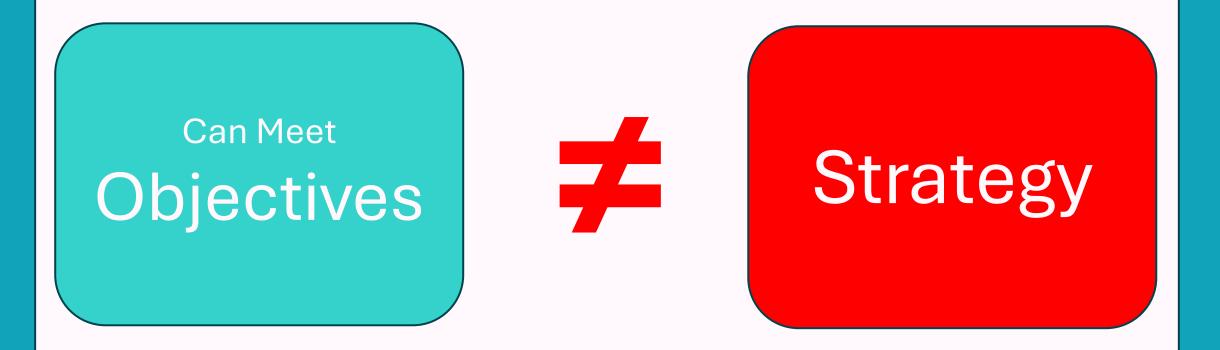1. What is a Strategy?

2. Initial Information Gathering

3. Strategy Considerations (SWOT)

4. Putting a Definitive Strategy Together

5. Making your Strategy Happen

What is a Strategy?
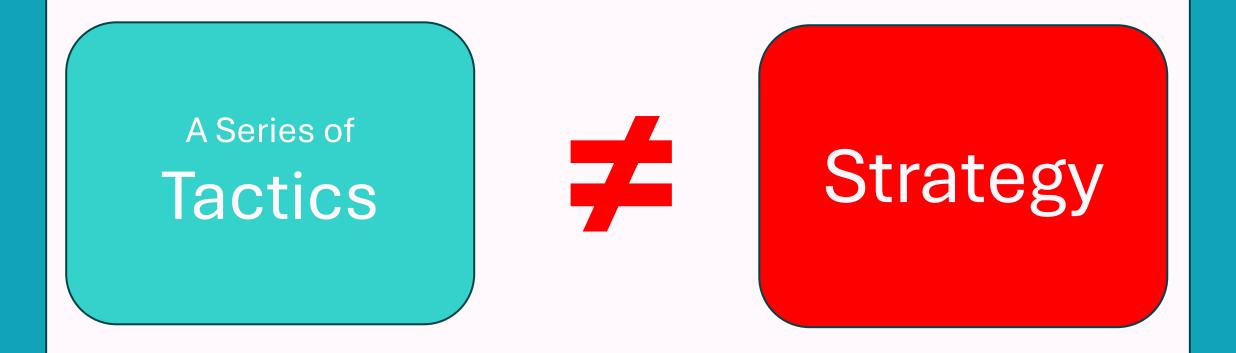
What's a Strategy

"A plan to gain or maintain a **Competitive Advantage**"

A Series of **Tactics** ≠ **Strategy**

What's a Strategy
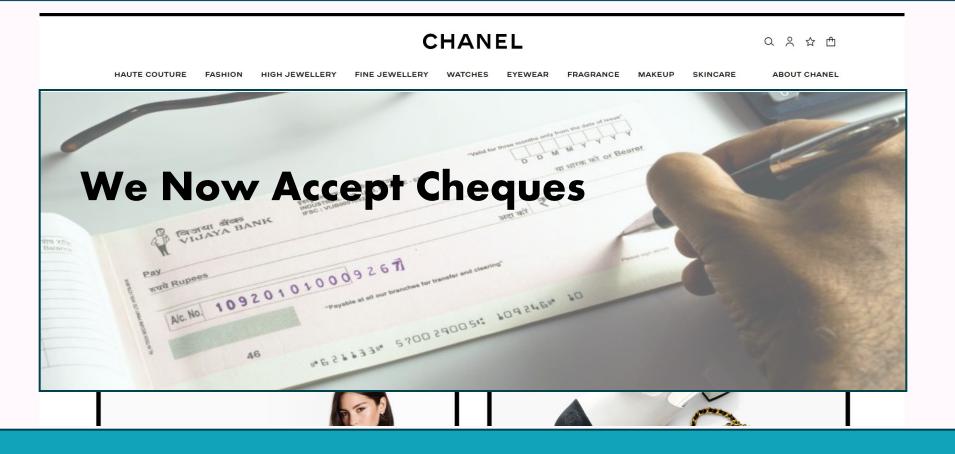
"A plan to gain or maintain a **Competitive Advantage**"

What competitive **Advantage** ≠ Strategy

What's a Good Strategy?

"The competitive advantage(s) adds value for (end) users who offer value to the business"

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What's a Good Strategy?

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What's a Good Strategy?

"The competitive advantage(s) adds value for (end) users who offer value to the business"

In reality, usually a mixture of factors combined into 1 Value Proposition e.g.

Shopping Experience

Brand Value & Affinity

Prices & Offers

Location

Free Coffee

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What's a Good Strategy?

"The competitive advantage(s) adds value for (end) users who offer value to the business"

Sufficient value to:

- Turn them into customers
- Make them spend more
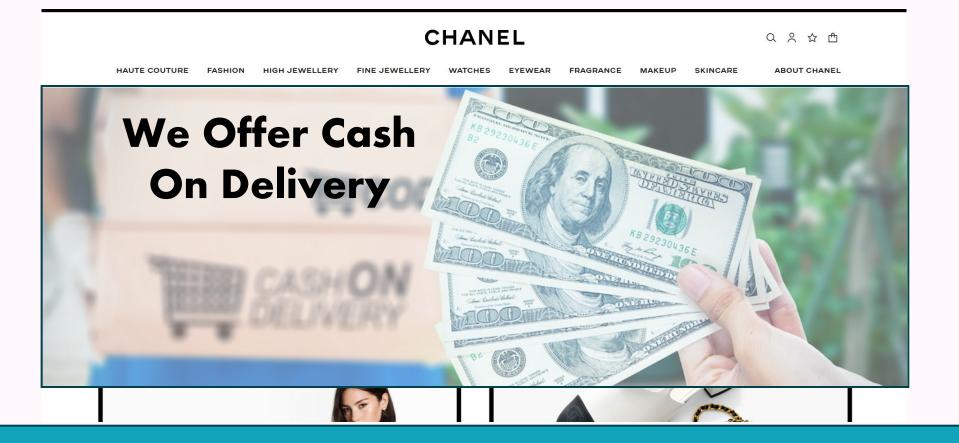- Keep them as customers
- & spend more often
- Do something else of value

What's a Good Strategy?
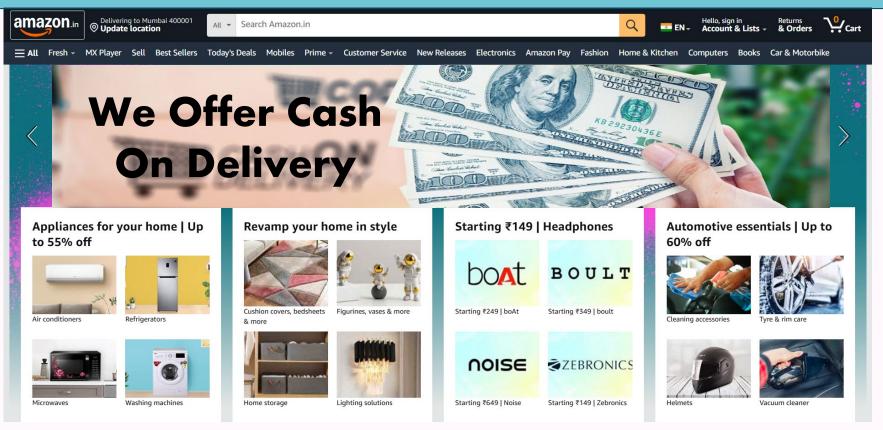
"The competitive advantage(s) adds value for (end) users who offer value to the business"

It will help you achieve your basic business objectives such as:

Increase sales

Increase profit

Increase shareholder dividends

Grow Market Share

Increase company/ share value

What's a Good Strategy?

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"The competitive advantage(s) adds value for (end) users who offer value to the business"

Is achievable:

Within a short enough time

For min. /available) budget

With available resource / effort

Within other constraints, e.g. legal, political, ethical,

Long Term - sustainable

The Difference between Business and Marketing Strategy

Business Strategy

Focus on the Value **Proposition**

Marketing Strategy

Focus on Value **Communication**

The Difference between Business and Marketing Strategy

Business Strategy

Creating a better offer

Marketing Strategy

Making the offer **seem** better

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The Difference between Business and Marketing Strategy

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Business Strategy

A **Great Business Strategy** needs an **Ok Marketing Strategy**

Marketing Strategy

A **Great Marketing strategy** can make a success of an **OK Business Strategy**

What's an SEO Strategy?

- Finding a Competitive Advantage Vs Search Competitors

Who are SEO (End) Users?

Who are SEO Users?

GOOGLE SPIDER

JOE BLOGGS
E-Commerce Customer

ADAM THE ADMAN

Who are SEO Users?

GOOGLE SPIDER

- **Search engines** want to show the best content
  - For each search,
  - Either blue links or in AIOs etc.

Who are SEO Users?

GOOGLE SPIDER

- We need to give them a better **value proposition** for showing us in results over competitors

Who are SEO Users?

JOE BLOGGS
E-Commerce Customer

- If you sell something your end users are your **buyers**

Who are SEO Users?

JOE BLOGGS
E-Commerce Customer

- Initial **Value Proposition** is how we will match their search intent (e.g. content, entertainment, selling)
  - In SERPs (boost CTR)
  - On Page (Boost Engagement)

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Who are SEO Users?

ADAM THE ADMAN

- If you 'sell' your visitors your end users are **advertisers** or **data collection**

Who are SEO Users?

ADAM THE ADMAN

- **Value proposition** is the website users & who they are

Who are SEO Users?

ADAM THE ADMAN

- Engage the site users with a **value proposition**

SEO Strategy boils down to

- Find competitive advantages to:

  1. Make the value proposition of your pages better for Search Engines than your Competitors'

SEO Strategy boils down to

- Find competitive advantages to:
  2. Make the value proposition of clicking a link and engaging with your content better than your Competitors'

SEO Strategy boils down to

- Find competitive advantages to:
  - **3.** Do a better job of communicating, to site visitors, your business' value proposition to end users (buyers) than your competitors do

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SEO Strategy boils down to

•Find competitive advantages to:
3.
a) Do a better job of communicating, to site visitors, your business' value proposition to end users (buyers) than your competitors do

SEO Strategy boils down to

- Find competitive advantages to:
  3.
  b) Make your Value Proposition to Advertisers and others having the right type/quantity of visitors
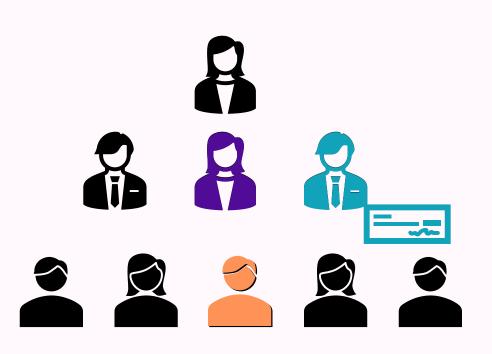
Initial Information Gathering

Who are your Key Stakeholders?

- Primary
  - CEO, MD
  - C Suite, Directors, Dept Head(s)
  - CMO, Head of Marketing, Head of Digital etc.
  - People doing the work   SEOs, Copywriters, Content, Website Managers, (maybe Devs)
  - Who signs the cheques?
  - Gatekeepers (Client Contact?)

Who are your key stakeholders?

- Secondary:
    - Devs
    - UX
    - Legal / Compliance
    - Digital Marketers, inc. Paid, Social

Building the Right Relationships?

You will need:

- To know what you want
- An (as) Real life (as possible) relationship
- Ask (intelligent) questions
- Discuss different answers
- To know their drivers

Possible Drivers:

- Recognition
- Pay Rise
- Promotion
- Efficiency
- Knowledge
- Experience
- A Change
- Changing Job
- Less Work
- An Easy Life

Can you:

- Make them look good?
- Make your requests simple?
- Make their lives easier?
- Predict their objections?
- Minimise risk & uncertainty?

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Building the Right Relationships?

You will need:

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Building the Right Relationships?

Can you:

- Make them look good?
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- Minimise risk & uncertainty?

How is SEO seen in your company?

- Is SEO siloed? Seen as stand alone?
- Quick results expected?
- Seen as too Long Term?

How is SEO seen in your company?
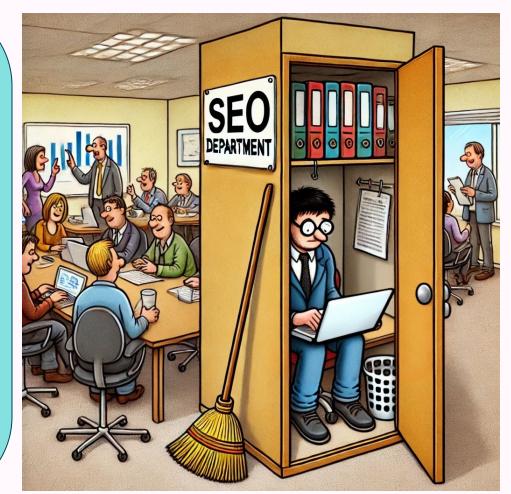
- Where does Content sit?
- How about UX?
- Seen as an alternative to Paid?

Understanding your Business' Strategy(ies) and Objectives

- Is there one definitive strategy?
- Is it written down somewhere?
- Do different stakeholders have different focus?

Understanding your Business' Strategy(ies) and Objectives

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Understanding your Business' Strategy(ies) and Objectives

?

¿Growth vs profit?

¿Timelines?

¿Clear Marketing Strategy?

¿What is the Value Communication focused on?

¿Different Value Proposition for different users?

Who are your Company's End Users?

- Use Cohorts or Personas?

Who are your Company's End Users?

• What do they have?

Who are your Company's End Users?

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- Current Buyers & Users?

Who are your Company's End Users?

•What Gaps?

Who are your Company's End Users?

•Different for

Competitors?

Who are your Company's End Users?

- Identify by

  Search

  Behaviour?

Understanding your Brand & how it can help SEO

- How's your brand seen?

- Associated value proposition?

Understanding your Brand & how it can help SEO

- Why do customers

  buy and keep buying?

The Marketing & Digital Marketing Strategy

- One or multiple **value communications**?

The Marketing & Digital Marketing Strategy

- What works for **different end users**?

The Marketing & Digital Marketing Strategy

- What **ATL** activity is planned?
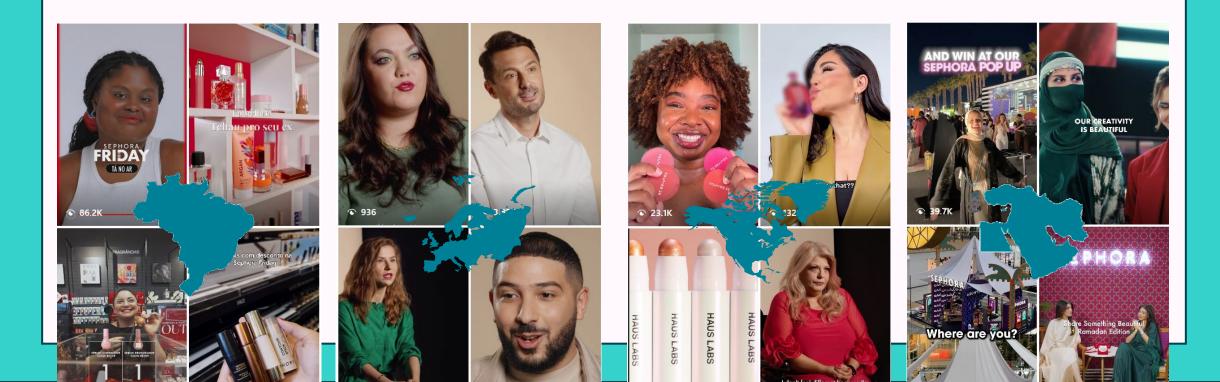
The Marketing & Digital Marketing Strategy

- Is **pricing** or **'value for money'** the main competitive advantage?

The Marketing & Digital Marketing Strategy

- Does it vary by **market?**

The Marketing & Digital Marketing Strategy

Is there an SEO shaped Hole?

- Where can SEO help other activity?

Integrating Paid & Organic Search

- Break down Silos

- Shared KPIs

- Information & Data sharing

- Fair att

Total Search Convs.   Click Convs./Assists
Total Search Assists   Total Search Any
Total Search First   Click Convs./Assists
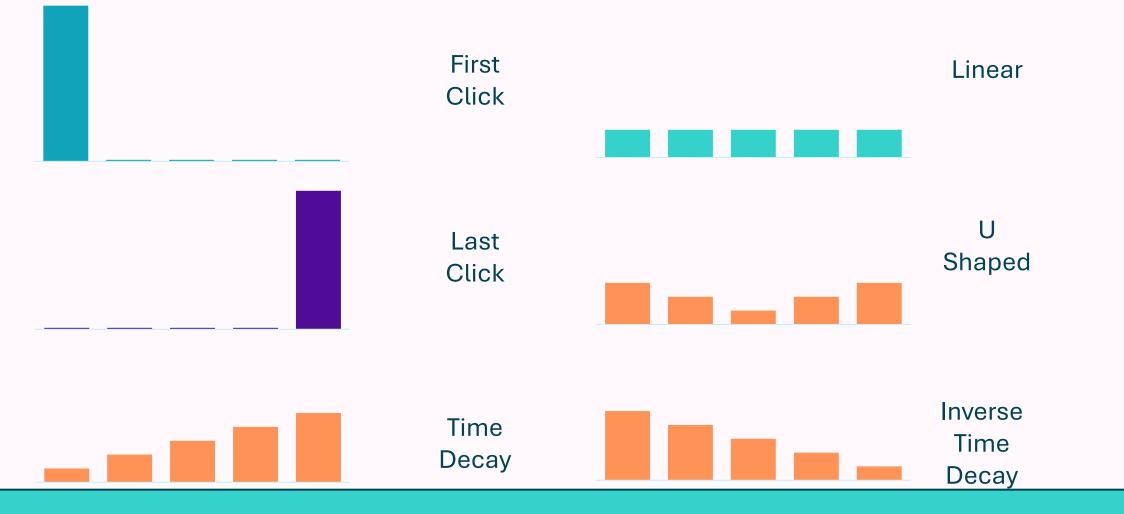
Integrating Paid & Organic SEO

- Fair attribution model:

First Click

Linear

Last Click

U Shaped

Time Decay

Inverse Time Decay

Integrating Paid & Organic SEO

- Divide & Conquer

Integrating Paid & Organic SEO

- Which keywords can SEO actually cover?

Integrating Paid & Organic SEO

- Short Term or Long Term?

Integrating Paid & Organic SEO

- Which keywords have low CVR?

Integrating Paid & Organic SEO

- Which keywords have high CVR but Low Search Volume?

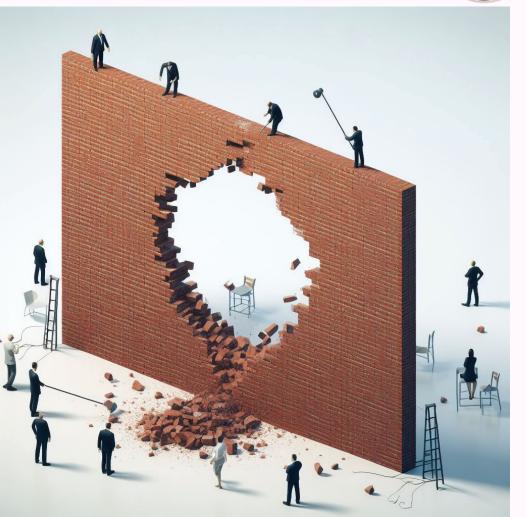# Integrating Paid & Organic SEO

- Which vital keywords need both?

Integrating SEO & Content (+UX) as 'Organic'

- Content isn't just for SEO but:
  - SEO can't exist without content
  - 'Non-SEO' Content a 'waste' opportunity

Integrating SEO & Content (+UX) as 'Organic'

- Value Communication can work for other channels too

Integrating SEO & Content (+UX) as 'Organic'

- **Strategies** combined

- **Targets/KPIs** shared

Working with PR

PR – Train PR teams

- Value of Links

- Which URLs to Mention

- When to speak to SEO

- Value of Hero Content

Using SEO to boost Brand

Brand Recognition in SERPs

- Clear in Page Title
- Images & Logo
- Push into AIOs
- Check Knowledge Graph & Wikipedia page

Where are you? The Importance of Benchmarking

- What competitive advantages have you got?
- What competitive advantages have you lost?
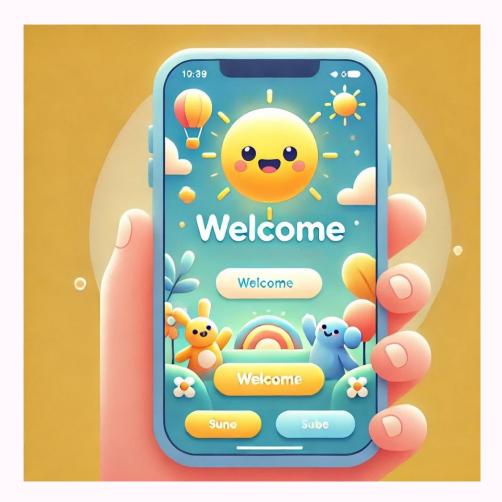
Where are you? The Importance of Benchmarking

- Is SEO fit for purpose?
  - Is the team fit for purpose?
  - Is the site fit for purpose (technically)?
  - Is the site fit for purpose (landing page availability)?
  - Is the site fit for purpose (content quality, topical relevance, E-E-A-T)?
  - Is the site fit for purpose (UX, Landing Page Experience User Journey)?

SEO & Content Auditing
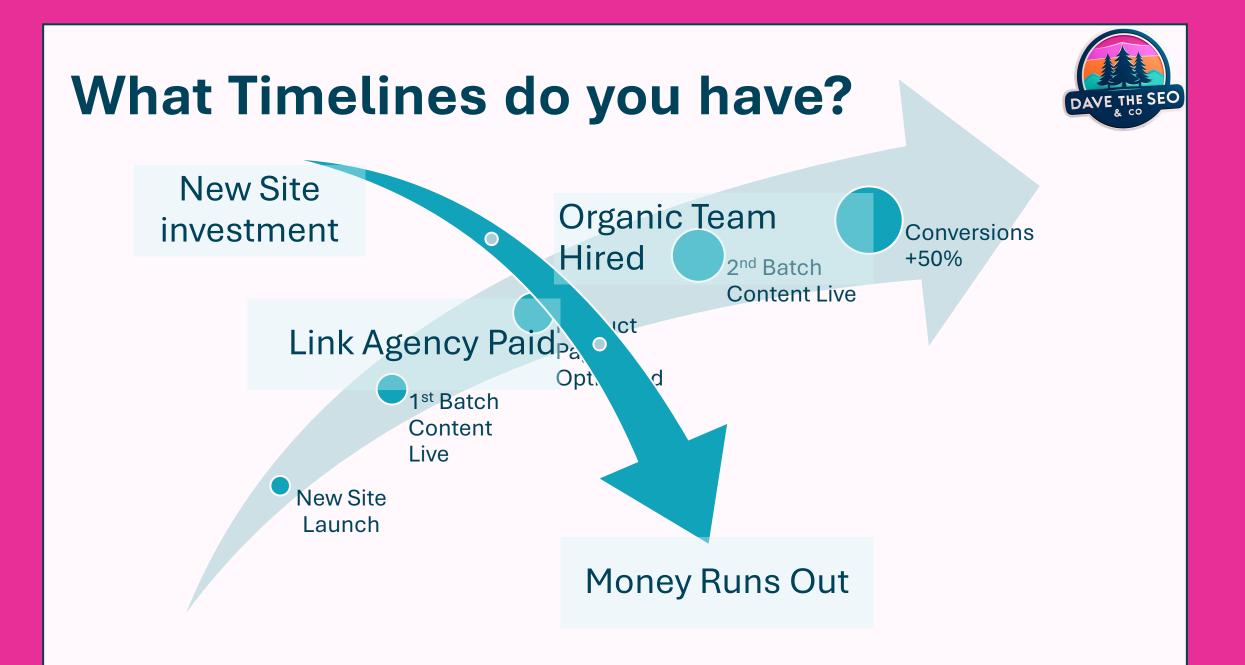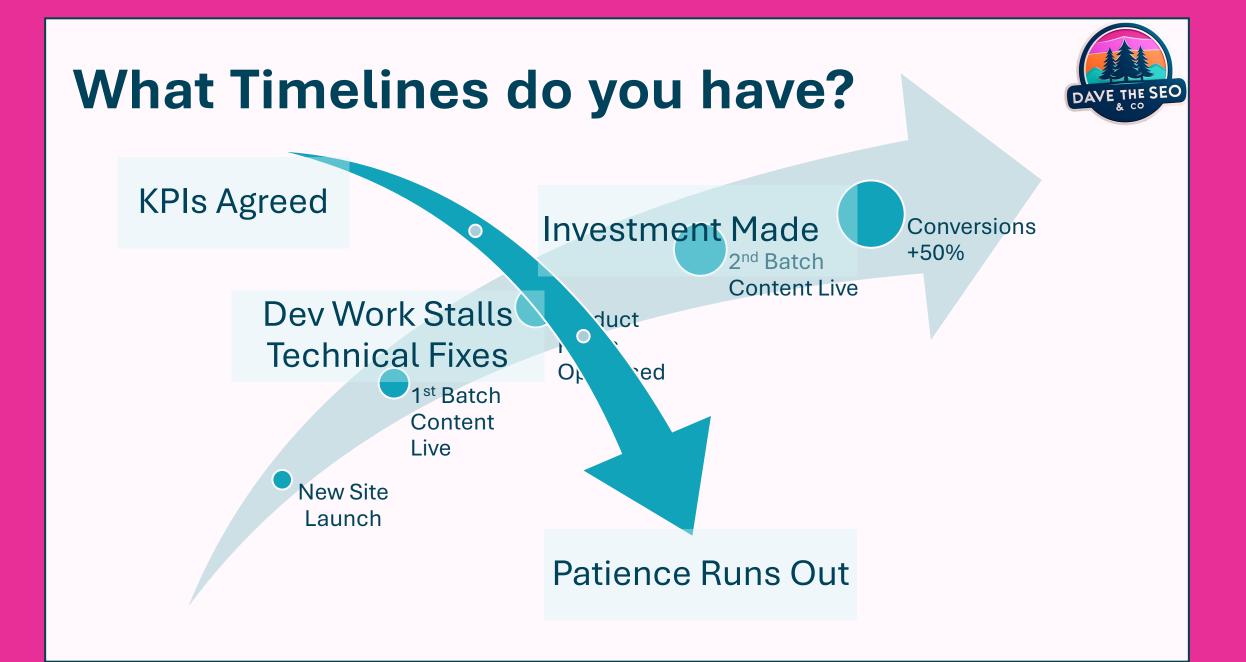
- Technical Audit
- Keyword Opportunities
- Content Audit
- Competitor Audit

Strategy Considerations (SWOT)

What Timelines do you Have?
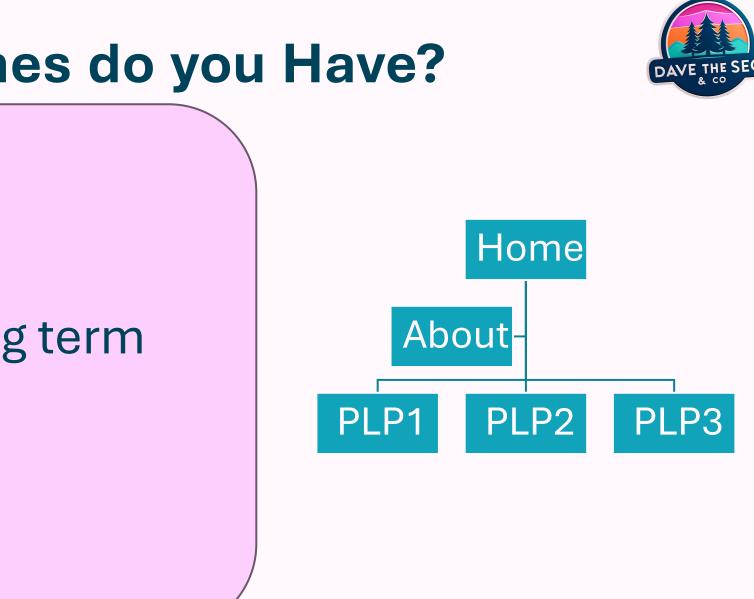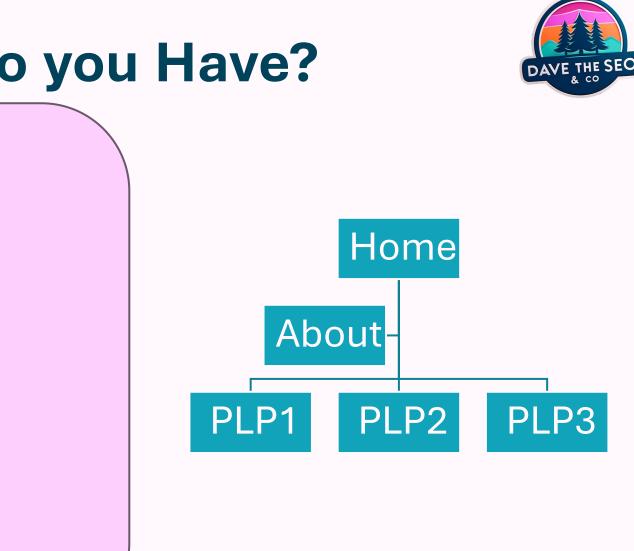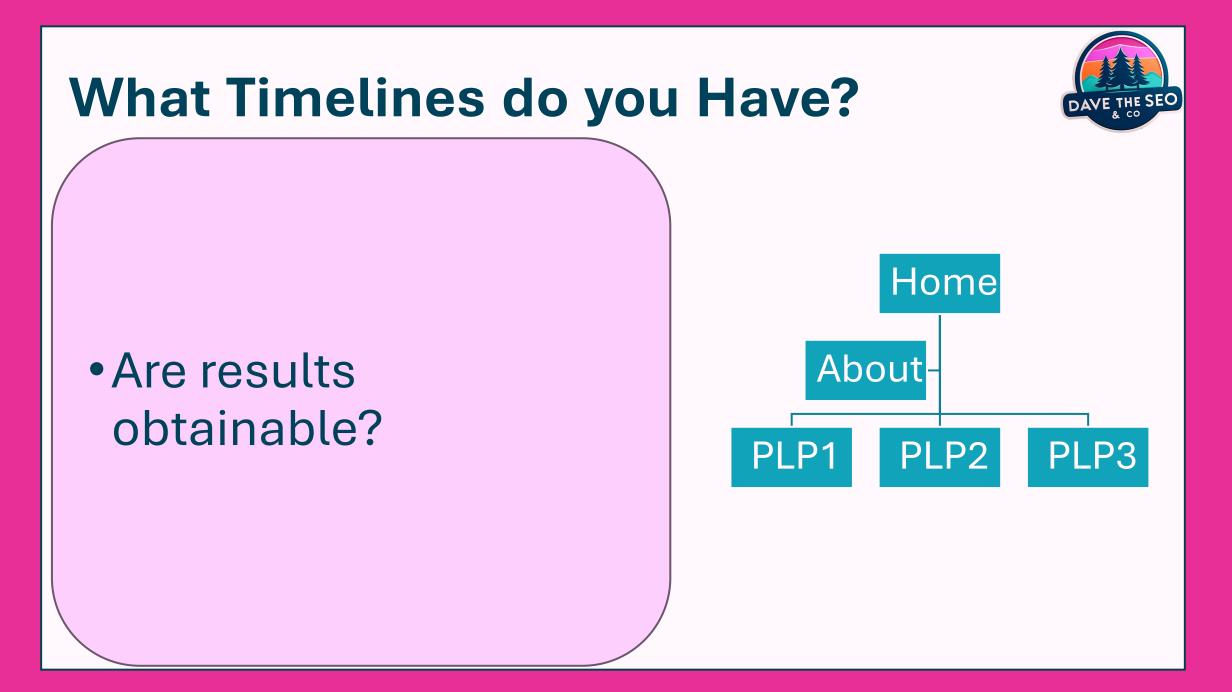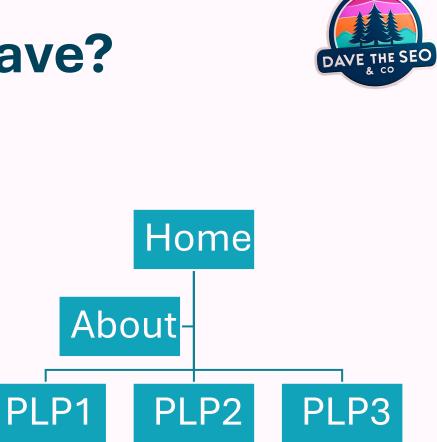
- Seen as a long term investment?

What Timelines do you Have?

- Are results obtainable?

What Timelines do you Have?
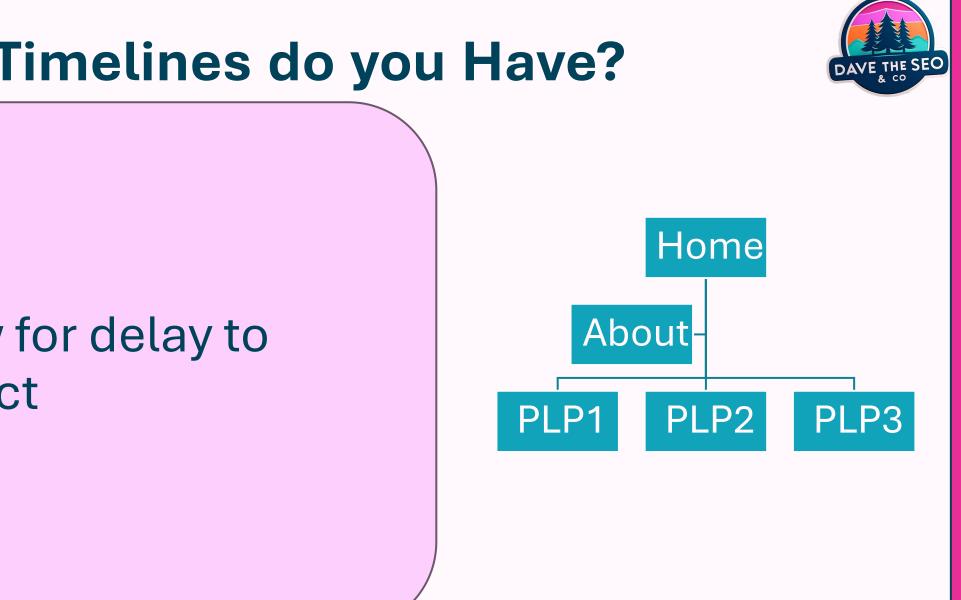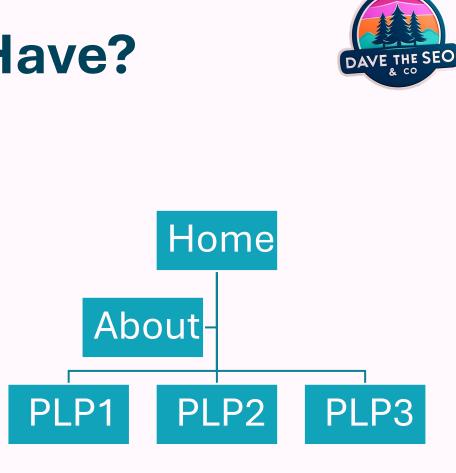
- Do you have options?
  - Short vs long term vs balance?

What Timelines do you Have?
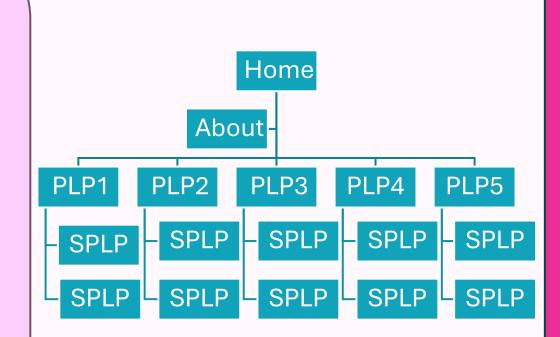
- Allow for delay to impact

What Timelines do you Have?

- Consider 'visible' impact on site e.g.

What Timelines do you Have?

- Consider 'visible' impact on site e.g.
  - More categories
  - Improve experience for all channels

What's planned for Above the Line

- What will the impact be?

- Will brand search increase?

- Is the value communicated by

- Is the value communicated by the ads alone?
  - e.g. Creates interest to find out more
  - Will some people get it and others not?
  - Is the ad just bad? Can SEO rescue things?
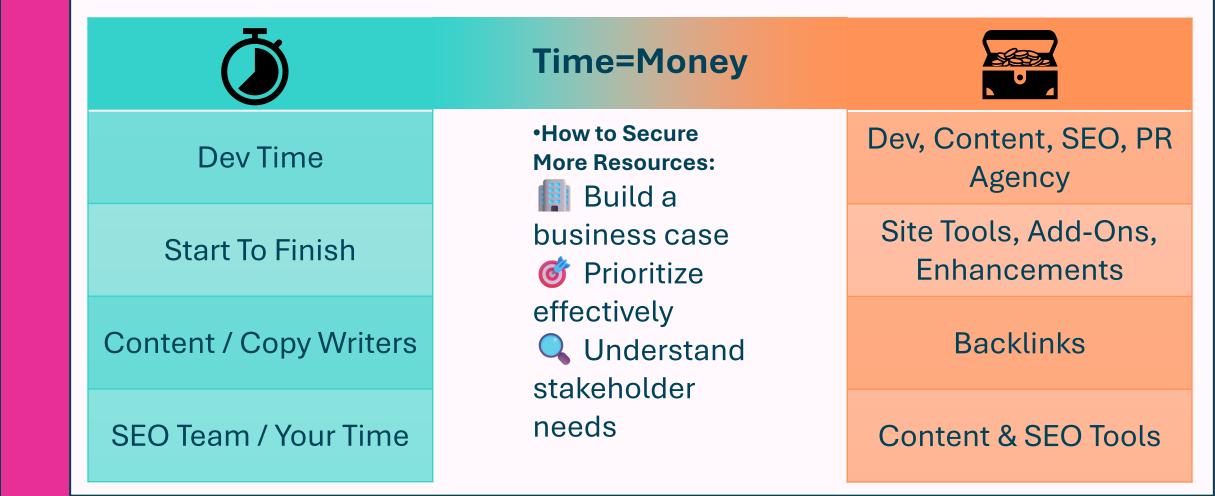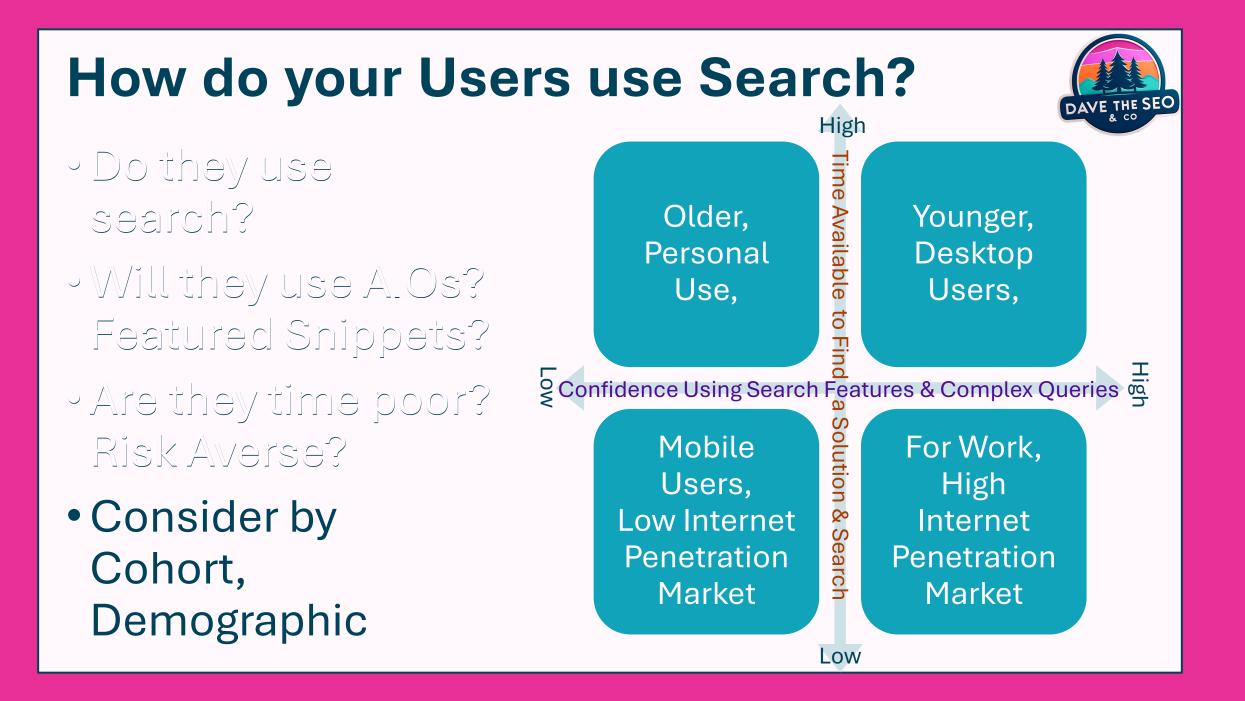
What resources do you have?

Time=Money		
Dev Time	•How to Secure More Resources:	**Dev, Content, SEO, PR Agency**
Start To Finish	🏢 Build a business case	**Site Tools, Add-Ons, Enhancements**
Content / Copy Writers	🎯 Prioritize effectively	**Backlinks**
SEO Team / Your Time	🔍 Understand stakeholder needs	**Content & SEO Tools**

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How do your Users use Search?

- Do they use search?
- Will they use A.Os? Featured Snippets?
- Are they time poor? Risk Averse?

- **Consider by Cohort, Demographic**

High

Time Available to Find a Solution & Search

Older, Personal Use,	Younger, Desktop Users,
Mobile Users, Low Internet Penetration Market	For Work, High Internet Penetration Market

Low ← **Confidence Using Search Features & Complex Queries** → High

Low

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How do your Users use Search?

Main Intent Category	Secondary Intent Category	Page Types	Common Actions	Features to boost Engagement	Keyword Examples
Transactional	Range Info / Product Selection	Product Category Page	Browse Compare Select	•Specific categories for each search term with sufficient volume •Relevant Imagery •Filters / Facets	Which [product/service type] [Products/Services] for Best [product/service] for [customer type]
	Business Type	Home Page / Service Page	Find Local Expert Read Business Reviews Get in Touch / Sales Call	• Organisation Schema and Reviews • Clear contact Information • Chat function or appointment booker	[Business type] Services [Product/Service Type] Providers [Business Type] Near Me
	Product Info / Features	Product Detail Page	Compare to requirement Read Reviews Check Features	•Benefits bullet point •Returns policy •Reviews	Can I use [product/service] for [task] [Product/service] reviews Does [product/service] have [feature]
	Price / Value / Promotions	Product Detail Page / Offers Category	Check Affordability Value for Money Price Compaison	•Pricing •Special Offers / Codes •Money Back / Price Match	[Product/service type] offers [store] voucher codes Cheapest store for [product/service]
	Immediate Purchase	Product Detail Page	Add to Cart Buy Book Sales Call	•Click to Buy / Call to Action •Stock / availability information •Delivery information / time	Buy [product/service] [Product/service] next day delivery [Service] sign up
Informational	Specific Question	Article / Article Section	Improve Knowledge Definitive Answer Choose Action	•Question in heading •Concise (Voice friendly) Answer •Jump to Coding	How old is [actor]? Is a US or imperial gallon bigger? Which year was the Suez crisis?
	Topic Research	Article Section / Article / 101 style guide	Improve Knowledge Become Expert Follow Trends	• FAQ sections • Long Form Content • Read More /Related Posts	Fall 2024 trends Beginners guide to decolage Italian rennaisance
	Problem Solving	Article / How To Post	Find Solution Plan Task Consider Options	•Images or Videos per step •List of steps •Time estimate / materials needed	How to get to Statue of Liberty? How to make a baked alaska? Why is my internet so slow?
	Navigational	Homepage / About Us etc.	Find Site Find Specific Page Continue Journey	•Unique Selling Points •Social responsibility credentials •Lifestyle / brand imagery	Amazon UK Bank of America contact details eBay watchlist
	Entertainment	Content Category / Videos / Interactive	Watch Entertain Listen	•Reflect brand / lifestyle •Shareability	Where can I watch Dune II Internet Marketing podcast Cute cat photos

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How do your Users use Search?

Main Intent Category	Secondary Intent Category	Page Types
Transactional	Range Info / Product Selection	Product Category Page
	Business Type	Home Page / Service Page
	Product Info / Features	Product Detail Page
	Price / Value / Promotions	Product Detail Page / Offers Category
	Immediate Purchase	Product Detail Page

How do your Users use Search?

Main Intent Category	Secondary Intent Category	Page Types
Informational	Specific Question	Article / Article Section
	Topic Research	Article Section / Article / 101 style guide
	Problem Solving	Article / How To Post
	Navigational	Homepage / About Us etc.
	Entertainment	Content Category / Videos / Interactive

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Who are Competitors?

	Direct	Indirect /Search	Other
	Similar products and services within your category	Other websites competing for the same terms	Brands with similar positioning in other verticals Brands in other countries
Furniture	IKEA Argos wayfair habitat	HOUSE & GARDEN Ideal Home carpetright. LLI DESIGN	BED BATH & BEYOND Office DEPOT POTTERY BARN SCREWFIX

Who are Competitors?

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Clearly
What are Competitors doing Badly?

Missed Opportunities	Poor Content / Landing Pages	Poor Backlink Profile
Focused on only High Search Volume	Topically Unfocused	Thin Link Profile
Use of Experts	Content doesn't match Intent (partial or fully)	Unnatural
Current / Recent Trends	Out of date content	Topically Unfocused
Upper Funnel	Focus on 1 page type	Quantity over Quantity
Mid Funnel	Poor Onward User Journey / Navigation	No Link Profile
Post Purchase (Loyalty Driving)		

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What are Competitors doing **Clearly** Badly?

Missed Opportunities
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Topica...
Conten... Intent ...
Out o...
Focus...
Poor Onw... N...

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What are Competitors doing Badly? _Clearly_ ^

Poor Backlink Profile
Thin Link Profile
Unnatural
Topically Unfocused
Quantity over Quality
No Link Profile

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What are Competitors ~~(etc.)~~ *Clearly* doing Well?

Site Design

Accessible Site

Professional Looking

Easy to use navigation (Humans & Bots)

Crawlable, Indexable Pages

Fast, Responsive

Market/ Language Specific Sites (inc. HREFLANG)

Page Optimisation

Good length of Content

Match Intent

Mix of Trend & Evergreen

Linkworthy Hero Content & Supporting Content

Onward User Journey / Navigation

Multimedia, FAQs, How Tos, Demos,

AIOs, Featured Snippets

Other Channels

Good use of PR / Digital PR

Social supporting & Surfacing Content

Organic & Paid working in Harmony
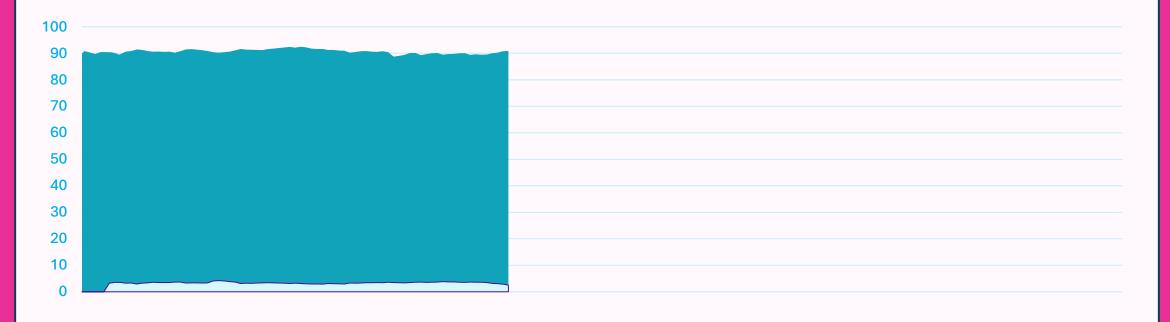
ATL, Social etc. that directly drives Brand Search

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What are Competitors **Clearly** (etc.) doing Well?

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Site Design
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What are Competitors (etc.) Clearly doing Well?

Other Channels
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Organic & Paid working in Harmony
ATL, Social etc. that directly drives Brand Search

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Why Copying Tactics Doesn't Work

- They have a head start

- May have higher budget

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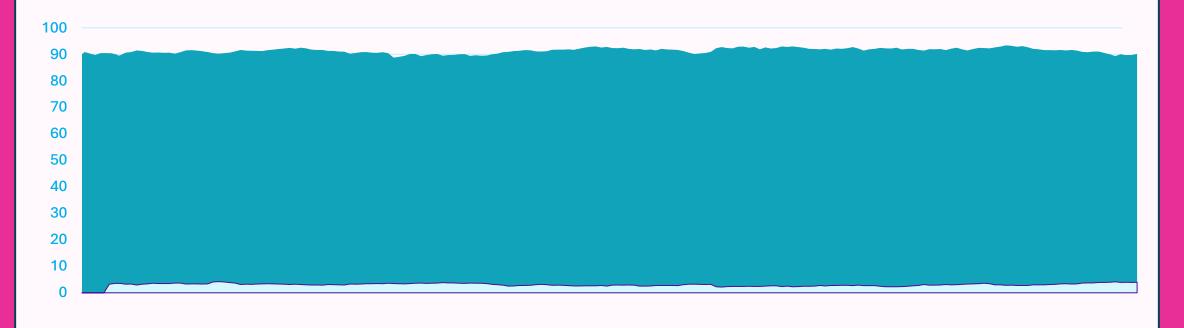
- They have a head start
- May have higher budget
- Users won't shift for same
- Need a significant competitive advantage

When Copying Tactics can work

If different competitors do different things well:

- Do **all** of them well,

When Copying Tactics can work

If different competitors do different things well:

Or

When Copying Tactics can work

If different competitors do different things well:

- Compete on **topic** or **keyword** level and have a Competitive Advantage for each

When Copying Tactics can work
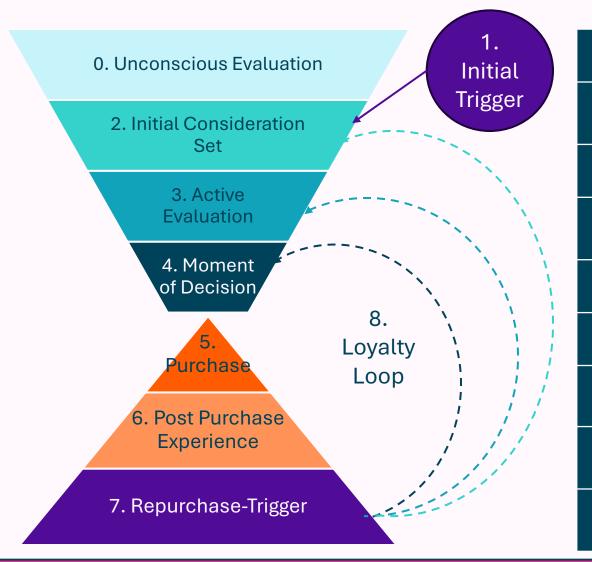
If different competitors do different things well:

- Copy successful tactics from other, **comparable, verticals**

Putting a definitive strategy together

Choosing Objectives & Focus

- Based on your Information Gathering:

Brand Awareness?

Ready to Buy Traffic?

In Initial Consideration Set?

Value Communication

Build awareness of Offering

Post-Purchase Loyalty

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Presenting your Strategy

- Focus on **Outcomes** for business

- Include **SWOT** or similar

Presenting your Strategy

- Give sense of Urgency

- Timelines

Presenting your Strategy

- Use **Case Studies** from other industries

- Build **Business Cases** if needed (or be ready to)

Presenting your Strategy

- How you will **measure success**,

- **When** and **what** will you present back

Keeping Flexibility

"No battle was ever won according to plan, but no battle was ever won without one"

— Dwight D. Eisenhower

Keeping Flexibility

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- Focus on **outcomes** more than tactics (with some stakeholders)

Keeping Flexibility

- Be able to **react** to **Search engines**
- **Plan B** if Google Roll Out X

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Keeping Flexibility

- Be able to **react** to **Competitors**
- **Plan C** if Competitor launches new site

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Managing Expectations

- **Targets** depend on requested **Budget** & **Resources**

Managing Expectations

- **Targets** depend on **Dev time** & **Evaluation**

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Managing Expectations

- Progress is **Relative** to Competitors – who may increase efforts

Managing Expectations

- What are likely/possible changes in **Search Landscape?**

Making your Strategy Happen

Translating Strategy into Tactics

- What does your 'Target' Website/SEO look like?

- What is essential to achieve this?

- Where are there different ways to achieve this?

Translating Strategy into Tactics

What is the most efficient way to reach your target?

What is the lowest risk way to reach your target?

Prioritising Tactics

- Which resources are finite,
- Impact vs effort vs urgency

- What is needed to build foundation
- What can start straight away

- What looks good and is visible
- Prerequisites / Dependencies

	ID	Task	Repeatable	Frequency	Cost ($)	Cost (Time)	Responsibility	Prerequisit	Urgency 0-10	Impact 0-10	Priority	Order
2	1.1	Technical Audit	No	n/a	$50	21 hours	SEO Team	-	10	8	1	1
3	1.2	CWV Audit	No	n/a	-	8 hours	SEO Team	Technical Aud	3	5	4	4
4	2.1	Content Audit	No	n/a	$119	14 hours	Content Team	-	8	8	3	2
5	2.2	Keyword Research	No	n/a	-	36 hours	SEO & Content Tear	Content Audit	10	8	2	3

Prioritising Tactics

- Which resources are finite,

- Impact vs effort vs urgency

- What is needed to build foundation

- What can start straight away

- What looks good and is visible

- Prerequisites / Dependencies

ID	Task	Repeatable	Frequency	Cost ($)	Cost (
1.1	Technical Audit	No	n/a	$50	21 hou
1.2	CWV Audit	No	n/a	-	8 hour
2.1	Content Audit	No	n/a	$119	14 hou
2.2	Keyword Research	No	n/a	-	36 hou

Prioritising Tactics

- Which resources are finite,
- Impact vs effort vs urgency

- What is needed to build foundation
- What can start straight away
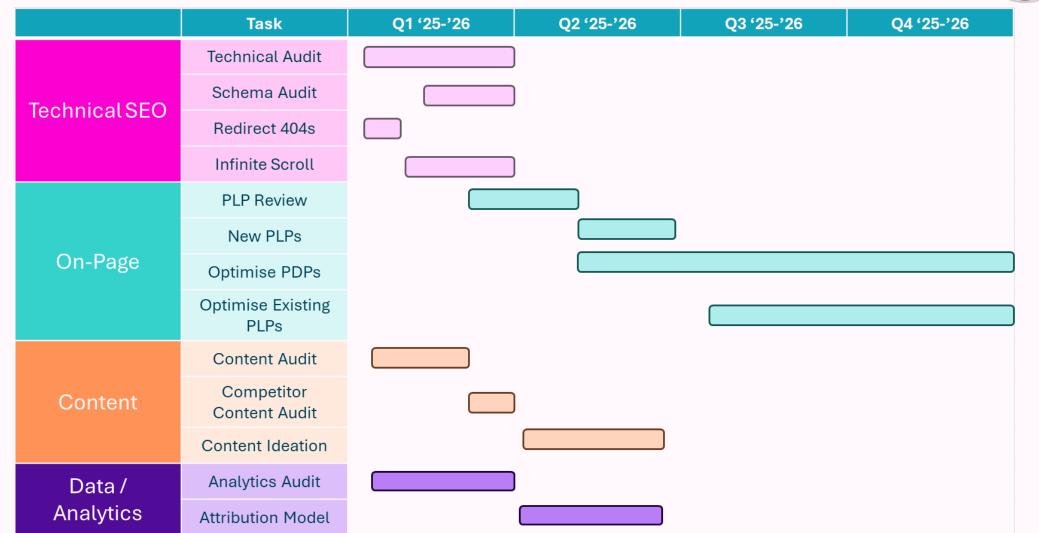
- What looks good and is visible
- Prerequisites / Dependencies
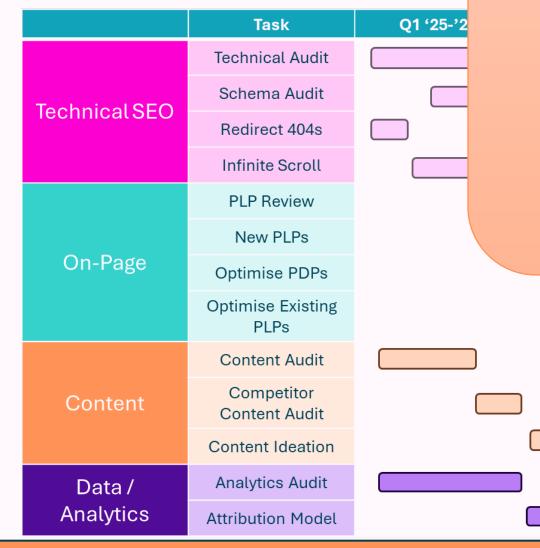
	F	G	H	I	J	K	L
	Cost (Time	Responsibility	Prerequisit	Urgency 0-10	Impact 0-10	Priority	Order
	21 hours	SEO Team	-	10	8	1	1
	8 hours	SEO Team	Technical Aud	3	5	4	4
	14 hours	Content Team	-	8	8	3	2
	36 hours	SEO & Content Tear	Content Audit	10	8	2	3

The Purpose of a Roadmap

	Task	Q1 '25-'26	Q2 '25-'26	Q3 '25-'26	Q4 '25-'26
Technical SEO	Technical Audit	▭			
	Schema Audit	▭			
	Redirect 404s	▭			
	Infinite Scroll	▭			
On-Page	PLP Review		▭		
	New PLPs		▭		
	Optimise PDPs		▭		
	Optimise Existing PLPs			▭	
Content	Content Audit	▭			
	Competitor Content Audit	▭			
	Content Ideation		▭		
Data / Analytics	Analytics Audit	▭			
	Attribution Model	▭			

The Purpose of a R...

Technical SEO	Task	Q1 '25-'2...
Technical SEO	Technical Audit	
	Schema Audit	
	Redirect 404s	
	Infinite Scroll	
On-Page	PLP Review	
	New PLPs	
	Optimise PDPs	
	Optimise Existing PLPs	
Content	Content Audit	
	Competitor Content Audit	
	Content Ideation	
Data / Analytics	Analytics Audit	
	Attribution Model	

- Arrange in an **Efficient** Way
  - e.g. have Dev work ongoing while you start planning content

The Purpose of a Roadmap

	Task	Q1 '25-'26	Q2 '25-'26	Q3 '25-'26	Q4 '25-'26
Technical SEO	Technical Audit				
	Schema Audit				
	Redirect 404				
	Infinite Scroll				
On-Page	PLP Review				
	New PLPs				
	Optimise PDPs				
	Optimise Existing PLPs				
Content	Content Audit				
	Competitor Content Audit				
	Content Ideation				
Data / Analytics	Analytics Audit				
	Attribution Model				

- **Adjust** and stay **Flexible**

The Purpose of a Roadmap

	Task	Q1 '25-'26	Q2 '25-'26	Q3 '25-'26	Q4 '25-'26

- One place for all to see **'the plan'**

On-Page	Optimise PDPs			
	Optimise Existing PLPs			
Content	Content Audit			
	Competitor Content Audit			
	Content Ideation			
Data / Analytics	Analytics Audit			
	Attribution Model			

Can show **Complexity** and **Scope** of SEO & Content

...map

			'25-'26	Q3 '25-'26	Q4 '25-'26

	Redirect 404s			
	Infinite Scroll			
On-Page	PLP Review			
	New PLPs			
	Optimise PDPs			
	Optimise Existing PLPs			
Content	Content Audit			
	Competitor Content Audit			
	Content Ideation			
Data / Analytics	Analytics Audit			
	Attribution Model			

Keeping your Strategy & Roadmap on track

- Turn into an Interactive **Project Plan**
- **Move** don't **Remove**
- Give **Personal Responsibility**

Keeping your Strategy & Roadmap on track

- Get individuals etc. to **Confirm Acceptance**
- Include **Downtime** and **Delays**
- Consider **Best & Worst Case Scenarios**

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Keeping your Strategy & Roadmap on track

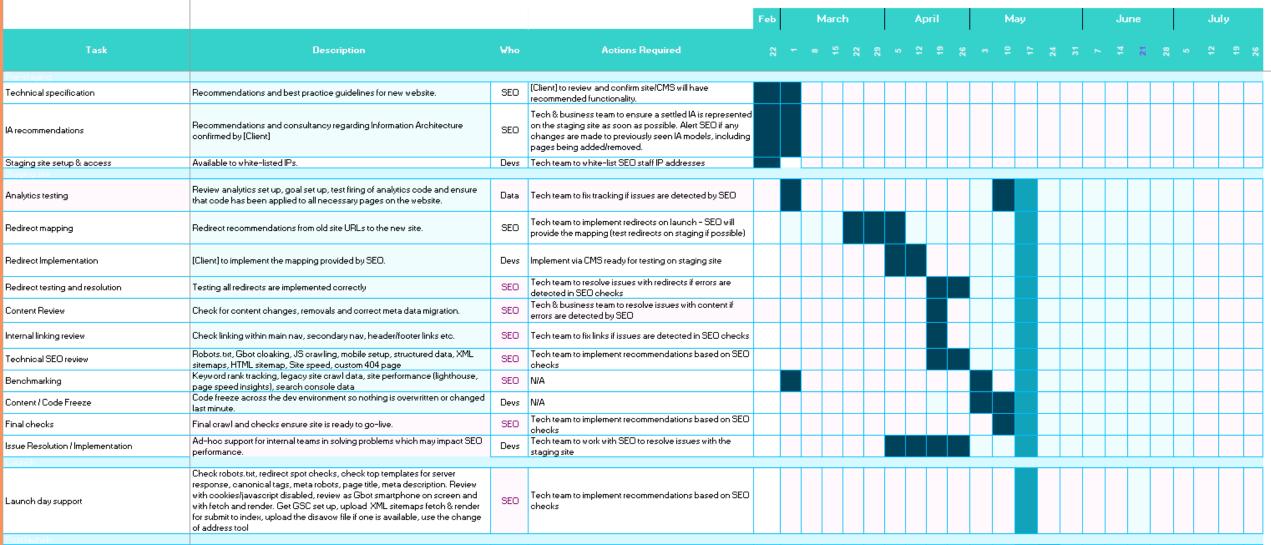| Task	Description	Who	Actions Required
Pre-staging			
Technical specification	Recommendations and best practice guidelines for new website.	SEO	[Client] to review and confirm site/CMS will have recommended functionality.
IA recommendations	Recommendations and consultancy regarding Information Architecture confirmed by [Client]	SEO	Tech & business team to ensure a settled IA is represented on the staging site as soon as possible. Alert SEO if any changes are made to previously seen IA models, including pages being added/removed.
Staging site setup & access	Available to white-listed IPs.	Devs	Tech team to white-list SEO staff IP addresses
Staging site			
Analytics testing	Review analytics set up, goal set up, test firing of analytics code and ensure that code has been applied to all necessary pages on the website.	Data	Tech team to fix tracking if issues are detected by SEO
Redirect mapping	Redirect recommendations from old site URLs to the new site.	SEO	Tech team to implement redirects on launch – SEO will provide the mapping (test redirects on staging if possible)
Redirect Implementation	[Client] to implement the mapping provided by SEO.	Devs	Implement via CMS ready for testing on staging site
Redirect testing and resolution	Testing all redirects are implemented correctly	SEO	Tech team to resolve issues with redirects if errors are detected in SEO checks
Content Review	Check for content changes, removals and correct meta data migration.	SEO	Tech & business team to resolve issues with content if errors are detected by SEO
Internal linking review	Check linking within main nav, secondary nav, header/footer links etc.	SEO	Tech team to fix links if issues are detected in SEO checks
Technical SEO review	Robots.txt, Gbot cloaking, JS crawling, mobile setup, structured data, XML sitemaps, HTML sitemap, Site speed, custom 404 page	SEO	Tech team to implement recommendations based on SEO checks
Benchmarking	Keyword rank tracking, legacy site crawl data, site performance (lighthouse, page speed insights), search console data	SEO	N/A
Content / Code Freeze	Code freeze across the dev environment so nothing is overwritten or changed last minute.	Devs	N/A
Final checks	Final crawl and checks ensure site is ready to go-live.	SEO	Tech team to implement recommendations based on SEO checks
Issue Resolution / Implementation	Ad-hoc support for internal teams in solving problems which may impact SEO performance.	Devs	Tech team to work with SEO to resolve issues with the staging site
Launch			
Launch day support	Check robots.txt, redirect spot checks, check top templates for server response, canonical tags, meta robots, page title, meta description. Review with cookies/javascript disabled, review as Gbot smartphone on screen and with fetch and render. Get GSC set up, upload XML sitemaps fetch & render for submit to index, upload the disavow file if one is available, use the change of address tool	SEO	Tech team to implement recommendations based on SEO checks
Post launch			

Timeline columns: Feb (22), March (1, 8, 15, 22, 29), April (5, 12, 19, 26), May (3, 10, 17, 24, 31), June (7, 14, 21, 28), July (5, 12, 19, 26)

Building a Feedback Loop

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- Include Engagement Metrics
- Rank track groups of keywords – including:
  - by intent,
  - by topic,
  - by cohort
- Eliminate what isn't Working
- Are Competitors copying you?

Measuring Success

- Accurate **Data Tracking** in place?

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Measuring Success

- Right **Attribution** Model?

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Measuring Success

- **Relative** to:
  - The **Industry**
  - **Seasonality**,
  - Upward and Downward **Trends**
  - Other **Channels**

Measuring Success

- Talk to **Real Clients** (especially B2B & Big Contracts)

Measuring Success

- Brand/ offering **Awareness** – brand searches, Footfall, Direct Traffic

Thank You

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