



## 1<sup>st</sup> Month

### Benchmarking and Analysis:

- Benchmarking the data from GSC and GA.
- Analyze the type of market and behavior.
- Make Creative brief across pages.
- Check all social media platform for linking the website.

## 2<sup>nd</sup> Month

### Keyword Analysis and Blog post planning:

- Find appropriate keyword each page.
- Research local citations to enhance local search presence.
- Content Marketing Strategy
- Develop a content marketing plan focused on blog posts and informative articles

## 3<sup>rd</sup> Month

### Website audit and On-page issues:

- Diagnose all issues across all website.
- Address all issue and fix related to On-page.
- Social Media Integration.

## 4<sup>th</sup> Month

### Off-page strategy:

- Formulating ethical link-building activities to acquire high quality backlinks.
- Seek local businesses for cross-promotional opportunities.
- Publish the second set of blog posts and articles to maintain a consistent content schedule.
- Publish blog outside the website and guest posting.

## 5<sup>th</sup> Month

### Local Content and Engagement:

- Continue creating location specific content and engaging with the local audience.
- Respond to customer reviews and inquiries on other platforms.
- Analyze the SEO progress and make data driven decisions to further optimize the strategy.

## 6<sup>th</sup> Month

### Final Optimization and Reporting:

- Conduct a final round of on-page and off-page optimization.
- Provide a comprehensive SEO report summarizing the results achieved during the campaign.