

SEO Planning Checklist

Take time each quarter to plan out your major SEO initiatives. This checklist will make it easier to elevate SEO with non-SEO executives and colleagues. Select 3 to 5 initiatives from this list to frame up tactics for the quarter or the half.

- Improve page load speed on desktop and mobile
- Enhance the mobile experience
- Optimize local content and name, address, phone accuracy
- Defend high-ranking keywords
- Attack competitor high-ranking topics
- Integrate search with SEM, help drive up quality score
- Deploy longtail content
- Deploy voice content
- Quick answers content
- Optimize video and YouTube
- Image optimization for speed and tags
- Landing page optimization
- Internal linking, CTAs, and CRO (conversion rate optimization)
- Plan for site migration and redesign
- Elevate SEO, enhance SEO maturity, and support in your organization

If you would like to discuss the topic, please contact your customer success manager, call us at 800-678-8023, or email us at info@brightedge.com.