

Example 90-Day SEO Roadmap:

Month 1

- Onboarding Setup Checklist
- Week 1 Checklist
- Crawl Audit
- Keyword Research (Top 20 organic focus + 20 maps)
- Titles, metas, H1s (Top 10 Pages)
- Technical Setup
- Setup Uptime Robot
- Setup Rank Math Plugin
- Setup Header & Footer Scripts Plugin
- Setup Gain WP Analytics Plugin
- Conversion Tracking Setup
- Conversion Tracking Test
- Citation Audit
- Citation Submission
- GMB Profile Optimization
- GMB Calendar (x4 posts)
- Content Gap Analysis w/ Content Opportunities
- Content Calendar Creation for 90 days (3 per month)
- CRO
- GMB Post - #1
- GMB Post - #2
- GMB Post - #3
- GMB Post - #4
- Monthly Report

Month 2

- Content Optimization (4 per month)
- New Content from Content Calendar (1)
- New Content from Content Calendar (2)
- New Content from Content Calendar (3)
- GMB Calendar (x4 posts)
- GMB Post - #1
- GMB Post - #2
- GMB Post - #3
- GMB Post - #4
- Content Gap Audit
- Custom Tasks
- Monthly Report

Month 3

- Content Optimization (4 per month)
- New Content from Content Calendar (1)
- New Content from Content Calendar (2)
- New Content from Content Calendar (3)
- GMB Calendar (x4 posts)
- GMB Post - #1
- GMB Post - #2
- GMB Post - #3
- GMB Post - #4
- Backlink & Error Audit
- Sitespeed Audit
- Custom Tasks
- Monthly Report