30 DAY SEO PLANNER FOR 2021

[You Can Implement Today]

SCION

IDEAS   SOCIAL   ACADEMY

CONTENTS

INTRODUCTION

SEO is a field that is highly technical and profitable. If you can perform better than your competitors, you'll get more leads, sales, and revenue. However, this is often easier said than done. As a marketing channel, SEO can be very confusing for many business owners because of all of the technical terms thrown around.

But according to BrightEdge, 68% of online experiences begin with a search engine. And that's something you can get a piece of — through SEO.

This guide will thoroughly walk you through the 30-day worth of steps to get your site set up and optimized. Each separate step has it you must know and should only take you around 15-60 minutes, depending on the steps. Some, of course, will be things you can work on continuously too, such as your content.

By the end of these steps, you will have a site that is set up and optimized to rank in Google. This means you'll be able to gain organic traffic and grow your business. But first, you must follow the daily steps explained in this article.

Set up Google Search Console, Analytics & Rank Tracking

Before we start working on our SEO campaign, we need to set up the Google search console, Analytics, and Rank Tracking. This is a vital step of any SEO campaign because it will allow you to track results and gather data that you'll use to improve your site. Besides, we also need the Google search console to access the tools that Google provides us with.

Start by setting up the Google Search Console. For this, you'll need to head to the search console tool, sign in using your Google account, and verify ownership of your domain. This process can usually take up to 24 hours but will be faster in most cases.

Next, head to Google Analytics, sign up into the same Google account and sign up for Analytics. From there, you can take the analytics code and add it to the header code of your website. Google Analytics will now start tracking your traffic.

Lastly, set up rank tracking using one of the industry-standard tools like SEMrush or Ahrefs, as they have this built-in. Later on, you can also add the pages you want to optimize and publish to your rank tracker.

Indexability

For your website to show up in search results, it needs to be indexed in the Google search engine. To check if your URL is on Google, head over to the Google search console, which we set up earlier, and paste your URL into the top.

Google will then show you whether or not it is indexed. If it isn't, you can request for it to be indexed, but keep in mind this may take a while. And if you do have a new site, it can take even longer.

There may be an issue with this if Google says that it's not indexed or if the button is greyed out. In the next step, we'll look at fixing any issues here.
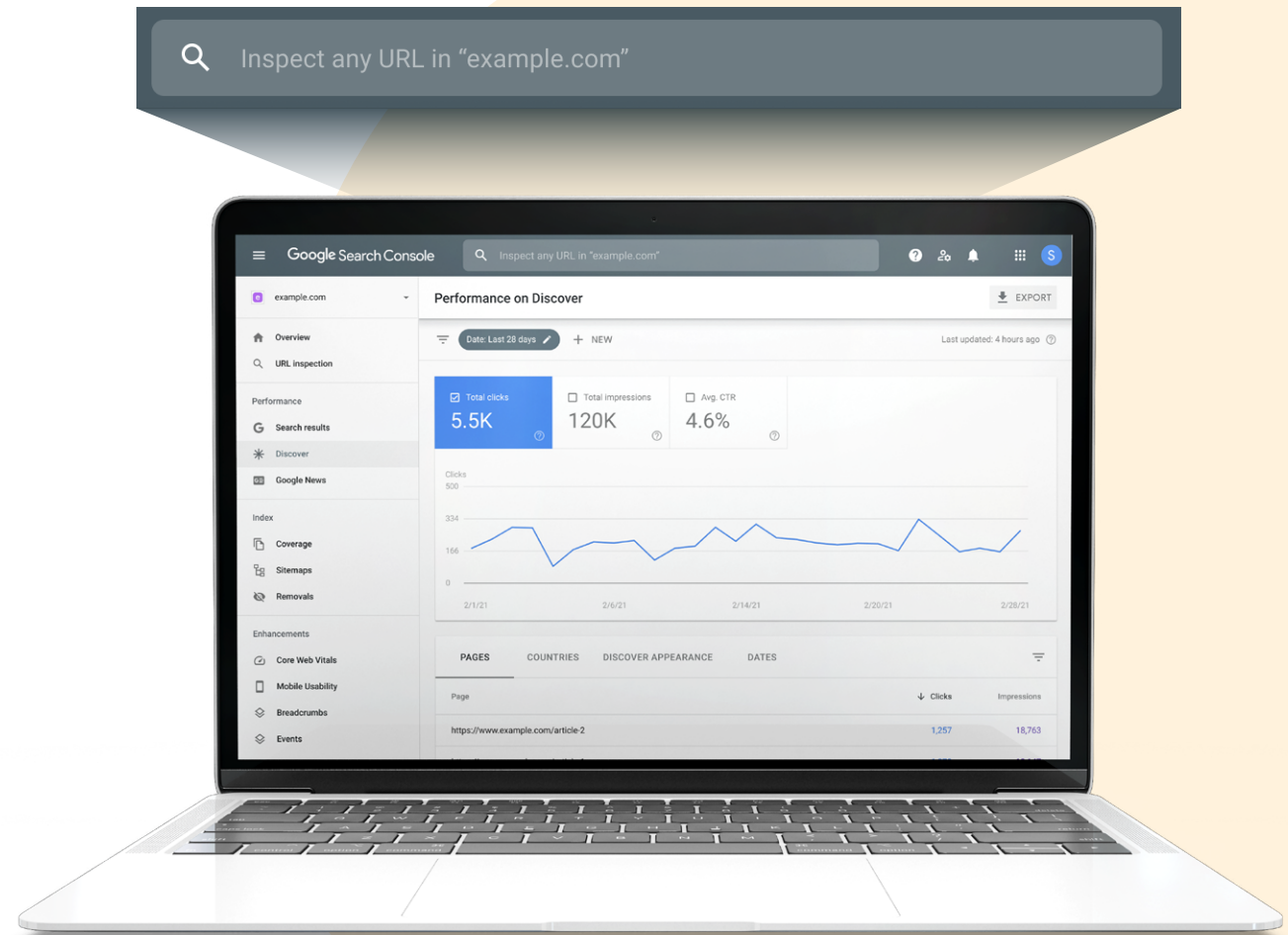
DAY 3

Make sure search engines are crawling your website correctly

On every website, there is a robot.txt file that tells search engines what to crawl and gives them access. However, this file doesn't give search engines access to some websites, which stops them from ranking.

Make sure to use the file to give instructions to search engines and allow them to crawl your entire website. This can get quite technical too, so if you do have some issues that you don't understand, you may need to speak to your developer.

DAY 4

URL structure

URL plays a huge role in SEO, so you must optimize yours right away. First of all, keep them as short as possible. Ideally, they should be yourURL.com/keyword-here.

You should be able to edit this in your site settings. By default, you'll often find that your CMS will include the category, date, and all types of unnecessary things. Try to avoid this, where possible.

Start researching your niche and competitors

On day 5, we begin the research phase, where you will take a look around and see what others are doing. For this, we recommend that you start typing some keywords into Google to find sites that are related to you.

For example, if you're a plumber in New York, you'll want to type in keywords like; "New York Plumber."

Now, take a look at the site's ranking and observe the types of pages that ranked. If you are looking to use a blog as part of your strategy, look at the topics covered on the competitor's blog.

From here, you'll want to create a list of topics and competitors, which will help you in your keyword research.
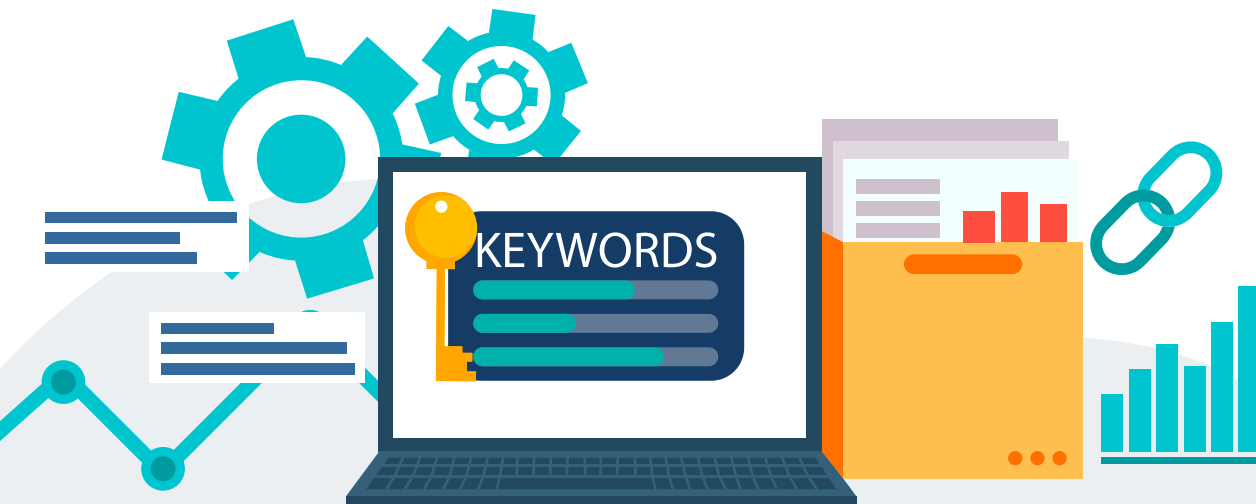
Research Keywords

The next day, you'll want to take the topics and competitors' URLs and use them to find keywords. You can do this by using SEO tools such as SEMrush or Ahrefs and pasting in the URLs to find all the keywords your competitors are ranking for.

Plus, you can also type in keywords related to the topics that you researched. The tools will give you keyword suggestions that you can also use as part of your SEO strategy.

Key metrics to look out for

Keyword Difficulty
Shows the difficulty of a keyword. However, keep in mind that this is a 3rd party metric, so don't take it too seriously, and do your research.

Cost-per-click (CPC)
The higher the cost per click, the more commercially valuable that keyword is likely to be.

Search volume
This is an estimate of how many people are looking for the keyword.

DAY 7

Create an Editorial Plan

Once you have gathered a list of the topics you want to rank for, you need to create an editorial plan or calendar for your website's content. In this calendar, you may also include pages that are already on your website but need to be optimized.

You'll want to pair each page with a set of keywords that you want to include. This will allow you to overview what pages you need to create and what keywords you want inside the article.

For this, you can use a Google sheets file. You can even find a range of editorial calendar templates online.

DAY 8

Learn How To Optimize a Page

Before you can dive into writing and optimizing your content, it's important that you know how to optimize a page. The best way to optimize a page is by doing it similar to how the pages' ranking have optimized theirs. Why?

Because this means Google will definitely understand what your page is about, and it will give you the best chances for ranking. For this, we sometimes use a tool called SurferSEO, as it analyzes where to use which keywords and how often.

However, you can also do this manually by looking where your competitors have used the keyword and how often. For example, if most of the pages ranking on the first page have used it in the title, and 0.5% of their text contains it, it would make sense for you to do so.

But when it comes to guidelines like the one we mentioned above, keep in mind that these are guidelines — not strict rules. So, if your page follows a slightly different keyword density to the pages that are ranking in Google, this isn't the end of the world.

In general, it makes sense to use it one time in the meta title, introduction, and final section of your article. But also ensure to have a similar keyword density to the articles ranking on the first page.

General optimization SEO best practices

- Include the keyword in the meta title & description.

- Include the keyword in the alt text of your images at least once.

- Include the keyword in the URL and make it as short as possible, i.e., yourURL.com/keyword-here.

- Include the keyword in the introduction & final section of your page.

- Follow a similar keyword density to what your competitors have done.

DAY 9

Start Writing/Optimizing Your Content

Once you know what keywords you are targeting and how to optimize a page, you can start creating your content.

For new pages - Write your content from scratch with the on-page SEO best practices that we mentioned above. Once you have written your content, you can double-check it and compare it to the pages on the first page of Google that have optimized theirs. Check their keyword density, and do something similar, so Google also knows what your page is about. You can also use SurferSEO, which will give you AI-calculated suggestions based on the Google search results.

For existing pages, we recommend either using SurferSEO or looking at the pages' ranking and optimizing accordingly. You can always add the keyword into the H1, alt tag, introduction, and final section too so that Google understands what your page is about.

DAY 10

Upload Your Content

Once you have your content, it's time to post it on your website. Here, you must follow all the on-page SEO practices mentioned earlier. Additionally, you should also ensure that you include engaging media throughout to break up the text.

Nobody likes walls of texts, and if you don't include engaging media to go along with it, most of your visitors will bounce. Again, make your URL structures nice and clean.

💡 Bonus Tip

Ensure that you are not using more than 2-3 lines per paragraph. This will make your text much easier to read for your visitors.

Optimize Your Images For Image Search

In addition to including the keyword in the alt text once, you should also include it in the file name. Plus, you should optimize your images for image search, as this can get you some additional traffic.

This is a lot more important than many business owners know because it affects the entire traffic that your website gets. You do this by adding other terms that people are using to look for the images into your alt text.

And, you should also compress your images so that they have a smaller file size. You can use a website like tiny.png for this; it's free and straightforward to use.

Other tips to ensure that your images are optimized

- Ensure they are in mobile-friendly formats like WebP, JPEG 2000, etc.
- Create a sitemap for your visual assets.
- Add Schema markups which will allow you to display your images on SERPs.
- Ensure your images are not more than 800px wide.

DAY 12

## Optimize Your Meta Title & Descriptions For CTR

On day 12, you will need to optimize your meta title and descriptions. It would make sense to include the keyword to show Google what your page is about. However, it's also important that you optimize for click-through rate (CTR).

We say this is so important because your CTR is one of the most important factors that decide how much traffic you're getting. If you have a 5% CTR and 1000 people see your result, you will get 50 visitors.

However, if you have a 10% CTR, you will get 100 visitors. This means optimizing for CTR can be very effective and help you get more traffic.

- Looks attractive and is well-formatted.
- Outlines the benefits that the reader will get.
- Matches the intent of the user.
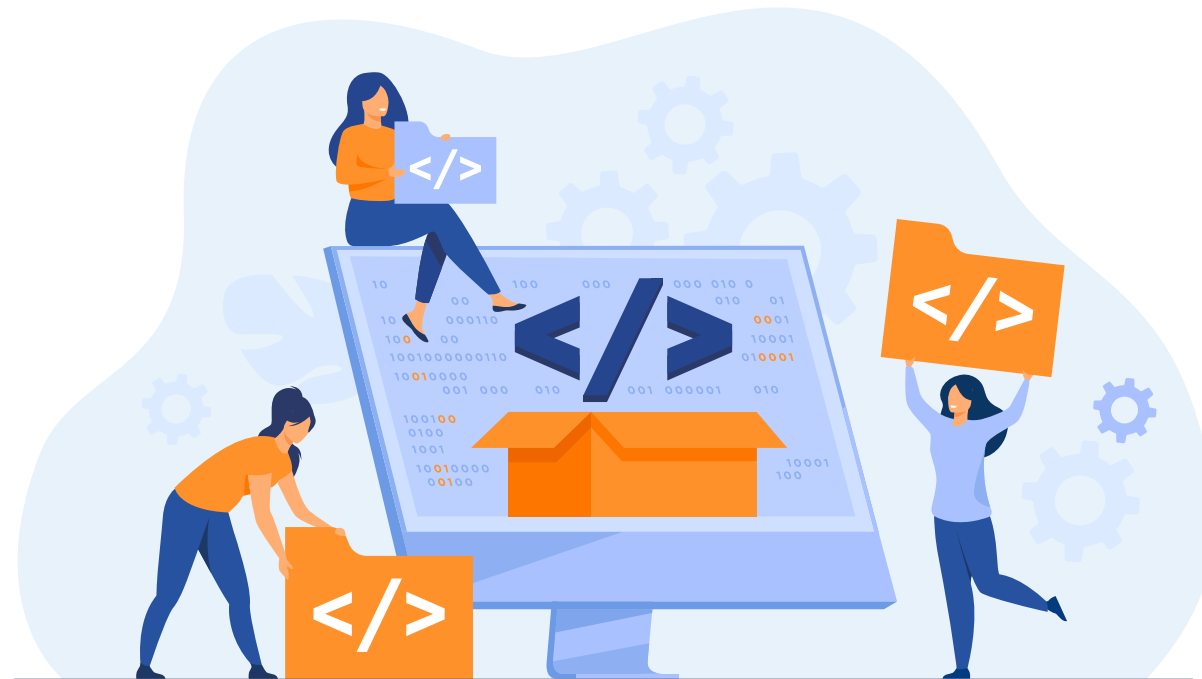
DAY 13

Analyze Your Content Quality

If you want to rank in Google, you must have unique and high-quality content. For this, you can use a TF*IDF tool, which will analyze how unique your content is beyond plagiarism.

Another way to ensure that you're bringing quality content to the table is by using your experience and including information that others don't have. For example, you can include expert quotes or case studies from your expertise, that nobody else can offer.

This will be highly valuable to your audience and ensure that your content standard is high.

DAY 14

Ensure Consistency

Another significant factor in your website's strategy is consistency. This isn't only in the content you're producing but also in the message you're portraying. Why is this important?

Because if a user is interested in one page of your website, it's important that they are still as interested when they visit the rest of your site. And if the message throughout is not consistent, it lowers the chances of this being the case.

See that the tone, images, colours on the website are consistent. This will ensure your visitors stay on the website once they get there.

DAY 15

Ensure your website runs smoothly on all devices

Today is not as full-on as some of the others. We need to check that your website runs smoothly on all devices to ensure your visitors see what they should. Don't only check your website on your mobile and PC, but also on various other devices:

- Mobile phones with other operating systems
- PC/Laptops
- Tablets
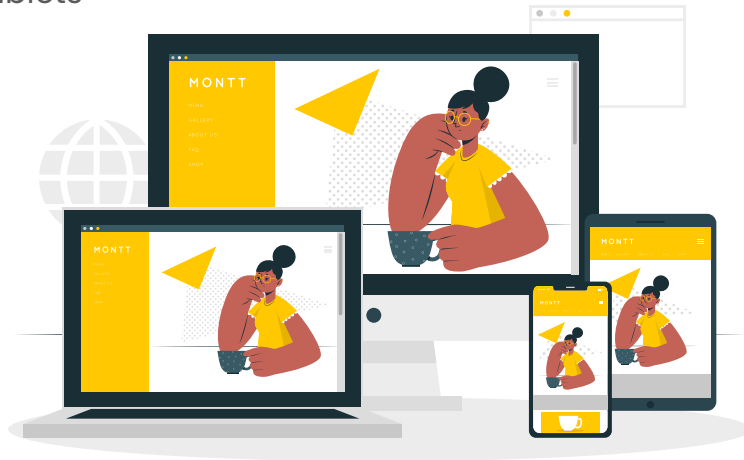
If you find issues, try to look into your website and its page builder to see what is causing the issue. If you can't do it yourself, you may need to speak to your developer.

DAY 16

Check core web vitals

In recent months, Google has confirmed that user experience is becoming increasingly important. The main factor in the core web vitals is your site speed, which you should optimize to the point that your website runs quickly and smoothly.

Today, you should use the tools available to audit how fast your site loads. Ideally, you should be aiming for 1 to 2-second speed max.

The tools you can use to check your site speed are

- Google Pagespeed Insights
- Pingdom
- GTMetrix

These tools will give you suggestions to improve your site speed. Make a list of what you need to improve on, and move to the next step.

DAY 17

Improve your site speed

Today, you need to work on those suggestions from yesterday and improve them. If you're using WordPress, you can use a plugin named WP Rocket to improve your site speed. Or, if you are using another CMS, there should be similar apps or plugins too.

If worst comes to worst, you may need to hire a developer to edit the code and speed up your site.

DAY 18

Get a Technical SEO audit

Besides site speed, various other technical errors could be harming your site's performance. For example, broken links could be harming the user experience and stopping Google's crawlers from accessing your entire site.

We suggest using one of the industry-standard tools like SEMrush or Ahrefs to generate a site audit.

Review your anchor texts

Today, you'll want to review your anchor texts and ensure that they are correct. While the only advice we have from Google is to "describe the page you are pointing to clearly," our testing suggests that you can be a little more keyword-rich in your internal links than the external links you build.

You probably shouldn't overdo it and send 50 internal links with the same keyword anchor text to one page. However, you can include the main keyword in the anchor text of most of your internal links, assuming it describes the page.

Click Here

ANCHOR TEXT

Lorem ipsum dolor sit amet, consectetuer adipiscing elit, sed diam nonummy nibh euismod tincidunt ut **click here** laoreet dolore magna aliquam erat volutpat. Ut wisi enim ad minim veniam, quis nostrud

Link your pages internally

After you have reviewed your previous existing anchor texts, you may notice that some pages don't have many internal links going to them. Today, you'll want to link any pages internally, but ensure that you are keeping a nice SILO structure when you are linking between pages.

Take a look at the image below to see what a SILO structure looks like.
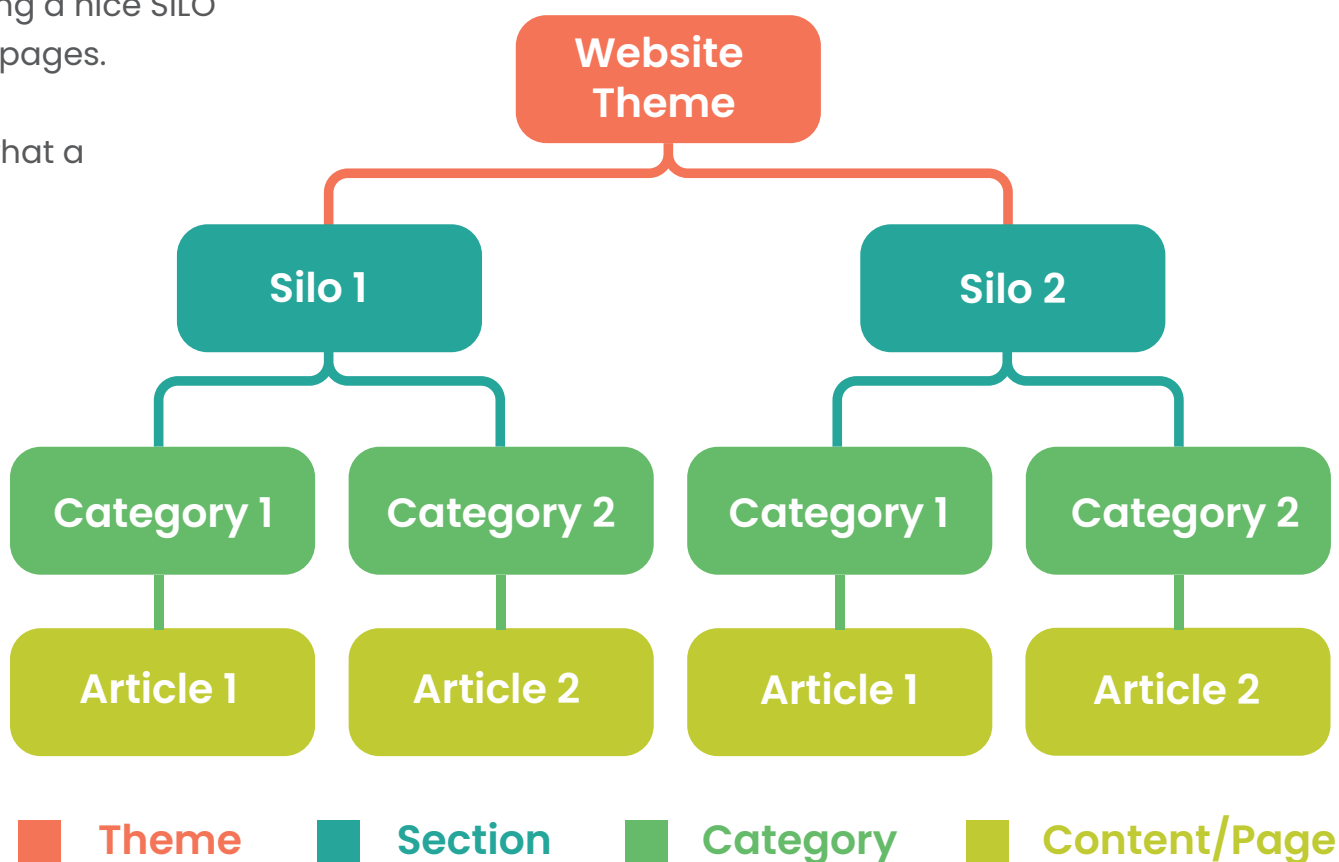
DAY 21

Remove duplicate content

Today, you need to remove any duplicate content. Duplicate content can stop you from ranking in search engines because it confuses search engines. So, ensure that all the content on your pages is unique and that you don't have some technical error, creating duplicate pages.
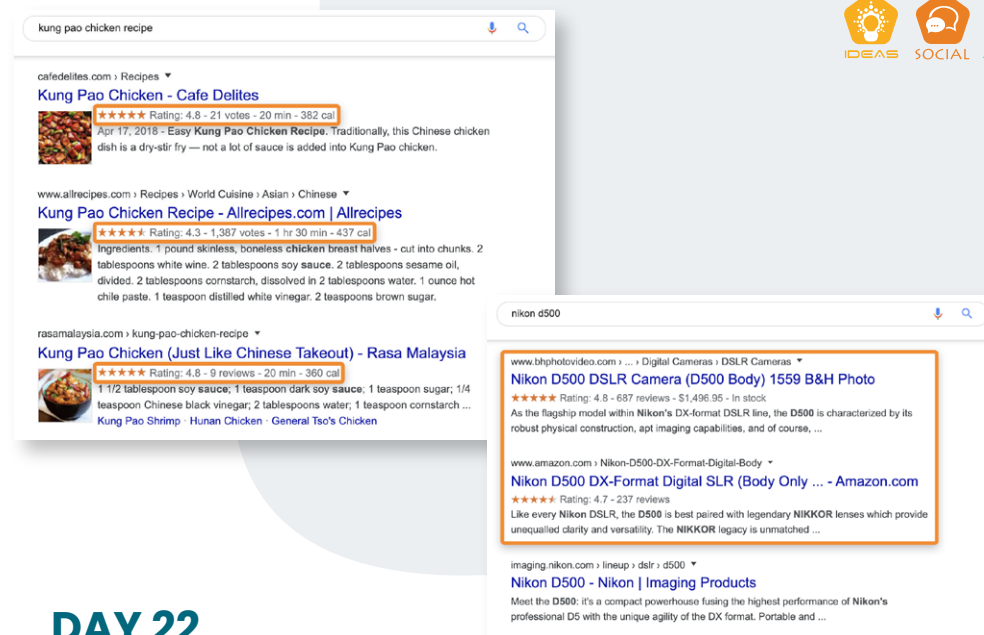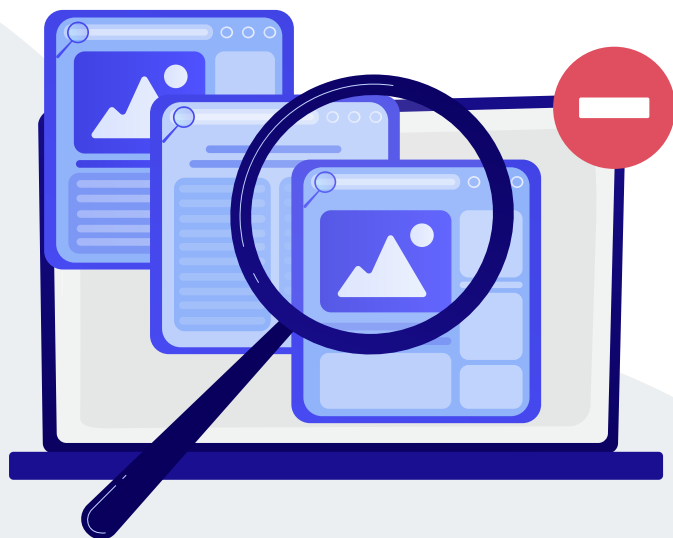
DAY 22

Rich snippets

Rich Snippets can help improve your click-through rate (CTR), which ultimately increases your traffic because more people are clicking your result. They are a special type of snippet where more information is shown to the user.

It can be FAQs, articles, recipes, and various other information that can make your result look more attractive to the user. You can check whether your page supports snippets with the Google Rich Results Test.

Structured data

Next, you have to add structured data to your pages. This tells search engines what type of result you have to display in the snippet. An example of this would be adding who the "author" is or "ingredients" for a recipe.

Again, this contributes to a higher result, which can improve your CTR. Google and other search engines will automatically pull this from your content if it is formatted well.

- Make sure you use H tags for headings
- Include bullet points & a table of contents
- Ensure your website is indexable and crawlable
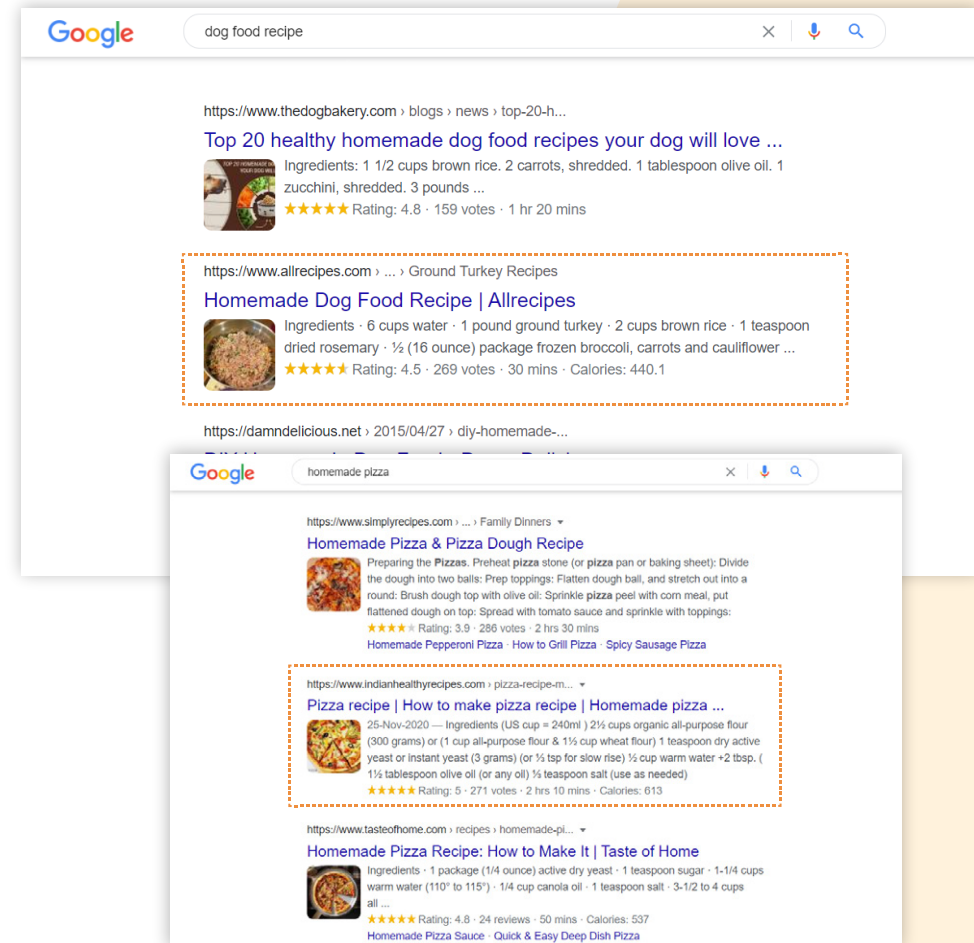
DAY 24

Optimize for featured snippets

Today, we aim to capture some featured snippets. For your targeted keywords, check out the search engine results pages (SERP). You may find that Google displays featured snippets. Usually, these have a very specific format; sometimes, they are bullet points, lists, or sentences with a certain length.

We want you to create a clear answer in the same format as the existing featured snippet Google displays. From here, build it into your content so that you have a chance of stealing those featured snippets from your competitors.
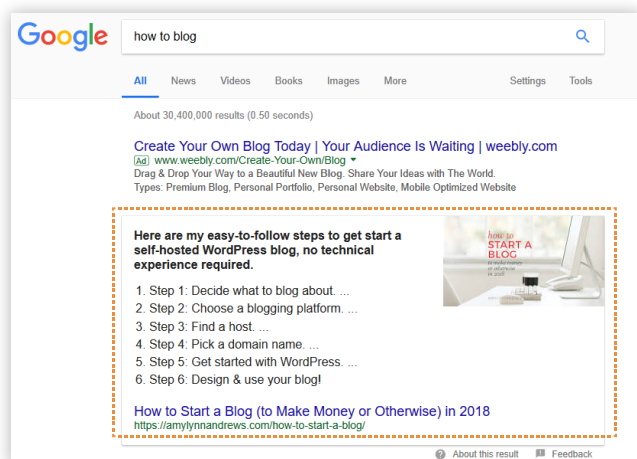

DAY 25

Optimize your breadcrumb navigation

Breadcrumbs can also make your website look nice and organized. They are the pathways shown in Google, which often look like this: **yourdomain.com/category>subcategory>article.**

Why is this important?

Because your visitors can see how organized your site is and how much information you might have on a particular topic. You can optimize your breadcrumbs by performing an optimization audit and looking at your existing search results.

From there, you can use a plugin to control your breadcrumb format.
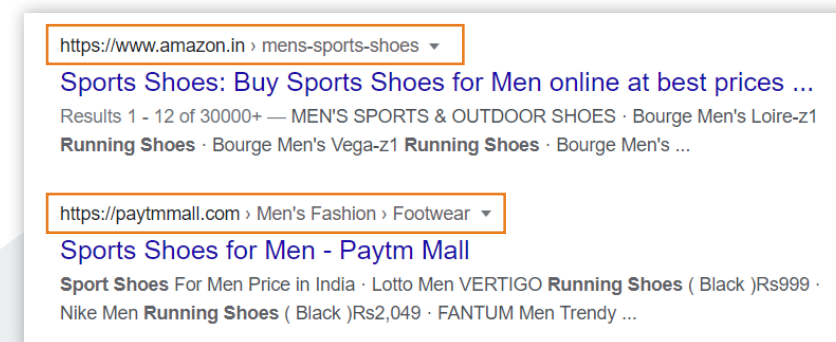
Optimize for "Near me"/Local SEO

If you target local users, you must optimize for local
SEO & "near me" searches. How?

- Ensure your website is optimized for mobile (We did this earlier!).

- Ensure your website and service pages contain your name, address, and phone (NAP).

- Have content that is related to your location/area.

- Include the location/town/city name in the headings of your website.
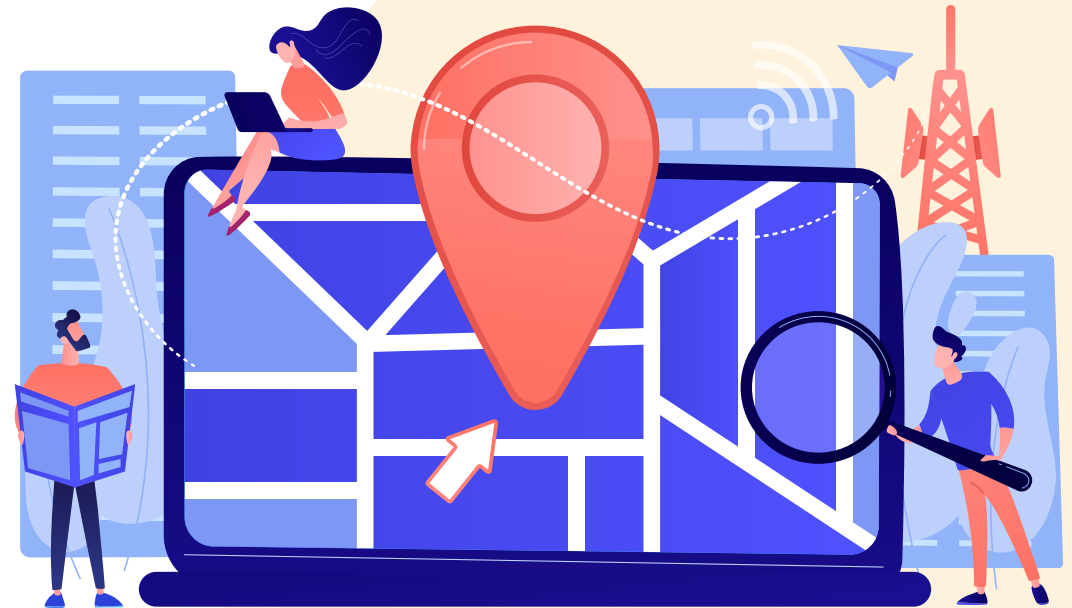
DAY 27

Localization

Another thing that will help you provide your users with a better experience is internationalizing your website, i.e., through localization. This is making your website available in several languages, which will help your international visitors.

You can add the code below to redirect users from one URL to another based on their language. For example, if you target an American and Spanish market, you may use the code below to send your Spanish visitors to a Spanish version of your page.

Structure:
<link rel = "alternate" hreflang = "countrylabel" href = "alternative URL"/>

DAY 28

Add a Favicon

An appealing favicon can increase your CTR, which again increases your traffic. Make sure to add one that represents your brand and looks appealing to increase the chances of users clicking on your result — not your competitors.

You should be able to edit this in your site settings. If you're not sure what to use as a Favicon, you can just resize your logo to the required dimensions.
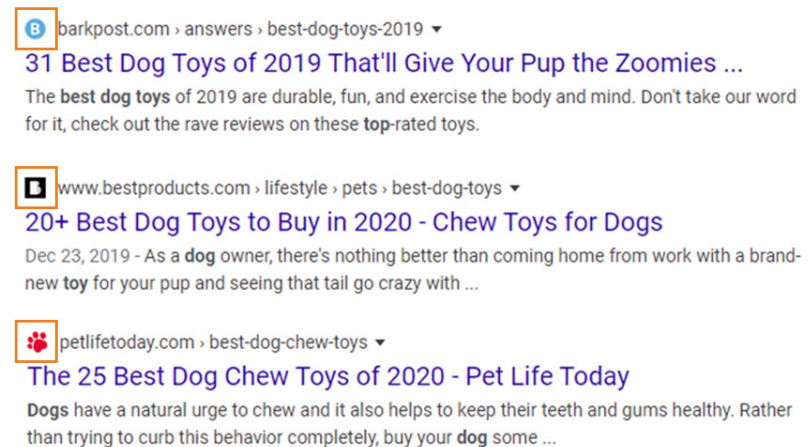
DAY 29

Optimize For Conversions

Today, it's time to double-check if all of your pages are optimized for conversions. Otherwise, all the traffic that you'll get will engage with your website and won't purchase from you.

So, here's a checklist to double-check to ensure that your site will convert as well as possible:

- Use short sentences.
- Format your content so that its easy to read & skim through (use lists & bullet points where possible).
- Use persuasive words in your content, and write with clarity.
- Include social proof/testimonials/case studies to support your claims.
- Double-check your copy.

DAY 30

Make improvements if needed

Finally, once you have completed all the previous tasks, you can look to make improvements. We suggest focusing on your pages that are "nearly" on page 1. Because improving them would have the biggest impact. **Anything from page 2 to 4 should be on your priority list.**

What type of improvements should you make?

You can add content and update it so that it's more relevant. Additionally, you can also ensure that these pages load fast and don't have technical SEO issues. Once you have done this, start building links to your pages on page 1 because this can push them up and increase your traffic.

FOLLOW US FOR MORE!

f facebook.com/ScionSocial

in linkedin.com/company/scion-social/

📷 instagram.com/scion.social/

🌐 www.scion-social.com

📅 Book A FREE 30 Minutes SEO Strategy Call

SCION

IDEAS   SOCIAL   ACADEMY

Hi!

Hello!