

SEO STRATEGY TEMPLATE



Table Of Contents

Step 1: Define your audience & create a buyer/visitor/reader persona.....	3
Step 2: Identify the right topics and keywords to target.....	4
Step 3: Create a strategic content plan.....	5
Step 4: Create a link-building strategy.....	6
Step 5: Set SEO goals & KPIs.....	7
Conclusion.....	8

Step 1: Define your audience & create a buyer/visitor/reader persona.

Consider the visitors you want on your website. Answer the following question:

- Who are they? Note the demographics, age, gender, and income.
- What kind of website do they like to visit? Write down the kind of content they like to engage with.
- What are their needs that are not met?

Demographics	Websites & Content	Needs	Additional Information
E.g. Middle-class U.K. males aged 30-55 with interest in phones & gadgets.	E.g., apple.com & rog.asus.com	E.g., How to improve the performance of my gaming phone?	E.g. Likes to read blog posts & watch videos on YouTube.

Tip: If you are stuck with creating a persona, visit [SEMRUSH](#) to define your audience.

Step 2: Identify the right topics and keywords to target.

Take the learnings from step 1 a t step ahead.

Create a list of topics your audience would like to read.

Here is a tool from [BuzzSumo](#) to help you build the list. ... Or just go ahead and list the topics off the top of your head.

Topics
1. E.g., How to improve the performance of my gaming phone?

The next step is conducting detailed keyword research and finding each topic's focus keyword. Consider your topics as the wheel's hub, and keywords are the spokes connected to the wheel.

Tip: For keywords, keep an eye out for search volume, competition, and relevancy.

Topic	Keyword	Search Volume	Competition	Relevance
E.g., How to improve the performance of my gaming phone?	E.g., Improving performance of your phone.	E.g., 1,200 searches/mo.	E.g., Low	E.g., Somewhat relevant.

Step 3: Create a strategic content plan.

It's now time to create a content plan. As expected, these will be based on the topics you listed earlier.

Creating an amazing content plan is outside the scope of this template. In general, it covers each topic well from every dimension.

Write long-form articles that thoroughly explore each keyword to add depth. Based on their search intent, your material should be completely satisfactory for someone searching for that keyword. In other words, don't leave them with a million unanswered questions.

Create breadth by including a variety of articles on each topic. Increase your perceived authority on a topic by creating optimized material for as many different keywords as possible.

The depth and breadth of your content increase your authority in visitors' eyes. And increasing your authority in Google's eyes requires two things: high-quality backlinks and E-A-T. So you can kill two birds with one stone: Create credible content that reputable websites will want to link to.

Keyword	Content	Content Description
E.g., Improving performance of your phone.	E.g., Tips to increase the performance of your gaming phone.	E.g., 10 tips to avoid overheating your phone.

Step 4: Create a link-building strategy.

As mentioned earlier, link-building is REALLY important to gain authority and rank better on Google.

In this step you will have to build a web of links for both in-bound or out-bound links.

Content	Link-Building Strategies
E.g. 10 tips to avoid overheating your phone.	E.g. E.g. Resource pages, Link roundups, Skyscraper Technique

Step 5: Set SEO goals & KPIs.

Setting specific goals is similar to making a road plan of where you want to go.

Choose your goals and key performance indicators for this step. These are the examples.

You'll utilize analytics to determine whether your strategy is effective. So it's worth taking the time to get things perfect.

It may be tempting to concentrate entirely on SEO metrics such as rankings and domain authority ratings. Those are lovely to look at. However, linking them to more specific business objectives, such as increasing revenue is critical.

Business Goal	SEO KPIs	Details & Time frame
E.g. Increase sales of straight-pipe exhaust kits.	E.g. Sales of straight-pipe exhaust kits from organic search traffic, Organic.	E.g. 30% growth YoY search traffic to straight-pipe exhaust kits page.

Conclusion

That's all for the SEO Strategy Template. We hope it helps you in your SEO marketing strategy!

In case you are stuck and need help from our SEO experts? Feel to connect us at wpexcelsupport@cedcommerce.com

Regards,
Team WP Excel.

