

SEO PLANNING by Usaid Mustafa	
Keyword Targeting Strategy	1.Local +National keyword research (400 max)
	2.LSI or Relevant keyword target
	3.Competitor keywords spy
	4.My special: 10 KGR keyword for easy ranking
Website Audit	1.Keyword targeting audit /Content audit
	2.On page SEO audit
	3.Technical SEO audit
	4.Backlinks audit
	5.Traffic analysis
Competitor Website Audit	1.Keyword targeting audit /Content audit
	2.On page SEO audit
	3.Technical SEO audit
	4.Backlinks audit
	5.Traffic analysis
On Page SEO	1. Content Analysis
	2. URL Optimisation
	3. Smart and Advance Title
	4. Heading Tag Placement
	5. Meta description
	6. Image SEO
	7. Image alt tags
	8. Keyword density
	9.Keyword stuffing
	10.Broken link fixing
	11.Orphan page fixing
	12.Internal linking
	13.External linking
	14.Yoast SEO/ Rank Math/All in one setup & Implement
	15.Rank Math setup & Implement

Google Tools Implement	1.Google search console
	2.Google analytics
Advance Technical SEO Strategy	1. Sitemap setup
	2. Robots.txt
	3. Indexing
	4. Crawling
	6. Site Speed Optimization(conditional)
	7. Schema markup
Link Building Strategy	1. Guest posting(conditional)
	2. Competitor backlink spy
	3. Manual link building
	4.Web 2.0
	5.Profile listing
	6.Business listing
	7.Directory submission
	8.Social bookmarking
	9.Social Share
Extra link building strategy	1.Perfect anchor placing
Reporting format	15 days report
	1 month report
	3 month ranking report
Objectives	1. Ranking higher on the Google & Bing Search Engine for targeted keywords
	2. Generate more qualified leads
	3. Best use of proximity rules of Google
	4. Generate engaging content for potential customers