



# SEO Strategy template

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## Step 1: Define your audience

Understanding your audience is the foundation of a successful SEO strategy. Ask yourself the following questions:

- Who are they? Consider demographics such as age, gender, income, profession, and interests.
- Where are they located? Target local, national, or global markets based on your goals.
- What are their pain points? What problems can your content solve?
- How do they consume information? Mobile, desktop, social media, videos, blogs, etc.

### Helpful tools:

- Google Analytics: for insights into current website visitors.
- HubSpot Persona Tool: to create detailed personas.
- SEMrush Audience Insights: for competitive audience analysis.

### Example:

Demographics	Location	Interests	Problem
Millennials, aged 25-35	USA	Sustainability, online shopping	Difficulty finding eco-friendly products



## Step 2: Research topics and keywords

Identify topics and keywords that attract your audience. Use both data-driven (top-down) and creative (bottom-up) approaches.

1. Brainstorm topics:  
Use tools like BuzzSumo, Google Trends, and social media to identify trending topics.
2. Conduct keyword research:  
Utilize tools such as Google Keyword Planner, Ahrefs, or Ubersuggest. Evaluate search volume, difficulty, and commercial intent.
3. Analyze competitors:  
Examine websites that rank well in your niche. What keywords are they using?

### Additional tools:

- AnswerThePublic: to discover user questions.
- Keyword.io: to generate long-tail keyword ideas.

### Example keyword table:

Topic	Keyword	Search volume	Competition	Intent
Sustainable shopping	Eco-friendly products	8,000/mo	Medium	Purchase intent
Saving energy at home	Tips to reduce energy bills	12,500/mo	High	Informational



## Step 3: Plan your content

A strong content strategy separates average SEO performance from exceptional results.

### 1. Types of content:

- Blog posts: great for targeting long-tail keywords.
- Videos: ideal for mobile users and visual learners.
- Infographics: highly shareable on social media.
- Whitepapers or e-books: for in-depth topics.
- Tools or calculators: interactive content that drives engagement.

### 2. Write with depth and breadth:

- Depth: Answer every possible question users might have about a topic.
- Breadth: Cover the topic from different angles, such as guides, comparisons, and case studies.

### 3. Content calendar:

Plan your content to ensure consistency.

### Example content calendar:

Date	Topic	Content type	Platform
January 1, 2024	"10 tips to save energy at home"	Blog post	Website, Facebook
January 15, 2024	"How does an energy-saving tool work?"	Video	YouTube, Instagram
January 25, 2024	"Download our guide: Save energy in 2024"	E-book	Website, LinkedIn



## Step 4: Plan your link-building strategies

High-quality links improve your domain authority and rankings.

### Effective strategies:

- Guest blogging: contribute valuable articles to other sites.
- Broken link building: replace broken links on websites with your content.
- Resource pages: pitch your content as a valuable resource to site owners.

### Helpful tools:

- Ahrefs: to identify link opportunities.
- Hunter.io: to collect contact information for outreach.

### Example:

Content	Link-building strategy	Expected impact
"Energy-saving tool"	Resource pages, skyscraper	Increased SEO authority



## Step 5: Set goals and KPIs

Set SMART goals (specific, measurable, attainable, relevant, time-bound) that align with business objectives.

### Key KPIs:

- Organic traffic (Google Analytics)
- CTR (click-through rate)
- Bounce rate
- Conversions
- Backlinks and domain authority (Ahrefs, Moz)

### Example goals:

Objective	KPI	Timeline
Increase organic traffic by 20%	Sessions from organic traffic	Q1 2024
Boost sales by 15%	Conversions from organic traffic	H1 2024



## Step 6: Optimize your technical SEO

Technical SEO is essential for visibility and user experience.

### Focus areas:

1. Website speed: analyze with Google PageSpeed Insights and GTmetrix.
2. Mobile-friendliness: test your site using Google's Mobile-Friendly Test.
3. Structured data: implement schema markup for rich snippets.
4. Site structure: ensure clear URLs and logical internal links.





## **Step 7: Continuously measure and improve**

SEO is an ongoing process. Analyze, optimize, and repeat.

### **Essential tools:**

- Google Search Console: to track indexing issues and performance.
- Google Analytics: for detailed traffic analysis.
- Hotjar: to understand user behavior on your pages.

### **Checklist:**

- Generate monthly reports on SEO performance.
- Identify trends and problem areas.
- Update underperforming content.

