



# COMPLETE SEO PROGRAM

## FUNCTIONAL MEDICINE PRACTICES

### ONBOARDING

Onboarding tasks ensure the most foundational first steps of your client's local SEO campaign are addressed as priority. These tasks aid in conversion tracking and basic setup of technical requirements onsite that will apply as you move through optimization.

NAME OF TASK	BUCKET	DIFFICULTY	PRIORITY	FREQUENCY	COMPLETE
HTML Sitemap	TECHNICAL	EASY	SETUP	ONCE	<input type="checkbox"/>
Setup Google Analytics	TECHNICAL	MODERATE	SETUP	ONCE	<input type="checkbox"/>
Setup Google Search Console	TECHNICAL	MODERATE	SETUP	ONCE	<input type="checkbox"/>
Robots.txt Optimization	TECHNICAL	HARD	SETUP	ONCE	<input type="checkbox"/>
Click to Call Setup Onpage	TECHNICAL	MODERATE	SETUP	ONCE	<input type="checkbox"/>
XML Sitemap Submitted	TECHNICAL	EASY	SETUP	ONCE	<input type="checkbox"/>
Conversion Tracking (Goal Setup in GA) per goal	TECHNICAL	MODERATE	SETUP	ONCE	<input type="checkbox"/>
Audit Schema & Setup	TECHNICAL	HARD	SETUP	ONCE	<input type="checkbox"/>
Reporting System Setup	TECHNICAL	MODERATE	SETUP	ONCE	<input type="checkbox"/>
NAP - Home, Contact, About	TECHNICAL	EASY	SETUP	ONCE	<input type="checkbox"/>
Technical Audit (Full Site)	TECHNICAL	MODERATE	SETUP	ONCE	<input type="checkbox"/>
Site Speed Evaluation	TECHNICAL	EASY	SETUP	ONCE	<input type="checkbox"/>
Keyword Research	CONTENT	MODERATE	SETUP	QUARTERLY	<input type="checkbox"/>
Install RankMath Plugin	TECHNICAL	EASY	SETUP	ONCE	<input type="checkbox"/>
Include Google Map on Contact Page or Footer	ONPAGE	MODERATE	SETUP	ONCE	<input type="checkbox"/>

### LOCAL SEO

Local SEO is primarily focused on Google My Business. Think of this as a second point of offsite conversion and a powerful tool when it comes to local SEO. It can drive traffic to the site or be utilized on its own. The following tasks are should be revisited often and be used to build local visibility.

NAME OF TASK	BUCKET	DIFFICULTY	PRIORITY	FREQUENCY	COMPLETE
Citation Submission, Optimization & Clean	LOCAL	MODERATE	MEDIUM	MONTHLY	<input type="checkbox"/>
Google My Business Optimization	LOCAL	MODERATE	MEDIUM	MONTHLY	<input type="checkbox"/>
Google Post Add + Optimization (1 Post per week)	LOCAL	EASY	LOW	MONTHLY	<input type="checkbox"/>
Hyper Local Citations	LOCAL	MODERATE	MEDIUM	MONTHLY	<input type="checkbox"/>
GMB Post Calendar	LOCAL	EASY	LOW	MONTHLY	<input type="checkbox"/>
Local Keyword Matrix	LOCAL	MODERATE	MEDIUM	QUARTERLY	<input type="checkbox"/>
Add Google Map to Page	LOCAL	MODERATE	MEDIUM	ONCE	<input type="checkbox"/>
Claim your Google My Business Listing	LOCAL	EASY	SETUP	ONCE	<input type="checkbox"/>
Claim Your Yelp Listing	LOCAL	EASY	SETUP	ONCE	<input type="checkbox"/>
Claim your Bing Places for Business Listing	LOCAL	EASY	SETUP	ONCE	<input type="checkbox"/>
Reply to Reviews	LOCAL	EASY	HIGH	MONTHLY	<input type="checkbox"/>

46 **TECHNICAL SEO**

47 Technical SEO is a mixture of creating a solid foundation with keywords then building upon that by way of schema markup or asset optimization which appeals to the spiders that crawl the site.

48	NAME OF TASK	BUCKET	DIFFICULTY	PRIORITY	FREQUENCY	COMPLETE
49	Review Schema (per page)	TECHNICAL	HARD	HIGH	ONCE	<input type="checkbox"/>
50	Video Schema (per video)	TECHNICAL	HARD	HIGH	ONCE	<input type="checkbox"/>
51	All title tags contain target keyword(s)	TECHNICAL	EASY	SETUP	ANNUALLY	<input type="checkbox"/>
52	All title tags are unique (no duplicates)	TECHNICAL	MODERATE	SETUP	ONCE	<input type="checkbox"/>
53	All title tags have less than 65 characters	TECHNICAL	EASY	SETUP	ANNUALLY	<input type="checkbox"/>
54	All description tags include target keyword(s)	TECHNICAL	EASY	SETUP	ANNUALLY	<input type="checkbox"/>
55	All description tags are unique (no duplicates)	TECHNICAL	MODERATE	SETUP	ONCE	<input type="checkbox"/>
56	All description tags have less than 155 characters	TECHNICAL	EASY	SETUP	ANNUALLY	<input type="checkbox"/>
57	GSC Audit	TECHNICAL	MODERATE	SETUP	MONTHLY	<input type="checkbox"/>
58	GA Audit	TECHNICAL	MODERATE	SETUP	MONTHLY	<input type="checkbox"/>
59	Backlink Audit	TECHNICAL	MODERATE	SETUP	MONTHLY	<input type="checkbox"/>
60	H Tag Optimization (per page)	TECHNICAL	MODERATE	MEDIUM	ONCE	<input type="checkbox"/>
61	Alt Tag Optimization (per image)	TECHNICAL	MODERATE	MEDIUM	ONCE	<input type="checkbox"/>
62	404s / Error Fix	TECHNICAL	MODERATE	HIGH	MONTHLY	<input type="checkbox"/>
63	Advanced Schema Markup (per page)	TECHNICAL	HARD	HIGH	ONCE	<input type="checkbox"/>
64	Keyword Cannibalization Audit	TECHNICAL	MODERATE	MEDIUM	QUARTERLY	<input type="checkbox"/>
65	Check for https	TECHNICAL	EASY	HIGH	ONCE	<input type="checkbox"/>
66	Check for non-www vs www - 1 version	TECHNICAL	MODERATE	HIGH	ONCE	<input type="checkbox"/>
67	Broken Links Audit	TECHNICAL	EASY	MEDIUM	MONTHLY	<input type="checkbox"/>
68	Review site architecture for concise URLs	TECHNICAL	MODERATE	MEDIUM	ANNUALLY	<input type="checkbox"/>
69	Check that URLs have redirects to / or the canonical is set to /	TECHNICAL	MODERATE	MEDIUM	QUARTERLY	<input type="checkbox"/>
70	Check Redirect Chains	TECHNICAL	MODERATE	MEDIUM	QUARTERLY	<input type="checkbox"/>
71	Check for coverage issues in Google Search Console	TECHNICAL	EASY	HIGH	MONTHLY	<input type="checkbox"/>
72	Check for manual penalties in Google Search Console	TECHNICAL	EASY	HIGH	MONTHLY	<input type="checkbox"/>
73	Local Business Markup	TECHNICAL	HARD	HIGH	ONCE	<input type="checkbox"/>
74	Build backlinks to relevant pages	TECHNICAL	MODERATE	HIGH	MONTHLY	<input type="checkbox"/>
75	Disavow Spammy Backlinks	TECHNICAL	MODERATE	HIGH	MONTHLY	<input type="checkbox"/>

78 **CONVERSION RATE OPTIMIZATION**

79 Conversion Rate Optimization is an ongoing audit, test, and measurement strategy that is in place to ensure more users make their way deeper in the funnel to convert.

80	NAME OF TASK	BUCKET	DIFFICULTY	PRIORITY	FREQUENCY	COMPLETE
81	Exit Popup CTA	TECHNICAL	MODERATE	MEDIUM	ONCE	<input type="checkbox"/>
82	Add/Optimize CTAs	ONPAGE	MODERATE	MEDIUM	MONTHLY	<input type="checkbox"/>
83	Mobile Friendliness Check & Fix	TECHNICAL	MODERATE	HIGH	QUARTERLY	<input type="checkbox"/>
84	Internal links	ONPAGE	EASY	MEDIUM	MONTHLY	<input type="checkbox"/>
85	Create 404 Page	TECHNICAL	MODERATE	HIGH	ONCE	<input type="checkbox"/>
86	Analyze heatmap or behavior flow for page engagement	TECHNICAL	MODERATE	MEDIUM	MONTHLY	<input type="checkbox"/>
87	A/B test page triggers	ONPAGE	MODERATE	MEDIUM	MONTHLY	<input type="checkbox"/>
88	Conversion-oriented assets (trust signals, social proof, case studies)	ONPAGE	MODERATE	HIGH	QUARTERLY	<input type="checkbox"/>
89	Testimonials (video or Google/FB/Yelp Reviews)	ONPAGE	MODERATE	HIGH	MONTHLY	<input type="checkbox"/>

92	<b>CONTENT</b>					
93	Content is one of the most important factors when it comes to how well a page is going to rank and engage the audience. Below are various best practices and audit tasks that will ensure you're effectively building content with a purpose.					
94	<b>NAME OF TASK</b>	<b>BUCKET</b>	<b>DIFFICULTY</b>	<b>PRIORITY</b>	<b>FREQUENCY</b>	<b>COMPLETE</b>
95	Content Audit	CONTENT	MODERATE	HIGH	QUARTERLY	<input type="checkbox"/>
96	Authoritative Content Strategy w/ Local Topics	CONTENT	MODERATE	MEDIUM	MONTHLY	<input type="checkbox"/>
97	Content Calendar	CONTENT	MODERATE	MEDIUM	MONTHLY	<input type="checkbox"/>
98	Supportive Keyword Research	CONTENT	EASY	MEDIUM	QUARTERLY	<input type="checkbox"/>
99	Long Form Content Optimization (1500-2000 Words)	CONTENT	EXPERT	MEDIUM	MONTHLY	<input type="checkbox"/>
100	Blog Creation (1000 words)	CONTENT	EXPERT	MEDIUM	MONTHLY	<input type="checkbox"/>
101	Check for Duplicate Content	CONTENT	MODERATE	MEDIUM	QUARTERLY	<input type="checkbox"/>
102	Create Pillar Content	CONTENT	EXPERT	MEDIUM	MONTHLY	<input type="checkbox"/>
103	Create Supportive (cluster) Content	CONTENT	EXPERT	MEDIUM	MONTHLY	<input type="checkbox"/>
104	Content Formatting (per page)	CONTENT	EASY	MEDIUM	ONCE	<input type="checkbox"/>
105	Check content optimization score (per page)	CONTENT	EASY	MEDIUM	ONCE	<input type="checkbox"/>
106	Content Reading Level - Basic vs Intermediate vs Advanced	CONTENT	EASY	MEDIUM	ONCE	<input type="checkbox"/>
107	Keyword in 1st 100 Words (per page)	CONTENT	EASY	MEDIUM	ONCE	<input type="checkbox"/>
108	LSI	CONTENT	MODERATE	MEDIUM	ONCE	<input type="checkbox"/>
109	Create Local City Pages	CONTENT	MODERATE	HIGH	MONTHLY	<input type="checkbox"/>

112	<b>ONPAGE (MONTHLY)</b>					
113	Onpage optimization is essential in improving engagement on a specific page as well as increasing UX and the conversion funnel. Additionally, some of these tasks will allow the site to reach a wider audience by appealing to Google's best practices for copy.					
114	<b>NAME OF TASK</b>	<b>BUCKET</b>	<b>DIFFICULTY</b>	<b>PRIORITY</b>	<b>FREQUENCY</b>	<b>COMPLETE</b>
115	Link Placement & Copy Audit (per page)	ONPAGE	MODERATE	MEDIUM	ONCE	<input type="checkbox"/>
116	Internal Linking Audit (per page)	ONPAGE	EASY	MEDIUM	ONCE	<input type="checkbox"/>
117	Great Onpage Structure (per page)	ONPAGE	MODERATE	MEDIUM	ONCE	<input type="checkbox"/>
118	Product Page Optimization (per page)	ONPAGE	MODERATE	MEDIUM	ONCE	<input type="checkbox"/>
119	Check for About, Contact, Privacy Policy and TOS Pages	ONPAGE	EASY	MEDIUM	ONCE	<input type="checkbox"/>
120	Use Video (per page)	ONPAGE	MODERATE	MEDIUM	ONCE	<input type="checkbox"/>
121	Have the target keyword in URL, Title (at the beginning) and Heading	ONPAGE	EASY	MEDIUM	ONCE	<input type="checkbox"/>
122	Use Focus Keyword in 1st Paragraph	ONPAGE	EASY	MEDIUM	ONCE	<input type="checkbox"/>
123	Use a Single H1 on Each Page	ONPAGE	EASY	HIGH	ONCE	<input type="checkbox"/>
124	Outbound links on each page	ONPAGE	EASY	MEDIUM	ONCE	<input type="checkbox"/>

127 **HOSTING**

128 Having a fast performing website that follows all the latest best practices is important to not only rank higher and have a high conversion rate, it's also important to give your users a fast and enjoyable user experience. Some of the items on this list are easy to do within WordPress and some would need some more technical skills but these would pave the foundation towards making sure your website follows the key best practices and is optimized for your customers and Google.

129	NAME OF TASK	BUCKET	DIFFICULTY	PRIORITY	FREQUENCY	COMPLETE
130	Use a Top-Performing Web Host	TECHNICAL	EASY	HIGH	ONCE	<input type="checkbox"/>
131	Check the location is close to your service area	TECHNICAL	EASY	MEDIUM	ONCE	<input type="checkbox"/>
132	Use a CDN	TECHNICAL	MODERATE	MEDIUM	ONCE	<input type="checkbox"/>
133	Check and Use GZIP Compression	TECHNICAL	EASY	MEDIUM	ONCE	<input type="checkbox"/>
134	Check for HTTP/2	TECHNICAL	EASY	MEDIUM	ONCE	<input type="checkbox"/>
135	Use a Caching Solution	TECHNICAL	MODERATE	HIGH	MONTHLY	<input type="checkbox"/>
136	Minify JS/CSS Files	TECHNICAL	MODERATE	HIGH	MONTHLY	<input type="checkbox"/>
137	Serve Scaled Images	TECHNICAL	MODERATE	HIGH	MONTHLY	<input type="checkbox"/>
138	Compress and Optimize Images	TECHNICAL	MODERATE	HIGH	MONTHLY	<input type="checkbox"/>
139	Lazy Load Images & Iframes	TECHNICAL	HARD	MEDIUM	MONTHLY	<input type="checkbox"/>
140	Youtube embeds	TECHNICAL	EASY	MEDIUM	MONTHLY	<input type="checkbox"/>
141	Update Core/Theme/Plugins	TECHNICAL	EASY	MEDIUM	MONTHLY	<input type="checkbox"/>
142	Backups	TECHNICAL	MODERATE	MEDIUM	MONTHLY	<input type="checkbox"/>
143	Web files Security Scanning	TECHNICAL	MODERATE	HIGH	MONTHLY	<input type="checkbox"/>