

## SEO Marketing Plan Template

This SEO marketing plan template includes the key steps to rank for a keyword in Google. If you haven't already, I recommend checking out our [SEO Strategy Template](#) first. It will help set the foundation for what's covered here.

### Step 1: Find a Target Keyword

The first step in your SEO marketing plan is to choose a keyword to target.

In other words: it's time for [keyword research](#). First, you want to create a list of several different keyword options. Then, prioritize them based on their balance of commercial intent, search volume, competition, and relevance to your business.

You can add them here:

Keyword	Commercial Intent	Search Volume	Competition	Relevance
<i>E.g. Olympic weight sets free shipping</i>	<i>E.g. High</i>	<i>E.g. 200 searches/mo.</i>	<i>E.g. Low</i>	<i>E.g. Somewhat relevant</i>

Finally, pick 1 keyword from the list.

(See also: [Our Keyword Research Template](#).)

### Step 2: Create Your Content

Now it's time to create your content based on your selected keyword.

#### **Pick a Format Based on Search Intent**

Plug your keyword into Google and look at the first page of the results.

Are they all how-to guides? List posts? Product reviews?

The top-ranking pages tell you what Google believes the [search intent](#) for your keyword is. To rank well for that term, it's a good idea to use the same format for your content.

## Write It

[Write](#) your content with these tips in mind:

- **Go in-depth.** Long-form content gets [77.2% more links](#) than short articles.
- Remember what you saw on the first page of Google? To stand out, it's important to **make your content a LOT better (or different)** than what's already out there.
- **Take inspiration from other unrelated content.** Look for trends in what's hot on [AllTop](#), BuzzSumo, or Ahrefs' Content Explorer. Mimic what you can, like patterns in the structure of headlines.

(See also: Our guide to [SEO Content](#).)

## Set a Date to Revisit and Refresh It

It's a good idea to refresh your content now and again. This helps your work stay relevant and valuable. Google also typically gives fresh content a slight edge.

I refresh my most important posts at least once per year.

It's much easier to do that if you schedule a time to refresh it when you finish writing it.

So, set a reminder or write a note in your content calendar to refresh this content a year from now.

## Step 3: Optimize Your Content

### Optimize It for Search Engines

On-page SEO is extremely important.

Here are 3 key things you can do to optimize your content for search engines.

- Include your target keyword in the page's URL, title tag, and headline.
- Write a meta description that will make people want to click.
- Use your target keyword, synonyms, and [related terms](#) throughout the page.

For more on-page SEO items, use our free On-Page SEO Template.

### **Optimize It for Users**

Optimizing for Google is essential. But you want to maximize your content for people, too.

Use [Readable](#) to make sure your writing is easy to read and understand.

And use [SEO copywriting](#) tricks like super-short paragraphs and “bucket brigades” to keep people reading.

### **Make It Fast and Beautiful**

An attractive, fast-loading [design](#) can help reduce your page's bounce rate and make it easier to attract backlinks.

For example, big image files can massively slow down your loading speed. So you should compress any images you use.

You can also check Google's [PageSpeed Insights tool](#) for an in-depth assessment of your loading speed and other ways to improve it.

## **Step 4: Build Links to Your Content**

Backlinks are still one of Google's most important [ranking factors](#). (Probably even THE most critical ranking factor.) Regarding SEO, you can't beat your competitors without earning plenty of links.

Fill out the table below as you conduct your link-building campaign. It will help you stay organized. And it will become a record of your “wins” for future reference.

(See also: Our [Definitive Guide to Backlinks for SEO](#).)

Prospect's Website or URL	Domain Authority	Tactic Used	Contact Info	Date and Status
<i>E.g. marketingweek.com/marketing-resources</i>	<i>E.g. 72</i>	<i>E.g. Resource page link-building</i>	<i>E.g. example@marketingweek.com</i>	<i>E.g. Emailed 10/1/2020; no response yet</i>

### Step 5: Track Your Results

SEO is a long-term strategy. It would be nice if we make changes one day and see the results the next. But Google doesn't work that way.

Plus, competition is always on the rise. And Google is constantly changing its algorithms. So it's critical to keep track of how your results are trending over time.

You may want to measure your results at two levels: the business level and the SEO level.

Business-level results tie everything back to your actual business goals. (Which is ultimately what matters most.) These are great metrics for executive dashboards.

Keyword-level and page-level results get into the nitty gritty. These metrics won't mean much to anyone outside of SEO. But they're helpful "leading indicators" to see what's working and what isn't.



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Google Analytics, Google Search Console, and Ahrefs (or SEMrush) are great tools for tracking your results.

### **Conclusion**

I hope you found this SEO template helpful! You can see our complete library of 20+ other SEO templates [here](#).

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