



Bob Stein <bobstein@gmail.com>

SEO Project Timeline

Robert Stein <bobstein@gmail.com>

Fri, Oct 20, 2017

To: Bob Stein <bobstein@gmail.com>

----- Forwarded message -----

From: Robert Stein <bobstein@gmail.com (mailto:bobstein@gmail.com)>

Date: Mon, Oct 9, 2017 at 8:14 AM

Subject: SEO Project Timeline

To: Peter Bove <pbove@materialpromotions.com (mailto:pbove@materialpromotions.com)>, Felicia Morales <fmorales@materialpromotions.com (mailto:fmorales@materialpromotions.com)>, Bob Stein <bobstein@gmail.com (mailto:bobstein@gmail.com)>

This is a work-in-progress SEO Project Timeline with possibly other action items to add. Many of these tasks should be ongoing i reach full SEO potential of the site.

On-site	Owner	Timeline	priority
Perform SEO Audit	Bob	1 week	10
Examine Previous SEO Efforts	Bob/Peter/Felicia	1 week	8
15 Long-Tail Keywords To Optimize For	Bob/Peter	1 week	10
Add Missing <H1> Headers/Include Keywords	Bob	2-3 weeks	10
Add Missing Meta Titles/Include Keywords	Bob	2 weeks	10
Shorten Home Page Meta Description	Bob	1 day	9
Add Missing/Non-Unique Meta Descriptions	Bob	1 week	9
Add Internal Links With Keywords (1-2) Per Page - Use Yoast Premium		4 weeks	10
Add Bolding, Italics, and Bullets As Necessary To Pages		4 weeks	8
Add Additional Calls To Action (Ex. Get A Quote Button On Top Of Pages)		2 weeks	8
Implement Rich Snippets In WordPress	Bob	1 week	8
Implement Schema In WordPress	Bob	1 week	8
Improve Page Loading Times For Desktop and Mobile	Bob	2 weeks	10
Optimize Image Alt-Tags	Felicia	3 weeks	9
Optimize Images	Felicia	As Needed	9
Create Weekly Backups	Bob		7
Add SSL/HTTPS Certificate	Bob	1 week	8
Migrate To CloudFlare	Bob	1 week	9
Upgrade To Yoast Premium		1 week	7
Create New Blog Content	Copywriter?	Ongoing	8
Update Old Blog Content With Additional Info	Bob	3 weeks	7
Empty Caches	Bob	As Needed	7
Choose Mobile Theme	Peter/Felicia	2 weeks	8
Educate Employees In SEO Basics	Bob	Weekly	8
Choose Effective Image Gallery	Felicia	1 week	8
Update WordPress and Plugins	Bob	Weekly	7
Deactivate Unused Plugins	Bob	Weekly	7
Determine Possible Implementation of Google Accelerated Mobile Pages	Bob	3 weeks	7
Interpret Google Analytics Data	Bob	Weekly	8
Off-site			
Obtain Links From Citation Directories With High Authority	Bob	Weekly	9
Obtain Links From Private Blog Networks	Bob	Weekly	8
Fix Any Sitemap Errors	Bob	1 week	8
Submit Sitemap To Google	Bob	1 week	9
Perform Fetch & Render From Google Search Console	Bob	Twice A Month	9
Submit To Directories	Bob	Weekly	9
PR Releases	Copywriter?	3 weeks	7
Upload Images To Slideshare and Image Gallery Sites		3 weeks	7
Create YouTube Channel With Image Slideshow		3 weeks	7
Create Pinterest Business Account/Upload Images		3 weeks	7
Google AdWords Trial Campaigns	Bob	3 weeks	7
Examine Where Competitors Obtain Links From	Bob	2 weeks	7

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