



Services Portfolio

SERVICESPORTFOLIO.ONLINE

DATE OF THE REPORT

Monthly SEO Roadmap

Week by week action plan

Month at a Glance

This roadmap lists every activity for the first month, week by week, exactly as it will be executed. Analysis and on-page work land in week 1, error resolution in week 2, performance checks in week 3, and recommendations plus updates in week 4. Off-page authority building and weekly reporting run continuously through all four weeks.

W1

ANALYSIS + ON-PAGE SETUP

W2

FULL ERROR AUDIT + FIXES

W3

PERFORMANCE CHECKS

W4

RECOMMENDATIONS + UPDATES

Reporting never skips a week: work report every Saturday, plus ranking, Analytics and Search Console reports every single week, and a full progress pack at month end.

Analysis Phase

Week 1

Features	Details
On-Page SEO Report	A detailed analysis of the website, looking for all issues that need to be fixed to make the website Google friendly.
Duplicate Content Check	Duplicate content is content that appears in more than one online location. We identify and resolve it.
Competition Analysis	We compare your business with your top 3 competitors to see why they rank above you on Google.
Initial SEO Report	We send you a complete initial SEO audit report.
Advance Keywords Analysis	We research and analyse the best keywords for the website: maximum traffic, higher rankings.
Secondary Keywords (Long Tail)	Three and four keyword phrases which are very specific to whatever you are selling.
GEO Based Keywords	Local keywords promote your products and services to local customers exactly when they search for them.

Website Enhancement (On-Page SEO) Week1

Features	Details
Meta's Optimization	Meta tags, little snippets of code that describe the content on your site to search engines, can have a large impact on SEO.
Title & Meta Tags Optimization	Title tags and meta descriptions help search engines understand the content on a page.
Sitemap Implementation	A sitemap is a list of the pages of a website.
XML, Image & HTML Sitemap	The XML sitemap lists URLs for crawlers, the image sitemap sends Google metadata about images, and the HTML sitemap helps visitors navigate.
Keyword Density & Content Recommendations	Keyword density determines whether a web page is relevant to a specified keyword or phrase.
Robots.txt Creation / Analysis	The robots.txt file gives instructions about the site to web robots, the Robots Exclusion Protocol.

Website Enhancement (On-Page SEO) Week1

Features	Details
Check Noindex & Index Tag	Noindex prevents a page from appearing in Google Search via a meta tag in the page's HTML.
Hx Tags Correction	H1 tags tell both search engines and visitors what the content of pages is about.
Image Alt Tag Analysis / Implementation	The alt tag of every image on the site should describe what is on it.
Schema Markups	We check and update the related schema markups on the website.
Anchor Tag / Internal Linking Optimization	Qualitative internal linking improves engagement and keeps users longer on the site.
Check URL Canonicalization	Canonicalization issues, multiple URLs for the same content, can hurt SEO.

Website Enhancement (On-Page SEO)

Week1

Features	Details
URL Structure / Mapping Analysis	A website's technical structure plays a central role in determining its success or failure.
Check SEO Friendly URLs + Rewriting (if required)	Short, descriptive URLs are optimal. The URL should contain the keyword phrase and stay under 100 characters.
Google / Bing Webmaster Setup (if not set up)	Allows us to check indexing status and optimize the visibility of the website.
Google Analytics Setup (if not set up)	In-depth detail about visitors, providing insights that shape the success strategy.
Favicon	Favicons are important for site identification and branding.
Footer Optimization (if applicable)	The footer helps visitors with information and navigation at the bottom of pages.

Website Enhancement (On-Page SEO) Week 1

Features	Details
Call To Action Report	A powerful, well-optimized call to action boosts conversions and cash flow.
Blog Page & FAQ Recommendation	Blogging positions the website as a relevant answer to customer questions; a good FAQ page adds real value.
Check Custom 404 Page	A custom 404 page supports long-term ranking and offers the best user experience.
SSL Certification Recommendation	SSL certificates provide secure, encrypted communication between website and browser.
Page Speed Test & Optimization (Desktop / Mobile)	Google uses site speed as one of the signals in its ranking algorithm.
Mobile Friendly Test	Responsive design displays relevant content in a mobile-friendly way.

Website Enhancement (On-Page SEO) Week1

Features	Details
Check W3C Error Report	Pages that fail W3C validation can suffer from errors or poor traffic owing to poor formatting.
Google Alert Setup	A content change detection and notification service offered by Google.
Broken Links Optimization	Broken links negatively impact SEO and usability.
Google Site Links (Recommendations)	Sitelinks below Google results help users navigate your site.
Structure and Content Pillar Prep	Research and present a topical structure optimised for SEO.
Landing Pages Recommendations (if required)	Landing pages are an important concept for inbound marketing and lead generation.

Off-Page Activities

Week 1

Activity	Qty	Description
Articles	10	We will identify and publish our keyword-focused articles on niche website directories. We will research websites and directories that publish articles for the products we are offering. This maintains our EAT score, which helps Google recognize our content and index our backlinks.
Web 2.0	1	Search engines love the trustworthiness and authenticity of content. We will create Web 2.0 properties for the website and promote them as our own, increasing their trust and authenticity, which passes value to the main website.
Guest Posts	1	We will research bloggers and websites in our niche across social media and the web, and approach them with the best content to publish. The main purpose is to get the products and website mentioned on these sites.
Competitors Backlinks	3	We will identify and analyse competitors: what they do in their SEO, how they win sales. We will list the most influential competitors for our money keywords, scrape their backlink data, identify the top sites linking to them, and publish or request our backlinks there.

Off-Page Activities

Week 1

Activity	Qty	Description
Profile Creation	5	We will create profiles on high-authority networking and community websites to procure natural backlinks.
Business Listing	5	We will add your business to trusted business directories. These increase citation flow and trust flow; the more trust and citation signals, the better the visibility.
On-Site Blog	1	We will create and publish a user-friendly, trendy blog on the website to increase organic traffic.
Social Media Postings	5	We will share your products and blogs on social media websites and related groups, generating sales opportunities and strong social signals.
Image Submissions	5	We will create and publish attractive images on image sharing websites and communities.
Quora Submissions	5	We will submit answers to related questions on Quora and other question boards, helping users and securing high-authority backlinks.

Weekly Reports

Week1

Features	Details
Work Report	We will share the weekly work report of our on-page and off-page tasks every Saturday.
Ranking Report	We will share a comparative ranking report every week.
Google Analytics	We will share a weekly Google Analytics report of your website's performance.
Google Search Console	We will share a weekly report from Google Search Console about the website health status and crawl status.

Reports go out every week without exception, so you always know what was done and what moved.

Check For All The Errors (Technical + Basic) Week 2

- **What happens:** we prepare a complete on-page SEO audit for every possible aspect of the website that is directly or indirectly responsible for performance. We identify and list all errors with their suggestions, ready to be implemented smoothly.

Common error types we check

- 3xx errors
- Mixed links
- 4xx errors
- 5xx errors
- Canonical errors
- Duplicity errors
- Crawling errors
- Mobile usability
- Core Web Vitals status
- Schema errors

Off-Page Activities

Week 2

Activity	Qty	Description
Articles	10	We will identify and publish our keyword-focused articles on niche website directories. We will research websites and directories that publish articles for the products we are offering. This maintains our EAT score, which helps Google recognize our content and index our backlinks.
Web 2.0	1	Search engines love the trustworthiness and authenticity of content. We will create Web 2.0 properties for the website and promote them as our own, increasing their trust and authenticity, which passes value to the main website.
Infographic Creation	1	We will create and distribute infographics on online communities. Google loves informational content, and infographics attract people. We also share them in social media groups.
Competitors Backlinks	3	We will identify and analyse competitors: what they do in their SEO, how they win sales. We will list the most influential competitors for our money keywords, scrape their backlink data, identify the top sites linking to them, and publish or request our backlinks there.

Off-Page Activities

Week 2

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Profile Creation	5	We will create profiles on high-authority networking and community websites to procure natural backlinks.
Business Listing	5	We will add your business to trusted business directories. These increase citation flow and trust flow; the more trust and citation signals, the better the visibility.
Social Media Postings	5	We will share your products and blogs on social media websites and related groups, generating sales opportunities and strong social signals.
PDF Sharing	10	We will create and publish PDFs for products and services and share them across document platforms like Slideshare, Issuu and Edocr.
On-Site Blog	1	We will create and publish a user-friendly, trendy blog on the website to increase organic traffic.
Quora Submissions	5	We will submit answers to related questions on Quora and other question boards, helping users and securing high-authority backlinks.

Weekly Reports

Week 2

Features	Details
Work Report	We will share the weekly work report of our on-page and off-page tasks every Saturday.
Ranking Report	We will share a comparative ranking report every week.
Google Analytics	We will share a weekly Google Analytics report of your website's performance.
Google Search Console	We will share a weekly report from Google Search Console about the website health status and crawl status.

Same rhythm as week 1: work, rankings, Analytics and Search Console, every week.

Website Enhancement (On-Page SEO)

Week 3

Features	Details
Website SEO Check	We perform a deep SEO check on the website for all errors, issues and page issues.
Google Analytics Check	We check Analytics and analyse the website's performance.
Google Search Console Check	We check all coverage and enhancement issues, and fix them.

Why week 3 looks lighter on-page: the fixes from weeks 1 and 2 need time to be recrawled. This week verifies they landed, while off-page volume continues at full pace below.

Off-Page Activities

Week 3

Activity	Qty	Description
Articles	10	We will identify and publish our keyword-focused articles on niche website directories. We will research websites and directories that publish articles for the products we are offering. This maintains our EAT score, which helps Google recognize our content and index our backlinks.
Web 2.0	1	Search engines love the trustworthiness and authenticity of content. We will create Web 2.0 properties for the website and promote them as our own, increasing their trust and authenticity, which passes value to the main website.
Guest Posts	1	We will research bloggers and websites in our niche across social media and the web, and approach them with the best content to publish. The main purpose is to get the products and website mentioned on these sites.
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Off-Page Activities

Week 3

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Business Listing	5	We will add your business to trusted business directories. These increase citation flow and trust flow; the more trust and citation signals, the better the visibility.
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Weekly Reports

Week 3

Features	Details
Work Report	We will share the weekly work report of our on-page and off-page tasks every Saturday.
Ranking Report	We will share a comparative ranking report every week.
Google Analytics	We will share a weekly Google Analytics report of your website's performance.
Google Search Console	We will share a weekly report from Google Search Console about the website health status and crawl status.

Website Enhancement (On-Page SEO) Week 4

Features	Details
Website SEO Check	We perform a deep SEO check on the website for all errors, issues and page issues.
Google Analytics Check	We check Analytics and analyse the website's performance.
Google Search Console Check	We check all coverage and enhancement issues, and fix them.
Prepare Recommendation	We prepare a recommendation report on the basis of Analytics, Search Console and the website audit, and share it with you for review.
Update the Recommendation	After your approval, we implement all the updates on the website.

Off-Page Activities

Week 4

Activity	Qty	Description
Articles	10	We will identify and publish our keyword-focused articles on niche website directories. We will research websites and directories that publish articles for the products we are offering. This maintains our EAT score, which helps Google recognize our content and index our backlinks.
Web 2.0	1	Search engines love the trustworthiness and authenticity of content. We will create Web 2.0 properties for the website and promote them as our own, increasing their trust and authenticity, which passes value to the main website.
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Competitors Backlinks	3	We will identify and analyse competitors: what they do in their SEO, how they win sales. We will list the most influential competitors for our money keywords, scrape their backlink data, identify the top sites linking to them, and publish or request our backlinks there.

Off-Page Activities

Week 4

Activity	Qty	Description
Profile Creation	5	We will create profiles on high-authority networking and community websites to procure natural backlinks.
Business Listing	3	We will add your business to trusted business directories. These increase citation flow and trust flow; the more trust and citation signals, the better the visibility.
Social Media Postings	5	We will share your products and blogs on social media websites and related groups, generating sales opportunities and strong social signals.
PDF Sharing	10	We will create and publish PDFs for products and services and share them across document platforms like Slideshare, Issuu and Edocr.
On-Site Blog	1	We will create and publish a user-friendly, trendy blog on the website to increase organic traffic.
Quora Submissions	5	We will submit answers to related questions on Quora and other question boards, helping users and securing high-authority backlinks.

Weekly + Monthly Reports

Week 4

Features	Details
Work Report	We will share the monthly work report of our on-page and off-page tasks at the end of the month.
Ranking Report	We will share a comparative ranking progress report at the end of the month.
Google Analytics	We will share a monthly Google Analytics traffic progress report at the end of the month.
Google Search Console	We will share a monthly Search Console report about website health and crawl status at the end of the month.

Weekly reports continue as usual. At month end you additionally receive the full monthly pack above.



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THANK YOU

The same rhythm, every month.

REACH US

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