SEO strategy framework

This SEO strategy framework is designed to help you boost your online visibility in a structured, actionable way. By following this comprehensive approach, you can enhance your website's search engine performance, attract highly relevant traffic, and ultimately drive more conversions.

The framework covers everything from defining your target audience and conducting keyword research to optimizing on-page content, improving technical SEO, and planning effective link-building strategies. Each step is carefully crafted to ensure your SEO efforts are aligned with your business goals and your customers' needs.

By integrating both technical and creative SEO practices, this framework will not only help you improve your search rankings but also enhance user experience and engagement. Whether you're refining an existing strategy or starting fresh, this guide will help you make data-driven decisions and achieve long-term success in the digital landscape.

Step	Objective	Key actions	Pro tips
1. Define your target audience	Understand who you want to attract to your website.	Identify demographics: age, gender, income, location Research websites/content they engage with Uncover unmet needs	Look at your competitors' audiences by studying their social media followers, blog commenters, and product reviews. This can help you identify gaps or unmet needs that your SEO strategy can target.
2. Keyword research &	Identify high-volume, relevant keywords	Brainstorm topics based on audience	Align keywords with user intent and buyer's

targeting	aligned with your product and audience.	research	journey for better engagement
		Use tools like Google Keyword Planner and Semrush	
		Focus on long-tail keywords	
3. On-page SEO optimization	Ensure each page on your website is optimized for your target keywords.	Optimize title tags, meta descriptions, and headers (H1, H2, H3)	Make content scannable using bullet points, headers, and short paragraphs
		Naturally incorporate keywords in content	
		Use internal linking	
4. Content strategy & development	Create in-depth, keyword-optimized content to engage your audience and satisfy search intent.	Plan content based on keyword research	Include multimedia (videos, infographics) to increase dwell time
		Focus on depth (long-form) and breadth (topic clusters)	
		Regularly update old content	
5. Plan link-building strategies	Boost authority through backlinks from reputable websites.	Write guest blogs	Prioritize quality backlinks from reputable domains. Semrush's Link Building Tool can help you here.
		Promote content on social media/forums	
		Use techniques like Skyscraper and link roundups	
6. Technical SEO	Improve your website's technical aspects to ensure it is crawlable, fast, and optimized for mobile.	Compress images, minify code	Regularly audit your site with tools like Google Search Console
		Fix broken links, create an XML sitemap	

		Ensure site security (HTTPS)	
7. Local SEO (if applicable)	Optimize for local search to target nearby customers.	Set up and optimize Google My Business Ensure NAP consistency across directories Focus on local keywords	Schema markup helps search engines understand and display key business details (e.g., name, address, hours) in local search results. This boosts your visibility in features like Google Maps and 'near me' searches.
8. Set goals and track KPIs	Set clear SEO goals linked to business outcomes, and continuously track key performance indicators (KPIs).	Define business goals (e.g., increased sales) Track SEO metrics: organic traffic, conversion rates, rankings	Focus on tying SEO success to measurable business outcomes