

Phases of Search Engine Optimization

A comprehensive professional search engine optimization (SEO) campaign is typically conducted as a five phase process over the course of 6-9 months.

Phase 1 - Analysis & Goals

- Establish website goals and strategy development
- Define customer and target markets
- Analyze current website's functionality and level of optimization
- Analyze on-page factors (URL, hierarchy, structure, file names, titles, XML sitemap)
- Analyze off-page factors (Links, Indexing, etc)
- Analyze competition
- Content uniqueness

Phase 2 - Plan

- Keyword research
- Plan site structure and hierarchy
- Content direction for target market
- Page factor Analysis

Phase 3 - Implementation

- Implementation – Optimize on-page factors
- Keyword targeting
- Unique, targeted content creation
- XML Implementation
- Manual page submission
- Blog design and implementation (if needed)
- Analytics implemented

Phase 4 - Marketing & Promotion

- Internal and External Link Building
- Blog posts/articles
- Content Syndication
- PPC campaigns
- New marketing campaigns (using social media, blogs, video)

Phase 5 - Measuring Performance (Monitoring)

- Analysis of progress
- Ranking and traffic reports
- Search Engine Monitoring