

A three-month SEO plan

One job a month, on Google's free tools.

Keep this beside Search Console and work down it.

Before you start

Write down the three pages that bring your business money.

Every month starts with those three pages.

Month one: can Google find your pages?

- Set up Search Console and verify the site
- Search Google for site: followed by your domain
- Open the Page indexing report only if that search shows nothing
- Submit a sitemap if your platform does not manage one and your site is large

Month one: inspect the money pages

- Paste each page address into URL Inspection
- Read the status at the top
- Fix the reason, then run the live test
- Click Request indexing

Check: a site: search returns each money page.

Month two: pages Google already shows

- Open the Performance report
- Show Average position
- Click a money page in the Pages tab
- Read its Queries tab

Look for searches with impressions and few clicks, close to the top.

Month two: rewrite three things

- The title: unique, clear, and true to the page
- The description: short and specific
- The answer: moved up, in your customers' words

Check: compare clicks and click-through rate before and after.

Month three: questions customers ask

- Collect questions from emails, calls and turned-down quotes
- Write one page per question
- Answer first, then the detail, from your own work

Check: each new page shows up in a site: search, then gets impressions.

Keep, or hand off

Keep: your customers' questions, first-hand answers, the monthly read.

Hand off: code and server fixes, steady writing, the monthly report if it keeps slipping.