



**USING THIS WORKSHEET**

Follow the list sequentially whenever possible.  
 Add notes about progress and completion in the "STATUS" column.  
 Implementation by steps is easier and more likely to result in completion of all tasks.  
 When you need help, let us know:  
[info@seo-for-print.com](mailto:info@seo-for-print.com)

**STRATEGY**  
**ON PAGE Strategies and Tactics**

SEO	STATUS
Optimized Page Content:	
- Meta Tags: Analyze - Determine & Add	
- Media Tags: Analyze - Determine & Add	
- Textual Copy: Optimize - Proof & Add	
Results & Ranking	
- Frequent Tracking: Embed Analytic Software Track Weekly	
- Tweaking: Frequently To Create & Sustain maximum Optimization	

FUNNEL PAGES	STATUS
- Product Terms Pages: Not Product Pages - With More Info Form and/or Offer	
- Product Type Pages: Not Product Pages - With More Info Form and/or Offer	
- Contact Us: Form To Collect Contact And Specific Needs Info	
- Sample Requests: Form For Customer To Receive Specific Sample	
- "Match This": Form & Process For Matching A Product The Customer Has	

INCENTIVE PAGES	STATUS
- Use These To Provide Something In Exchange For Opt In E Mail Addresses	
- Free Samples	
- Match My Product	
- Free Design Templates	
- 15% Off First Time Customer Coupon (Difficult To Prevent Scamming)	

GOOGLE SERVICES	STATUS
- Search: Embed Google Site Search On Your Site	
- Trusted Stores: Add This Service To Your Site	
- Wallet: Add This Payment Service	
- Checkout: Add This Payment Service	

**STRATEGY**  
**OFF PAGE Strategies and Tactics**

Back Linking	STATUS
- Avoid Any And All "Free Linking Services"	
- Search Out Highly Relevant - "Content Complimentary" Sites (Partners) To Link With	
- You Want linking Sites (Partners) With Higher Page Ranks Than Yours When Possible	

Coupons	STATUS
- Avoid "Coupon Services" Like Groupon	
- Limit Time And Use	
- 10% Off Is Too Little - Free Comp, Free Logos, Free Whatever Rarely Convert	
- Use These In Social media To Attract Followers - On Your Site To Get E Mail Addresses	

E Mail Campaign	STATUS
- Someone Who Has An Account With You IS NOT Automatically Opted In	
- Lists You Buy Are Never As Good As The One You Grow	
- Grow Your List By Offering Incentives For Customers/Prospects To Opt In	
Campaign Plan	
- Products & Offers Determined For Each Campaign	
- List Is Home Grown Or Through Reputable Third Party (InfoUSA)	
- Content Created - Opt Out Clearly Visible And Functional	

LOCAL MARKET	STATUS
- Claim A Local Presence Using Google Location Solution	

- Sign Up For Local "Online" Yellow Pages - Consider A Paid Listing	
- Sign Up For Yelp	
- Get Billboard, Bus & Taxi Advertising Rates	

**PPC (Google / Bing)**

**STATUS**

- Leverage Google Shopping For Lower CTR Costs	
- Focus On Highly Relevant - Lower Cost Terms In PPC Campaigns - Bid For Top Spot	
- Use Google Re-Marketing As Extension Of Lower Cost PPC Approach	
- Shore Up Strong Margin Product Ranking	
- Improve Poor Ranking Selectively	
- Manage Budget	
- Track Results Frequently	
- Tweak	

**SOCIAL MEDIA – BLOGS - RELEASES**

**STATUS**

**Add and Update Social Media Accounts**

- Have These Accounts: Google +, Twitter, Facebook, LinkedIn	
Posting Plan	
- Topics & Dates Scheduled	
- Coupon / Discount Campaign Scheduled	
- Frequent Posts & Submissions	
Optimized Posts & Submissions	
- Meta Tags	
- Media Tags	
- Textual Copy	
- Promoting/Linking Main	
- Promoting/Linking Micros	

**Add and Update Blog Post Frequency**

Posting Plan	
- Topics & Dates Scheduled	
- Frequent Posts	
Optimized Posts	
- Meta Tags	
- Media Tags	
- Textual Copy	
- Promoting/Linking Main	

**Add and Update Article and Press Release Submissions Frequency**

Posting Plan	
- Topics & Dates Scheduled	
- Frequent Submissions	
Optimized Submissions	
- Meta Tags	
- Media Tags	
- Textual Copy	
- Promoting/Linking To Main Site	

**MICRO SITES**

**STATUS**

**Add and Update Micro Site Launch Plan**

Optimized Keyword Focused	
- Meta Tags	
- Media Tags	
- Textual Copy	
- Linking To Main Site	
- Dedicated Social Media	
Rich and Relevant Content	
- 6 to 8 page site with relevant and deep textual content - over time	
- Media rich site with relevant images, videos and downloads	

**SEARCH ENGINE MARKETING**

**PLANNING WORKSHEET**

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