

End of Year SEO Essentials for Marketers

How to create a quick and effective
year-end SEO review.





WE'RE JUST ABOUT TO CALL IT A WRAP ON 2022...

For better or for worse, right? Whew, it's been another interesting year, amiright?!

But first, before you bring 2022 to a close, let's get down to business and assess your SEO performance so that you can go big in 2023.

You'll use the insight gathered from the exercises within to:

- inform your 2023 strategy.
- gain confidence you're going in the right direction.

Before we can make smart decisions, we must gather insight.

So let's go forth, marketers! Can you give me 30 minutes?

Roll up your sleeves, dust yourself off, put band-aids over any SEO emotional battle scars from the year, and let's do what any good wartime general does: think fast and act faster.

Ready to get going? Let's do it!

YEAR END REVIEW

Pro tip: This is a "quick and effective" year end review. Do not turn this in to a novel or make this a full-scale SEO audit. Make observations, and move on.

Your year-end review should include data, but most importantly, your insights from what worked, what didn't, and why. These are 2022 Foundational SEO elements you ideally had in place - how did you do?

- Did you have a clear understanding of how SEO contributed to the overall goals of the organization?
- Did you have a clear understanding of how SEO aligned with the other marketing channels and contributed to marketing tools?
- Did you have a clear goal(s) you were aiming towards?
- Did you have documented KPIs?
- Do you have a list of your top 10-20 keywords?
- Did you use a project management tool, spreadsheet, or system where you documented your SEO to-do tasks and initiatives?
- Do you have a solid understanding of who you're trying to attract? Their pain points, desires, emotions, and how motivated they are to solve their problems?

Summarize your 2022 goals, objectives and KPIs:

What was achieved in the past year. Was progress made?

Describe any challenges or obstacles that directly or indirectly affected results.

PLAN FOR 2023

Pro tip: change over any "2022" mentions to 2023 in your title tags, holiday pages, website copyright, and in other areas.

What needs to be accounted for in 2023?

- **Resources:**
 - What resources did you have available this year that helped? Team members, freelancers, agencies, interns?
 - What budget did you have to work with? Was it appropriate for expectations and goals?
 - What tools and software aided your SEO efforts?
 - What's on your wishlist for 2023? What could help you go further faster?
- **How will your 2023 strategy differ from 2022?**
 - Did organizational priorities change? Are there new products or services to prioritize or promote?
 - What areas of expertise do you want to claim?
- **Let's talk results. What results were you hoping to gain in 2022? Are you going to double down in 2023?**
 - Were your goals actually attainable with the resources you had? Do you need to be more realistic?
 - Do you need to be more ambitious?

What resources did you have available? What should be accounted for in 2023?

How will your 2023 SEO strategy differ from 2022?

What results would you like to see in 2023?

STOP, START, KEEP

When we are already scheduled to the max, we can't continue to pile on tasks and pretend like we'll "find" more time in our day. Becoming more effective at SEO means stopping to assess what worked, what didn't, and decide what we'll do differently. I like to use the "Stop, Start, Keep" exercise to do a brain dump around this.

Pro tip: remember that when it comes to impactful SEO, consistency wins the day. Small steps and gains must be made in a focused direction.

EXAMPLE

Stop

- Unsubscribe from unhelpful SEO newsletters
- Writing new blog posts just for the sake of new content
- Cancel irrelevant Google Alerts

EXAMPLE

Start

- Read through SEO trends newsletters on Tuesdays
- Outsource 2 blog posts/month to writers
- Refresh and re-optimize 1-2 pieces of content per month

EXAMPLE

Keep

- Repurpose evergreen content into videos and graphics and post off-page
- Provide social team with SEO keywords
- Continue to work on brand

Stop

Start

Keep

DATA ANALYSIS & INSIGHTS

Pro tip: typically it's important to compare data YoY (year over year), but COVID has most likely impacted what a "normal" year looks like.

Don't just data dump – assign meaning! As with anything, data is data unless you assign meaning. Here are metrics that will show you progress. Check out this blog post if you need assistance finding these numbers: <https://ahrefs.com/blog/seo-analytics/>

Marketing Analytics:

- Organic traffic - take this with a grain of salt; less traffic could mean you've better-qualified traffic
- Traffic channels - what was the breakdown of how traffic got to the site
- Most popular/visited pages
- Time on site, CTR, bounce rate, and # of pages visited
- Device traffic: percentage of mobile vs desktop vs tablet
- Geographic breakdown: where did your traffic come from?

SEO insights:

- Top SEO landing pages
- Conversion rate and goal completion for areas related to SEO
- Rankings and SERP visibility
- Backlinks acquired and/or lost
- Site speed and performance
- Page-level speed and performance
- Overall health of the website

How did your overall marketing efforts go? What audience behavior do you observe?

What SEO content performed well? What were your top SEO keywords?

How has your audience changed? Do you need to update your personas?

SEO SKILLS CHECKLIST

A good SEO assessment will tell you to make sure to understand your site's strengths and weaknesses. However, you'd be remiss if you didn't take your own SEO skillset into consideration.

How can you plan to sharpen the saw next year?

- Attend SEO trainings (conferences, courses workshops, webinars)?
- Develop a community of SEO-savvy marketers or peers?
- Stay better on top of trends in your industry and in SEO?

Pro tip: Shameless plug - I host a ton of SEO trainings for marketers from free to low cost to premium, including an SEO accountability group. Learn more on Page 8.

Check off areas you need to work on for 2023 - both soft and hard skills are critical for impact!

SEO Hard Skills

- Keyword Research
- Backlinks and Off-Page
- Content Creation
- Content Optimization
- Technical SEO
- Analytics and Reporting
- Competitive Analysis
- Project Management

SEO Soft Skills

- Implementation Consistency
- Time Management
- Negotiation & Persuasion
- Confidence
- Competitiveness & Drive
- Prioritization
- Adaptability
- Problem Solver

WRAPPING IT UP...

Ok, last chance to add in your reflections and put this bad boy to rest.


SEO is about many micro-tasks coming together. If you feel like you are moving in the right direction but haven't seen significant growth, don't worry. It takes a while for it all to come together and gather steam. Be sure to share the wins, and look for indicators that things are moving in the right direction. Conversely, share lessons learned from initiatives that didn't go as planned.

SEO reporting means not sticking your head in the mud. If you are a marketer juggling many balls, including SEO, try to keep self-judgment out, and be objective about what you see. If there was no growth, or your performance declined, then guess what? That means opportunity abounds in 2023 and it's better to be aware and clear.

If you saw meaningful growth, congrats - you'll want to stay in action and make sure you know what activities you need to continue doing every month.

I am a big believer in giving high-fives and kudos to deserving people on the team. SEO takes a village. Along with this, I am **REQUIRING** you to toot your own horn. How did you contribute value?

And that's it! Roll up your sleeves and get those year end SEO tasks done!



Pro tip: send emails to those who assisted in SEO efforts to let them know how they contributed positively. SEO is a team sport

What are your wins? How did you create value this year?

Express gratitude - who made a positive contribution to SEO efforts?

What would it take to have a best-in-class SEO program in 2023?

PREPARE FOR ONGOING SUCCESS IN 2023

Want to know how to master SEO? Get this free 5-day email course and workbook and learn what it takes: jennymunn.com/course

Interested in SEO accountability? Sign up to get on my "Get It Done with Guidance" waitlist for the next 2023 opening: jennymunn.com/coaching

For more info on what you can do to supercharge your SEO efforts, keep an eye on your inbox as well for tips, resources, and SEO info from me to help you make the very most of your time.

LET'S CONNECT!

[JENNYMUNN.COM](https://jennymunn.com)



About Jenny Munn



Jenny is an independent SEO consultant with 12 years of experience helping companies and content creators generate brand awareness, traffic, and conversions with SEO.

Jenny is a frequent speaker and on the faculty for the AMA (American Marketing Association). She has taught SEO to thousands of marketers over the past decade.