

SEO QUARTERLY PLANNING

Company:

Quarter:

Year:

Previous Quarter SEO Review

How did your 10 most important keywords/topics perform?

How did last quarter's SEO promotions/campaigns perform?

Annual SEO Progress Check

Overall - how is SEO performing this year?

What is working well?

How can we improve results?

Next Quarter SEO Plan

What is next quarter's most important SEO focus? What are the 10 most important keywords/topics we are going to focus on?

What results are we looking for? (SEO metrics and goals)

How are we going to accomplish our SEO goals this quarter? (Strategies and tactics)

What obstacles might get in the way that we need to plan around?