SEORAF

30-Day Plan to Improve Search Visibility

A comprehensive checklist to help you fix issues preventing your website from showing on Google

Week 1: Technical Foundation

1   **Verify Google Indexing Status**

- ☐ Use **site:yourdomain.com** to check if your website is indexed
- ☐ Identify which pages are indexed and which are missing
- ☐ Create a baseline report of current indexing status

2   **Set Up Google Search Console**

- ☐ **Create or verify** your Google Search Console account
- ☐ **Submit XML sitemap** through GSC
- ☐ Check for any **indexing errors or manual actions**

3   **Review Robots.txt Configuration**

- ☐ **Access your robots.txt file** at yourdomain.com/robots.txt
- ☐ **Check for blocking directives** that might prevent indexing
- ☐ **Test with Google's robots.txt tester** in GSC

4   **Check for Noindex Tags**

- ☐ **Inspect page source** for meta robots noindex tags
- ☐ **Check HTTP headers** for X-Robots-Tag noindex directives
- ☐ **Remove any noindex tags** from pages you want indexed

5 Test Mobile-Friendliness

☐ **Run Google's Mobile-Friendly Test** on key pages

☐ **Fix any mobile usability issues** identified

☐ **Ensure responsive design** works across all devices

6 Improve Page Speed

☐ **Test with Google PageSpeed Insights**

☐ **Optimize images** (compress, proper sizing, next-gen formats)

☐ **Enable browser caching** and minify CSS/JS

7 Request Reindexing

☐ **Use URL Inspection tool** in GSC to request indexing

☐ **Submit updated sitemap** if you made significant changes

☐ **Monitor crawl activity** in GSC

Week 2: On-Page Optimization

8   Optimize Title Tags

- ☐ **Audit all title tags** for duplicates and length issues
- ☐ **Include target keywords** naturally in title tags
- ☐ **Keep titles under 60 characters** to avoid truncation

9   Improve Meta Descriptions

- ☐ **Write compelling meta descriptions** for important pages
- ☐ **Include call-to-action** to encourage clicks
- ☐ **Keep under 160 characters** for optimal display

10   Enhance Content Structure

- ☐ **Use one H1 tag per page** with primary keyword
- ☐ **Organize content with H2/H3 tags** in logical hierarchy
- ☐ **Break up long paragraphs** for better readability

11   Improve Internal Linking

- ☐ **Audit internal links** to find orphaned pages
- ☐ **Add contextual internal links** between related content
- ☐ **Use descriptive anchor text** for internal links

12 Optimize Images

- ☐ **Add descriptive alt text** to all images
- ☐ **Compress images** to improve loading speed
- ☐ **Use descriptive file names** with keywords when appropriate

13 Check for Duplicate Content

- ☐ **Use Siteliner or Copyscape** to find duplicate content
- ☐ **Implement canonical tags** where needed
- ☐ **Rewrite or consolidate** duplicate content

14 Add Structured Data

- ☐ **Implement schema markup** for key page types
- ☐ **Test with Google's Rich Results Test**
- ☐ **Fix any errors** in structured data implementation

Week 3: Content Enhancement

15 **Conduct Content Audit**

☐ **Inventory all content** on your website

☐ **Identify thin content** (less than 300 words)

☐ **Find outdated content** that needs refreshing

16 **Improve Existing Content**

☐ **Expand thin content** with more valuable information

☐ **Update statistics and facts** in older content

☐ **Add multimedia elements** (images, videos, infographics)

17 **Keyword Research**

☐ **Identify primary keywords** for each important page

☐ **Find long-tail keywords** with lower competition

☐ **Analyze competitor keywords** to find gaps

18 **Optimize Content for Keywords**

☐ **Naturally include keywords** in content

☐ **Avoid keyword stuffing** – focus on readability

☐ **Include related terms and synonyms** for context

19 Create Content Calendar

☐ **Plan content topics** for the next 30 days

☐ **Assign target keywords** to each piece of content

☐ **Schedule publication dates** for consistency

20 Write High-Quality Blog Post

☐ **Choose a topic** that addresses user intent

☐ **Create comprehensive content** (1000+ words)

☐ **Include internal links** to relevant pages

21 Publish and Promote Content

☐ **Publish new content** on your blog

☐ **Share on social media** channels

☐ **Submit to Google Search Console** for faster indexing

Week 4: Authority Building & Monitoring

22 **Analyze Backlink Profile**

☐ **Use Ahrefs, SEMrush, or Moz** to analyze backlinks

☐ **Identify toxic backlinks** that might harm your site

☐ **Find broken backlinks** to reclaim

23 **Disavow Toxic Backlinks**

☐ **Create list of toxic domains** to disavow

☐ **Format disavow file** according to Google guidelines

☐ **Submit disavow file** through Google Search Console

24 **Build Local Citations**

☐ **Claim Google Business Profile** if not already done

☐ **Ensure NAP consistency** across all directories

☐ **Submit to relevant local directories**

25 **Reach Out for Backlinks**

☐ **Identify guest posting opportunities** in your niche

☐ **Contact webmasters** about broken link opportunities

☐ **Send personalized outreach emails**

26 Set Up Analytics & Tracking

☐ **Install Google Analytics** if not already present

☐ **Set up rank tracking** for target keywords

☐ **Create dashboard** to monitor key metrics

27 Generate Customer Reviews

☐ **Email satisfied customers** requesting reviews

☐ **Create review generation process** for new customers

☐ **Respond to existing reviews** (positive and negative)

28 Social Media Optimization

☐ **Optimize social media profiles** with links to website

☐ **Share recent content** on all social channels

☐ **Engage with followers** to increase visibility

29 Performance Review

☐ **Check Google Search Console** for improvements

☐ **Review keyword rankings** for target terms

☐ **Analyze organic traffic** in Google Analytics

30 Plan Next Steps

☐ **Document progress** made during the 30-day period

☐ **Identify remaining issues** that need attention

☐ **Create ongoing SEO plan** for continued improvement

Helpful Resources

🔗 Google Search Console

🔗 Robots.txt Guidelines

🔗 Google PageSpeed Insights

🔗 Mobile-Friendly Test

🔗 XML Sitemap Guidelines

🔗 Schema Markup

🔗 Google Business Profile

Explore

Home

SEO Services

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