

# Community SEO Action Plan

## Framework Example

**Community name:**

**Department:**

**Prepared by:**

**Date:**

**Introduction:** This SEO action plan will help the global positioning system (GPS) tracking the community to rank better on search engines results and widen its audience reach in the future.

Search Engine Optimization (SEO) serves millions of users in looking for solutions in different problems. Any community with a website and/or blog may take advantage of its SEO knowledge to help its visibility on the web. Modern SEO strategies aim to organize webpage content by topics to help search engines as Google to understand user intent. Optimized websites that rank high according to search engine algorithms are more visible to the public, as they appear immediately on search results.

**Target audience:**

(refer to Community Marketing Strategy, chapter 3 - Target Groups and key messages)

## Primary audiences

### Site selectors

**Description:** Professionals advising companies on new facility location. Communities target site selectors specializing in their business profiling

### Companies considering relocation

**Description:** Companies considering new facility locations searching for a new talent, lower labor cost, better proximity to key markets, etc. Communities target such companies which fit into their business profiling. Known as requirement prospects

### Companies considering expansion

**Description:** Companies expand locally and globally. Known as expanding prospects

### Talent

*Young Urban Citizen*  
*Young professional /student*  
*Professional Worker*  
*Entrepreneur/ Freelancer*  
*Migrating professional*  
*Expert Guest*

### Locals & Visitors

*Traveling Discoverer*  
*Thematic Visitor*  
*Optimizer*  
*Rational Business Visitor*  
*Citizen devoted to his/her neighborhood*

## Goals

Pintpoint topics and keywords to better optimize community website

Build website pages for SEO approved topics

Aim to appear within the first two pages in search engine results

## Select search engine optimization tools (examples)

### Google Analytics

Purpose/Strategy: Understand keyword insights regarding the terms that individuals use to land on the website pages

Metrics: Increase in website traffic

Rank priority (1 to 3): 1

### Ahref Backlink Checker

Purpose/Strategy: Check the numbers of backlinks and referring domains on the website pages

Metrics: Improved domain and URL rating when applicable

Rank priority (1 to 3): 2

### Google Keyword Planner

Purpose/Strategy: learn more about helpful strategies to help guide keyword use

Metrics: Increased monthly search volume

Rank priority (1 to 3): 3

### Google Analytics +Keyword Planner

Purpose/Strategy: Analyse the most common keywords used by individuals use to land on the community website and plan posts and articles using the aforementioned keywords

Metrics: Increased website traffic

Rank priority (1 to 3): 1

### Ahref Backlink Checker

Purpose/Strategy: Research competitors websites to find linking opportunities for the community

Metrics: Additional linking opportunities

Rank priority (1 to 3): 2

## Action Plan

Impact and cost are defined either Low, Medium and High.

Status can be Ongoing, Completed, or Pending (actions are stalled because of certain issues)

### Action 1:

Make a list of topics and associate the keywords to the aforementioned topics

Impact: High  
Cost: Medium

Resources: Data Analyst, Marketing Manager, SEO Specialist

Dead line:

Status:

### Action 2:

Identify the search volume of keywords and create pages for the said keywords

Impact: Medium  
Cost: Medium

Resources: Marketing Manager, SEO Specialist, Content Manager, Content Creator

Dead line:

Status:

**Review and approval:**

**Name & signature:**

**Job title:** Marketing Manager

**Date:**

Notes: