



## 90-Day SEO Accelerator Strategy & Roadmap

**Objective:** The primary objective of this 90-day Accelerator SEO campaign is to significantly increase the online visibility of your home service business website, generate high-quality local leads, and improve overall search engine rankings for targeted services.

A large part of this initial SEO Strategy will be to take care of the foundational SEO tasks that will bring value to your website for many years to come. By targeting the right keywords, maintaining site health, and building authoritative content for your website, we will establish you as a trusted leader and top-ranking service provider in your industry.

### Key Metrics to Monitor:

- **Keyword Ranking Improvements:** Track movement in Google search rankings for key service-related and local keywords.
  - **Organic Traffic Growth:** Measure increases in organic website traffic over time.
  - **Lead Generation:** Track the number of leads (form submissions, phone calls) generated through organic search.
  - **Local Search Visibility:** Monitor visibility in the Google Local Pack with your Google Business Profile (GBP).
  - **Backlinks:** Track the number of high-quality backlinks generated.
  - **Bounce Rate & Engagement:** Review how users interact with the site, including time on site and bounce rates.
- 

### Phase 1: Setup and Planning

#### Tasks:

1. **SEO Audit & Benchmarking:**
  - Conduct a full audit of the current website to identify technical SEO issues, on-page optimization gaps, and user experience improvements.
  - Analyze current keyword rankings, organic traffic, bounce rates, and conversion rates.
  - Set performance benchmarks for comparison at 30, 60, and 90 days.
2. **Competitor Analysis:**
  - Identify top competitors in the local market and assess their SEO strategies.
  - Analyze their keyword rankings, backlinks, and content strategies.
  - Use findings to inform your keyword strategy and content plans.



### 3. **Keyword Research:**

- Use tools like Google Keyword Planner, SEMrush, and Ahrefs to research high-intent local keywords.
- Focus on service-specific and local keywords (e.g., “kitchen remodeling contractors in [your city]”).
- Identify long-tail keywords with lower competition for quick ranking gains.
- Build a keyword list for use in content creation and on-page optimization.

### 4. **Google Business Profile (GBP) Optimization:**

- Claim or optimize your Google Business Profile by ensuring accurate information, service categories, and business hours.
- Add high-quality images and regularly update posts.
- Encourage the gathering and management of customer reviews to build local SEO rankings with an easy-to-use GBP review link.

### 5. **Technical SEO Fixes:**

- Address any major technical issues found in the audit (broken links, missing meta tags, slow page speed, etc.).
- Ensure the website is mobile-friendly, with proper schema markup, SSL certificates, and clean URLs.
- Set up Google Analytics, Google Search Console, and Bing Webmaster Tools to track performance.

### **Deliverables:**

- Completed SEO audit and competitive analysis.
- Keyword strategy document.
- Google Business Profile (GBP) fully optimized.
- Technical SEO issues resolved.
- Monthly Campaign Review with Digital Marketing Project Manager



## Phase 2: On-Page Optimization & Content Creation

### Tasks:

#### 1. On-Page SEO Optimization:

- Optimize existing service pages for target keywords, including title tags, meta descriptions, H1/H2 tags, and keyword placement in the content.
- Ensure each page has internal links, keyword-rich alt text for images, and a clear call-to-action (CTA).
- Optimize URLs for SEO (e.g., "/plumbing-services-[city]" instead of long, unclear URLs).

#### 2. Create New Service-Specific Pages (*scope based on selected Bundled Solution*):

- Build new landing pages for any services not currently represented on the website (e.g., if a page for HVAC maintenance or water heater repair is missing).
- Include locally optimized content, structured data markup, and CTAs for lead gen

#### 3. Blog Content Creation (*scope based on selected Bundled Solution*):

- Develop a content calendar with blog topics focused on local, service-related keywords (e.g., "How to Prepare Your AC for Summer in [City]").
- Publish blog posts monthly/quarterly targeting long-tail keywords and frequently asked questions.
- Include local keywords and service-related keywords in each post to support organic traffic growth.

#### 4. Improve Local SEO:

- Add service area pages to target nearby cities or neighborhoods.
- Use location-based keywords and optimize content to attract more local searches.
- Ensure NAP (Name, Address, Phone) consistency across all citations and local directories (Yelp, Angie's List, etc.).

#### 5. User Experience (UX) Enhancements:

- Improve site navigation and internal linking to enhance user experience and make it easier for search engines to crawl.
- Ensure all content is mobile-responsive, fast-loading, and provides easy access to lead capture forms.

### Deliverables:

- Fully optimized on-page SEO elements.
- New service pages and blog content created and published.
- Local SEO and service area content improvements completed.
- Improved site navigation and UX.



## Phase 3: Off-Page SEO (Citation & Link Building)

**Tasks** (*scope based on selected Bundled Solution*):

### 1. Citation & Link Building Campaign:

- Citation building includes listing your business in relevant directories, ensuring NAP consistency, and updating business information on local platforms to enhance credibility and attract more local leads.
- Ensure that the business is listed consistently in relevant online directories, local citations, and industry-specific platforms.
- Update all citations to maintain accurate information and improve local search visibility.
- Submit the website to reputable home service directories (e.g., Angie's List, HomeAdvisor) and request links back to the site.
- Start a link-building campaign that includes Guest Blog Posts and/or In-Content text backlinks that help to build your Website & Domain Authority.

### 2. Social Media Integration:

- Use social media channels (Facebook, Instagram, LinkedIn) to promote blog content, increase engagement, and drive traffic back to the website.
- Share customer reviews, completed projects, and relevant home service tips to build brand authority.

### 3. Online Reputation Management:

- Continue to monitor and manage Google Business Profile reviews, responding to customer feedback quickly and professionally.
- Encourage satisfied clients to leave positive reviews on Google, Yelp, and other review sites.

### 4. Press Releases and Local News:

- Write and distribute press releases for any special promotions, awards, or new services offered by the business.
- Contact local news outlets or community websites to feature the business and generate additional backlinks.

## Deliverables:

- Link-building outreach campaigns initiated with high-quality backlinks secured.
- Local directory listings and citations built or optimized.
- Social media content shared to drive traffic and engagement.
- Increased Google and Yelp reviews for reputation management.



## Phase 4: Ongoing Optimization & Reporting

### Tasks:

1. **Performance Analysis:**
  - Review the SEO performance of the last 30-60 days, focusing on keyword ranking improvements, organic traffic growth, and conversion rates.
  - Analyze user behavior metrics (bounce rate, time on site, pages per session) to identify areas for improvement using Google's GA4 Analytics.
2. **Refine Content Strategy:**
  - Based on performance data, adjust the content strategy to focus on high-performing topics and keywords.
  - Continue publishing SEO-optimized blog posts and create FAQs based on the most common customer queries.
3. **On-Going Technical SEO Audits:**
  - Perform a follow-up technical audit to identify any new issues or opportunities for improvement (e.g., site speed, crawlability).
  - Fix any technical SEO problems that may hinder ranking growth.
4. **Expand Service Area Pages:**
  - Expand service area pages based on geographic performance, targeting high-opportunity locations or cities.
  - Refine the content to include additional local keywords and update information based on services offered.
5. **Monthly Reporting & Adjustments:**
  - Provide access to Sprout's 24/7 SEO Dashboard with detailed SEO performance including keyword ranking improvements, traffic increases, and lead generation growth.
  - Adjust SEO tactics based on the results of the campaign so far (e.g., focus more on certain keywords, or increase link-building efforts).

### Deliverables:

- SEO performance analysis and reporting.
- Content strategy refined for continued growth.
- Additional service area pages developed.
- Technical SEO and on-page SEO refined for better performance.
- Monthly Campaign Review with Digital Marketing Project Manager



## Post-90 Day Review and Next Steps:

- **Monthly Campaign Review with Digital Marketing Project Manager**
  - **Review the overall performance** of the campaign, including keyword ranking improvements, lead generation, and local SEO growth.
  - **Identify long-term strategies** for continued content creation, link-building, and local SEO dominance.
  - **Plan future SEO efforts** based on the success of the campaign, expanding into additional services, geographies, or content areas as needed.
- 

## Key Metrics to Monitor:

- **Keyword Ranking Improvements:** Track movement in Google search rankings for key service-related and local keywords.
- **Organic Traffic Growth:** Measure increases in organic website traffic over time.
- **Lead Generation:** Track the number of leads (form submissions, phone calls) generated through organic search.
- **Local Search Visibility:** Monitor visibility in the Google Local Pack and Google My Business.
- **Backlinks:** Track the number of high-quality backlinks generated.
- **Bounce Rate & Engagement:** Review how users interact with the site, including time on site and bounce rates.

This 90-day SEO Accelerator campaign is designed to provide home service contractors with a strong foundation for long-term SEO success, driving organic traffic and leads while improving local search visibility.

Visit us [here](#) to schedule a [Free 30-Minute Consultation](#) with an experienced Home Service Contractor marketing expert or call us at **(800) 617-6975**.