Six-month SEO plan

A sample for a fictional local service business with a small website and an existing Google Business Profile.

Month 1 Set the baseline

- Choose three priority services and list the cities or neighborhoods the business can actually serve.
- In Search Console, record the last 28 days of clicks and impressions for priority pages and searches.
- Test the phone and quote form on mobile. Record qualified calls, forms, and bookings where tracking exists.

Deliverable A one-page baseline with priority URLs, the reporting dates, and a definition of a qualified lead.

Measure Clicks and impressions by page, plus qualified inquiries by source where available.

Month 2 Fix the pages customers need

- Inspect priority URLs for indexing, accidental noindex tags, broken links, and incorrect canonicals.
- Give each priority service page a distinct title, a clear heading, and useful links from related pages.
- Test the main pages on a phone and fix the issues that slow down or interrupt calls and forms.

Deliverable A prioritized fix list with a before-and-after check for each completed item.

Measure Priority URLs indexed as intended and contact actions that pass a mobile test.

Before you start

Create one tracking sheet with a row for each priority page. Record its URL, target service, baseline, planned change, and owner.

Build local visibility

Use a consistent set of service areas and contact details across the profile, website, and important listings.

Month 3 Improve local discovery

- Check the Google Business Profile categories, services, hours, service area, photos, and website link.
- Improve the three priority pages with service scope, realistic coverage, and a clear way to request a quote.
- Ask recent customers for honest reviews after completed work and respond to reviews professionally.

Deliverable A clear match between the business profile and its priority service pages.

Measure Search impressions by page and profile actions such as website visits or clicks to call, where available.

Month 4 Answer buying questions

- Pick two recurring questions from customer calls, such as what affects price or what an estimate includes.
- Publish answers with specific examples and link each answer to the relevant service page.
- Check key directory listings and look for a genuine mention from a local partner or trade group.

Deliverable Two decision-stage resources, each connected to a useful next step.

Measure Impressions for the new pages and visits from those pages to the corresponding services.

Before you publish

Have someone from the business check service coverage, response times, and any customer-facing claims.

Improve and measure results

Use lead quality and customer feedback alongside search visibility to decide which improvements to repeat.

Month 5 Make the next step easier

- Review the pages that attract relevant searches. Make the call or quote option easy to find on mobile.
- Ask for only the information needed to respond, and explain when a customer can expect to hear back.
- Test call and form tracking end to end. Review a sample of inquiries for service fit and location.

Deliverable A tested contact path on the pages that attract the right searches.

Measure Qualified calls, quote requests, and bookings by landing page when attribution is available.

Month 6 Review and set the next priorities

- Compare the most recent 28 days with the baseline using the same page, query, and market filters.
- Review which pages gained relevant visibility and which produced qualified inquiries. Note seasonal changes.
- Pick three priorities for the next quarter and give each action an owner, a date, and a success measure.

Deliverable A concise progress summary and a 90-day plan with three ranked priorities.

Measure Qualified inquiries and bookings alongside relevant search visibility and completed work.

For the next review

Keep the same reporting filters. Record missing data, seasonality, and tracking changes before judging the results.