



## Seo Marketing Plan

| Co | WBS Number | Task name / Title                             | Assigned to | Planned start d |
|----|------------|-----------------------------------------------|-------------|-----------------|
|    | <b>1</b>   | <b>Foundational</b>                           |             | <b>2/12/22</b>  |
|    | 1.1        | Keyword research                              |             | 2/12/22         |
|    | 1.2        | Analytics                                     |             | 2/16/22         |
|    | <b>1.3</b> | <b>Semantic core</b>                          |             | <b>2/22/22</b>  |
|    | 1.3.1      | General                                       |             | 2/22/22         |
|    | 1.3.2      | Landing                                       |             | 3/1/22          |
|    | 1.3.3      | Content landing                               |             | 3/8/22          |
|    | <b>2</b>   | <b>Onsite optimization</b>                    |             | <b>2/12/22</b>  |
|    | 2.1        | Titles, metas, h1                             |             | 2/12/22         |
|    | 2.2        | Additional content descriptions               |             | 2/14/22         |
|    | <b>2.3</b> | <b>Technical</b>                              |             | <b>2/16/22</b>  |
|    | 2.3.1      | Competitors analysis                          |             | 2/16/22         |
|    | 2.3.2      | Doublicate page cleaning                      |             | 2/20/22         |
|    | 2.3.3      | Robots.txt                                    |             | 2/22/22         |
|    | 2.3.4      | Canonization                                  |             | 2/26/22         |
|    | 2.3.5      | Site structure                                |             | 2/28/22         |
|    | 2.3.6      | Site speed                                    |             | 3/2/22          |
|    | 2.3.7      | Mobile-friendly optimization                  |             | 3/6/22          |
|    | 2.3.8      | Google analytics + webmaster tools            |             | 3/8/22          |
|    | 2.4        | Internal linking, anchoring                   |             | 2/12/22         |
|    | 2.5        | Local optimization (local domains)            |             | 2/19/22         |
|    | <b>3</b>   | <b>Content</b>                                |             | <b>2/12/22</b>  |
|    | 3.1        | Keyword research                              |             | 2/12/22         |
|    | 3.2        | Landing page optimization (kws, etc)          |             | 2/19/22         |
|    | 3.3        | Content plan                                  |             | 2/26/22         |
|    | 3.4        | Content landing                               |             | 3/5/22          |
|    | 3.5        | Semantics updates                             |             | 3/12/22         |
|    | <b>4</b>   | <b>Offsite LinkBuilding</b>                   |             | <b>2/12/22</b>  |
|    | 4.1        | Forum/Blogs guest posting                     |             | 2/12/22         |
|    | 4.2        | Social media's                                |             | 2/19/22         |
|    | 4.3        | Linkbuilding strategy(landings, anchores)     |             | 2/26/22         |
|    | 4.4        | Landing pages rank building (backlink buying) |             | 3/5/22          |
|    | 4.5        | Backlink Cleanup                              |             | 3/12/22         |
|    | 4.6        | Link Reclamation                              |             | 3/19/22         |
|    | 4.7        | Link Maintenance                              |             | 3/26/22         |
|    |            |                                               |             |                 |

## Wafi SEO Plan - 3 Months

| Planned end da | Deadline | Progress (%) | Duration (h) | Estimated h | Time log (m) | Status | Priority |
|----------------|----------|--------------|--------------|-------------|--------------|--------|----------|
| <b>3/14/22</b> |          | <b>0</b>     | <b>184</b>   | <b>0</b>    | <b>0</b>     |        |          |
| 2/15/22        |          | 0            | 32           | 0           | 0            | Open   | Medium   |
| 2/22/22        |          | 0            | 33           | 0           | 0            | Open   | Medium   |
| <b>3/14/22</b> |          | <b>0</b>     | <b>120</b>   | <b>0</b>    | <b>0</b>     |        |          |
| 2/28/22        |          | 0            | 40           | 0           | 0            | Open   | Medium   |
| 3/7/22         |          | 0            | 40           | 0           | 0            | Open   | Medium   |
| 3/14/22        |          | 0            | 40           | 0           | 0            | Open   | Medium   |
| <b>3/9/22</b>  |          | <b>0</b>     | <b>160</b>   | <b>0</b>    | <b>0</b>     |        |          |
| 2/13/22        |          | 0            | 16           | 0           | 0            | Open   | Medium   |
| 2/16/22        |          | 0            | 17           | 0           | 0            | Open   | Medium   |
| <b>3/9/22</b>  |          | <b>0</b>     | <b>128</b>   | <b>0</b>    | <b>0</b>     |        |          |
| 2/19/22        |          | 0            | 16           | 0           | 0            | Open   | Medium   |
| 2/21/22        |          | 0            | 16           | 0           | 0            | Open   | Medium   |
| 2/23/22        |          | 0            | 16           | 0           | 0            | Open   | Medium   |
| 2/28/22        |          | 0            | 17           | 0           | 0            | Open   | Medium   |
| 3/2/22         |          | 0            | 17           | 0           | 0            | Open   | Medium   |
| 3/5/22         |          | 0            | 16           | 0           | 0            | Open   | Medium   |
| 3/7/22         |          | 0            | 16           | 0           | 0            | Open   | Medium   |
| 3/9/22         |          | 0            | 16           | 0           | 0            | Open   | Medium   |
| 2/16/22        |          | 0            | 40           | 0           | 0            | Open   | Medium   |
| 2/23/22        |          | 0            | 40           | 0           | 0            | Open   | Medium   |
| <b>3/16/22</b> |          | <b>0</b>     | <b>200</b>   | <b>0</b>    | <b>0</b>     |        |          |
| 2/16/22        |          | 0            | 40           | 0           | 0            | Open   | Medium   |
| 2/23/22        |          | 0            | 40           | 0           | 0            | Open   | Medium   |
| 3/2/22         |          | 0            | 40           | 0           | 0            | Open   | Medium   |
| 3/9/22         |          | 0            | 40           | 0           | 0            | Open   | Medium   |
| 3/16/22        |          | 0            | 40           | 0           | 0            | Open   | Medium   |
| <b>3/30/22</b> |          | <b>0</b>     | <b>280</b>   | <b>0</b>    | <b>0</b>     |        |          |
| 2/16/22        |          | 0            | 40           | 0           | 0            | Open   | Medium   |
| 2/23/22        |          | 0            | 40           | 0           | 0            | Open   | Medium   |
| 3/2/22         |          | 0            | 40           | 0           | 0            | Open   | Medium   |
| 3/9/22         |          | 0            | 40           | 0           | 0            | Open   | Medium   |
| 3/16/22        |          | 0            | 40           | 0           | 0            | Open   | Medium   |
| 3/23/22        |          | 0            | 40           | 0           | 0            | Open   | Medium   |
| 3/30/22        |          | 0            | 40           | 0           | 0            | Open   | Medium   |
|                |          |              |              |             |              |        |          |

[illegible]