

# The SEO Playbook

## A 90-Day Execution Plan for People Who Are Sick of Losing

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### What This Is

This is not a checklist. This is a strategic plan for people who want to stop guessing and start ranking. It's the difference between writing blog posts no one reads and building an SEO machine that compounds results over time.

Use it to guide your internal team, audit your agency, or finally give your content efforts a pulse.

By [@alexcornici](#) | [What is SEO](#)

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### Phase 1: Foundation (Days 1–30)

Build the damn infrastructure or don't bother showing up.

#### 1. Technical Audit

Make your site crawlable, indexable, and not a complete embarrassment.

- Use tools like Screaming Frog, Sitebulb, Ahrefs Site Audit.
- Fix broken links, redirect chains, orphan pages.
- Ensure HTTPS is working, canonical tags are clean, and robots.txt isn't sabotaging you.

#### 2. Keyword Research

No, not just Googling stuff and guessing.

- Build a keyword universe based on user intent, not volume alone.
- Focus on topics you can own: mid-tail, long-tail, and high-conversion queries.

- Use Ahrefs, Semrush, or low-budget combos like Ubersuggest + AnswerThePublic.

### **3. Competitor Gap Analysis**

You're not reinventing the wheel—you're hijacking their blueprint.

- Identify 3–5 main competitors with strong organic presence.
- Analyze their top pages, backlinks, and ranking keywords.
- Spot weaknesses in their content and outrank them with something better.

### **4. Analytics Setup**

If you're not tracking, you're not doing SEO—you're writing in the void.

- Google Search Console: check indexing, crawl issues, and performance.
- Google Analytics: track user behavior, bounce rates, and conversion paths.
- Optional: set up rank tracking via tools like SERPWatcher, Accuranker, or manual sheets.

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## **Phase 2: Content & Optimization (Days 31–60)**

Now that your house isn't on fire, let's build something.

### **1. Build Topic Clusters**

Stop publishing disconnected content islands.

- Choose one main pillar topic (e.g., CRM software for small business).
- Write a detailed pillar page, then 4–6 supporting pieces that internally link.
- Each post targets a unique search intent and feeds the larger cluster.

### **2. Optimize for On-Page SEO**

Forget the gimmicks. Do the fundamentals, and do them well.

- Titles and H1s: use target keywords naturally, but prioritize clarity.
- Meta descriptions: write like a human, not a keyword bot.
- URL structure: short, clean, keyword-rich.
- Internal linking: build contextual paths, not random breadcrumbs.

### **3. Create Conversion Points**

Traffic without conversions is just performance art.

- Insert clear, value-driven CTAs.
  - Add email capture forms, downloadables, demo requests.
  - Use heatmaps and scroll tracking to see where users are ghosting you.
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## **Phase 3: Authority & Growth (Days 61–90)**

Now we scale. Now we earn respect.

### **1. Link Building That Doesn't Suck**

No Fiverr gigs. No shady directories. Real outreach.

- Create linkable assets: original research, definitive guides, visual explainers.
- Pitch them to journalists, partners, and industry bloggers.
- Use HARO, Help a B2B Writer, or direct cold outreach with custom angles.

### **2. Refresh and Expand Content**

Good SEO content ages like bread, not wine.

- Revisit underperforming pages and add value, structure, and new data.

- Expand thin pages to 800+ words with proper formatting and subtopics.
- Update internal links to include newly published articles.

### **3. Monitor Rankings and Iterate**

SEO is not “set it and forget it.” It’s “track it, test it, improve it, or die.”

- Watch keyword rankings weekly.
  - Adjust based on performance, algorithm changes, and user feedback.
  - Use data from GSC, Ahrefs, and Analytics to refine content and site architecture.
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## **What Success Looks Like**

If you do this right, here’s what should start happening by Day 90:

- You’ll have a clean, crawlable site.
  - You’ll own at least one topic cluster.
  - You’ll see upward movement in key rankings and organic traffic.
  - You’ll actually convert some of that traffic into something that isn’t a bounce.
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## **Final Word**

SEO isn’t hard because it’s technical. It’s hard because most people want fast results from half-effort plans. This isn’t one of those. It’s methodical. It’s proven. It’s annoying to do—but it works.

Now go rank something. Or stay on page 4 and keep refreshing.