SEO Strategy Template

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BACKLINKO

Step 1: Define Your Target Audience

Think about who you want to attract to your website. These questions can help:

- Who are they? Demographics like age, gender, income level, and geographic locations can help inform your SEO strategy.

- What websites are they visiting? And what kinds of content are they engaging with?

- What needs do they have that aren't being met?

Demographics	Websites & Content	Needs
E.g. Middle-class U.S. males aged 24-55 with classic muscle cars	E.g. MuscleCars.com gas mileage calculator	E.g. Track and improve gas mileage for a muscle car

Tip: If you're stuck, HubSpot's Make My Persona Tool can help you define your audience.

Step 2: Identify Topics and Keywords to Target

Now it's time to take what you learned in Step 1 and use it to identify content topics and keywords that will attract that specific audience.

First, create a list of topics your audience would be interested in.

My favorite tool for this is [BuzzSumo](). But you can also look at what's being shared on social media sites.. Or simply list ideas off the top of your head.

Topic
E.g. Muscle cars' gas mileage

Next, do [keyword research]() to find specific keywords based on each topic. Think of your topics as the hub of a wheel, and the keywords as spokes radiating off of that wheel.

Note their search volume, competition, and business relevance (aka [commercial intent]()).

(See also: Our [Keyword Research Template]().)

Topic	Keyword	Search Volume	Competition	Relevance

E.g. Muscle cars' gas mileage	E.g. Gas mileage of muscle cars	E.g. 1,200 searches/mo.	E.g. Low	E.g. Somewhat relevant

Step 3: Plan Your Content

Now it's time to plan the content you'll create. As you might expect, these will be based on the topics and keywords you found in the last step.

Creating amazing content is well outside the scope of this template. But in general, you want to cover each topic with depth, breadth, and authority.

Create depth by writing long-form articles that cover each keyword thoroughly. Your content should be 100% satisfying for someone searching for that keyword, based on their search intent. In other words, don't let them leave with a million questions.

Create breadth by having a wide range of content on each topic. Build up your perceived authority on a topic by publishing content optimized around as many different keywords related to that topic as you can.

Content depth and breadth improve your authority in visitors' eyes. And improving your authority from Google's perspective takes 2 things: high-quality backlinks and E-A-T. So kill 2 birds with 1 stone: Create trustworthy content that authoritative sites will want to link to.

(See also: Our guide to SEO Content.)

Keyword	Content	Content Description
E.g. Gas mileage of muscle cars	E.g. Gas mileage tool with efficiency tips	E.g. Interactive tool that displays gas mileage and horsepower of a given car (make, model and year), plus lists modifications people can make to improve its efficiency

Step 4: Plan Your Link-Building Strategies

As we saw in Step 3, backlinks are REALLY important. They increase your site's domain authority, helping your content rank better on Google.

In this step, choose the strategies you'll use to build links to the content you've planned.

Not sure where to start? See our guide to Link Building Strategies: The Complete List.

Content	Link-Building Strategies to Use
E.g. Gas mileage tool with efficiency tips	E.g. Resource pages, Link roundups, Skyscraper Technique

Step 5: Choose Your SEO Goals and KPIs

Setting clear goals is like creating a map of where you want to go.

So for this step, choose your goals and key performance indicators. These are the metrics you'll use to judge whether your approach is working. So it's worth spending a few minutes to get them right.

It may be tempting to focus solely on pure SEO factors, like rankings and domain authority scores. Those are great things to look at. But it's important to tie them to more concrete business goals, like more sales.

(See also: Our guide to Measuring SEO Results.)

Business Goal	SEO KPIs	Details / Timeframe
E.g. Increase sales of straight-pipe exhaust kits	E.g. Sales of straight-pipe exhaust kits from organic search traffic, Organic	E.g. 30% growth YoY

	search traffic to straight-pipe exhaust kits page	

Conclusion

That's it for this SEO strategy template. I hope it helps! Remember, you can find 20+ other marketing templates here, including a highly tactical SEO marketing plan.

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