

# SEO Roadmap of Work

HOW IT WORKS



## Introduction

At Total SEO, we understand that navigating the world of search engine optimisation (SEO) can be complex. That's why we've created this document to help you understand our process and the steps we take to ensure your website achieves the best possible results.

Each month, our team dedicates around 15 hours to optimising your website, ensuring it gains better visibility in Google search results. From keyword research and content creation to technical SEO and performance monitoring, we work tirelessly to drive organic traffic, improve rankings, and ultimately grow your business.

As a Google Certified Partner with over 450 five-star reviews, we pride ourselves on delivering bespoke strategies tailored to your unique needs. Our transparent communication and data-driven approach ensure you're always informed and confident in the work we're doing to help your business thrive online.

Whether you're new to SEO or looking to enhance your existing strategy, this document outlines how we will help you achieve your goals and stand out in the competitive digital landscape.

- ✓ UK Based Digital Marketing Team
- ✓ Established in 2004
- ✓ Family Owned Business
- ✓ Over 450 5-Star Reviews
- ✓ Google Certified Partner
- ✓ Bespoke Strategies That Deliver Results
- ✓ Clear & Transparent Communication
- ✓ Proven Track Record of Exceptional Results
- ✓ Experience in Every Kind of Industry
- ✓ Experts With All Major Website Platforms

## Total SEO & Marketing Limited

Reviews 464 • Excellent



[www.total-seo.co.uk](http://www.total-seo.co.uk)



01252 329160

## Roadmap of Work

Our roadmap of work will help you understand the specific tasks we undertake to ensure your website achieves better visibility in Google and how we can gain more traffic.

This isn't a one-size fits all process, once we have access to your website, Google Analytics and Search Console we will refine the plan accordingly.

# Initial Groundwork

### Purpose:

This stage lays the foundation for your SEO campaign. We focus on understanding your business, identifying key opportunities, and analysing your current position in the market. By conducting thorough research, we ensure your strategy is tailored to your goals and competitive landscape.

- **Introductory Meeting** – To ensure we understand your objectives and goals.
- **Keyword Research** – Completed as a priority, finalising a list of keywords/phrases to determine the focus of the campaign going forward.
- **Competitor Research** – We will look at what your competitors are doing online and ensure we have a plan to outrank them.
- **Benchmark Report** – To show where your keywords are ranking before the SEO work has an effect, allowing you to easily compare your future results.
- **Hosting Audit** – We will test to see if your site shares server space with websites that have been penalised or blacklisted by Google.
- **Backlink Profiling** – We will check if you have backlinks and if so, whether those links are toxic or not.
- **Toxic Backlink Review and Removal Plan** – If you have toxic backlinks, we will take the necessary steps to disavow them.

# SEO Fundamentals

## Purpose:

Here, we focus on the core elements of SEO that drive visibility and engagement. From optimising on-page content to improving user experience, this stage ensures your website is set up to attract and convert visitors effectively.

- **Review and Rewrite On-Site Page Titles and Descriptions** – To incorporate the agreed keywords (metadata).
- **Image Optimisation** – Ensuring all images are properly optimised with ALT text.
- **Write and Install Your Company Schema** – Your virtual business card for search engines.
- **Knowledge Graph, Data Highlighter & Structured Data** – Implementation where required.
- **Google Business Profile** – Assessment and optimisation (if required) of your Google Business Profile.
- **Internal Link Optimisation** – Ensuring internal links are delivering the most impact from an SEO perspective.

## Did You Know?

68% of online experiences start with a search engine and the first organic result on Google gets around 27% of the clicks.



# Content Optimisation

## Purpose:

Content is king in SEO. This stage focuses on creating and optimising high-quality, engaging content that resonates with your audience and drives organic traffic to your site.

- **Content Strategy** – Developing a plan to ensure your content aligns with your SEO goals and engages your target audience.
- **Creation of a Dedicated Area for On-Site SEO Articles/Blogs** – If required, we can also use an existing blog.
- **Monthly Article or Blog Post** – A monthly article or blog post (around 750 words in length), all content is written in-house and approved by you before we make it live.
- **Schema Markup and Optimisation of Monthly Blogs/Articles** – Including additional pages if needed.

## Did You Know?

Google prioritises and rewards unique, high-quality content that adds value, meaning you can't simply copy and paste content to improve your SEO ranking; focus on creating original and relevant material.





# Website Critique

## Purpose:

We conduct an in-depth audit of your website to identify areas for improvement that can help turn more visitors into enquiries and sales. This stage focuses on enhancing user experience, improving conversion rates, and ensuring your site is fully optimised for both users and search engines.

- **User Experience (UX) Audit** – Evaluating the usability and design of your website to ensure it provides a seamless experience for visitors.
- **Conversion Rate Optimisation (CRO) Analysis** – Identifying barriers to conversion and recommending changes to improve enquiry and sales rates.
- **Call-to-Action (CTA) Review** – Assessing the effectiveness of your CTAs and suggesting improvements to drive more conversions.
- **Mobile-Friendly Check** – Ensuring your website is fully optimised for mobile users, as a significant portion of traffic comes from mobile devices.
- **Form and Checkout Process Review** – Analysing forms and checkout processes to ensure they are user-friendly and optimised for conversions.
- **Page Load Speed Analysis** – Identifying any speed issues that could be causing visitors to leave your site before converting.
- **Content Layout and Readability Review** – Ensuring your content is easy to read, well-structured, and encourages users to take action.

## Did You Know?

A website with a loading time of just 1 second can achieve up to 3 times higher conversion rates compared to a website that takes 5 seconds to load.



# Technical SEO & Ongoing Work

## Purpose:

Technical SEO ensures your website is fast, secure, and easy for search engines to crawl and index. Our work also includes ongoing maintenance to keep your site performing at its best, addressing any issues that could harm your rankings or user experience.

- **Robots.txt Audit** – We will check to ensure your site has a Robots.txt file; if not, we may be able to add this depending on site access.
- **WWW Resolve Audit** – We will check that your site redirects to your preferred URL regardless of which version is used (with or without www).
- **Sitemap Optimisation (XML)** – We will check to see if your site has a sitemap.xml page; if not, we may be able to add one depending on site access.
- **Website Speed Testing** – We will check to see if your site meets the recommended speed requirements set by Google.
- **Duplicate Content Analysis** – We will analyse your site to see if it has duplicate content; if it does, we will agree on a strategy to address it.
- **Ongoing Technical Optimisation** – Including additional Knowledge Graph, Data Highlighter & Structured Data (where required).
- **Broken Link Checking** – Regular reviews of the website to check for broken links; if any are found, we will fix them.
- **Off-Site Link Profiling** – Continual monitoring of your off-site link profile along with recommendations to improve it.
- **Ongoing SEO Testing and Auditing** – Testing and auditing your website to ensure it is properly optimised and any issues are quickly addressed.
- **URL Check for Underscores and Non-Friendly SEO Elements** – Checking for unfriendly URLs and implementing strategies to fix them.
- **24/7 Website Monitoring** – We will check your site every 60 seconds; if it goes offline, we will notify you immediately.
- **Visitor Behaviour Tracking via Microsoft Clarity** – To show how your users interact with your website.

**90%** The number of Google Users who don't go beyond the first page

# Reporting & Updates

## Purpose:

Transparency and accountability are key to our process. We ensure you're always informed about your campaign's progress, with regular updates and actionable insights to help you understand the impact of our work.

- **Regular updates** by way of calls, emails or meetings to make sure you are kept updated on the progress and work being undertaken
- **Google Analytics & Search Console Setup** – Setup (if required) along with ongoing analysis and reporting.
- **Access to Online Reporting Portal** – Enabling you to keep track of website traffic volumes and keyword positions in the search engines.
- **Monthly Progress Reports** – Regular updates and in-depth reports to ensure you can easily track the progress of your campaign.

## Did You Know?

Around 50% of marketers consider SEO to provide the best return on investment (ROI) compared to any other marketing strategy.



# What Next?

## Next Steps

**Ready to Elevate Your Online Presence?** If you're ready to take your online presence to the next level, here's how you can get started:

### 1. Contact Us:

Visit our website at [www.total-seo.co.uk](http://www.total-seo.co.uk), call us on **01252 329160**, or click below to schedule a **free consultation**.

### 2. Discuss Your Goals:

We'll take the time to understand your business, objectives, and challenges to create a strategy that works for you.

### 3. Tailored Strategy:

Our team will develop a bespoke SEO plan designed to deliver the results you need, whether it's increased traffic, higher rankings, or more conversions.

### 4. Watch Your Business Grow:

Sit back and watch as we drive traffic, leads, and sales to your business, helping you achieve long-term success.

Don't let your competitors get ahead. Partner with Total SEO today and start seeing the results your business deserves.

[Click Here to Book a Free Discovery Call](#)



## Total SEO & Marketing Limited

Reviews 464 • Excellent



### Exceptional Service – Highly Recommend!

Great communication and response times. I saw an upturn in traffic in the first month but I also understand that SEO is an ongoing process that grows over time, so I was surprised. The team are customer-focused and explain their workflow every step of the way, which is important, especially as a lot of the work is behind the scenes with SEO. The website video report from Simon was excellent with great pointers. Megan, my account manager made me feel that my business success mattered with her updates and reports.

Ready to take the Next Step?

[Click Here to Book a Free Discovery Call](#)