A PRACTICAL, REUSABLE ROADMAP

90-Day SEO Plan

A focused template for improving your website’s visibility, content quality and search performance, one practical step at a time.

01 FOUNDATION	02 CONTENT	03 MEASURE
Set a baseline, make sure important pages can be found, and choose focused search topics.	Improve key pages and publish useful content that answers real customer questions.	Review results, refine what is working, and set your next-quarter priorities.

YOUR WEBSITE

Website / business

Plan start date

90-day goal

Built to be adapted. Choose the actions that fit your website, audience and available time. Search results take time and rankings are never guaranteed.

Start with a clear baseline

Before making changes, record what is true today. Use the same reporting tools and date ranges at each check-in.

Primary audience / location

Main product or service

Primary conversion action

Baseline & 90-day targets

MEASURE	BASELINE	DAY 30	DAY 60	DAY 90
Organic clicks	_____	_____	_____	_____
Search impressions	_____	_____	_____	_____
Important query positions	_____	_____	_____	_____
Organic leads / sales	_____	_____	_____	_____
Priority pages improved	_____	_____	_____	_____
Useful content published	_____	_____	_____	_____

Pick one primary business outcome (for example, qualified inquiries) and a few supporting SEO indicators. Track leads or sales alongside traffic so more visits do not become the only measure of progress.

Simple focus check

- Which 3–5 pages matter most to customers and the business?
- What questions do prospective customers ask before they decide?
- What time, budget and expertise are available for this 90-day cycle?
- Who will own each action, and where will progress be recorded?

Days 1–30 | Build the foundation

Get reliable measurement in place, understand the current site, and choose a small number of high-value improvements.

Week 1 / Measure and inventory

DAYS 1–7

- ■ Confirm access to Google Search Console and an analytics tool; verify the right website property and tracking.
- ■ Record the baseline on page 2 and note the date range used.
- ■ List core pages, current calls to action, and the services or products each page supports.
- ■ Check that key pages work on mobile and that inquiry, booking or purchase steps function.

Week 2 / Check discoverability

DAYS 8–14

- ■ In Search Console, review indexing and page-experience reports; note important errors to investigate.
- ■ Check that priority pages are indexable and linked from relevant parts of the site.
- ■ Review page titles, headings, duplicate pages, broken links and image descriptions on priority pages.
- ■ For a local business, verify business details and service areas are accurate and consistent.

Week 3 / Research real customer language

DAYS 15–21

- ■ Collect customer questions from inquiries, calls, reviews and sales conversations.
- ■ Use Search Console and keyword research tools to find relevant wording and search intent.
- ■ Group related topics by customer need; avoid targeting a separate page for every minor keyword variation.
- ■ Map one primary topic and customer action to each priority page.

Week 4 / Prioritize

DAYS 22–30

- ■ Choose 3–5 high-value pages to improve first, based on customer need and business priority.
- ■ Write down a short page brief for each: audience, search intent, useful answer, proof and next step.
- ■ Assign an owner and realistic due date to each change.
- ■ Close or reschedule unfinished tasks intentionally; avoid expanding the list without a reason.

Days 31–60 | Improve helpful content

Make priority pages clearer and more useful to people. Optimize for the real question, not for repeating keywords.

Weeks 5–6 / Refresh priority pages

DAYS 31–45

- ■ Give each priority page a clear, unique title and concise description that accurately represent the content.
- ■ Use one descriptive main heading and organized subheadings that make the page easy to scan.
- ■ Answer the visitor’s main question early; explain services, process, suitability and next step plainly.
- ■ Add relevant internal links between related services, resources and supporting pages.
- ■ Use descriptive image alt text when an image communicates useful information; keep decorative images empty.
- ■ Make the primary action easy to identify and test the page on mobile.

Weeks 7–8 / Publish useful support

DAYS 46–60

- ■ Create one genuinely helpful resource based on a recurring customer question.
- ■ Add examples, steps, context or a checklist that improves on a generic overview.
- ■ Link the resource to a relevant service page and link back to it from related content.
- ■ Check names, facts, dates and links before publishing; cite trustworthy sources when appropriate.
- ■ If serving a defined local area, add accurate location information without creating thin, duplicate location pages.

Content brief

Customer question	Page / resource	Desired visitor action

Owner	Draft / review date	Publish date

Days 61–90 | Strengthen and learn

Use evidence to decide what deserves another pass. Keep the plan focused on improvements that help customers and support real business goals.

Weeks 9–10 / Improve trust and conversion

DAYS 61–75

- Review priority pages for clear contact information, relevant credentials, accurate details and transparent policies.
- Request honest feedback or reviews from real customers when appropriate; never buy reviews or links.
- Look for credible organizations, partners or publications that may naturally reference useful work.
- Test inquiry forms, booking links, download links and confirmation messages from a visitor’s perspective.
- Make one focused change to improve a key page’s clarity or next step; record what changed and when.

Weeks 11–12 / Review search performance

DAYS 76–89

- Compare current data with the baseline using the same date ranges and measurement tools.
- Review Search Console queries and landing pages for useful impressions, clicks and emerging questions.
- Improve titles or descriptions when pages earn impressions but the result does not clearly explain the value.
- Update content that is inaccurate, outdated or no longer answers the customer’s question.
- Check analytics events or inquiry records for qualified actions, not just traffic volume.

Day 90 review

- What improved? Which evidence supports that conclusion?
- Which pages or topics should be maintained, expanded, combined or retired?
- What did customers do after landing on the site?
- What are the top three priorities for the next 90 days?

Weekly action tracker

Keep the plan achievable. A short list completed consistently is more useful than a long list nobody has time to finish.

WEEK	TOP ACTION	OWNER	DONE / NOTES
01			
02			
03			
04			
05			
06			
07			
08			
09			
10			
11			
12			
13			

Monthly review notes

Day 30: what changed?

Day 60: what changed?

Day 90: what changed?

Next review date

Plan owner

Reporting source

A note on expectations

SEO outcomes depend on your website, audience, competition, implementation and factors outside any one business’s control. This planner is educational and does not promise specific rankings, traffic or revenue. Protect time for useful work, measure consistently and revise your plan based on evidence.