

Stage	Key Actions
	Crawl error detection
	Indexing issues and redirects
Stage 1: Technical SEO Audit	Core Web Vitals checks
	Mobile & HTTPS readiness
	Sitemap and robots.txt optimization
	Map keywords to buyer journey
Stage 2: Keyword Research & Intent Mapping	Competitor gap analysis
	SERP Feature Targeting
	Rank, traffic, conversion tracking
Stage 3: On-Page Optimization	ROI-based reporting
	Campaign refinement
	Build topical clusters and pillar pages
Stage 4: Content Strategy & Creation	Editorial calendar planning
	Blog/service page creation
	Keyword relevance and density
	Guest posting and authority links
Stage 5: Backlink Strategy (Off-Page SEO)	Web 2.0 and Tier 2 profiles

Stage	Key Actions
	Link velocity and DA targeting
	Rank, traffic, conversion tracking
Stage 6: ROI Measurement & Reporting	ROI-based reporting
	Campaign refinement