

ByteWrites - Complete White Label SEO Campaign Launch Checklist

1. Client Intake & Goal Setting

- ☐ Collect client business info (industry, target audience, competitors)
- ☐ Define clear SEO goals (traffic, leads, local ranking, etc.)
- ☐ Confirm target keywords or search intent areas
- ☐ Gather access to website, analytics, GSC, GBP, etc.

2. Keyword Research & Strategy

- ☐ Identify high-opportunity keywords (head + long-tail)
- ☐ Analyze competitor keyword profiles
- ☐ Group keywords by intent & assign to URLs
- ☐ Map keywords to content opportunities (new pages, blogs)

3. On-Page SEO Setup

- ☐ Audit current site for on-page issues
- ☐ Optimize meta titles & descriptions
- ☐ Optimize headers, content structure, and internal links
- ☐ Improve page speed & mobile-friendliness
- ☐ Fix crawl errors & indexation issues

4. Off-Page SEO & Link Building

- ☐ Analyze backlink profile & competitors' links
- ☐ Set monthly link-building targets
- ☐ Launch outreach or citation campaign
- ☐ Ensure anchor text diversity & relevance

5. Local SEO (if applicable)

- ☐ Audit and optimize Google Business Profile
- ☐ Ensure consistent NAP citations across directories
- ☐ Set up local schema markup
- ☐ Encourage and respond to client reviews

6. Reporting & Tracking Setup

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- ☐ Install Google Analytics + GSC
- ☐ Set up keyword tracking tools
- ☐ Create branded client SEO dashboard (e.g., via Data Studio)
- ☐ Schedule monthly performance reports

7. Ongoing Optimization Plan

- ☐ Set monthly content calendar (blogs, landing pages)
- ☐ Plan quarterly technical SEO audits
- ☐ Track performance vs KPIs
- ☐ Adjust strategy based on trends/data

8. Branding & Communication

- ☐ Apply your agency branding to reports & deliverables
- ☐ Set up email/Slack communication channels
- ☐ Assign point of contact for client updates
- ☐ Schedule monthly review calls (optional)