SEO · STRATEGY SAMPLE

SEO Strategy and Review Sample

A practical framework to connect search demand, priority pages, ongoing optimization, and regular review.

SAMPLE PROJECT	**Northstar Components (fictional example)**
FOR	B2B teams with a live website that want to build overseas organic search visibility over time.
PURPOSE	Shows a sample analysis and deliverable structure. It is not a real diagnosis or a performance promise.

01	02	03	04
Audit	**Search and page plan**	**Optimization**	**Review**

All company details, website conditions, and findings in this sample are fictional. Real recommendations depend on the website, business context, and available data.

01 | WEBSITE AND SEO AUDIT

Start with the issues that affect priority pages

The observations below illustrate a fictional project. Actual audit scope depends on site size, target markets, and goals.

AREA	SAMPLE OBSERVATION	POSSIBLE ACTION
Crawl and indexing	Index status and sitemap coverage need review for key pages.	Review robots directives, canonicals, sitemap coverage, and page status.
Site structure	The relationship between product and application pages is not yet clear.	Connect priority pages from category pages, related products, and application content.
Priority page quality	Some pages do not bring selection details, specifications, and application proof together.	Fill buyer decision gaps and confirm the source of supporting content.
Inquiry path	The path from organic landing pages to contact needs review.	Review calls to action, form access, and contact paths on key pages.

How priorities are set

ADDRESS FIRST	Issues affecting indexing, priority page clarity, or inquiry paths.
PLAN NEXT	Items that need content, technical, or client input, scheduled by dependency.
MONITOR	Items without enough evidence for a change; collect data or monitor first.

02 | SEARCH DEMAND AND PAGE PLAN

Turn search themes into useful pages

Rather than collecting keywords, map each intent to a page and avoid multiple pages competing for the same theme.

SEARCH THEME	BUYER INTENT	TARGET PAGE	PAGE SHOULD ANSWER
industrial connectors	Compare specifications	Core product page	Which options fit the application?
connector for harsh environments	Explore an application	Application page	What conditions and requirements matter?
connector material selection	Resolve a technical question	Technical guide	How do material choices affect performance?
custom connector supplier	Evaluate a supplier	Capability page	What proof supports quality and delivery?

Page planning rules

One primary intent	Give each priority page a clear job and avoid overlapping or conflicting content.
Strengthen key pages first	Complete product, application, and trust information before expanding supporting content.
Validate with evidence	Refine themes and priorities using search data, sales feedback, and current page performance.

> Keyword themes and page priorities are based on target markets, product information, and verifiable search demand.

03 | OPTIMIZATION AND EXECUTION

Sequence work by dependencies, not by checklist volume

This is an illustrative first-cycle sequence. Timing depends on page count, development capacity, source materials, and agreed scope.

PHASE	FOCUS	ACTIONS	CHECKPOINT
Weeks 1-2	Fix the foundations	Review indexing, page structure, and priority technical issues.	Confirm priorities and implementation dependencies.
Weeks 3-6	Improve priority pages	Update agreed product or application pages, internal links, and supporting evidence.	Review the content and inquiry path.
Weeks 7-10	Publish and observe	Publish when ready and review indexing and page signals.	Decide what to continue, change, or validate.

Client inputs that keep work moving

Product and application facts	Specifications, use conditions, differentiators, and publishable application evidence.
Review owner and response time	Assign a business reviewer and confirm copy or technical changes on schedule.
Relevant data access	To review actual search performance, provide authorized access or exports from the relevant platforms.

04 | PERFORMANCE REVIEW AND NEXT CYCLE

Use available signals to decide what to do next

Review changes, page quality, and the business journey. Rankings, traffic, and inquiries depend on many factors and are not guaranteed outcomes.

SIGNAL	REVIEW QUESTION	NEXT DECISION
Indexing and access	Are priority URLs discoverable, crawlable, and accessible?	Address verifiable crawl, index, or page-status issues.
Target search themes	Are impressions, clicks, or page signals changing for target themes?	Validate demand and adjust the theme-to-page match.
Organic visit quality	Do priority landing pages attract relevant visits and help buyers continue?	Improve evidence, related pages, or on-page guidance.
Inquiry path	Can relevant contact actions and their source be observed?	Review forms, contact paths, and available attribution.

Three decisions after each review

Continue

Available evidence supports further work.

Adjust

The page, content, or technical approach needs a change.

Validate

When evidence is limited, add inputs or observe longer.

SEO requires ongoing testing and review. Search systems, competition, and site conditions change; this report records decisions and next steps, not a promise of rankings, traffic, or inquiries.