Lamphills

SEO Automation Strategy Template

1. Set Your SEO Goals
  - Example: Increase organic traffic by 20% in 6 months.
  - Write your goal here: _____

2. Identify Tasks to Automate
  - Keyword Research: Use tools like Ahrefs or SEMrush.
  - Content Optimization: Use tools like Surfer SEO.
  - Technical SEO Audits: Use tools like Screaming Frog.
  - Reporting and Analytics: Use tools like Looker Studio.

Tasks you want to automate:
  - _____
  - _____
  - _____

3. Choose Your Tools
  - Example: For keyword research, I will use SEMrush.
  - Tools you plan to use:
  - Task: _____ | Tool: _____
  - Task: _____ | Tool: _____
  - Task: _____ | Tool: _____

4. Set Up Automation
  - Example: Schedule keyword research every Monday at 9 AM.
  - Your automation setup:
  - Task: _____ | Frequency: _____ | Tool: _____
  - Task: _____ | Frequency: _____ | Tool: _____

5. Monitor and Adjust
  - Example: Review automated reports weekly and adjust strategy as needed.
  - Your monitoring plan:
  - Task: _____ | Review Frequency: _____
  - Task: _____ | Review Frequency: _____

6. Track Performance
  - Example: Track organic traffic, keyword rankings, and bounce rate.
  - Metrics you will track:
  - _____
  - _____
  - _____

7. Refine and Improve
  - Example: After 3 months, assess the ROI of automation and make improvements.
  - Your improvement plan:
  - What to review: _____
  - When to review: _____

LaMphills

Note: Use this template to guide your SEO automation efforts. Remember, balancing automation with human oversight to ensure creativity and effectiveness is key to success.