

## 6-Month SEO Plan for an Internet Service Provider in Canada

### **Month 1: Research and Foundation**

Market Analysis and Keyword Research:

- Research the Canadian ISP market.
- Identify relevant keywords using SEO tools.

Website Audit and Optimization:

- Perform technical SEO audit.
- Ensure website is mobile-friendly and loads quickly.

Set Up Tracking Tools:

- Implement Google Analytics and Google Search Console.

### **Month 2-3: Content Development and On-Page SEO**

Content Strategy:

- Develop content calendar.
- Start a blog section.

On-Page SEO Implementation:

- Optimize web pages and blog posts.
- Create quality, informative content.

Local SEO:

- Optimize for local SEO and create Google My Business profile.

### **Month 4-5: Off-Page SEO and Social Media Engagement**

Link Building:

- Guest blogging and backlinks.

#### Social Media Strategy:

- Post on platforms like LinkedIn, Twitter, and Facebook.

#### Customer Reviews and Testimonials:

- Encourage reviews on Google and social media.

### **Month 6: Analysis and Refinement**

#### Performance Review:

- Analyze metrics and identify successful strategies.

#### Content and SEO Update:

- Refresh outdated content.
- Adjust SEO strategies based on performance.

#### Prepare for Continued Growth:

- Plan ongoing SEO and content strategies.

### **Additional Considerations**

#### User Experience (UX):

- Ensure a user-friendly website with clear navigation.

#### Competitor Analysis:

- Regularly check competitors and adapt strategies.

#### Regular Monitoring:

- Monitor website health, backlinks, and keyword rankings.

## Compliance and Regulations:

- Ensure content complies with Canadian telecommunications regulations.