



YOUR BUSINESS NAME

Report by Trendwi



# INTERNET STRATEGY

**SEO – Get Found Where It Matters Most!**

Whether you're starting out or refining your presence, our goal is simple:

Help you rank higher, get discovered faster, and stay ahead.

We optimize with intention — Increase Online Visibility, Drive Organic Traffic, Build Credibility/ Trust, Improve User Experience (UX), Generate Long-Term ROI, Stay Ahead of Competitors.

Prepared By: Joseph Rutinu

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# SEO; ACTION PLAN

*At Trendwi, visibility is good. Being found by the right people? That's better – and that's what we do - we don't just optimize for algorithms – we optimize for people.*

## Trendwi identifies Key Action Plan for SEO;

### ✓ Phase 1: Onboarding & SEO Audit

- Website Audit: Technical, On-page, and Off-page audit
- Competitor Analysis: Identify top 3-5 SEO competitors
- Keyword Research: Based on niche, services, and target location
- Baseline Metrics: Current rankings, traffic, domain authority

### ✓ Phase 2: Technical SEO Fixes

- Fix Crawl Errors & Broken Links
- Ensure Mobile Responsiveness
- Improve Site Speed (Core Web Vitals)
- Add or Improve Sitemap and Robots.txt
- SSL / Security Checks
- Set up Google Search Console & Analytics (if not already)

### ✓ Phase 3: On-Page Optimization

- Title Tags & Meta Descriptions (keyword optimized)
- Header Tags (H1, H2, H3...)
- URL Slug Optimization
- Image Alt Text Optimization
- Internal Linking Structure
- Content Optimization (existing pages)

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...(Continued);

## ✓ Phase 4: Local SEO (If applicable)

- Google Business Profile Setup/Optimization
- NAP Consistency (Name, Address, Phone)
- Local Citations Submission + Local Keyword Targeting + Reviews Strategy Guidance

## ✓ Phase 5: Content Strategy

- Blog Topic Planning (SEO-focused)
- Monthly Blog Writing & Optimization
- Content Calendar for SEO Blogs/Articles

## ✓ Phase 6: Off-Page SEO & Link Building

- Backlink Audit
- Strategic Link Building (Guest posts, citations, outreach)
- Social Sharing & Indexing Tactics
- Press Release Distribution (optional)

## ✓ Phase 7: Tracking, Reporting & Improvements

- Tracking Reports: Keyword rankings, Organic traffic, Conversions/leads, Backlink growth
- Adjustments based on Google updates

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