



## Project Plan Document:

### The steps and deadlines:

- Gather client background information by [Month / Day / Year].
- Conduct keyword research by [Month / Day / Year].
- Deliver a spreadsheet of keyphrase findings and recommendations by [Month / Day / Year].
- Meet the team you'll be working with by [Month / Day / Year] (go over roles and expectations).
- Confirm agreement on the keyphrase strategy and start writing.
- [PAGE NAME] being optimizing.
  - Provide drafts by [Month / Day / Year].
  - Get input/feedback by [Month / Day / Year].
  - Finalize content, ready to go to developer by [Month / Day / Year].
- Review online and give it the thumbs up!
- ❖ For each page we optimize we'll provide a clear picture of where the headline, sub-headlines, photo captions, text links, and other elements will appear on the page.

**Headline with main keyphrase woven in**

**Subheadline with secondary keyphrase, as smoothly as possible**

Plain text sentence/paragraph that leads into:

- Bullet 1
- Bullet 2
- Bullet 3

Photo with a  
caption that's  
optimized  
(if relevant  
and natural)

Summary sentence to wrap up the big so what and what's next.

**Call to action button/link with keyphrase-optimized text**

- ❖ For each page we optimize we'll also provide an SEO Tags Section: Page Title Meta Description: