## Action plan:

### On page SEO:

Keyword research and targeting keyword based on firm strategy.

Optimizing H1, H2, H3… and meta title and meta description specially on landing pages.

Placing content on landing pages based on target keywords.

Lunching blog and publishing content regularly according to prepared content calendar and blog structure.

Adjusting keywords and links on website pages.

### Technical SEO:

Redirecting zombie pages and useless pages to optimize Google crawl budget.

Indexing pages which is not indexed yet.

Fixing search console errors such as broken links canonical rel.

Optimizing site map.

Placing URL structure such as FAQ schema.

### Off page SEO:

Link building on comments, forum, free blogs.

Publishing reportage.

Having backlink from reliable websites.

Analyzing competitors`‍‍‍ backlinks to understand and working on useful keyword and keyword gaps.