



Your 90-Day Organic SEO Plan

A plain-language checklist for improving your search rankings,
attracting better-quality leads, and tracking real results.

Phase 1	Phase 2	Phase 3
Days 1-30 Fix the technical foundation	Days 31-60 Improve content and credibility	Days 61-90 Build authority and measure results

How to use this plan

Work through each phase in order. Each one builds on the last: fixing technical issues first makes your content improvements more effective, and your content work makes authority building more impactful. Tick off each task as you go and review your progress at the 30- and 60-day marks.

Phase 1 Days 1-30

Fix the Technical Foundation

Before anything else, make sure search engines can find, read, and understand your site. These tasks clear the hidden barriers that prevent your content from ranking.

- 01** **Run a site audit**
 Use a tool like Screaming Frog or Google Search Console to find crawl errors, broken links, and pages that are not being indexed. Fix the highest-priority issues first.
- 02** **Add a FAQ schema to your top 5 blog posts**
 Schema markup tells Google exactly what your blog content contains. FAQ Page schema on popular posts often improves the click rate directly in search results.
- 03** **Add Organization schema to your homepage**
 This tells Google and AI search tools the basic facts about your business: name, location, services, and contact details. It is a one-time setup with lasting benefit.
- 04** **Add author information to your services and blog pages**
 Name the person who wrote or manages each page and include a brief bio. Google uses this to assess whether your content comes from a real, qualified source.
- 05** **Check your robots.txt file**
 Make sure you are not accidentally blocking AI tools (such as ChatGPT or Perplexity) from reading your site. Blocking them means your content will not appear in AI-generated answers.
- 06** **Fix redirect chains and clean up your sitemap**
 Remove outdated or broken URLs from your sitemap. Submit the clean version to Google Search Console so Google knows exactly which pages to index.

Remember: Pages with strong technical health rank faster after new content is published. Getting this right first saves time in every phase that follows.

Phase 2 Days 31-60

Improve Your Content and Credibility

Now that your site is technically sound, focus on making your best pages work harder. This phase is about matching what people are actually searching for and showing Google that your content comes from a credible source.

- 01 Find your highest-potential pages**
 Open Google Search Console and look for pages that appear in search results often but do not get many clicks. These are your fastest wins — they just need better titles and descriptions.
- 02 Rewrite page titles and meta descriptions**
 Update them to match what someone would type when they are ready to hire or buy, not just browsing. A clear, specific title gets more clicks than a vague one.
- 03 Add author names and credentials to service pages**
 Replace anonymous copy with a named person and a one-line expertise statement. This builds trust with both readers and search engines.
- 04 Build one comparison page targeting a buying-stage keyword**
 Create a page like 'Agency vs. freelancer: what the data shows' or 'SEO vs. paid ads for B2B.' These pages attract people who are close to making a decision.
- 05 Refresh one case study with a specific result**
 Pick a real client outcome and describe the situation, what you did, and the measurable result. Specific numbers make the case study trustworthy and rankable.
- 06 Add cited statistics to your 10 most-visited pages**
 Back up key claims with data from named sources. This signals credibility to both readers and AI tools that decide which sources to reference.

Remember: Pages that already appear in search results but rarely get clicked are your lowest-effort, highest return opportunity. Start there.

Phase 3 Days 61-90

Build Authority and Track Results

The final phase focuses on building trust signals that exist outside your own website and measuring whether your work is producing leads, not just traffic.

01

Get mentioned on 3–5 authoritative sites

Reach out to industry publications, directories, or niche blogs for a mention or link. External references from credible sources raise your authority in both traditional search and AI tools.

02

Create or complete review profiles

Set up profiles on G2, Trustpilot, or Capterra if you do not already have them. Sites with verified reviews are cited more often in AI-generated search answers.

03

Write a FAQ content series based on sales objections

Ask your sales team which questions prospects ask most often before deciding. Turn those into short, direct blog posts. These rank well and shorten the sales cycle.

04

Review your Search Console data at the 60-day mark

Check whether rankings have improved for the pages you worked on in Phase 2. Adjust titles and internal links where pages have moved up but are still not getting clicks.

05

Set up conversion tracking in GA4

Track contact form submissions and leads by page, not just total website visits. This shows you which pages are producing enquiries, so you know where to invest next.

06

Identify your next 90-day opportunities

Look at pages ranking in positions 8–20 in Search Console. These are the most likely to move to page one with focused attention in your next cycle.

Remember: Day 90 is not the finish line. The data you collect in this phase tells you exactly where to focus in your next 90-day cycle.

What to Measure

What to track	Where to find it	Why it matters
Click-through rate (CTR) per page	Google Search Console Performance report	Shows whether your title and description rewrites are getting more clicks from search results.
Average ranking position	Google Search Console Performance report	Confirms whether your technical and content work is moving rankings up over time.
Organic leads by page	GA4 conversion tracking	Separates pages that get traffic from pages that actually generate enquiries and leads.
New referring domains	Google Search Console or Ahrefs	Tracks progress of your authority-building outreach in Phase 3.
Core Web Vitals scores	Google PageSpeed Insights	Confirms your technical fixes are holding and the site loads quickly for visitors.

Want a plan built for your specific site?

We can audit your site and identify exactly which technical issues, content gaps, and authority weaknesses are limiting your rankings right now.

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