

**[Mugariz]**

**[Marketing Department]**

**SEO STRATEGIC PLAN**

**Overview**

[Mugariz] is a digital content production company that provides high-quality content to its clients from all over the world. It was founded in [2015] and has now served to over [20,000] clients worldwide. To further drive the company’s growth, the company must upgrade its SEO strategies to keep up with the latest trends and maintain a strong search engine ranking.

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| --- | --- |
| **MUGARIZ SWOT ANALYSIS** | |
| **INTERNAL FACTORS** | **EXTERNAL FACTORS** |
| **STRENGTHS** | **OPPORTUNITIES** |
| * Produces unique, high-quality content * Has a steady volume of monthly customers | * The opportunity to further increase the company’s reach with the advancement of technology |
| **WEAKNESSES** | **THREATS** |
| * Lacks sophisticated tools to counter hacking * Needs to hire a competent team to manage its security protocols | * Insider security threats or data breaches that are orchestrated by the company’s own employees * Powerful quantum computers that could crack today’s best encryption in less than a day |

**Goals, Objectives, Strategies, and Tactics**

**Definition of Priority Levels**

Priority Name Definition

High Low Cost, High Impact   
Normal Average Cost and Impact  
Low High Cost, Low Impact

**Definition of Status**

Ongoing - The activity is on track/on schedule.

At Risk - There are issues facing the activity, but can still be resolved.

On Hold - A serious issue needs to be resolved before the activity can continue.

**# 1**

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| --- | --- | --- | --- | --- |
| **Goal:** Identify website deficiencies and determine opportunities for targeting new search traffic  **Objective:** Conduct a thorough analysis on the company websites and their top five competitors starting on [May 4, 2019]  **Strategy:** Seek help from an SEO consultant | | | | |
| **Tactics** | **Responsibility** | **Target Date** | **Status** | **Priority** |
| Start a job search for an experienced and effective consultant | Human Resources Staff | February 14, 2019 | Ongoing | High |

**# 2**

|  |  |  |  |  |
| --- | --- | --- | --- | --- |
| **Goal:** Improve conversion rates and boost online revenue  **Objective:** Create a new SEO campaign based on the reports of the consultant before the end of the first half of [2019]  **Strategy:** Begin utilizing data and start mapping out the SEO strategy plans | | | | |
| **Tactics** | **Responsibility** | **Target Date** | **Status** | **Priority** |
| Form a team and assign specific roles | Marketing Director | May 31, 2019 | On Hold | Low |