

SEO - How to - Health Check & Campaign Planning Meeting (CPM) Prep for Platinum Customers

Purpose of this SQ How To: To ensure all SEOs Executives know what information an SEO is expected to highlight during a health check and bring to a campaign planning meeting for Platinum clients.

Owner: Lead Digital Marketing Executive

Applicable to: SEO Executives

Of interest to: Account Managers and Leads

Customers: Platinum

Timescales: Platinum Health Checks should take around 1 hour to perform

Introduction

Our marketing campaigns are SEO driven, meaning that website and keyword performance are an integral part of any campaign.

As an SEO, your role is to spot patterns, ask questions and investigate not only things that are amiss or that could be improved, but also opportunities we could take advantage of to improve the overall performance of the website we are promoting.

The Health Check and Meeting Prep fuel what information you bring to campaign planning meetings and provide SEO, content and social, if not the entire campaign, with ideas, directions and possibly even a theme/story/trend for the following interval.

Before the Health Check

Contact the Account Manager and Lead and ask if there is anything the client needs or wants to push for the next interval or if there are events, actions or details already earmarked from a previous campaign planning meeting or plan.

Things to consider as you investigate the data:

- Has the customer requested that we focus on anything in particular? Research the pages and keywords we would target and how we would implement this request if feasible.
- Is the work deliverable by SEO? Do we need to involve D&D, for example? If so, check the feasibility with them before the meeting.
- Does the page or website as a whole already perform well? If so, are the changes really necessary?
- How do the changes affect the rest of the website; for example, do new pages need to be added to a dropdown menus or feature products? Does it need images?

- Do we have log in details? If not, this should go down on the campaign plan as a suggestion, not a possible task until we have logins.
- What is the value to the client and their customers? Pages that generate the highest revenue for the client are the primary focus. Other issues should wait until the primary pages are optimised and performing well.
- Does the data back it up? Always provide data and reasons as to why you are suggesting changes or actions.

Performing a Health Check

The Health Check is the technical SEO aspect of the Campaign Plan. It highlights what technical issues the SEO team needs to fix in the near future.

Using the 'Health Check' section of the *FORM: Health Check and Campaign Planning Meeting Prep* provide the following:

- SEMRush Concerns
 - Highlight site health percentage
 - Check overview for broken pages.
 - Quick summary of critical errors / warnings that need actioning.
 - If Alt Tags are an issue, run the website through Screaming Frog to find out how many Alt Tags need fixing.
 - Does site have an SSL? If not, add it to the campaign plan as a recommendation.
 - Is WordPress up to date? If not, add it to the campaign plan as a recommendation.
 - Is a keyword audit necessary? If so, add it to the campaign plan as a recommendation.
 - Is a site audit necessary? If so, add it to the campaign plan as a recommendation.
- Google Search Console
 - Check for security warnings or manual actions.
 - Raise anything urgent with HTML improvements, crawl errors, indexing, sitemaps, and robots.
 - Check for Structured Data and Data Highlighting and recommend if absent.
- TopVisor
 - Check reports over the last 3 to 6 months and see if there are any relevant keywords that over a longer period of time have suffered a decline. Look at their importance and relevance to the client and suggest fixes if necessary and relevant.
 - Also add a section for keywords that have improved considerably over the same period of time.
- Google Analytics Concerns
 - **Acquisition** - Compare recent calendar month to previous period and to previous year. Highlight any issues with loss in metrics (emphasis on sessions and users).
 - **Behaviour** - Look at landing pages to get an insight into what pages (if any) have lost traffic or what pages could be improved. Don't forget to

utilise the tab at the top of the page to switch between all users and Organic traffic.

- **Behaviour** – check bounce rates for landing pages to see if any are not answering the user’s question appropriately or have UX issues.
 - **Behaviour** – check which blogs and pages are receiving the most traffic, suggest fixes and updates if necessary, and link to product pages to maximise customer journey.
 - **Conversions** - Check if goals are tracking well. If not, investigate further to see if there is an issue. You may wish to liaise with PPC regarding this if you're struggling. If no goal tracking is implemented, raise this in the meeting.
 - Look for causes and possible solutions for relevant and acute drops.
- Page Speed Concerns
 - PageSpeed Insight
 - Mobile Specific
 - Google My Business
 - Is all the information complete? Business description, contact details, opening hours, images, questions being answered, possible posts.
 - If multiple locations are under the same business name, are they all consistent?
 - Link Profiling
 - If the customer suffers significant ranking drops, carry out a link profile on Majestic to establish if the customer needs anything disavowing.
 - Use SEMrush to check if we can get any quick and easy wins in terms of acquiring backlinks from directories and other pages.

Preparing for the Meeting

Feeding off the Health Check, the Meeting Prep involves generating ideas and researching concepts that could be used as themes or stories for the next interval. This section takes into account influencing factors outside of technical SEO, including customer requests, previous campaigns, seasonal trends, and audience behaviour. Not all ideas will be used in the campaign.

Using the ‘CPM – Suggestions for New Interval’ section of the *FORM: Health Check & Campaign Planning Meeting Prep* provide the following:

- Takeaways from last report and previous interval
 - Check for any keyword drops or disparity – should we work on them? Are they still relevant?
 - Look at keywords that did well for PPC but are not used for SEO.
 - Look at the data and see if there are any other patterns of relevance or room for improvement.
 - **Update on work carried out during last interval.**
- Trend Research
 - If relevant, check Google Trends for relevant seasonal patterns in order to push products or services that are particularly popular in the next 2 months.

- Always provide data and reasons as to why you are suggesting changes or actions.
- Content Ideas
 - Use SEMRush's Keyword Magic Tool to search for relevant queries (especially queries that carry a strong potential of leading to a conversion for the customer) with good search volume that the Content team can use for blog posts, especially for keywords we are focusing on or keywords that suffered a drop but have pages that are fully optimised SEO-wise.
 - Always provide data and reasons as to why you are suggesting changes or actions
- Conclusion
 - Are there any stories/ themes/ trends we show follow for the next interval?
 - What keywords should we focus on?
 - Always provide data and reasons as to why you are suggesting changes or actions.

After completing the Form

- Once the form is complete, delete the "things to consider" section and leave only the technical requirements and your suggestions.
- Add a note to the Health Check task including the completed form and send it to the Lead and Account Manager.
- Mark the Health Check task as completed.
- Be prepared to discuss your findings at the Campaign Planning Meeting (CPM).