

# Comprehensive SEO and Content Strategy for infestusseo.com

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**Report Date:** 2026-03-11

**Prepared For:** InfestusSEO

**Objective:** This report presents a comprehensive, actionable search engine optimization (SEO) and content marketing strategy for infestusseo.com. Synthesizing findings from a detailed SEO audit and an analysis of available marketplace services, this document provides a prioritized action plan for the next six months. It is designed to serve as a direct guide for service procurement and campaign execution, leveraging a monthly SEO budget of \$2,500 and a monthly content budget of \$1,500 to achieve significant growth in organic search visibility, traffic, and lead generation.

## Introduction and Strategic Overview

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This strategic plan is based on a thorough analysis of infestusseo.com's current digital posture, which reveals a professionally presented but structurally limited online presence. The website currently functions as a single-page digital business card, effectively communicating its core value proposition but severely hampered by critical technical deficiencies, a lack of content depth, and an underdeveloped off-page authority profile. The most urgent finding from the preliminary audit is a failed Lighthouse score, indicating significant issues with performance and Core Web Vitals that directly suppress search engine rankings and negatively impact user experience.

The overarching strategy detailed in this report is a phased, six-month campaign designed to systematically transform the website from a passive brochure into a dynamic lead-generation engine. The plan is built on three core pillars. First, immediate technical remediation to repair the site's foundation and ensure it meets Google's standards for performance and accessibility. Second, a strategic and aggressive content expansion program to build topical authority, target a diverse portfolio of valuable keywords, and provide genuine value to potential clients. Third, a consistent and targeted authority-building campaign focused on local SEO and high-quality link acquisition to establish infestusseo.com as a credible and trustworthy entity in its target markets.

This document provides a detailed roadmap for executing this strategy within the specified monthly budget of \$4,000, allocated as \$2,500 for SEO services and \$1,500 for content creation. It outlines a prioritized list of services to purchase, provides realistic timelines for achieving ranking goals, details the necessary expansion of the website's architecture, and concludes with a month-by-month action plan. By following this guide, infestusseo.com can begin purchasing services and implementing this growth strategy immediately.

## Prioritized SEO and Content Services

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The following section details the ten essential service categories required to execute this strategy, presented in order of priority. For each service, this report explains its function, its expected outcome for infestusseo.com, the typical timeline to observe results, and provides three vetted provider options from the Legiit.com marketplace with their respective pricing and specializations.

## 1. Technical SEO Audit

A Technical SEO Audit is the foundational first step of any serious SEO campaign. It involves a deep, comprehensive analysis of a website's technical health to ensure it can be efficiently crawled, indexed, and understood by search engines. This process goes far beyond automated tool reports, examining elements such as crawlability, indexation status, site architecture, Core Web Vitals performance, `robots.txt` configuration, XML sitemap integrity, duplicate content issues, schema markup validation, and server-side response times. For *infestusseo.com*, this service is of the highest priority due to the audit's finding of a failed Lighthouse score, which signals critical underlying problems. The audit will provide a detailed, actionable report that prioritizes all technical issues, creating a clear roadmap for remediation. The expected outcome is a complete baseline of the site's technical health, with a prioritized list of all crawl errors, indexation blocks, broken links, redirect chains, and performance bottlenecks. This report is the essential blueprint for all subsequent technical work. An audit can typically be delivered within three to seven days, with the implementation of its findings taking an additional two to four weeks, depending on the severity of the issues.

For this critical task, three provider options are recommended. The first is **SuperstarSEO (Chris M. Walker)**, the owner of the Legiit platform, who offers an in-depth on-site SEO audit using the professional tool Sitebulb. Starting at a low price point for a basic audit, this service is highly rated and covers crucial areas like duplicate content, meta tags, schema, and site architecture. A second excellent option is **deepsm**, who provides an advanced technical SEO audit report tailored to specific business goals, focusing on identifying the most critical issues that directly impact search rankings by using a suite of professional tools for a comprehensive analysis. A third choice is **iRankSEO**, offering a full SEO audit that covers not only technical aspects but also on-page and off-page factors, delivering a holistic report with actionable recommendations across all three pillars of SEO.

## 2. Page Speed & Core Web Vitals Optimization

Directly addressing the findings of the failed Lighthouse audit, Page Speed and Core Web Vitals Optimization is the second-highest priority. This service focuses on improving a website's loading speed and its scores on Google's key user experience metrics: Largest Contentful Paint (LCP), First Input Delay (FID, now Interaction to Next Paint or INP), and Cumulative Layout Shift (CLS). These are direct ranking factors. The optimization process involves a range of technical tasks, including advanced image compression, minification of code (CSS, JavaScript), proper browser caching setup, Content Delivery Network (CDN) configuration, elimination of render-blocking resources, and improving server response times. The expected outcome for *infestusseo.com* is a dramatic improvement in performance metrics, aiming for Google PageSpeed Insights scores of 90% or higher on desktop and over 65% on mobile, with page load times consistently under three seconds. Achieving "green" Core Web Vitals scores will not only satisfy Google's ranking requirements but also significantly improve user experience, which can reduce bounce rates and increase conversions. This optimization work is typically completed within three to seven days.

To execute this, several specialists are available. The provider **monkeybusiness** offers a dedicated WordPress page speed optimization service, specializing in achieving exceptionally fast speeds through comprehensive techniques. Another highly qualified provider is **seoprofessor**, who specifically focuses on fixing Core Web Vitals (LCP, FID, CLS) and increasing WordPress website speed, often utilizing premium tools like WP Rocket to achieve performance boosts. A third strong option is **saj-jadali1714**, who optimizes WordPress page speed with the explicit goal of achieving 80-90+ scores on GTMetrix and over 90% on desktop and 65% on mobile for PageSpeed Insights, aiming for a tangible 1-3 second loading time.

### 3. Schema Markup & Structured Data Implementation

Schema Markup, or structured data, is a specialized vocabulary of code (typically JSON-LD) added to a website to help search engines understand the content and context of a page in greater detail. Implementing schema is a significant opportunity, as the audit notes that most websites fail to use it properly. For *infestusseo.com*, this involves adding `Organization` schema to define the business entity, `LocalBusiness` schema to detail the physical location and service areas, `Service` schema for each of its offerings, and potentially `FAQ` and `Review` schema to enhance search result appearance. The expected outcome is the appearance of rich snippets in Google's search results, such as star ratings from testimonials, expandable FAQ sections, and detailed business information. These enhancements can improve click-through rates from search by 20-30% and are becoming increasingly critical for visibility in AI-powered search results like Google's AI Overviews. This implementation can typically be completed within three to five days.

Several providers on Legiit specialize in this area. **MonsterSEO** offers an advanced service creating manually coded, nested JSON-LD schema markup tailored to a specific website. Their process includes analyzing competitor schema to develop a superior strategy, making it effective even if basic schema plugins are already in use. **WebbDesignz** provides a comprehensive done-for-you package that includes Organization, Local, Services, Service Areas, and FAQ schema types, offering a complete structured data solution. A third provider, **ilias**, focuses specifically on local business schema markup optimized for ranking in AI searches, ensuring that business information is perfectly organized and machine-readable for models like ChatGPT and Google AI Overviews.

### 4. On-Page SEO Optimization

On-Page SEO is the practice of optimizing individual web pages to rank higher and earn more relevant traffic in search engines. With *infestusseo.com* expanding from a single page to a multi-page site, this service is crucial for ensuring every new page is perfectly tuned to its target keyword. The process includes optimizing meta titles and descriptions for click-through rate, structuring content with proper header tags (H1, H2s, etc.), ensuring ideal keyword placement and density, developing a strategic internal linking structure to distribute authority, optimizing image alt text, and improving URL structures. Advanced services use tools like Surfer SEO or Page Optimizer Pro to analyze top-ranking competitors and provide data-driven recommendations. The expected outcome is a set of fully optimized pages that signal strong relevance for their target keywords, often achieving content scores of 80 or higher in optimization tools. This leads to better internal link equity distribution and higher organic click-through rates from more compelling search snippets. The optimization of a batch of pages can take between five and fourteen days.

For this service, **optimysticseo** offers a premium on-page optimization service using Surfer SEO, providing before-and-after reports to demonstrate the improvement in content scores. This service can be applied to both existing content and new pages. Another top choice is **seosherpa**, who utilizes Page Optimizer Pro (POP), a tool developed by SEO expert Kyle Roof, which analyzes the on-page strategies of winning competitors to generate a precise roadmap for success. A third option is **Kick-StartSEORanking**, which also uses Surfer SEO and provides clear reports showing performance improvements, focusing on content optimization, meta tags, and keyword targeting to improve rankings.

### 5. Keyword Research & Strategy

Effective keyword research is the strategic foundation of any content marketing effort. It involves identifying the specific search terms and phrases that potential customers are using and aligning content to target them. For *infestusseo.com*, this means moving beyond broad terms to find valuable long-tail and geo-specific queries. This service includes competitor keyword gap analysis (finding keywords competitors rank for that you don't), search volume analysis, keyword difficulty assessment,

and identifying low-competition “Keyword Golden Ratio” (KGR) terms for quick ranking wins. The process culminates in a content map that prioritizes keyword targets. The expected outcome is a comprehensive keyword map containing 50 to 200+ target keywords, organized by priority, search intent, volume, and difficulty. This deliverable will form the basis of a content calendar and identify quick-win opportunities to generate early traffic and momentum. This in-depth research is typically delivered within three to seven days.

Several specialists on Legiit offer high-quality keyword research. **ClicksandBricks** specializes in Keyword Golden Ratio (KGR) long-tail keyword research, guaranteeing to find keywords with search volumes under 250 that are ripe for quick ranking wins. **M3DO** provides a detailed keyword and competitor research analysis for any niche, delivering comprehensive Excel reports with search terms, competition data, monthly search volumes, and cost-per-click (CPC) information. For a local focus, **Emu\_77** offers cloud-based keyword research using the Xagio tool, which is specialized for identifying the ideal keywords for local business SEO campaigns.

## 6. SEO Content Writing

High-quality content is the fuel for the entire SEO strategy. SEO Content Writing involves the creation of blog posts, service pages, and location pages that are not only well-written and informative for the reader but also strategically optimized for search engines. Professional services use tools like Surfer SEO to ensure proper keyword integration, semantic relevance (NLP optimization), and ideal structure. All content should be checked for plagiarism with tools like Copyscape and proofread for grammatical accuracy. For infestusseo.com, this service is the engine of the content expansion plan, necessary for creating the new service pages, location pages, and blog posts. The expected outcome is a steady stream of high-quality, ranking-ready content that can achieve high scores in optimization tools. This will lead to increased organic traffic from targeted blog content, improved topical authority in the web design and SEO niche, and ultimately, content that effectively converts visitors into qualified leads. The timeline is typically three to seven days per article, with services structured for ongoing monthly production.

There are many excellent content providers on Legiit. **premium\_content (Patricia Williamson)** is a highly-rated writer with years of experience, offering affordable and well-optimized blog posts starting at low price points for 500-word articles. **Lizwinfrey** specializes in content writing that is specifically optimized using Surfer SEO, delivering 1000-word articles that are built from the ground up to follow Surfer’s data-driven recommendations for maximum ranking potential. Another strong option is **SEO\_100**, who provides NLP-optimized content that is guaranteed to pass AI-detection tests with a high percentage, combining human quality with advanced SEO optimization techniques.

## 7. Guest Post Link Building

Guest Post Link Building is a cornerstone of off-page SEO, focused on acquiring high-quality backlinks by publishing articles on other relevant and authoritative websites. This “white-hat” technique involves creating valuable content, manually reaching out to blog owners and editors in the same or related industries, and securing a placement that includes a “dofollow” backlink to infestusseo.com. These links act as votes of confidence from other sites, significantly boosting domain authority and topical relevance. The expected outcome is the acquisition of 5 to 15 high-quality dofollow backlinks per month from websites with strong Domain Rating (DR) or Domain Authority (DA) metrics (e.g., DR 40+). This will lead to measurable improvements in infestusseo.com’s overall domain authority, a more natural and diverse backlink profile, and referral traffic from the guest post placements. A batch of guest posts is typically secured within seven to twenty-one days, making it ideal for an ongoing monthly campaign.

Top-tier providers for this service include **SuperstarSEO (Chris M. Walker)**, who offers “Elite Outreach” guest posts on powerful, vetted websites, with guaranteed minimum metrics and strong quality control. For building a diverse link profile, **Savvy SEO** offers a bulk package of 10 guest posts on sites with DR ranging from 40 to 93 at an excellent value. **VeISEOity** is another competitive option that accepts almost any niche and provides a six-month free replacement guarantee, ensuring the permanence of the acquired links.

## 8. Niche Edit / Link Insertion

Niche Edits, also known as link insertions, are a powerful and efficient link-building tactic. This service involves placing a contextual backlink to a target page within an existing, already-indexed article on an authoritative website. Because the link is added to a page that already has age, authority, and potentially existing rankings, it can pass SEO value more quickly than a link in a brand-new guest post that needs to be indexed and gain authority over time. The expected outcome is a rapid authority boost to specific target pages, such as the new Raleigh or Baltimore landing pages. This can lead to faster ranking improvements and helps to diversify the backlink profile when used in conjunction with guest posting. A batch of niche edits can typically be secured within five to fourteen days.

For niche edits, **Indexsy**, a Canada-based provider, offers real link insertions from a custom database of tens of thousands of sites, providing quality links on real websites at a competitive price point. **SuperstarSEO (Chris M. Walker)** also offers niche edit links from a vetted database with simple pricing and discounts for bulk purchases. Finally, **Search Combat**, an Australian service, provides RD-based (referring domains) niche edits from an extensive database and is known for great customer service and significant discounts on bulk orders.

## 9. Local SEO Citation Building

Citations are online mentions of a local business’s Name, Address, and Phone number (NAP). Local SEO Citation Building is the process of manually creating consistent business listings across a wide range of platforms, including major data aggregators (like Data Axle), premium online directories (like Yelp), industry-specific directories, and social media profiles. The service includes auditing existing citations, cleaning up any inconsistent listings that can confuse search engines, and submitting the correct information to top sources. For [infestusseo.com](http://infestusseo.com), this is fundamental for ranking in the local “map pack” for its geo-targeted keywords. The expected outcome is the creation of 100 to 300+ consistent citations across the web, which sends strong local relevance signals to Google. This leads to improved local pack and Google Maps visibility for terms like “web design Raleigh.” The initial build-out usually takes seven to twenty-one days.

Several providers specialize in this crucial local SEO task. **mamunjuel1** offers a comprehensive service building top local citations from lists curated by industry leaders like Yext, Moz, BrightLocal, and WhiteSpark, with expertise across the USA, UK, Canada, and Australia. **DownUnderSEO** emphasizes high-quality, manual citation creation to ensure accuracy and effectiveness, focusing on improving local search rankings and Google Maps visibility. **seojake** also provides manual local citation building with a strong focus on data consistency, checking for and correcting existing NAP inconsistencies that can harm local SEO performance.

## 10. Google Business Profile Optimization

The Google Business Profile (GBP), formerly Google My Business, is arguably the single most important asset for local SEO. This service involves a complete optimization of the GBP listing to maximize its visibility in local search and the Google Maps pack. Key tasks include ensuring 100% profile completeness, optimizing business categories, writing a keyword-rich business description, uploading geo-tagged and optimized photos, setting up a Q&A section to proactively answer customer questions, im-

plementing a strategy for regular GBP posts, and providing guidance on generating and responding to reviews. The expected outcome for infestusseo.com is achieving a top-3 ranking in the Google Maps local pack for its primary service keywords in target locations. This will directly lead to an increase in calls, requests for directions, and website visits from the GBP listing, enhancing local visibility and converting more local searchers into clients. Initial optimization takes three to seven days, with ongoing management recommended for the best results.

For GBP optimization, **Mr. Ranker** offers a full optimization service designed for maximum local search exposure, specializing in helping service businesses dominate their local market. **MakingOnlineEasy** provides a GMB listing optimization service with a focus on security, accessing profiles securely via Google's official APIs rather than direct logins. **Digitalmartingpros** offers to start and/or fully optimize a GBP profile with the explicit goal of achieving top-3 map pack rankings to increase sales, conversions, and leads.

## Target Keyword Ranking Timelines

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This section provides realistic timeline estimates for achieving a top-10 ranking on Google for each of the primary target keywords. These projections are based on the competitive analysis from the SEO audit, the inferred authority gap between infestusseo.com and current competitors, and the strategic application of the proposed budget and action plan.

### Keyword: 'web site seo audit'

The competitive landscape for 'web site seo audit' is exceptionally challenging, dominated by global SaaS companies and established marketing authorities like Semrush, Ahrefs, and SEOMator. These domains possess immense authority, vast content libraries, and powerful free tools that attract and retain users. A direct competitive approach is not feasible in the short term. The strategy must focus on building topical authority from the bottom up by targeting less competitive, long-tail keyword variations such as "seo audit for small business websites" or "local seo audit checklist." By creating in-depth content around these sub-topics, infestusseo.com can begin to earn traffic and establish credibility in this niche. Achieving a top-10 ranking for the primary head term is a long-term, aspirational goal.

**Estimated Timeline to Top 10: 24 to 36 months** of sustained, high-intensity SEO, content creation, and significant investment in link acquisition beyond the initial six-month plan.

### Keyword: 'web design Baltimore, MD'

The market for 'web design Baltimore, MD' is moderately to highly competitive, featuring established local agencies with dedicated Baltimore-focused websites and strong local backlink profiles. For infestusseo.com, located in North Carolina, success in this market requires the creation of "digital locality." The most critical action is to build a comprehensive, high-quality landing page specifically for Baltimore. This page must offer unique value to Baltimore businesses and be supported by a targeted local link-building campaign to acquire backlinks from Baltimore-based organizations and directories. While challenging, this market is penetrable with a focused and persistent strategy.

**Estimated Timeline to Top 10: 9 to 12 months**, contingent on the immediate creation of the Baltimore landing page and consistent execution of the local SEO and link-building plan.

### Keyword: 'web design Raleigh, NC'

'Web design Raleigh, NC' represents the most significant and immediate opportunity for infestusseo.com. While the competition is strong due to Raleigh's status as a tech hub, the company's physical location in Whitsett, NC, provides a powerful geographic proximity advantage that Google's

local algorithms favor. The strategy here must be aggressive and prioritized. It begins with creating a highly optimized landing page for Raleigh, rich with locally relevant content. This must be coupled with an assertive local SEO campaign, including optimizing the Google Business Profile to feature Raleigh prominently and actively acquiring backlinks from businesses in the Raleigh-Triangle area.

**Estimated Timeline to Top 10: 6 to 9 months**, making this the most attainable short-term goal due to the geographic advantage.

### **Keyword: ‘web design Washington, DC’**

The Washington, D.C. market is the most competitive of the three geographic targets, featuring sophisticated agencies serving high-value clients. Competitors have extensive portfolios, high domain authority, and often specialize in areas like government contract compliance, indicating a mature market. Penetrating this market will require a patient, long-term strategy. A dedicated, exceptionally well-crafted D.C. landing page is a prerequisite, which should position InfestusSEO as a more agile and affordable alternative for small businesses. Building authority will be a slow process requiring persistent link-building efforts.

**Estimated Timeline to Top 10: 12 to 18 months**, reflecting the high level of competition and the effort required to build sufficient authority to rank in this market.

## **Recommended Website Content Expansion**

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To evolve from a single-page website into an authoritative, lead-generating platform, a strategic expansion of content is non-negotiable. The following new pages are essential for building topical authority, targeting a wider array of keywords, and providing the in-depth information that potential clients seek.

### **Location-Specific Landing Pages**

The creation of unique, high-quality, location-specific landing pages is the central tactic for capturing geo-targeted search traffic. These pages must not be thin, duplicated templates; each must be a comprehensive resource for its target city. The first priority is the **Raleigh, NC Landing Page**. This page should feature a headline like “Custom Web Design for Raleigh’s Growing Businesses” and contain detailed content discussing the local business climate, perhaps mentioning specific areas like the Research Triangle Park or downtown business districts. It should showcase any relevant portfolio work and testimonials from North Carolina clients. Following Raleigh, a **Baltimore, MD Landing Page** and a **Washington, D.C. Landing Page** must be developed, each with its own unique content tailored to the local market. To further expand regional authority, additional pages for **Richmond, VA**, **Greensboro, NC**, and **Charlotte, NC** are highly recommended. Each of these pages will act as a new digital storefront, opening a new channel to attract qualified local leads directly from search results.

### **Dedicated Service Pages**

The current brief summaries of services on the homepage are insufficient for ranking for valuable, service-related keywords. To remedy this, a dedicated page must be created for each core offering. A **Local SEO Services Page** is essential and should provide a deep dive into the service, explaining Google Business Profile management, local keyword research, citation building and cleanup, and local link-building strategies. This page can be optimized for terms like “local seo for small business.” A **Web Design Services Page** should detail the design process, discuss the platforms used (e.g., WordPress), emphasize a mobile-first design philosophy, and highlight the focus on conversion rate optimization. A **Performance & Speed Optimization Page** is critically important; it can serve as an authoritative resource explaining Core Web Vitals, the impact of page speed on business metrics, and

the technical methods used to improve performance, thereby demonstrating deep expertise and building trust. Finally, pages for **Website Maintenance Services** and **Landing Page Development** should be created to fully articulate the company's offerings and capture additional long-tail search traffic.

## Blog and Resource Center

The addition of a blog is a critical component for long-term SEO success. A blog serves as the primary engine for content marketing, allowing infestuseo.com to build topical authority, attract valuable backlinks naturally, and answer the specific questions that potential clients are asking throughout their buying journey. The blog's content strategy should be tightly focused on providing actionable advice and insights for the target audience of small businesses and solopreneurs. Potential post topics, derived from keyword research, could include "10 Ways to Improve Your Local SEO in 2026," "How Much Should a Small Business Website Cost? A Detailed Breakdown," "Choosing the Right Keywords for Your Service Business," and detailed case studies of successful client projects. Each blog post creates a new asset that can rank for a unique set of long-tail keywords, drive traffic, and internally link to and support the core service and location pages, guiding readers down the conversion funnel.

## Detailed Budget and Service Allocation

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The total monthly investment for this six-month campaign is **\$4,000**, strategically divided into a **\$2,500 SEO budget** and a **\$1,500 content budget**. This allocation is designed to front-load foundational technical work while simultaneously initiating an aggressive content production schedule, transitioning to a focus on authority building in the later months.

The rationale for this split is to address the two primary weaknesses identified in the audit: the poor technical foundation and the severe content deficit. In the initial phase, the SEO budget will be heavily allocated toward one-time, high-impact services such as the comprehensive technical audit, page speed optimization, and schema markup implementation. These are critical fixes that must be completed before other efforts can be effective. Concurrently, the content budget will be fully utilized from month one to begin creating the new location and service pages that are essential for expanding the site's keyword footprint.

As the campaign progresses into months three through six, the budget allocation will shift. With the technical foundation secure and the core pages published, the majority of the \$2,500 monthly SEO budget will be redirected toward recurring, authority-building services, primarily Guest Post Link Building and Niche Edits. This sustained investment in backlinks is crucial for increasing the site's domain authority and competing in the target markets. The \$1,500 monthly content budget will remain consistent, focused on producing a steady stream of high-quality blog posts to build topical authority and attract top-of-funnel traffic, as well as creating any additional landing pages as needed. This balanced approach ensures that all pillars of SEO—technical, on-page, and off-page—are continuously addressed throughout the campaign.

## Six-Month Action Roadmap

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This roadmap provides a month-by-month breakdown of tasks, service purchases, and strategic focus for the initial six-month campaign. It is designed as a clear, step-by-step guide to execution.

### Month 1: Foundational Remediation and Strategy

The primary focus of the first month is to conduct a complete technical triage of the website and establish the strategic framework for the entire campaign. The goal is to fix the foundation. Key actions

include purchasing a **Technical SEO Audit** service to get a detailed list of all issues. Immediately following, a **Page Speed & Core Web Vitals Optimization** service must be engaged to address the failed Lighthouse score. Simultaneously, a **Keyword Research & Strategy** service will be purchased to build the content calendar for the next six months. The Google Business Profile will be fully optimized using a **GBP Optimization** service. The content budget will be used to commission the writing of the highest-priority page: the **Raleigh, NC Landing Page**, as well as the core **Local SEO** and **Web Design** service pages.

## Month 2: Content Deployment and Local SEO Initiation

With the technical foundation stabilized, the focus shifts to deploying new content and initiating local SEO efforts. The newly written Raleigh landing page and the Local SEO and Web Design service pages will be published. An **On-Page SEO Optimization** service will be purchased to ensure these new pages are perfectly optimized from the moment they go live. A **Schema Markup Implementation** service will be engaged to add `LocalBusiness` and `Service` schema to the site. The local SEO campaign will officially kick off with the purchase of an initial **Local SEO Citation Building** package to start building and cleaning up NAP consistency across the web. A small portion of the SEO budget will be used to acquire the first 2-3 **Guest Post** links to begin the authority-building process.

## Month 3: Expanding Content and Building Authority

This month marks a pivot towards more aggressive content production and authority building. The content team will write and publish the remaining core service pages for **Performance Optimization** and **Website Maintenance**, along with the first two in-depth blog posts based on the keyword research. The entire SEO budget will be dedicated to a concentrated link-building campaign. This involves purchasing a significant package of **Guest Post Links** and **Niche Edits** with the primary goal of building the authority of the new Raleigh landing page and the homepage. The objective is to secure 8-12 high-quality backlinks this month.

## Month 4: Targeting the Next Market - Baltimore

With the Raleigh campaign now in full swing, efforts expand to the second geographic target. The content budget will be used to create the comprehensive **Baltimore, MD Landing Page** and to continue the blog production cadence with two more long-form posts. The Baltimore page will be published at the end of the month. The SEO budget will be split: approximately 60% will continue the **Guest Post** and **Niche Edit** campaign focused on the Raleigh page to maintain momentum, while the remaining 40% will be used to acquire the first foundational links for the new Baltimore page. Technical health and Core Web Vitals will be monitored to ensure no new issues have arisen.

## Month 5: Scaling Content and Link Building

The campaign now operates on multiple fronts, scaling both content production and authority-building activities. The content team will create the **Washington, D.C. Landing Page** and publish two more expert blog posts, further growing the site's library of resources. The \$2,500 SEO budget will be allocated strategically across the target markets for link building. The primary focus (approx. 50%) remains on Raleigh to push for top-10 rankings. A significant secondary focus (approx. 30%) will be on building links to the Baltimore page. The remaining 20% will be used to begin prospecting and acquiring the first links for the Washington, D.C. page, which will be published at the end of the month.

## Month 6: Analysis, Refinement, and Planning

The final month of this initial phase is dedicated to analysis, refinement, and planning for the future. A portion of the SEO budget will be used to purchase a new, smaller **Technical SEO Audit** to ensure the site remains in perfect health. The majority of the budget will be used for a final, aggressive push of

**Guest Posts** and **Niche Edits** directed at the pages closest to ranking. The content budget will be used to produce two more blog posts and to review and refresh the content on the pages published in Month 2, updating them with new information to keep them competitive. The final week will be dedicated to a comprehensive review of all data—ranking improvements, traffic growth, and leads—to prepare a detailed report on campaign performance and to build the strategic plan for months seven through twelve.

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