

SEO & CONTENT MARKETING STRATEGY TEMPLATE

Comprehensive Execution Blueprint & Roadmap

Client / Brand:	Empirican Digital Partner Program	Date Prepared:	August 2026
Target Market:	Global / B2B & Enterprise Services	Strategy Owner:	SEO & Content Marketing Lead

1. STRATEGIC OBJECTIVES & CORE KPIS

This strategy establishes an end-to-end operational framework to increase organic reach, rank for high-intent business terms, and create scalable content workflows.

Objective	Target Metric	Timeline	Primary Owner
Organic Traffic Growth	+45% YoY Organic Sessions	Q3 - Q4 2026	SEO Specialist
Search Visibility (Rankings)	Top 3 positions for 25 primary keywords	6 Months	Content Strategist
Lead Generation	+30% Inbound Lead Form Submissions	Ongoing	Growth Marketer
Domain Authority & Backlinks	+15 High-Authority Ref. Domains / month	Monthly Target	Off-Page Specialist

2. TARGET AUDIENCE & BUYER PERSONAS

Primary Persona: Marketing Decision Makers (CMO / Growth Lead)

- **Pain Points:** Low ROI from generic content, stagnating organic traffic, difficulty tracking search visibility conversion.
- **Content Intent:** High-level strategic frameworks, case studies, ROI calculators, scalable execution roadmaps.
- **Key Value Proposition:** Data-driven organic acquisition with predictable conversion pipelines.

3. TECHNICAL SEO & ON-PAGE AUDIT CHECKLIST

Technical compliance is foundational. Ensure all underlying web infrastructure satisfies core technical parameters before executing large-scale content creation.

Optimization Area	Key Action Items	Status / Priority
Core Web Vitals	Optimize LCP (<2.5s), FID (<100ms), and CLS (<0.1) across key templates.	High Priority
Site Architecture & URL Structure	Enforce flat folder hierarchy (max 3 clicks deep); standardized slug formats.	High Priority
Structured Data / Schema	Implement Organization, Article, FAQ, and BreadcrumbList JSON-LD schemas.	Medium Priority
Crawling & Indexation	Audit XML sitemaps, robots.txt rules, and canonical tag execution.	Critical

4. CONTENT ARCHITECTURE & TOPIC CLUSTER MODEL

We implement a *Hub and Spoke* (Topic Cluster) approach to build topical authority across key business pillars.

Pillar Page (Hub)	Cluster Topics (Spokes)	Search Intent
Enterprise SEO Guide	Technical SEO Audit Framework	Informational
	Enterprise Keyword Research Tools	Commercial Investigation
	SEO ROI & Reporting Dashboards	Transactional / Decision
Digital Content Strategy	B2B Content Distribution Channels	Informational
	Content Atomization & Repurposing	Informational

5. CONTENT PRODUCTION WORKFLOW & QUALITY STANDARDS

Every piece of content generated under the Empirican Digital brand must adhere to strict editorial guidelines:

- Search Intent Alignment:** Analyze Top 5 SERP results to map query intent (Informational, Transactional, Navigational).
- E-E-A-T Integration:** Incorporate subject-matter expert quotes, proprietary data points, and clear author bios.
- On-Page Optimization:** Target primary keyword in H1, Title Tag, Meta Description, first 100 words, and natural contextual LSI keywords.
- Internal Linking:** Include at least 3-5 contextual internal links to pillar pages and related cluster articles.

6. OFF-PAGE STRATEGY & LINK BUILDING

Link Acquisition Pillars

- **Digital PR & Original Research:** Publish industry survey data and whitepapers to attract natural editorial citations.
- **Guest Graphic & Resource Contribution:** Pitch expert insights and high-value infographics to authoritative publication domains.
- **Broken Link Building & Unlinked Mentions:** Monitor brand mentions and replace broken broken link resources on target niche sites.

7. MEASUREMENT & PERFORMANCE REPORTING

Performance will be reviewed bi-weekly using Google Search Console, GA4, and custom Looker Studio dashboards.

- **Primary Metrics:** Organic Conversions, Non-Brand Impressions, Keyword Rankings (Positions 1-3, 4-10).
- **Secondary Metrics:** Average Engagement Time, Scroll Depth, Backlink Quality Index.