

Objective

Rank 70% of Vpod sector keywords in the Top 10 within 12 months

Measured via SERanking visibility, traffic forecast, and clicks.

Strategic Framework

Layer	CMO Focus	Intern Focus
Strategy & Planning	Keyword segmentation by sector → create content pillars & clusters (Workspace, Leisure, Padel, Nightlife)	Gather baseline keyword data, tag by persona/pain point
Execution	Direct content briefs, review quality, interlink assets, manage budget allocation	Create draft posts, visuals, upload and publish pages
Measurement & Optimisation	Track rank movement, CTR, conversions, cost per lead	Update SERanking & GA4 dashboards weekly



12-Month Plan (CMO + Intern)

Month	Goal	CMO Actions	Intern Actions	Expected Output / KPI
1 – Research & Foundation	Audit keywords from SERanking; map to 4 sectors & personas.	Segment keywords by intent (Informational / Commercial / Transactional). Define content pillars.	Clean and tag all keywords in Excel (Sector / Persona / Search Vol / Competition / Stage).	Final keyword universe (Master Sheet V1).
2 – Strategy Build	Identify 10 primary pillar pages + 20 support clusters.	Draft outline for each pillar (“Smart Lockers for Workplace”, “Smart Lockers for Leisure”...).	Build content calendar (2 long-forms + 4 blogs per month).	Approved 12-month content roadmap.
3 – Content Production 1	Launch Workspace pillar + 3 blogs (Facilities / IT / HR pain points).	Review tone, optimise headers & schema.	Draft & publish blogs, internal link to pillar.	10 keywords top 30.
4 – Content Production 2	Launch Leisure pillar + 2 support blogs.	Approve graphics & case-study integration.	Build visuals in Canva, post across blog + LinkedIn.	+10 target keywords top 30.
5 – SEO Optimisation 1	Audit speed, meta, internal links across 2 pillars.	Review via Lighthouse / PageSpeed / SERanking.	Fix meta, headings, images, schema markup.	Crawl errors < 5%, +5 positions avg.
6 – Content Production 3	Launch Padel + Nightlife pillars + 1 case study.	Define Capex-free / ROI narrative.	Write case study & FAQs.	4 pillars live + visibility +20%.
7 – Link-Building 1	Acquire 5 industry backlinks (facilities / leisure blogs).	Outreach & guest-post coordination.	Draft outreach emails, submit guest posts.	Domain authority +5.
8 – Social Amplification	Push 4 pillar snippets across LinkedIn & sector forums.	Approve content calendar for 8 weeks.	Schedule posts & track referral traffic.	10 referring domains + traffic +15%.
9 – SEO Optimisation 2	Refresh early content (add FAQs + schema).	Direct intern to re-optimize underperformers.	Update 10 pages w/ new keywords & internal links.	Avg rank improvement +20%.



Month	Goal	CMO Actions	Intern Actions	Expected Output / KPI
10 – Case Studies & Video	Publish 3 customer proof points (Padel, Workspace, Leisure).	Oversee production + copy tone.	Draft transcripts + upload to YouTube / site.	3 video blogs live + CTR ↑ 10%.
11 – Link-Building 2	Second outreach wave (press & directories).	Finalise 5 premium links.	Monitor rankings weekly.	70% of keywords top 20.
12 – Review & Scale	Full audit → compare baseline vs current positions. Plan next quarter PPC + SEO split.	Update dashboards, export SERanking report.	70% keywords in Top 10; traffic ↑ 2–3×.	



KPIs by Quarter

Quarter	Target Outcome	KPI Metric
Q1 (M1-M3)	Foundation complete	100% keyword tagging, 2 pillar pages live
Q2 (M4-M6)	Content momentum	4 pillars + 8 blogs live; +20 visibility
Q3 (M7-M9)	Link authority & refresh	DA +5, 50% keywords Top 20
Q4 (M10-M12)	Ranking consolidation	70% keywords Top 10; 3× traffic



Measurement Dashboard

- SERanking Visibility %
- Top 10 Keyword Count
- Traffic Forecast vs Actual
- Click-through Rate
- Conversions / Demo Bookings

Intern updates weekly → CMO reviews monthly → Board report quarterly.

