SEO fitness: Your monthly workout schedule

Week 1:
Stay fit with fresh new content

Refresh your keyword research (90 minutes)

Create a content planning for this month (30 minutes)

Write new content for your website (150 minutes)

Week 2:
It's all about those links

Add internal links to your new content (30 minutes)

Spend some time on linking to your cornerstone articles (30 minutes)

Check your orphaned content and avoid dead ends (30 minutes)

Work on your link building and widening your reach (60 minutes)

Week 3:
Freshen up your existing content

Rewrite or redirect outdated content (90 minutes)

Spend extra time on updating your cornerstone content (30 minutes)

Google your keyphrases to minimize any keyword cannibalization (45 minutes)

Week 4:
Get technical and zoom out

Check for crawl errors in Google Search Console (60 minutes)

Check your Core Web Vitals and work on them (30 minutes)

Evaluate performance and audience behavior with Google Analytics (90 minutes)

Learn from competitors and review your strategy (60 minutes)

> In Yoast SEO Premium we have two *SEO workouts* that help you link to your cornerstone content and work on your orphaned content in just a few steps!

Yoast SEO pro tip!

There are a few other things you need to do when it comes to technical SEO.
But as these are things that you can't just fix on a monthly basis, it's important to set them up properly right away. You need to make sure that:

- your site speed is up to par,
- your website is mobile-friendly,
- you're using structured data,
- you set your meta tags and templates,
- and that you set up your meta robots right.

Make sure to stay on top of your technical SEO, Yoast SEO can help you with a lot of that. Our plugin also comes with SEO workouts that help get your website back into shape!

http://yoa.st/seoworkout