

KEEPING YOUR SEO TICKING OVER (Without It Taking Over Your Life)

Your 30-minute monthly
maintenance plan for staying
visible on Google

THRIVE

HOW TO USE THIS GUIDE

If you're looking at this 12-point list thinking "When am I supposed to do all this?!" - take a breath. You're not meant to do everything at once.

This guide covers everything that could help your SEO. Not everything you must do immediately.

Start here:

Pick ONE thing from this list that feels doable right now. Just one. Do that for a month. Then add another.

Suggested starting points:

- Never looked at your analytics? Start with #11 (Actually Look at Your Analytics)
- Your Google Business Profile is gathering dust? Start with #10
- No idea what people are searching for? Start with #2
- Just want quick wins? Start with #8 (Fix Broken Things)

HOW TO USE THIS GUIDE CONT.

The goal isn't perfection.

The goal is to do something consistently rather than nothing because it all feels too much.

Still overwhelmed?

Flip to the back page. There's a realistic monthly routine that breaks this down into 15-minute chunks. Start there.

And remember - if this still feels like too much, that's exactly what I'm here for. You don't have to do this alone.

1. Update Your Content When It Actually Needs It

Google likes fresh, relevant content. But that doesn't mean rewriting everything every month for the sake of it.

Do this:

- Review your main pages every 6 months – are your services still described accurately? Prices changed? New offerings?
- If something becomes outdated or inaccurate, fix it
- Make a note of when you last updated certain pages

Don't do this:

- Change random words just to show Google you "updated" something
- Rewrite perfectly good content because some SEO guru said you should

2. Keep an Eye on What People Are Searching For

The phrases people use to find you change over time. What worked last year might not be what they're typing now.

Check [**Google Search Console**](#) quarterly:

- What search terms are bringing people to your site?
- Are there any surprises (good or bad)?
- Any pages getting clicks but not ranking well? Maybe beef up that content.

3. Add New Content When You Have Something Worth Saying

You don't need to blog every week. But when you notice patterns – clients asking the same questions, changes in your industry, new services – that's when you write.

Good reasons to add content:

- Three clients asked you the same question this month
- There's a common misconception in your industry you're tired of hearing
- You've changed how you work or what you offer
- Local news or trends affect what you do

Bad reasons:

- "It's been a while since I posted"
- "Everyone says I should blog more"

4. Check Your Site Speed Regularly

Websites get slower over time as you add more images, plugins, or features. Check your speed every few months.

Use: [PageSpeed Insights](#) (free Google tool)

Fix the easy wins: Compress large images, delete plugins you're not using

5. Monitor Your Rankings (But Don't Obsess)

Check where you rank for your main keywords once a month. Not daily. You'll drive yourself mad watching the fluctuations.

Use: [Google Search Console](#) or a free rank tracker

Track: 5-10 key phrases that matter to your business

What to do: If you drop significantly, investigate. Small movements? Normal.

6. Keep Building Those Links (Slowly)

You don't need hundreds of backlinks. You need a few good ones, added over time.

Monthly habit:

- Got featured somewhere? Ask them to link to you
- Partnered with another business? Link to each other
- Joined a new directory or association? Get listed
- Given a quote or tip to a journalist? Make sure they include your link

7. Refresh Old Content That's Almost Ranking

Check [Search Console](#) for pages sitting on page 2 of Google (positions 11-20). These are SO close. A bit of love might push them onto page one.

What to do:

- Add more detail or examples
- Update any outdated info
- Improve the title or meta description to be more click-worthy
- Add relevant internal links from other pages

8. Fix Broken Things

Broken links, missing images, 404 errors – they all hurt your SEO and annoy visitors.

Quarterly check:

- Run your site through a free broken link checker
- Make sure all images still load
- Test your contact forms actually work
- Check your site on mobile – does everything still look right?

9. Steal Ideas from Your Competitors

See what's working for them. Not to copy, but to spot gaps or opportunities.

Do this occasionally:

- Google your main keywords - who's ranking above you?
- What content do they have that you don't?
- What questions are they answering on their site?
- Can you answer those better, or cover something they've missed?

10. Keep Your Google Business Profile Fresh

If you're local, this is huge. Takes 10 minutes a month, massive impact.

Monthly maintenance:

- Add new photos (recent work, behind the scenes, your workspace)
- Post an update (new service, seasonal offer, helpful tip)
- Respond to reviews (especially the nice ones - people notice)
- Check your hours and info are still correct

11. Actually Look at Your Analytics

Once a month, spend 15 minutes in [Google Analytics](#). You're looking for patterns, not perfection.

Questions to ask:

- Which pages get the most traffic? (Do more of that)
- Where are people dropping off? (Maybe that page needs work)
- What's bringing people to your site? (Double down on what's working)
- Any sudden changes? (Traffic spike or drop - why?)

12. Don't Panic About Algorithm Updates

Google updates its algorithm constantly. Most updates won't affect you. The big ones? You'll hear about them.

If there's a major update:

- Wait 2 weeks before reacting (things settle)
- Check if your traffic/rankings actually changed
- If you dropped, look at what Google's prioritising now
- Focus on genuinely helpful content - that's always safe

Your Realistic Monthly SEO Routine

Here's what this actually looks like in practice:

15 minutes/month:

- Glance at Google Analytics and Search Console
- Check rankings for key terms
- Respond to any Google reviews

30 minutes/quarter:

- Review and update one key page
- Check site speed and fix any issues
- Look at what competitors are doing

When you have time/something to say:

- Write a blog post answering a common question
- Add a case study or portfolio piece
- Update your Google Business Profile

SEO maintenance isn't about doing everything perfectly. It's about doing something consistently. Even 30 minutes a month is better than nothing.

And if it all feels like too much? That's what I'm here for.

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