

Your 12-Month New Business SEO Roadmap

Follow this sequence from pre-launch through month 12. Each phase builds on the one before. Links to the full article series at tampawebtech.com/new-business-seo/

PRE-LAUNCH 90–30 Days Before	FOUNDATION Weeks 1–4	TECHNICAL Weeks 3–6	GBP & MAPS Weeks 2–8	CONTENT Months 1–4	AI SEARCH Months 1–6	REVIEWS Month 1 → Ongoing	AUTHORITY Months 4–12
Article 9 — Grand Opening Strategy	Articles 1, 2, 3	Articles 4, 5	Article 6 — Google Business Profile	Articles 7, 8 — Website + Calendar	Articles 2, 10 — AI Visibility	Article 6 — GBP Reviews Section	Articles 7, 8 — Content Depth
✓ Buy domain + set up hosting	✓ Website not ranking? Read Article 1	✓ Content tree mapped & drafted	✓ All 14 GBP features configured	✓ Hub pages + service pages live	✓ Test: search your biz in ChatGPT	✓ Direct review link from GBP ready	✓ 3–5 case studies published
✓ WordPress + SSL installed	✓ Directory listings: Bing, BBB, Yelp	✓ Organization + LocalBusiness schema	✓ Photos: 10+ uploaded	✓ Blog: find unanswered question	✓ sameAs schema links social profiles	✓ Ask every customer same day	✓ Comparison content for eval-stage buyers
✓ GBP set to "Opening soon"	✓ NAP consistent across all platforms	✓ Service schema on each service page	✓ Services section complete	✓ Prompt capture workflow active	✓ Entity signals consistent everywhere	✓ Respond to every review — always	✓ Location pages for each service area
✓ Core pages live (home, about, services)	✓ Social profiles: LinkedIn, FB, YT, X	✓ FAQPage schema on FAQ content	✓ Q&A; pre-populated	✓ Content sessions blocked in calendar	✓ Google AI Overview — check citations	✓ Target: 5 reviews in first 30 days	✓ Refresh highest-traffic pages quarterly
✓ Social profiles created & complete	✓ robots.txt — AI crawlers allowed	✓ Validate: Rich Results Test	✓ First Google Post published	✓ 2+ pieces published per month	✓ Perplexity — verify entity accuracy	✓ Never incentivize — policy violation	✓ Review schema + GBP data quarterly
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