

SEO

calendar 2026



This calendar is your practical roadmap: each month features a **specific objective** and a **list of activities** you can mark as completed. Progress through levels—diagnosis, optimization, authority—and measure consistency: six months of focus produce real results in visits and conversions.

month 0

PREPARATION 8h

Boost the web through advanced analytics, content organization, and commercial season planning.

month 1

BASIC ANALYSIS AND SETUP 16h

Understand where our visits come from, fix technical web errors, and discover what our competition is doing well.

month 2

CONTENT OPTIMIZATION (ON-PAGE) 13h

Update the 10 most important pages of the website, improving their texts, images, and appearance in Google to attract more visits.

month 3

LIGHT TECHNICAL (CORE VITALS) 14h

Make the web faster and easier to use from mobile devices, improving our content and providing a clear map to Google so it finds us without errors.

month 4

AUTHORITY STRATEGY (E-E-A-T) 12h

Show who we are, cite authoritative sources, and seek links on other sites so that both users and Google trust our content more.

month 5

PREPARATION FOR IA AND ZERO-CLICK 10h

Organize our content to win Google's quick answers, ensuring that contact and product information is easy to read for both users and AI.

month 6

ADVANCED ANALYSIS AND PLANNING 15h

Analyze what worked for us in these months to plan the next semester, focusing on creating content that truly attracts visits and results.

month
0

Preparation

8h

Boost the web through advanced analytics, content organization, and commercial season planning.

Activities

Installation and Configuration of Google

- Analytics 4 (GA4) / Google Search Console (GSC).

■ Create an index of the content you consider most relevant on your website

Review of important commercial dates

- (Valentine's Day, Mother's Day, Father's Day, etc).

month
1

Basic analysis and setup

16h

Understand where our visits come from, fix technical web errors, and discover what our competition is doing well.

Activities

- Google Analytics 4 (GA4) Review:
Identify traffic sources.

- Google Search Console (GSC) Review:
Identify crawling errors (404, etc.) and pages with good potential.

- Basic Competitor Analysis: Who ranks for your top 5 keywords? What type of content do they have?

Content optimization (on-page)

13h

Update the 10 most important pages of the website, improving their texts, images, and appearance in Google to attract more visits.

Activities

Review and Optimization of 5 Titles and

Meta Descriptions: Apply Trend 4 to
improve CTR in results.

Content Audit (Top 10 pages): Ensure
content responds to Trend 1 (Complete
Concept) and update with 2026
information.

Image Optimization: Compress and
add Alt texts to images of the top
10 pages.

Light Technical (core vitals)

14h

Make the web faster and easier to use from mobile devices, improving our content and providing a clear map to Google so it finds us without errors.

Activities

Mobile Performance Review (GSC):

- Identify mobile usability issues (font size, buttons, etc).

Speed Analysis (PageSpeed Insights):

- Identify key recommendations to improve LCP (Largest Contentful Paint) and CLS (Cumulative Layout Shift) (Trend 3).

- Creation or improvement of website content (Blog, Service, Case Study, etc).

- Sitemap Creation: Review and submit to Google Search Console.

Authority strategy (E-E-A-T)

12h

Show who we are, cite authoritative sources, and seek links on other sites so that both users and Google trust our content more.

Activities

Author Bio Optimization: Add credentials, professional social media links, and make them visible (Trend 5).

Identification of 5 Link Building Opportunities: Search for industry sites with complementary content to propose a collaboration.

Creation or improvement of website content (Blog, Service, Case Study, etc).

Citations and Sources Review: Ensure content cites authoritative sources and remains transparent.

Preparation for IA and zero-click

10h

Organize our content to win Google's quick answers, ensuring that contact and product information is easy to read for both users and AI.

Activities

Structuring 5 Contents for Featured Snippets: Add "Frequently Asked Questions" sections or list formats to existing content (Trend 4).

Creation or improvement of website content (Blog, Service, Case Study, etc).

Basic Structured Data Review: Use tools to ensure contact or product information is correctly marked.

Advanced analysis and planning

15h

Analyze what worked for us in these months to plan the next semester, focusing on creating content that truly attracts visits and results.

Activities

- Performance Analysis (Comparison Month 1 vs Month 6): Review in GSC and GA4 which activities generated the most impact.
- Creation or improvement of website content (Blog, Service, Case Study, etc).
- Documentation of the Second Semester Strategy: Based on results, create a focus plan (e.g., more content, more link building, more technical).