

# 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**

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# Preparation <sup>8h</sup>

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<sup>16h</sup>

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.

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

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

month  
2

# Content optimization (on-page) <sup>13h</sup>

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.

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

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

month  
3

# Light Technical (core vitals)<sup>14h</sup>

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.



month  
4

# Authority strategy (E-E-A-T) <sup>12h</sup>

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.

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.

## 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.

**month  
6**

# Advanced analysis and planning <sup>15h</sup>

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).