

Sample Client Roadmap: 90-Day SEO Execution Plan

A client-ready roadmap showing what to fix first, why it matters, and what your agency can bill against.

Sample client	Acme Services
Domain	acmeservices.com
Prepared by	Your Agency
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How to read this document

This sample shows how StratifySEO turns source-backed SEO findings into a ranked 90-day roadmap your client can understand, approve, and fund.

EXECUTIVE SUMMARY

Recommended for approval

The next 30 days should focus on unlocking demand the client is already earning in search.

Primary blocker	High-intent service pages are earning impressions but not enough clicks or conversions.
Top priority	Improve underperforming service pages before creating new content.
Recommended scope	Content refresh, metadata improvement, internal linking, and follow-up measurement.
Suggested phase	First 30 days.
Billable work type	Content optimization and technical SEO support.

BILLABLE OPPORTUNITY SCORE

Billable Opportunity Score: 87 / 100

Dimension	Score	Reason
Impact	90	Strong upside from pages already earning search impressions.
Revenue potential	88	Service-page improvements connect directly to lead generation.
Confidence	86	GSC, GA4, crawler, and PageSpeed signals support the recommendation.
Urgency	84	The client is losing qualified demand already visible in search data.
Ease	78	The work is scoped and shippable without a full site rebuild.

Ranked 90-day roadmap

Five prioritized recommendations, ranked by billable opportunity.

A Refresh high-intent service pages

87

Phase	Effort	Confidence	Billable work
First 30 days	Medium	High	Content optimization

Why it matters. The client already has demand. The page needs to earn more clicks and convert more visitors.

Evidence. GSC shows strong impressions with weak CTR on priority service queries.

B Improve title tags and meta descriptions for commercial pages

82

Phase	Effort	Confidence	Billable work
First 30 days	Low	High	Metadata optimization

Why it matters. Better snippets can improve traffic without waiting for new rankings.

Evidence. Several commercial URLs rank but underperform on CTR.

C Strengthen internal links to priority pages

76

Phase	Effort	Confidence	Billable work
Days 31 to 60	Medium	Medium-high	Internal linking

Why it matters. Better internal linking helps users and search engines understand which pages matter most.

Evidence. Important service pages receive limited internal link support.

D Fix above-the-fold performance issues

72

Phase	Effort	Confidence	Billable work
Days 31 to 60	Medium	High	Technical SEO support

Why it matters. Faster pages reduce friction for visitors arriving from search and paid traffic.

Evidence. PageSpeed signals show slow mobile experience on key landing pages.

E Add AI Search visibility answers to core service pages

68

Phase	Effort	Confidence	Billable work
Days 61 to 90	Medium	Medium	AI Search visibility optimization

Why it matters. Clear answer blocks improve usefulness for visitors and may support visibility in AI-assisted search experiences.

Evidence. Core service pages do not clearly answer buyer questions in concise, extractable sections.

EXECUTION PLAN

30 / 60 / 90-day execution plan

Phase	Focus
First 30 days	Refresh high-intent pages, improve metadata, define measurement baseline.
Days 31 to 60	Strengthen internal links, fix performance issues, update supporting content.
Days 61 to 90	Add AI Search answer blocks, validate results, build next roadmap cycle.

DATA SOURCES

Source-backed metrics. AI for interpretation only.

StratifySEO uses AI to summarize, prioritize, and explain what the data means. It does not invent the numbers.

- Google Search Console
- Google Analytics 4
- PageSpeed Insights
- StratifySEO crawler

RECOMMENDED SCOPE

Recommended scope to approve

Based on the highest-scoring opportunities in this roadmap, the recommended next step is to approve the first 30-day implementation sprint.

Primary focus	Improve high-intent service pages that are already earning search impressions but underperforming on clicks and conversions.
Recommended work to approve	• Refresh priority service-page content • Improve title tags and meta descriptions • Strengthen internal links to priority pages • Define baseline metrics for follow-up measurement
Suggested implementation phase	First 30 days
Billable work type	Content optimization, metadata optimization, internal linking, and measurement setup

Decision language

Approve this first because the client already has visible search demand. The fastest path to value is improving the pages that are already close to producing more qualified traffic.

Next review

At the end of the first 30 days, review GSC, GA4, and crawl signals to decide whether to continue into the Days 31 to 60 phase.

Build your first client roadmap

Turn audit findings, Google data, and site issues into a ranked 90-day SEO execution plan your client can understand, approve, and fund.

Use StratifySEO to show what matters, why it matters, what evidence supports the recommendation, and what work your agency should bill for next.

What every StratifySEO roadmap gives you

✓ Client-ready roadmap	Structured, agency-branded, and ready to send.
✓ Billable Opportunity Score	A single number that tells clients where to invest first.
✓ Ranked recommendations	Prioritized by impact, revenue potential, confidence, urgency, and ease.
✓ 30 / 60 / 90-day execution plan	Sequenced work your team can staff and bill against.
✓ Client approval support	A recommended scope page that turns strategy into signed work.

Build your first client roadmap

Turn your next audit into an approved, billable engagement.

[Build your first client roadmap →](#)

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