



Created a Checklist	Holiday/Season	Month
FALSE	New Year's Day	January
FALSE	Valentine's Day	February
FALSE	International Women's Day	March
FALSE	Easter	March/April
FALSE	Mother's Day	May
FALSE	Graduation Season	May/June
FALSE	Father's Day	June
FALSE	Summer Weddings	June – August
FALSE	Back to School (Teacher Appreciation)	August/September
FALSE	Grandparents' Day	September
FALSE	Halloween	October
FALSE	Thanksgiving	November
FALSE	Christmas	December



FALSE	Winter Weddings	December – February
FALSE	New Year's Eve	December



MONTH:

JANUARY

Season or Upcoming Holiday		New Year's Day
Week 1 – Keyword Research		
FALSE	Research longtail and head keywords	Use tools like Ahrefs or Semrush to research both long-tail and head keywords related to your florist business and upcoming holidays.
FALSE	Use Google Trends to track holiday trends	Track search volume trends for holiday-specific keywords using tools like Google Trends.
FALSE	Compile high-intent keywords	Focus on keywords that show significant interest before and

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FALSE	Use Google Trends to track holiday trends	Track search volume trends for holiday-specific keywords using tools like Google Trends.
FALSE	Compile high-intent keywords	Focus on keywords that show significant interest before and

		during holidays.
Week 2 – Content Planning		
FALSE	Categorize keywords	Separate keywords into informational (e.g., “best flowers for Valentine’s Day”) and transactional (e.g., “buy Valentine’s roses”).
FALSE	Organize content needs	Group keywords based on whether they require new content or the optimization of existing content.
FALSE	Develop a content approach	Plan how each keyword will be targeted, and ensure that you address the search intent while applying the E-E-A-T (Experience, Expertise, Authoritativeness, and Trustworthiness) approach. This means creating content that demonstrates your expertise, provides valuable and trustworthy information, and highlights your

		during holidays.
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		authority in the florist industry, all while ensuring a great user experience.
FALSE	Create seasonal content	Write content targeting seasonal keywords and their local derivatives (e.g., “Christmas flower delivery in [City]”).
FALSE	Schedule content	Set deadlines and schedule when each piece of content will be published.
Week 3 – Content Publishing		
FALSE	Publish new content	Launch the new blog posts, landing pages, or product guides based on the holiday keywords researched in Week 1.
FALSE	Reoptimize existing content	Update older content with newly researched seasonal keywords to keep it relevant.
FALSE	Ensure on-page SEO is optimized	Review and update meta titles, descriptions, headers, and other on-page SEO elements to include

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		target keywords.
FALSE	Update visuals	Incorporate or update holiday-specific images and banners to make your content visually engaging.
FALSE	Review internal linking	Add or review internal links within the new and optimized content to enhance navigation and SEO performance.
Week 4 – Monitoring and Adjustment		
FALSE	Track performance metrics	Monitor keyword rankings, traffic, CTR, and conversions for the content published in the previous month.
FALSE	Make adjustments based on performance	Based on performance insights, tweak content and SEO strategy to improve outcomes ahead of the holiday peak.
Additional Monthly Tasks		

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Additional Monthly Tasks		

FALSE	Check Google My Business Profile	Ensure your hours, location, and services are updated for any seasonal changes, particularly for holiday hours or special offers.
FALSE	Plan seasonal promotions	Identify any upcoming promotions or special offers tied to seasonal events and incorporate them into your website and content.
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