

# SEO fitness: Your monthly workout schedule



## Week 1:

### Stay fit with fresh new content

Refresh your [keyword research](#)  
(90 minutes)

Create a [content planning](#) for this month  
(30 minutes)

Write [new content](#) for your website  
(150 minutes)

## Week 2:

### It's all about those links

Add [internal links](#) to your new content  
(30 minutes)

Spend some time on linking to your  
[cornerstone articles](#) (30 minutes)

Check your [orphaned content](#) and avoid  
dead ends (30 minutes)

Work on your [link building](#) and [widening  
your reach](#) (60 minutes)

In Yoast SEO Premium we have two [SEO workouts](#) that help you link to your cornerstone content and work on your orphaned content in just a few steps!



## Yoast SEO pro tip!

There are a few other things you need to do when it comes to technical SEO. But as these are things that you can't just fix on a monthly basis, it's important to set them up properly right away. You need to make sure that:

- your [site speed](#) is up to par,
- your website is [mobile-friendly](#),
- you're using [structured data](#),
- you set your [meta tags](#) and templates,
- and that you set up your [meta robots](#) right.

Make sure to stay on top of your technical SEO, [Yoast SEO](#) can help you with a lot of that. Our plugin also comes with SEO workouts that help get your website back into shape!

## Week 3:

### Freshen up your existing content

Rewrite or redirect [outdated content](#)  
(90 minutes)

Spend extra time on [updating your  
cornerstone content](#) (30 minutes)

Google your keyphrases to [minimize any  
keyword cannibalization](#) (45 minutes)

## Week 4:

### Get technical and zoom out

Check for crawl errors in [Google  
Search Console](#) (60 minutes)

Check your [Core Web Vitals](#) and  
work on them (30 minutes)

Evaluate [performance and audience  
behavior](#) with Google Analytics (90 minutes)

[Learn from competitors](#) and  
[review your strategy](#) (60 minutes)

