

## Discover when it's time to update your SEO strategy

Digital marketing and SEO agencies are often asked, "When should you consider updating your SEO plan?" Especially by clients facing a decline in organic website traffic. If you're experiencing this issue, it's crucial to update your SEO strategy. Even if your traffic is stable, updating your SEO plan can potentially boost your results.

Many businesses make the mistake of treating SEO as a one-time task, but it's an ongoing process, much like maintaining a healthy diet or fitness routine for your body. Google regularly makes small adjustments to its search ranking algorithm, necessitating consistent SEO efforts to keep up.

Updating your SEO plan is a continuous process, and while daily updates may not be necessary, making micro strategic tweaks every couple of weeks can be beneficial. To help maximize your digital marketing budget, this article outlines key times to update your SEO plan.

- 1. When you're not seeing positive results after 6 months:**

Trustworthy digital marketing professionals suggest that it takes 6-12 months of consistent effort to see SEO results. If, after 6 months, you haven't observed positive signs, such as keywords moving up in rankings, it may be time to update your SEO plan or consider a new agency.

- 2. When Google announces a major algorithm change:**

Google regularly implements small updates and occasionally releases significant Core Updates that can impact search rankings. Adapting your SEO plan to align with these changes is crucial to avoid potential penalties and maintain or improve your website's position.

- 3. When you're changing direction or introducing new products & services:**

Repositioning your brand, adding new products, or introducing services requires updating your SEO plan to account for the changes. Failure to do so may result in missed opportunities for attracting relevant search traffic.

### How often should you update your SEO strategy?

For optimal results, it's recommended to update your SEO plan every 6 months, considering both Google Core Updates and any business developments. However, assessing the SEO landscape every 1-3 months allows for timely adjustments to your strategy based on evolving trends.

### Do you need an SEO agency?

While you don't necessarily "need" an SEO agency, enlisting experts can provide a complete skill set and access to multiple professionals, often at a lower cost than hiring in-house. SEO agencies stay abreast of search trends, ensuring your plan is regularly updated for improved keyword rankings.

### Conclusion:

Google's ever-evolving landscape requires businesses to quickly adapt their websites, content, and SEO plans. Regularly updating your SEO plan is essential for dominating search. If you've decided it's time to update your SEO plan, we'd love to talk—follow this link to get in touch.

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