Subcategory	Priority	SOP / Best Practices	Recommended Tools	Status	Estimated Hours
SSL Certificate	High	1. Purchase and install from a trusted provider.	Comodo SSL Store; SSL.com; DigiCert; Entrust	Not Started	2-4 hrs
		2. Ensure HTTPS redirection.		Not Started	
		3. Monitor expiration.		Not Started	
		4. Create cut cert directory.	.htaccess, Cloudflare	Not Started	
robots.txt Implementation	High	1. Specify user-agents and disallowed URLs.	Robots.txt Tester (Google)	Not Started	1-2 hrs
		2. Test with robots.txt tester.		Not Started	
		3. Generate a sitemap of all URLs.	Screaming Frog, XML-Sitemaps, ChatGPT	Not Started	
		4. Submit to search engines.	Google Search Console, Bing	Not Started	
		5. Update regularly.		Not Started	
XML Sitemap	High	1. Ensure responsive design.		Not Started	2-3 hrs
		2. Test on all devices.	https://search.google.com/test/mobile-friendly	Not Started	
		3. Optimize for mobile speed.	https://www.browserstack.com	Not Started	
Mobile Optimization	High	1. Analyze site speed.	Google PageSpeed Insights	Not Started	5-10 hrs
		2. Optimize images, use CDN, minimize code.	GTMetrix, Pingdom, TinyPNG, Cloudflare	Not Started	
		3. Implement caching.	W3 Total Cache, WP Super Cache	Not Started	
Site Speed Optimization	High	1. Review website's current SEO state.	SEMRush, Ahrefs, ChatGPT	Not Started	10-20 hrs
		2. Identify issues, create an inventory with estimates	Notion template	Not Started	
		3. Provide actionable recommendations and quick w	ChatGPT, Surfer SEO	Not Started	
SEO Audit	High	1. Implement tracking codes (e.g., Google Analytics)	Google Analytics	Not Started	2-4 hrs
		2. Set up goal conversions.		Not Started	
		3. Monitor and adjust tracking as needed.	Databox	Not Started	
Tracking Setup	High	1. Create Google Analytics account.	Google Analytics	Not Started	2-3 hrs
		2. Add tracking code to website.		Not Started	
		3. Set up filters, views, and dashboards in Databox.	Databox	Not Started	
Google Analytics Setup	High	1. Create a Google Tag Manager account.	Google Tag Manager	Not Started	3-5 hrs
		2. Implement container code on website.		Not Started	
		3. Configure and publish tags.		Not Started	
Google Tag Manager Setup	High	1. Verify website ownership in GSC.	Google Search Console	Not Started	1-2 hrs
		2. Submit XML sitemap.		Not Started	
		3. Monitor site performance and issues.		Not Started	
Google Search Console Setup	High	Estimate, prioritize, recommend ranges.			33-63 hours