

Section	Task	Done
Keyword research	Use both Arabic & English search terms (e.g., "SEO Riyadh 2025", "تحسين محركات البحث الرياض").	☐
Technical Setup	Install caching plugin + lazy load + Image compress.	☐
Google Business Profile	Add Arabic categories + images + weekly posts.	☐
Content Creation	Create 2 blogs/month targeting Riyadh neighborhoods.	☐
Backlinks	List in local directories + guest blogs + LinkedIn carousels	☐
Analytics	Set up GA4 + track conversion events via Google tag Manager	☐
Branding	Post weekly on LinkedIn + Pinterest for visibility.	☐