

# SEO Growth Journey Assessment

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## Personal Details

FULL NAME

— —

EMAIL

—

PHONE

—

WEBSITE

—

## Business Objectives

PRIMARY GOAL

—

SERVICES / PRODUCTS

—

GEOGRAPHIC FOCUS

—

## Target Audience

IDEAL CUSTOMER

—

MARKETS

—

DESIRED USER ACTION

—

## SEO Goals

SEO GOALS SELECTED

—

TARGET KEYWORDS

—

REFERENCE WEBSITE

—

## Content & Competitive Strategy

BLOG STATUS

—

PUBLISHING FREQUENCY

—

TOPICS TO RANK FOR

—

COMPETITORS

—

COMPETITOR SEO STRENGTHS

—

## Technical & Local SEO

GOOGLE INDEXED?

—

SEARCH CONSOLE?

—

GOOGLE ANALYTICS?

—

TECHNICAL ISSUES

—

LOCAL SEO TAGS

—

## Backlinks & Success Metrics

BACKLINK HISTORY

—

LINK BUILDING STRATEGIES

—

SUCCESS METRICS

—

EXPECTED TIMELINE

—

SUPPORT NEEDED

—