

# SEO Growth Journey Assessment

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## Personal Details

### FULL NAME

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### WEBSITE

test@example.com

## Business Objectives

### PRIMARY GOAL

Attract more organic traffic

### SERVICES / PRODUCTS

Test

### GEOGRAPHIC FOCUS

Global

## Target Audience

### IDEAL CUSTOMER

—

### MARKETS

—

### DESIRED USER ACTION

—

## SEO Goals

### SEO GOALS SELECTED

Rank for target keywords, Local search visibility

### TARGET KEYWORDS

—

### REFERENCE WEBSITE

—

## Content & Competitive Strategy

**BLOG STATUS**

—

**PUBLISHING FREQUENCY**

—

**TOPICS TO RANK FOR**

—

**COMPETITORS**

—

**COMPETITOR SEO STRENGTHS**

—

**Technical & Local SEO**

**GOOGLE INDEXED?**

Yes, fully indexed

**SEARCH CONSOLE?**

No

**GOOGLE ANALYTICS?**

Not sure

**TECHNICAL ISSUES**

—

**LOCAL SEO TAGS**

—

**Backlinks & Success Metrics**

**BACKLINK HISTORY**

No prior backlink work

**LINK BUILDING STRATEGIES**

Guest posts

**SUCCESS METRICS**

—

**EXPECTED TIMELINE**

1–3 months

**SUPPORT NEEDED**

Full-service SEO support