

SEO Strategy Checklist

Discovery inputs, goal-setting, channel priorities, resourcing and reporting cadence.

How to use this: check each section, leave unknowns open, and turn open checks into an owner-ready action list.

Discovery inputs

- ☐ List business goals, markets, products and constraints.
- ☐ Collect existing audits, keyword maps and performance reports.
- ☐ Confirm decision-makers and implementation owners.
- ☐ Record what is out of scope.

Goal setting

- ☐ Define the role organic search should play.
- ☐ Separate visibility, traffic and conversion goals.
- ☐ Avoid targets that cannot be measured with current tracking.
- ☐ Tie goals to page groups where possible.

Channel prioritization

- ☐ Identify when SEO should lead versus support another channel.
- ☐ Separate commercial, informational and authority opportunities.
- ☐ Confirm which page types are worth creating.
- ☐ Do not treat every keyword as a page requirement.

Resourcing

- ☐ Confirm content, development and SEO owner capacity.
- ☐ Identify approvals required before implementation.
- ☐ Record dependencies that can block the roadmap.
- ☐ Separate ongoing operations from one-time projects.

Reporting cadence

- ☐ Define the monthly or quarterly reporting view.
- ☐ Segment by page group, not only by domain total.
- ☐ Record implementation changes alongside performance.
- ☐ Review strategy only when evidence or business context changes.

Final check

- ☐ Confirm first phase of work.
- ☐ Assign owners and validation checkpoints.
- ☐ Document risks before the roadmap begins.

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