



SEO: An Hour a Day

SEO Growth Worksheet

SEO Room to Grow:	
Yes/No	
	Current search engine status is poor.
	Current optimization level is poor.
	I have compiled a list of well-matched, popular keywords.
	My SEO team is enthusiastic about making needed changes.
	I anticipate that it will be easy to make text changes to my website.
	I have the appropriate personnel available.
	I have the buy-in from the powers-that-be in my organization.
	I have a budget for paid search.
	My website faces a low level of competition.
	I have discovered untapped markets or SEO opportunities.
	My site is “buzzworthy” or my organization’s activities are newsworthy.
Campaign Goals	