

Key Questions to Discover Your SEO Goals

Use the questions below to think about your SEO Goals in more depth beyond 'I want more organic traffic'. The more purposeful your goals, the more strategic your SEO plan will be.

1. What do I want from organic search visitors on my site?

More leads/enquires?
Make a purchase?
Read certain articles?

Here is where you start to think more about the intent of your audience and will guide the type of calls-to-action and content on your landing pages.

2. Who is my ideal audience?

What are their demographics? Such as age, location etc.

What kind of language speaks to them?

How are they typically finding my site?

By understanding your audience, we can tailor website content, calls-to-action and SEO elements such as titles, meta descriptions etc. to directly speak to your audience to feel more personal to them.

In what timeframe am I expecting to see results?

Do I want a certain number of leads from organic search in several months?

Do I want to increase revenue by a certain percentage by this time next year?

SEO is about steady, sustainable growth, so here think realistically as to what results you expect to see in a certain timeframe.

How will I measure success?

What metrics actually matter to me? Leads, sales, visibility, engagement?

Do I have tools like Google Analytics or Google Tag Manager set up to track these properly?

Measurement helps turn your SEO goals into something tangible. Focusing on meaningful metrics rather than vanity numbers like traffic gives a clearer picture of your progress.

Thank you for taking the time to fill out the above, it will really help me to help you in the best way that I can.

I look forward to our call!