QUICKEST PATH TO ROI SEO

Compare the work before you start it

Look for meaningful business upside and a practical path to completion.

OPPORTUNITY 01 | COMPLETE ALL FIVE CHECKS

Use one page per specific SEO action. Choose an answer and record the evidence or constraint behind it.

SPECIFIC SEO ACTION

PAGE OR CUSTOMER NEED INVOLVED

DECISION FACTOR	YOUR ASSESSMENT
01 **Business value** — Could this help produce a valuable lead, customer, or sale?	Choose one
02 **Customer intent** — Does it serve someone considering a purchase or hiring decision?	Choose one
03 **Current opportunity** — Is there a page, search signal, question, or visibility gap to build on?	Choose one
04 **Work required** — Can the necessary work be completed with available resources?	Choose one
05 **Time to useful evidence** — Can you define an early signal and a practical time to review it?	Choose one

WHAT SUPPORTS YOUR ASSESSMENT?

QUICKEST PATH TO ROI SEO

Compare the work before you start it

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OPPORTUNITY 02 | COMPLETE ALL FIVE CHECKS

Use the same criteria for both actions so the final comparison is meaningful.

SPECIFIC SEO ACTION

PAGE OR CUSTOMER NEED INVOLVED

DECISION FACTOR	YOUR ASSESSMENT
01 **Business value** — Could this help produce a valuable lead, customer, or sale?	Choose one
02 **Customer intent** — Does it serve someone considering a purchase or hiring decision?	Choose one
03 **Current opportunity** — Is there a page, search signal, question, or visibility gap to build on?	Choose one
04 **Work required** — Can the necessary work be completed with available resources?	Choose one
05 **Time to useful evidence** — Can you define an early signal and a practical time to review it?	Choose one

WHAT SUPPORTS YOUR ASSESSMENT?

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OPPORTUNITY 03 | OPTIONAL THIRD COMPARISON

Use this page if you have a third realistic action. Otherwise, compare the first two on page 4.

SPECIFIC SEO ACTION

PAGE OR CUSTOMER NEED INVOLVED

DECISION FACTOR	YOUR ASSESSMENT
01 **Business value** Could this help produce a valuable lead, customer, or sale?	Choose one
02 **Customer intent** Does it serve someone considering a purchase or hiring decision?	Choose one
03 **Current opportunity** Is there a page, search signal, question, or visibility gap to build on?	Choose one
04 **Work required** Can the necessary work be completed with available resources?	Choose one
05 **Time to useful evidence** Can you define an early signal and a practical time to review it?	Choose one

WHAT SUPPORTS YOUR ASSESSMENT?

QUICKEST PATH TO ROI SEO

Choose the first useful move

Select the action with clear business purpose and an attainable path to progress.

YOUR PRIORITY DECISION | COMPLETE AFTER COMPARING THE OPPORTUNITIES

Look for a valuable customer action you can complete in practical time and then review.

BUSINESS GOAL

QUICK COMPARISON NOTES

01

02

03

FIRST ACTION SELECTED

WHY THIS ACTION LEADS

WHAT STILL NEEDS TO BE VERIFIED

FIRST EXECUTION STEP

PERSON RESPONSIBLE

REVIEW DATE

EARLY SIGNAL TO REVIEW

Planning aid only: these answers do not predict rankings, leads, or revenue.