

# Focus On: Search Engine Optimization

## 20 Questions to Guide Your SEO Program



Search Engine Optimization (SEO) can be overwhelming for even the most seasoned marketer. Because it crosses the lines between marketing, branding, and development, it can drive priorities in all of these areas. It is also one of the most misunderstood disciplines of marketing.

Fundamentally, however, SEO is still just a form of marketing. It often helps to think of SEO as having two key stakeholders: Search engines and end customers. While your ultimate goal should always be to help your end customers find exactly what they are looking for, sometimes you have to remove technical roadblocks so that the search engines can find your resources as well.

Before beginning an SEO program, ask yourself these questions to evaluate your current SEO landscape, determine the resources at your disposal, and establish your goals.



### Goals & Desired Outcome

- 1 What does success look like to you? Do you have a clear picture of what your goals are with an SEO program?
- 2 Do you believe that your SEO needs are more technically oriented, more content-oriented, or equally weighted?
- 3 Do you have clearly defined revenue or lead generation goals for the upcoming quarter or year? How much of those goals should be from organic search?
- 4 Consistently new content is important - when is the last time you revamped your website?



### Experience with SEO

- 5 Do you have the resources in-house with sufficient SEO knowledge, or do you need an expert?
- 6 Do you understand how SEO campaigns work; that they aren't set-it-and-forget-it or one-time efforts?
- 7 Have you ever received a notice from Google that you are doing something outside their guidelines?
- 8 What keywords do you currently rank for? What keywords or topics would you like to rank for?
- 9 Was there a time that you felt you were performing well in search? Are you still? If not, what do you think changed and what is your strategy to fix it?



## SEO and Your Marketing Mix:

- 10 What percentage of your existing website traffic is from organic search? Are you comparable to competitors?
- 11 How much do you spend on paid advertising like Google Ads?
- 12 Have you thought about how you might boost backlinks? Do you understand where the best backlinks should come from?



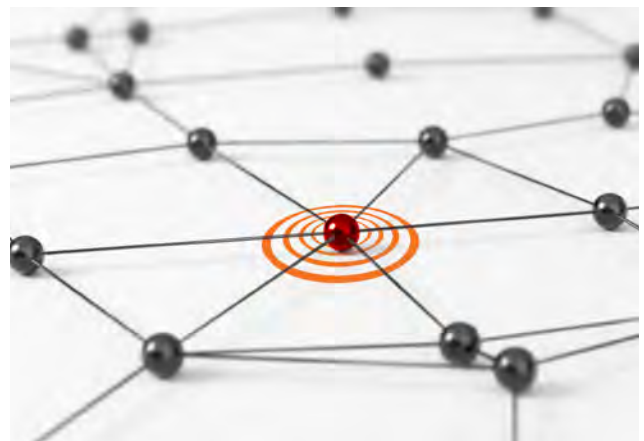
## Support Team and Setup:

- 13 Do you have a person or team that runs your website (and understands SEO) and can make changes and updates as needed?
- 14 How quickly can you respond to recommendations? Does your team have capacity and flexibility to implement changes, or will you need to plan changes in advance?
- 15 How much internal or external support do you have for keyword research and content development?
- 16 Are your internal stakeholders aware of the value of SEO, or will training and education need to be a part of your program?



## Measuring Success:

- 17 How do you track SEO success? Rankings, traffic, leads generated, revenue?
- 18 Do you think most of your traffic is effectively tracked, or do you suspect you need some help with attribution modeling?
- 19 Do you currently use any third-party tools like Ahrefs or SEMrush to track your performance in search?
- 20 Do you use a third-party tool such as HubSpot to manage your marketing campaigns? Is it set up to accurately track and support SEO programs?



Taking the time to find the answers to these questions will go a long way towards setting you up for a successful SEO program. If you are considering working with a firm for your SEO program, expect them to ask you some of these questions. You should be prepared with the answers to save yourself from unnecessary back-and-forth and expedite the process.

Looking to set up or maximize your returns from SEO?

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**ABOUT MAGNETUDE:** Magnetude is a B2B marketing firm that pioneered the fractional marketing approach for small to medium tech-related businesses. The firm offers a wide range of strategic and execution-focused marketing services to seamlessly dovetail into client growth goals.

The company specializes in growth strategy consulting and fractional marketing department services including marketing strategy, messaging, branding, websites, content development, digital marketing, demand generation, sales and channel enablement, and brand visibility.

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