

SEO Audit Planning Workbook

A practical workbook for finding what matters, what doesn't, and what to do next



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Before You Start

An SEO audit can quickly become overwhelming. Search Console, Analytics, crawling tools and other platforms can produce hundreds of potential issues.

This workbook takes a different approach.

The goal isn't to find everything that could possibly be improved. It's to identify the things that could make a meaningful difference to your website and decide what deserves your attention first.

What am I trying to understand?

- ☐ Why isn't this site getting enough organic traffic?
- ☐ Why aren't important pages performing?
- ☐ Are search engines finding and understanding the site?
- ☐ Are visitors taking the actions I want?
- ☐ Has organic performance changed?
- ☐ Other: _____

What Actually Matters?

1. Is this affecting an important page?
2. Is this affecting an important audience?
3. Is this preventing someone from finding or using the website?
4. Is this something I can realistically change?

Finding

Does it matter?

Why?

Yes/No/Unsure

Yes/No/Unsure

Yes/No/Unsure

Yes/No/Unsure

Can Google Find My Page

Page Indexing Check

Pages I definitely want indexed:

1. _____
2. _____
3. _____
4. _____
5. _____

Finding	Number	Does it Matter?
---------	--------	-----------------

Indexed		
---------	--	--

Not Indexed		
-------------	--	--

Excluded		
----------	--	--

Error		
-------	--	--

Don't automatically treat an excluded page as a problem.

Which excluded/non-indexed pages actually deserve investigation?

Are My Important Pages Actually Being Found?

Now move from **indexing** to **search visibility**

Identify five most important pages:

Page	Impressions	Clicks	CTR	Position	Observation

What Stands Out?

A page with high impressions but few clicks:

A page ranking reasonably well but underperforming:

An important page receiving very little visibility:

One thing I want to investigate:

Search Intent & The Page

Does the page actually answer the reason someone searched?

Then:

Search Query
intent?

What is the person trying to do?

Does my page satisfy that

If I were the person searching this, what would I expect to find?

Does the page deliver that?

- ☐ Yes
- ☐ Partly
- ☐ Not really

Technical Issues: Don't Fix Everything

What did the tools find?

Issue	Where?	Severity	Business Impact
		Low / Med / High	
		Low / Med / High	
		Low / Med / High	
		Low / Med / High	
		Low / Med / High	

Before fixing it, ask:

Does this affect an important page?

☐ Yes ☐ No

Could this prevent someone finding or using the page?

☐ Yes ☐ No

Could this affect search visibility?

☐ Yes ☐ No

Is fixing it worth the time involved?

☐ Yes ☐ No ☐ Unsure

From Finding To Opportunity

What deserves attention first?

Finding	Potential Impact	Effort	Priority
	Low / Med / High	Low / Med / High	
	Low / Med / High	Low / Med / High	
	Low / Med / High	Low / Med / High	
	Low / Med / High	Low / Med / High	
	Low / Med / High	Low / Med / High	

Prioritise the things that are:

High Impact + Low Effort = Do First

High Impact + High Potential = Plan

Low Impact + Low Effort = Do When Useful

Low Impact + High Effort = Probably Leave Alone

My SEO Audit Action Plan

The 5 things I'm actually going to do:

1.

- Why:

2.

- Why:

3.

- Why:

4.

- Why:

5.

- Why:

What am I deliberately NOT fixing?

Why?

What Did I Learn?

Before the audit, I thought...

After looking at the data, I now think...

The biggest unexpected find was...

The most important opportunity is...

The thing I initially thought was important but actually isn't...

The question I still need to answer...

An SEO audit isn't the end of the process. It's the point where you should understand what deserves your attention next.