# **SEO Assessment: Identifying Gaps, Strengths, Opportunities**

Based on where you are right now, rank the following on a scale of 1-5:

Unsure
1 = Weak
3 = Decent But Always Room for Improvement
5 = Perfect



**Execution Priority Timeline**

To fill out throughout the day

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| --- | --- | --- | --- |
| Urgent/Next Week | Next 3 Months | 6+ Months | Maybe/If Ever |
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| **Lecture** | **Takeaways** | **Questions** | **Actions** |
| 1. **SEO Foundations**
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| 1. **Keyword Strategy**
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| 1. **SERPS Analysis**
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| 1. **Keyword Mapping**
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| 1. **SEO Analytics Part 1**
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| 1. **Competitive Auditing**
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| 1. **SEO Analytics Part 2**
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| 1. **Technical SEO**
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| 1. **On-Page SEO**
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| 1. **Social Signals & Backlinks**
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| 1. **SEO Trends**
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| **MISC:** |  |  |  |