# **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** |  |  |  |
| 1. **Keyword Strategy** |  |  |  |
| 1. **SERPS Analysis** |  |  |  |
| 1. **Keyword Mapping** |  |  |  |
| 1. **SEO Analytics Part 1** |  |  |  |
| 1. **Competitive Auditing** |  |  |  |
| 1. **SEO Analytics Part 2** |  |  |  |
| 1. **Technical SEO** |  |  |  |
| 1. **On-Page SEO** |  |  |  |
| 1. **Social Signals & Backlinks** |  |  |  |
| 1. **SEO Trends** |  |  |  |
| **MISC:** |  |  |  |