SEO AUDIT & WEBSITE KEYWORD STRATEGY ROADMAP SHEET

TECHNICAL HEALTH SCORECARD, KEYWORD INTENT CLUSTERING, SEARCH VOLUME, KD% & CONTENT ROADMAP

TARGET DOMAIN: https://_____ **TARGET NICHE / MARKET: _____** **AUDIT DATE: _____/_____/20____**

LEAD SEO STRATEGIST: _____ **MONTHLY ORGANIC TRAFFIC: _____ visits/mo** **DOMAIN RATING (DR / DA): _____ / 100**

1. TECHNICAL SEO AUDIT & ON-PAGE HEALTH BENCHMARKS

CORE WEB VITALS	CRAWL & INDEXATION	ON-PAGE & METADATA	BACKLINK PROFILE
LCP (Speed): _____ s	Indexed Pages: _____	Missing H1 Tags: _____	Referring Domains: ____
FID / INP: _____ ms	404 Broken Links: ____	Duplicate Metas: _____	Total Backlinks: _____
CLS (Shift): _____	Robots.txt & Sitemap: [OK]	Image Alt Text %: _____	Spam Score: _____%

2. TARGET KEYWORD STRATEGY & CONTENT CLUSTERING ROADMAP

PRIMARY TARGET KEYWORD / TOPIC	SEARCH INTENT	MONTHLY VOL	DIFFICULTY	CURRENT RANK	TARGET CONTENT URL / FORMAT	PRIORITY
best enterprise saas workflow software	Commercial	4,400 / mo	**KD: 38%**	Pos: #24	Pillar Guide / Comparison Page	**[ ] High [ ] Med**
how to automate client onboarding	Informational	8,100 / mo	**KD: 24%**	Pos: #48	Step-by-Step Tutorial Blog	**[ ] High [ ] Med**
b2b project management tools pricing	Transactional	2,900 / mo	**KD: 45%**	Pos: #19	Dedicated Product Pricing Calculator	**[ ] High [ ] Med**
client milestone sign off template pdf	Transactional	1,800 / mo	**KD: 18%**	Pos: #12	Free Printable Lead Magnet Page	**[ ] High [ ] Med**
streamline remote contractor payments	Commercial	3,200 / mo	**KD: 32%**	Pos: #31	Solutions Landing Page & Demo	**[ ] High [ ] Med**
top marketing agency kpi dashboard	Informational	5,600 / mo	**KD: 29%**	Pos: #55	In-Depth Case Study & Free Sheet	**[ ] High [ ] Med**

90-DAY SEO EXECUTION MILESTONES & LINK BUILDING TARGETS:

- Month 1 (Tech Fixes): Resolve 404s, compress WebP images, optimize Core Web Vitals. - Month 2 (Content Sprints): Publish 6 high-intent pillar pages & interlink cluster articles. - Month 3 (Backlink Outreach): Secure 15+ DR50+ guest posts & digital PR citations.

Next SEO Review Date: _____/_____/20____ **SEO Strategist Signature: _____** **Client Approval: _____**