

WEBSITE WORKBOOK:

THE
**MARKETING
REVOLUTION**

IDENTIFY HOW YOUR WEBSITE IS PERFORMING AND RANKING FOR SEO (SEARCH ENGINE OPTIMIZATION)

INSTRUCTIONS:

1. Rate each aspect of your website performance and SEO efforts on a scale of 1-10, with 1 being the lowest and 10 being the highest.
2. Provide comments/notes for each rating to explain your assessment and any specific observations.
3. After completing the ratings, identify the top priority areas for improvement based on your scores.
4. Develop action plans with your team for each priority area, including steps to improve and timelines for implementation.
5. Use the additional notes section to jot down any recommendations or insights from your analysis.
6. Note: It's important to periodically review and update this workbook to track progress and adjust strategies as needed.

SECTION 1: WEBSITE METRICS

Website Page Speed Insights (Record Report Score):

USE THIS TOOL TO PERFORM THIS TEST

https://pagespeed.web.dev/

	MOBILE	DESKTOP
Performance:	<input type="text"/>	<input type="text"/>
Accessibility:	<input type="text"/>	<input type="text"/>
Best Practices:	<input type="text"/>	<input type="text"/>
SEO:	<input type="text"/>	<input type="text"/>

COMMENTS/NOTES:

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Mobile Responsiveness (1-10):

Score: Don't Know:

COMMENTS/NOTES:

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User Experience (1-10):

Score: Don't Know:

COMMENTS/NOTES:

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Website Design and Navigation (1-10):

Score: Don't Know:

COMMENTS/NOTES:

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Clear Calls to Action for the User (1-10):

Score: Don't Know:

COMMENTS/NOTES:

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SECTION 2: SEO ANALYSIS

Keyword Research and Implementation (1-10):

Score: Don't Know:

COMMENTS/NOTES:

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On-Page SEO (Title tags, meta descriptions, headings) (1-10):

Score: Don't Know:

COMMENTS/NOTES:

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Content Quality and Relevance (1-10):

Score: Don't Know:

COMMENTS/NOTES:

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Backlink Profile (Quality and Quantity) (1-10):

Score: Don't Know:

COMMENTS/NOTES:

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Consistent Blogs and Online Educational Resources (1-10):

Score: Don't Know:

COMMENTS/NOTES:

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SECTION 3: ACTION PLAN FOR IMPROVEMENT

Using the Answers Above, Write Down Your Top Priority Areas for Improvement:

Action 1:

STEPS TO IMPROVE:

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What is Your Timeline to Improve These Areas:

Action 2:

STEPS TO IMPROVE:

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Are You Able to Remedy These Areas for Improvement, or Will You Need Outside Help:

Action 3:

STEPS TO IMPROVE:

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Based on Question 1 from Section 2, Do You Know What Keywords You’re Ranking for and Your

Keyword Ranking: YES ☐ NO ☐

ADDITIONAL NOTES AND RECOMMENDATIONS:

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