

# SEO VS. SEM SECRET SAUCE

## START YOUR RECIPE FOR ONLINE SUCCESS

*This worksheet is designed to help you assess and optimize your SEO and SEM strategies to achieve your business goals. Follow each step to evaluate your current online presence, develop a targeted keyword strategy, and create an actionable plan for success. Use this guide to blend the perfect mix of SEO and SEM ingredients for your digital marketing efforts.*

### 01 PRIMARY BUSINESS GOALS

Identify your primary business goals

*(e.g., increase sales, brand awareness, lead generation, etc.)*

### 02 SECONDARY BUSINESS GOALS

List any secondary business goals that support your primary goals

### 03 CURRENT SEO PERFORMANCE

Rate your current website's SEO performance

*Consider keyword rankings, site speed, and user experience*

*1: POOR PERFORMANCE TO  
10: EXCELLENT PERFORMANCE*

1 2 3 4 5 6 7 8 9 10

### 04 CURRENT SEM PERFORMANCE

Rate your current website's SEM campaigns

*Consider return on investment, quality, ad spend efficiency, and conversion rates*

*1: POOR PERFORMANCE TO  
10: EXCELLENT PERFORMANCE*

1 2 3 4 5 6 7 8 9 10

### 05 DEFINE YOUR TARGET AUDIENCE

Who are your customers? What are their online behaviors and preferences?

### 06 IDENTIFY YOUR TOP THREE COMPETITORS

How are they utilizing SEO and SEM? What keywords are they ranking for?

## **07 LIST YOUR TOP FIVE KEYWORDS FOR SEO**

Are these keywords realistic to rank for? If not, what keywords are?

## **08 LIST YOUR TOP FIVE KEYWORDS FOR SEM**

What is the potential cost and competition for these keywords?

## **09 AUDIT YOUR CURRENT CONTENT FOR SEO**

Do you have optimized meta tags, headings, and quality content? What needs change?

## **10 EVALUATE YOUR LANDING PAGES FOR SEM**

Are your landing pages designed for conversions and engagement? What needs change?

## **11 DEFINE YOUR BUDGET FOR SEO & SEM**

Consider content creation & optimization. Consider ad spend & campaign management.

## **12 PRIORITIZE YOUR FOCUS AREAS**

What are your SEO and SEM actions you can implement immediately?

## **13 SET MEASURABLE GOALS**

Now, set realistic, measurable goals for the next 3, 6, and 12 months