

SEO Readiness Scorecard

20 yes-or-no checks that show whether your website is set up for the faster or slower end of a typical SEO timeline, and what to fix first.

Foundations

5 checks · Can Google find and read your site?

Content

5 checks · Do your pages answer what buyers search for?

Local & reputation

5 checks · Do others vouch for you?

Tracking & commitment

5 checks · Can you see progress and keep going?

Google's own guidance: in most cases, SEOs need four months to a year to implement improvements and see potential benefit. The more of these boxes you can tick, the more of that time goes into growth instead of fixes.

THE CHECKS · 1 OF 2

Tick Yes only if you can confirm it today. One point per Yes.

Foundations Can Google find and read your site?

Score: ____ / 5

- | | | |
|---|---|--|
| 1 | Your site is verified in Google Search Console
Search Console → Settings shows you as an owner | ☐ Yes ☐ No |
| 2 | Your key pages are indexed
Search Console → Pages: your service pages show as indexed | ☐ Yes ☐ No |
| 3 | You've submitted an XML sitemap
Search Console → Sitemaps shows "Success" | ☐ Yes ☐ No |
| 4 | Your site loads quickly on a phone
Test your homepage in PageSpeed Insights (mobile) | ☐ Yes ☐ No |
| 5 | Every page has its own title and description
No duplicate or missing titles in Search Console or a site crawl | ☐ Yes ☐ No |

Content Do your pages answer what buyers search for?

Score: ____ / 5

- | | | |
|----|--|--|
| 6 | Each core service has its own page
Not one page listing everything | ☐ Yes ☐ No |
| 7 | Each service page opens with a plain answer
What you do, for whom, where and roughly what it costs | ☐ Yes ☐ No |
| 8 | You have pages for the areas you serve
With real local detail, not swapped city names | ☐ Yes ☐ No |
| 9 | You answer common questions on your site
An FAQ built from real customer calls and emails | ☐ Yes ☐ No |
| 10 | Key pages were updated in the last 12 months
Prices, services, team and photos are current | ☐ Yes ☐ No |

THE CHECKS · 2 OF 2

Tick Yes only if you can confirm it today. One point per Yes.

Local & reputation Do others vouch for you?

Score: ____ / 5

- | | | |
|-----------|---|--|
| 11 | Your Google Business Profile is verified and complete
Categories, services, hours, photos and description filled in | ☐ Yes ☐ No |
| 12 | You get new Google reviews every month
And you reply to them | ☐ Yes ☐ No |
| 13 | Your name, address and phone match everywhere
Website, Google, Bing Places, Apple Business Connect, Yelp | ☐ Yes ☐ No |
| 14 | You're listed on your industry's main directories
e.g. Healthgrades, Angi, Zillow or G2, depending on your industry | ☐ Yes ☐ No |
| 15 | Other websites link to or mention you
Partners, associations, local news or suppliers | ☐ Yes ☐ No |

Tracking & commitment Can you see progress and keep going?

Score: ____ / 5

- | | | |
|-----------|---|--|
| 16 | Google Analytics 4 is installed and recording
You can see visits by channel | ☐ Yes ☐ No |
| 17 | You track calls and form leads
You know how many leads came from organic search | ☐ Yes ☐ No |
| 18 | You check Search Console at least monthly
Impressions, clicks and average position | ☐ Yes ☐ No |
| 19 | Someone owns SEO every month
You, a team member or an agency | ☐ Yes ☐ No |
| 20 | You can commit to at least six months
SEO results compound; most need four months to a year | ☐ Yes ☐ No |

YOUR RESULT

Total score: _____ / 20

16–20 · Ready to grow

Your foundations are in place. Most of your SEO effort can go into new content, reviews and links, so you're set up for the faster end of your industry's timeline.

10–15 · Some gaps to close

Fix the No answers in Foundations and Local first. Until those are solved, new content has less chance to rank.

0–9 · Foundations first

Expect the slower end of the timeline until Google can find, read and trust your site. Start with Search Console, indexing, your Google Business Profile and one strong page per service.

Your three lowest-scoring checks (fix these first)

1. _____
2. _____
3. _____

Want a second opinion?

Our free Growth Audit checks your site's speed, crawlability, content gaps and local presence, then shows you what to fix first.

rankitglobally.com/growth-audit · WhatsApp (786) 591-7846

Guide: rankitglobally.com/blog/how-long-does-seo-take