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# Is Your SEO Working? ROI Checklist for Business Owners in 2025

A practical guide to help you assess whether your SEO investment is truly paying off.



# Is SEO driving real results, or just producing reports?

Getting caught up in traffic stats, keyword ranks, or monthly deliverables is easy. But what matters is whether your SEO is moving the needle for your business.

This checklist helps you quickly assess whether your in-house team, freelancer, or agency delivers a meaningful return on investment (ROI) or just ticks boxes.

Whether you're considering an agency, scaling up internal SEO, or reviewing a current setup, use this tool to make smarter, more informed decisions.



## SEO ROI Checklist

### ☐ Performance & Visibility

- ☐ You track keyword rankings tied to revenue or lead goals
- ☐ Organic search traffic has increased steadily over the past 3–6 months
- ☐ You've gained rankings for high-intent, commercially valuable search terms
- ☐ You appear on page 1 of Google for priority service/product keywords or your rankings are growing steadily

### ☐ Conversion & Results

- ☐ Leads or enquiries from SEO traffic have increased this quarter
- ☐ You can connect SEO activity to actual sales, bookings, or revenue
- ☐ You have clear call-to-actions on high-performing landing pages
- ☐ SEO is contributing a measurable % of your monthly lead pipeline

### ☐ Team, Execution & Accountability

- ☐ You know exactly who is doing your SEO and what they're working on
- ☐ Work is consistent, not sporadic or reactive
- ☐ You receive monthly updates with clear actions and goals
- ☐ Issues like broken pages, redirects or outdated metadata are actively resolved

## ☐ Cost, Tools & ROI

- ☐ You know your monthly SEO spend and can estimate your ROI
- ☐ Your SEO setup includes access to premium tools (e.g. Ahrefs, SEMrush)
- ☐ There's a plan for content, links, and technical SEO — not just “optimising pages”
- ☐ You're paying for strategic outcomes, not just hours or blog posts

## Results

12–16 boxes ticked	You're on the right track — your SEO is likely delivering value
8–11 boxes	Some gaps to address — revisit strategy or communication
0–7 boxes	You may not be getting ROI — time to rethink your SEO approach

## Ready to See Real ROI From SEO?

If your current setup isn't driving consistent growth, we can help.

Click Click Media delivers strategy-led, performance-focused SEO campaigns for businesses across Australia. Whether you're reviewing your current provider or want an expert second opinion, we're here to help. Call us today on **02 9654 3323** or enquire online at <https://clickclickmedia.com.au/boost-seo-roi/>

