

Is Your SEO Working? ROI Checklist for Business Owners in



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.

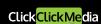
This checklist helps you quickly assess whether your in-house team, freelancer, or agency delivers a meaningful return on investment (ROI) or just ticks boxes.

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			
□ Co	onversion & 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 o			
	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	Issues like broken pages, redirects or outdated metadata are actively resolved			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 & RC	וכ	ı
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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

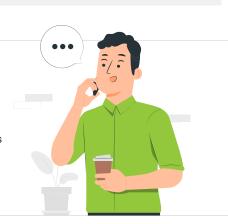
Results

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
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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/





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