

SEO Lead Generation Checklist



Answer each question to evaluate whether your website is built to generate high-quality leads from SEO.

1. Positioning & Messaging

Question	YES	NO	NOT SURE
Does your website clearly explain who you help and what results you deliver?			
Is your messaging focused on leads and business growth - not just traffic?			
Can a visitor understand your value proposition within 5 seconds?			
Do your service pages speak directly to your ideal client?			
Does your homepage clearly differentiate you from other companies?			

2. Technical SEO Foundations

Question	YES	NO	NOT SURE
Can Google easily crawl and index your website?			
Are there any broken pages, redirects, or technical issues affecting performance?			
Does your website load quickly across desktop and mobile devices?			
Is your site structure clean and easy to navigate?			
Have you implemented essential SEO schema markup?			

3. Search Intent & Keyword Strategy

Question	YES	NO	NOT SURE
Are you targeting keywords with strong buying intent?			
Do your pages align with the questions your ideal clients search for?			

Question	YES	NO	NOT SURE
Are you ranking for keywords that generate enquiries - not just visits?			
Do you have dedicated landing pages for your key services?			
Are you targeting niche-specific SEO opportunities?			

4. Content & Conversion Optimisation

Question	YES	NO	NOT SURE
Does your content guide visitors toward taking action?			
Are your calls-to-action visible and compelling?			
Do your pages build trust through proof, results, and credibility?			
Are you using case studies to support your claims?			
Do your pages answer real buyer objections and concerns?			

5. Lead Generation Performance

Question	YES	NO	NOT SURE
Is your website generating consistent inbound enquiries?			
Do you know which pages generate the most leads?			
Are you tracking conversions and lead sources accurately?			
Is SEO contributing directly to revenue growth?			
Do visitors take action after landing on your website?			

6. Authority & Trust

Question	YES	NO	NOT SURE
Does your website position you as a specialist in your niche?			
Do you showcase measurable SEO results?			
Are your reviews, testimonials, and case studies easy to find?			
Is your branding consistent across your website and marketing channels?			
Are you building authority through high-quality backlinks and mentions?			

7. Long-Term SEO Growth

Question	YES	NO	NOT SURE
Are you consistently improving and updating your SEO strategy?			
Do you have a clear internal linking structure?			
Are you expanding your topical authority over time?			
Is your SEO strategy focused on long-term growth rather than quick wins?			
Do you have a clear roadmap for scaling lead generation from SEO?			

Your Results

Total questions answered with NO or NOT SURE:

This field updates automatically in Adobe Acrobat and compatible PDF viewers after selecting your answers.

What Happens If You Answered "No" Or "Not Sure" On More Than 3 Questions?

There is a strong chance your website is not reaching its full potential - and that means you could be losing valuable leads to competitors every single month without realising it.

Most businesses do not struggle because they offer a bad service. They struggle because their website is not properly positioned, optimised, or built to convert search traffic into real enquiries.

The good news? These issues are fixable.

At Visibility SEO, we help service-based and B2B businesses identify what is holding their SEO performance back - and turn underperforming websites into predictable lead generation engines.

Book your free SEO audit and we will show you:

- What is limiting your rankings, visibility, and lead generation
- Where your biggest SEO growth opportunities are
- Which changes could have the biggest impact on enquiries and revenue

[Book Your Free SEO Audit](#)