How does your business score on bad SEO advice?

STRATEGY & EXPECTATIONS

- [ ] We expect SEO to “start working” without a clear plan for how pages will gain visibility.
- [ ] We’re still hoping Google will reward us just for publishing good content.
- [ ] We prioritise traffic numbers even when they don’t lead to enquiries or sales.
- [ ] We target keywords mainly based on volume, not business relevance.

AUTHORITY & LINKS

- [ ] We’ve been told backlinks don’t really matter anymore.
- [ ] We rely on metrics like “domain authority” to judge SEO success.
- [ ] We don’t have a clear plan for earning links, mentions, or visibility.
- [ ] We assume authority will come naturally over time.

AI & AUTOMATION

- [ ] We publish AI-generated content with minimal human editing.
- [ ] We believe AI content is safe as long as it’s paraphrased.
- [ ] We use AI mainly to increase content volume.
- [ ] We assume Google can’t tell the difference.

CONTENT DECISIONS

- [ ] We publish content regularly mainly to stay “consistent”.
- [ ] We often try to make one page rank for multiple loosely related topics.
- [ ] We assume longer content automatically performs better.
- [ ] We rarely revisit or improve older content before creating new pages.

TECHNICAL SEO HABITS

- [ ] We spend a lot of time fixing SEO tool warnings without clear impact.
- [ ] We’ve deleted or merged pages without redirects.
- [ ] We’ve been told page titles, character limits, or scores must be “perfect”.
- [ ] We believe technical SEO alone can drive rankings.

REPORTING & RESULTS

- [ ] Our SEO reports focus more on activity than outcomes.
- [ ] We track rankings and traffic but not meaningful conversions.
- [ ] We struggle to explain how SEO work supports revenue.
- [ ] We keep doing the same SEO tasks because they’ve “always been done”.

Your SEO score

COUNT EVERY CHECK AS 1 POINT.

0–5 POINTS

You're in a strong position. Your SEO thinking is likely grounded in strategy, not habit.

6–12 POINTS

Some outdated advice may be influencing your decisions. A review of priorities could unlock better results.

13–18 POINTS

SEO effort is likely being diluted by busywork and assumptions. Refinement and clarity would make a big difference.

19+ POINTS

A lot of bad advice may be shaping your SEO. The opportunity here isn't more effort, it's stopping the wrong work.

