

# SEO Diagnosis Call Prep Checklist

Use this checklist to prepare for your Free Diagnosis. The goal is a faster, clearer call: better fit, fewer missing details, and a concrete next step.

**Book / start here: [seoinformatica.com/start](https://seoinformatica.com/start)**

## 1) Required (2-5 minutes)

- Your website URL (the exact domain we should review).
- Business name + main service (top 1-3 offers you want to sell).
- Primary market/location (city, region, or service area).
- What feels broken right now (traffic but no inquiries, poor lead quality, unclear services, etc.).
- What a good outcome looks like in the next 90 days (a simple target is enough).
- Who will implement changes (you, developer, agency, in-house team).

Tip: If your goal is lead quality (not volume), write that explicitly. It changes the diagnosis.

## 2) Optional (helps us diagnose faster)

- Google Business Profile link (if local visibility matters).
- Google Search Console: a screenshot/export of Performance (Queries + Pages) for last 3 months.
- GA4: top landing pages + conversion events (or a simple screenshot).
- Your top 3 competitors (links) and why buyers choose them.
- Any recent redesign/migration details (what changed and when).
- Proof assets: reviews, testimonials, certifications, case studies (links or a doc).
- CRM or sales notes: last 30-90 days leads by source (even rough numbers).

## 3) Questions to answer before we meet

- Which service do you want more of? Which service do you NOT want more of?
- What is a qualified lead for you (budget, timeline, location, industry, etc.)?
- What is your typical deal value or average project size (a range is fine)?
- What is your sales cycle (same-day booking, 1-2 weeks, 1-3 months, etc.)?
- What do you believe is your strongest proof (reviews, outcomes, expertise, process)?
- What pages do you think should be your main entry points (homepage, service pages, location pages)?

If you have time, write short answers next to each item. Even rough notes help.

## What we typically cover on the diagnosis call

- Clarify the goal, the offer, and what 'good leads' means for you.
- Identify the biggest bottleneck (clarity, page ownership, structure, local setup, technical constraints, or content routing).
- Recommend the correct first move: Lead Gen Rebuild, Content Funnels, Local SEO, Technical SEO, or Search + AI visibility.
- Confirm next steps and what implementation would look like.

Want to see the overall process? Visit: [seoinformatica.com/how-it-works](https://seoinformatica.com/how-it-works)

## Optional: Quick notes to bring to the call

- **Your best customers:** Who are they? Why do they choose you?
- **Your common objections:** What do prospects ask before they commit?
- **Your differentiator:** What is hard for competitors to copy?
- **Your top converting channel today:** referrals, paid, local, social, email, etc.

## Call notes (write anything you want us to know)

## Next step

**Book your Free Diagnosis: [seoinformatica.com/start](https://seoinformatica.com/start)**

See proof and outcomes: [seoinformatica.com/case-studies](https://seoinformatica.com/case-studies)