

# SEO & Content That Converts — MD's Practical Checklist

**Goal:** Ensure your SME's marketing doesn't just attract traffic — it converts visitors into customers.

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## 1. SEO Foundations

- Have you defined the *informational*, *commercial*, and *transactional* keywords your audience uses?
- Does your website target these keywords at every stage of the funnel?

(awareness → consideration → decision)?

- Are your meta titles, descriptions, and headings optimised for clarity, intent, and Click Thru Rate?
  - Are your site pages fast-loading, mobile-optimised, and technically sound?
  - Have you structured your site with clear navigation and internal linking to support both users and search engines?
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## 2. Understanding Search Intent

- Do you know what your audience is actually looking for — and *why*?
  - Have you mapped your content to intent (e.g., educational for awareness, comparison for consideration, proof for decision)?
  - Does every piece of content answer a real customer question or solve a specific problem?
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## 3. Content That Converts

- Is your content written to *inform*, *persuade*, and *convert* — not just to rank?
- Do you use storytelling and examples to build trust and engagement?
- Are CTAs (calls-to-action) clear, visible, and relevant to the reader's stage in the journey?
- Do your pages include trust signals — case studies, testimonials, statistics, or proof of results?
- Have you tested which headlines and CTAs drive the most conversions?



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## 4. Funnel Coverage

- Do you have clear content for each funnel stage?
    - TOFU: Blogs, guides, “how-to” articles
    - MOFU: Comparison pages, webinars, case studies
    - BOFU: Landing pages, pricing, FAQs
  - Are you nurturing leads between stages with remarketing or email sequences?
  - Is every funnel stage measurable — with conversions tracked in analytics or CRM?
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## 5. Measurement & Continuous Improvement

- Do you review your keyword performance and rankings monthly?
  - Are you tracking conversions (form fills, demo requests, purchases) directly from organic traffic?
  - Do you have dashboards showing *ROI per content type or funnel stage*?
  - Is underperforming content regularly updated, repurposed, or replaced?
  - Do you test messaging and UX improvements to increase engagement and conversion?
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## 6. Strategy Alignment

- Is SEO and content marketing directly tied to your commercial objectives (not vanity traffic)?
- Does your marketing team understand how organic traffic connects to revenue?
- Have you built a reporting framework that highlights business impact — not just impressions and clicks?

