

5 Questions You **NEED** to ask your SEO team

Feel confident in your SEO investment by asking your agency/team these critical questions

#SEOforLunch



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Can your sites SEO be better? Probably. You wear a lot of hats and don't have the time to babysit your SEO team/agency. This PDF outlines five critical questions in which the answers can have a critical impact in your website's SEO success. Do you know the answers to all of these?

How do our SEO efforts equate to revenue?

Organic traffic is great, but it doesn't pay the bills. Ask your team how SEO efforts are impacting your bottom line. If your site isn't revenue based make sure you have a monetary value assigned to key actions users can make within your site (clicks, calls, downloads, form fills etc.)

How are we prioritizing SEO execution?

Typically, sites have no shortage of SEO tasks that need to be completed. Is your team prioritizing the effort behind major initiatives with an effort/reward mentality? How deep is your "to-do" list?

When did we last audit our site?

When was the last time the team conducted a thorough audit of the site? What performance/revenue impact are identified issues causing? What issues are already slated to be fixed and how are they being prioritized (efforts vs reward)?

What aren't we doing?

This isn't a trick question. SEO teams are limited everyday by resources and technology stacks that they likely had no say in when adopted. What strategies or tactics is the team not pushing forward do to any limitations? Ask what the impact/reward would be if they could move forward?

How can YOU help your SEO team?

SEO teams face an uphill battle every day to get recommendations implemented. Ask your team where they are getting the most pushback within the organization. You might be shocked how many roadblocks YOU can help the SEO team overcome with a simple email or 5-minute phone call.

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Who Are You?



Hi, I'm Nick LeRoy, SEO consultant and author of the weekly #SEOforLunch newsletter. With 10 years of SEO experience I've helped major brands such as **Betty Crocker**, **Polaris**, **Wiley Publishing** and **Pillsbury** grow their organic visibility resulting in significant boosts to their bottom line.

What do these large brands have in common with even the smallest of businesses? The leaders behind each brand are bombarded with too many SEO reports and details that are all supposed to be "valuable".

I've had the most SEO success working with decision makers educating them on the absolute "must know" details behind their companies' strategy and the SEO landscape. Based on these results I started publishing the [#SEOforLunch newsletter](#). This newsletter, sent once per week, keeps busy decision makers (like you) up to date with the SEO industry in less than 10 minutes.

With less time than it takes you to eat your sandwich you can stay up to date with SEO and be prepared to ask your team the questions that really matter leading to incremental growth of your organic search channel.

Looking forward to being lunch buddies!

Nick LeRoy
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"Once again Nick has done a great job of organizing and summarizing the SEO industry news, in a simple, easy to digest newsletter that is perfect for the busy professional. SEOforlunch is the only SEO source I read on a weekly basis."

-Rob Bruce, Founder of Houses.forsale