

# SEO Roadmap Template

A complete SEO planning and execution workbook for turning audit findings and growth opportunities into prioritized initiatives, quarterly plans, monthly tasks, ownership, KPIs, and measurable outcomes.

## 1. Roadmap Overview

Website / domain	Client / brand	Roadmap period	SEO owner	Project manager	Primary market	Business goal	Primary SEO objective	Review cadence

## 2. Baseline and Current State

Area	Current state	Baseline metric	Data source	Main issue	Business impact	Opportunity	Priority
Technical SEO							
Organic visibility							
Keyword performance							
Content performance							
Internal linking							
Authority / backlinks							
Conversion performance							
Analytics and tracking							

## 3. SEO Goals and KPIs

Business goal	SEO objective	KPI	Baseline	Target	Target date	Data source	Owner	Review frequency

## 4. Initiative Backlog

Initiative ID	Workstream	Initiative	Problem / opportunity	Affected area	Expected impact	Business value	Effort	Dependency	Priority score	Status

## 5. Prioritization Matrix

Initiative	Impact score (1-5)	Business value (1-5)	Confidence (1-5)	Urgency (1-5)	Effort (1-5)	Dependency risk (1-5)	Final score	Priority tier	Decision

## 6. Quarterly Roadmap

Quarter	Strategic theme	Primary objective	Key initiatives	Expected outcome	KPI	Owner	Dependencies	Status

## 7. Monthly Execution Plan



## 17. Resource and Capacity Plan

Team / role	Available capacity	Roadmap responsibility	Planned workload	Capacity gap	External support needed	Decision / action

## 18. Risk Register

Risk ID	Risk	Affected initiative	Likelihood	Impact	Risk level	Mitigation	Owner	Review date	Status

## 19. Stakeholder Communication Plan

Stakeholder / team	Information needed	Report / update	Frequency	Owner	Channel / meeting	Decision required	Notes

## 20. KPI Review Tracker

KPI	Baseline	Target	Current result	Previous result	Change	On track	Reason / interpretation	Corrective action	Owner

## 21. Roadmap Change Log

Change date	Initiative	Original plan	Updated plan	Reason	Impact on timeline	Impact on resources	Approved by	Notes

## 22. Completed Initiative Review

Initiative	Completion date	Expected outcome	Actual outcome	KPI movement	What worked	What did not	Follow-up action	Owner

## 23. 30-60-90 Day SEO Plan

Period	Primary objective	Priority initiatives	Key deliverables	Owner	Dependencies	Success measure	Status
First 30 days							
Days 31-60							
Days 61-90							

## 24. Executive Roadmap Summary

Summary area	Roadmap summary / decision
Primary business goal	
Primary SEO objective	
Current biggest constraint	
Highest-impact opportunity	

Summary area	Roadmap summary / decision
Immediate quick wins	
Major strategic projects	
Key dependencies	
Resource gaps	
Primary risks	
Next executive decision required	