

B2B SEO AUDIT · COMPREHENSIVE CHECKLIST

Find the Gaps Blocking *Qualified Pipeline.*

A structured 12-section audit framework for B2B businesses with long sales cycles, high-value search demand, and multiple stakeholders in the buying process.

CMOS CEOS & FOUNDERS HEADS OF MARKETING SEO LEADS REVOPS-AWARE GROWTH TEAMS

12

AUDIT SECTIONS

65+

SCORED CHECKLIST ITEMS

4

OUTPUT DIMENSIONS PER ITEM

Diakachimba Agency

Scalable SEO systems for lean B2B teams · diakachimba.agency
US · Canada · Latin America · English & Spanish

WHAT THIS AUDIT IS FOR

USE THIS TO IDENTIFY

- What is blocking qualified organic pipeline
- Where your site is structurally weak
- Which pages deserve attention first
- Whether SEO is creating business impact or just traffic

BUILT FOR B2B BUSINESSES WITH

- Long sales cycles and lower-volume, higher-value search demand
- Multiple stakeholders in the buying process
- Commercial pages that matter more than blog volume

SUGGESTED TOOLS

- Google Search Console
- GA4 & Looker Studio
- Screaming Frog / Sitebulb
- Ahrefs or Semrush
- PageSpeed Insights
- HubSpot / Salesforce
- Hotjar or Clarity
- Spreadsheet / PM tool

SCORING SCALE

0

Missing / Broken

This is not in place, broken, or completely absent from your current SEO operation.

1

Partial / Weak

Exists in some form but inconsistent, incomplete, or not reliably producing results.

2

Strong / In Place

Deliberate, repeatable, and producing expected outcomes on a consistent basis.

BUSINESS IMPACT GUIDE

HIGH

Likely affecting pipeline, conversion, or core organic visibility right now.

MEDIUM

Meaningful improvement opportunity — not an immediate blocker.

LOW

Worth addressing in time, but unlikely to be the main bottleneck today.

HOW TO USE EACH SECTION

- Score each item 0, 1, or 2
- Note the business impact (High / Medium / Low)
- Assign an owner
- Define the next action
- Use the final summary to prioritize

BEST PRACTICE

Do not try to fix everything at once. Use the final summary pages to decide: biggest bottleneck, fastest win, highest-impact fix, and next 30 days.

BEST-PRACTICE ORDER

- Indexation & crawl blockers on important pages
- Weak service / solution / pricing / comparison pages
- Internal-linking and architecture gaps
- High-intent keyword and page gaps
- Refresh opportunities on near-winning pages
- Authority-building and longer-term expansion

01

COMMERCIAL STRATEGY

Executive & Commercial Alignment

Whether SEO is aligned to business outcomes or operating as an isolated traffic channel.

HOW TO CHECK IT

- Review current KPI dashboards and board reporting decks
- Check monthly SEO reports for pipeline or revenue metrics
- Pull CRM source and lead attribution reports
- Interview leadership: what is SEO expected to produce in business terms?

COMMON FAILURE PATTERN

SEO reporting ends at sessions and rankings. Leadership cannot explain what SEO contributes commercially, so budget and priorities drift to channels with clearer attribution.

PRIMARY TOOLS

- CRM (HubSpot / Salesforce), GA4, Looker Studio, leadership interviews

ITEM	SCORE 0-2	IMPACT	OWNER	NOTES / ACTION
SEO has a defined business goal beyond traffic	0 1 2	_____	_____	_____
SEO is tied to pipeline, SQLs, opportunities, or revenue	0 1 2	_____	_____	_____
Leadership can clearly explain how SEO creates growth	0 1 2	_____	_____	_____
SEO is mapped across awareness, evaluation, and buying stages	0 1 2	_____	_____	_____
Sales objections and buying questions influence SEO priorities	0 1 2	_____	_____	_____

WHAT GOOD LOOKS LIKE

- SEO goals are tied to pipeline contribution, not just traffic volume
- The business knows which pages exist to educate, qualify, and convert
- SEO is seen as a commercial system, not a publishing function

BIGGEST ISSUE IN THIS SECTION

30-DAY FIX

02 ANALYTICS & REPORTING

Measurement & Attribution

Whether SEO performance can be defended commercially — and tracked all the way to pipeline.

WHAT TO REVIEW

- GA4 conversions and landing page reports
- Source/medium report split by page type
- CRM first-touch and influenced pipeline reports
- Form tracking setup in GTM
- Branded vs non-branded organic split

COMMON FAILURE PATTERN

Form fills are visible in GA4, but pipeline attribution disappears once leads enter the CRM. Nobody can connect organic pages to actual opportunities.

PRACTICAL CHECKS

- Pull CRM report by original source / first-touch
- Check whether demo requests from organic tie to page paths
- Compare blog vs service-page conversion behavior in GA4

FAST DIAGNOSTIC QUESTION

- ? Can leadership answer: "Which organic pages are influencing qualified pipeline?" If not, this is a priority gap.
- ? Can you distinguish organic-sourced from organic-influenced pipeline in your CRM?

ITEM	SCORE 0-2	IMPACT	OWNER	NOTES / ACTION
Organic conversions are tracked correctly	0 1 2	_____	_____	_____
Reporting separates educational vs commercial page performance	0 1 2	_____	_____	_____
CRM captures source and lead attribution correctly	0 1 2	_____	_____	_____
Organic-sourced vs organic-influenced pipeline can be distinguished	0 1 2	_____	_____	_____
SEO reporting goes beyond rankings and sessions	0 1 2	_____	_____	_____

WHAT GOOD LOOKS LIKE

- You can see which organic pages influence real opportunities in CRM
- SEO reporting includes conversion and pipeline context, not just traffic
- Source data survives from the page visit all the way into the CRM record

03 CRAWLABILITY & PERFORMANCE

Technical SEO & Indexation

Whether search engines can properly crawl, index, and render the pages that matter commercially.

WHAT TO REVIEW

- Search Console Pages indexing report and URL inspection
- XML sitemap for important indexable URLs
- Robots.txt and canonical rules across key templates
- Screaming Frog crawl of core commercial folders
- PageSpeed reports for service, comparison, and pillar pages

COMMON FAILURE PATTERN

Service or solution pages exist but are not indexed, poorly linked internally, or slowed by bloated templates — while blog pages rank and attract unqualified traffic.

PRACTICAL CHECKS

- Inspect key commercial URLs one by one in Search Console
- Run Rich Results Test on pages where schema should help
- Filter crawl for noindex, canonicalized, or orphaned URLs

ITEM	SCORE 0-2	IMPACT	OWNER	NOTES / ACTION
Core commercial pages are indexable	0 1 2	_____	_____	_____
Robots.txt, canonicals, and noindex rules are correct	0 1 2	_____	_____	_____
XML sitemap includes all important indexable URLs	0 1 2	_____	_____	_____
Crawl waste and orphan pages are under control	0 1 2	_____	_____	_____
Core Web Vitals and mobile performance are acceptable	0 1 2	_____	_____	_____
JavaScript does not block key content or internal links	0 1 2	_____	_____	_____
Structured data is used where it adds commercial value	0 1 2	_____	_____	_____

PRIORITIZE FIRST

- Fix technical issues first when they affect: service pages, solution pages, pricing, comparison, industry, or pillar cluster pages

BIGGEST ISSUE IN THIS SECTION

30-DAY FIX

04 ARCHITECTURE & NAVIGATION

Site Architecture & Internal Linking

Whether authority and users can flow toward the pages that generate pipeline.

WHAT TO REVIEW

- Crawl depth report — sort commercial pages by depth
- Inlinks report in Screaming Frog
- Top linked internal pages and anchor text patterns
- Site navigation and hub structure (manual review)
- Whether TOFU pages link naturally to MOFU/BOFU pages

COMMON FAILURE PATTERN

Blog posts rank and attract traffic, but service, solution, and comparison pages are buried deep in the site and weakly linked — receiving little authority from the content that performs.

PRACTICAL CHECKS

- Export crawl depth — check depth of core commercial pages
- Review orphaned or underlinked industry/use-case pages

ITEM	SCORE 0-2	IMPACT	OWNER	NOTES / ACTION
Revenue pages are reachable within a few clicks	0 1 2	_____	_____	_____
Topic clusters are logically structured	0 1 2	_____	_____	_____
Informational pages link into commercial pages	0 1 2	_____	_____	_____
Internal links follow buyer-stage progression	0 1 2	_____	_____	_____
Orphan pages are minimized and identified	0 1 2	_____	_____	_____
Cannibalization between similar pages is under control	0 1 2	_____	_____	_____
Industry / use-case / service hubs exist where needed	0 1 2	_____	_____	_____

WHAT GOOD LOOKS LIKE

- TOFU pages lead naturally into deeper evaluation pages
- Service and solution pages are not buried — they receive authority from the wider content system

BIGGEST ISSUE IN THIS SECTION

30-DAY FIX

05

SEARCH DEMAND & INTENT

Keyword Strategy & Search Intent

Whether the site is targeting the right demand — not just the most visible demand.

WHAT TO REVIEW

- Ranking keywords by page — query type analysis
- Gap analysis against 3–5 SERP competitors
- Branded vs non-branded split
- Commercial modifier coverage (pricing, alternative, comparison, ROI)
- Intent-to-page mapping in a keyword spreadsheet

COMMON FAILURE PATTERN

Traffic exists, but most rankings are for low-value educational terms while commercial queries — pricing, alternatives, comparisons, use cases — are barely covered or missing entirely.

HIGH-INTENT TERMS TO CHECK FOR

- Pricing · alternatives · comparisons · ROI / business case
- Use-case terms · industry terms · integrations · security / compliance

ITEM	SCORE 0-2	IMPACT	OWNER	NOTES / ACTION
Keyword strategy is based on revenue potential, not just volume	0 1 2	_____	_____	_____
Non-branded search coverage is strong enough	0 1 2	_____	_____	_____
High-intent keyword gaps are identified	0 1 2	_____	_____	_____
Keyword-to-page mapping exists and is maintained	0 1 2	_____	_____	_____
Buyer-stage coverage exists across TOFU / MOFU / BOFU	0 1 2	_____	_____	_____
Competitor keyword overlap and whitespace are understood	0 1 2	_____	_____	_____

WHAT GOOD LOOKS LIKE

- High-intent terms are mapped to real destination pages — not just captured in a spreadsheet
- No major pricing / comparison / integration / use-case gaps remain unaddressed

BIGGEST ISSUE IN THIS SECTION

30-DAY FIX

06 CONVERSION & COMMERCIAL DEPTH Commercial Pages

Whether the site has the pages needed to convert real buying intent across the full evaluation journey.

WHAT TO REVIEW

- Service, solution, pricing, comparison, integration, and industry pages
- Bounce / engagement / conversion behavior on commercial pages
- Search Google for "[brand] vs", "[category] pricing", "[competitor] alternative"
- Ask sales: which late-stage questions should pages answer?

COMMON FAILURE PATTERN

The site has significant blog content but thin, generic service pages with weak positioning, no objection handling, and no conversion logic. Buyers hit a wall at evaluation stage.

WHAT GOOD LOOKS LIKE

A buyer can move from problem → solution evaluation → vendor comparison → proof → next step without hitting a content gap.

ITEM	SCORE 0-2	IMPACT	OWNER	NOTES / ACTION
Core service / solution pages are strong and differentiated	0 1 2	_____	_____	_____
Comparison pages exist where commercially relevant	0 1 2	_____	_____	_____
Alternative pages exist where relevant	0 1 2	_____	_____	_____
Pricing / investment pages reduce buying friction	0 1 2	_____	_____	_____
Integration / implementation pages address evaluator concerns	0 1 2	_____	_____	_____
Industry pages are genuinely differentiated	0 1 2	_____	_____	_____
Use-case pages exist for high-value JTBD queries	0 1 2	_____	_____	_____
Case studies and proof assets support late-stage decisions	0 1 2	_____	_____	_____

BIGGEST ISSUE IN THIS SECTION

30-DAY FIX

07

CONTENT PERFORMANCE

Content Quality & Refresh Opportunities

Whether existing content is strong enough, relevant enough, and worth preserving — or needs consolidation.

WHAT TO REVIEW

- Top pages by impressions in Search Console
- Pages ranking in positions 4–20 (near-winners)
- Pages with strong traffic but weak conversions
- Stale pages with old statistics or shallow depth
- Whether top pages are mapped to TOFU, MOFU, or BOFU

COMMON FAILURE PATTERN

Teams keep publishing net-new content while older near-winning pages are left untouched. Existing content decays while the backlog grows, compounding the structural problem.

FAST DIAGNOSTIC QUESTION

Do you have: too much TOFU · too little MOFU/BOFU · too many pages with no real business role?

ITEM	SCORE 0-2	IMPACT	OWNER	NOTES / ACTION
Core content is more useful than the SERP average for target queries	① ②	_____	_____	_____
Thin or redundant pages have been identified	① ②	_____	_____	_____
Existing content is mapped by buyer stage	① ②	_____	_____	_____
Pages ranking in positions 4–20 are identified for refresh	① ②	_____	_____	_____
A refresh process exists for stale or declining pages	① ②	_____	_____	_____
SME insight exists where credibility and depth matter	① ②	_____	_____	_____

WHAT GOOD LOOKS LIKE

- Near-winner pages are actively prioritized over publishing net-new content
- Content inventory is mapped by stage and regularly reviewed for decay

BIGGEST ISSUE IN THIS SECTION

30-DAY FIX

08 OFF-PAGE AUTHORITY

Backlinks & Authority

Whether authority is limiting rankings and whether competitors have a meaningful off-page edge.

WHAT TO REVIEW

- Referring domains by topical relevance and authority
- Top linked pages — do important commercial pages benefit?
- Lost and broken links for reclaim opportunities
- Competitor referring domain profiles vs yours
- Whether a stats / research / framework asset should be created

COMMON FAILURE PATTERN

The domain has links, but they point to irrelevant or outdated assets and do not support current commercial growth. Authority exists in the wrong places.

PRACTICAL CHECKS

- Export top-linked pages and check if commercial pages benefit
- Compare domain and page-level authority against SERP competitors

ITEM	SCORE 0-2	IMPACT	OWNER	NOTES / ACTION
Domain authority is competitive enough for target terms	0 1 2	_____	_____	_____
Link profile is topically relevant to core commercial themes	0 1 2	_____	_____	_____
Competitor authority gap is understood	0 1 2	_____	_____	_____
Lost or broken links are being recovered	0 1 2	_____	_____	_____
Link-worthy assets exist or are planned	0 1 2	_____	_____	_____

WHAT GOOD LOOKS LIKE

- Links come from relevant publications, trade sources, or strong editorial placements
- Authority-building supports important commercial or hub pages, not just general domain metrics
- The business knows whether authority is actually the bottleneck — or whether the issue is elsewhere

BIGGEST ISSUE IN THIS SECTION

30-DAY FIX

09

ON-PAGE EXPERIENCE

Conversion Paths & UX

Whether organic visitors can take the right next step based on their intent and stage in the buying process.

WHAT TO REVIEW

- Landing page to conversion path in GA4
- CTA click data and scroll depth in Hotjar or Clarity
- Rage click / drop-off behavior on commercial pages
- Form completion behavior and abandonment
- Where users exit before demo / contact

COMMON FAILURE PATTERN

Pages rank and get visits, but users encounter weak CTAs, generic forms, or dead ends. TOFU pages often force hard-sell CTAs too early, creating friction instead of progression.

PRACTICAL CHECKS

- Watch session recordings for core commercial pages
- Compare CTA interaction rates across page types
- Check whether TOFU pages are forcing demo CTAs prematurely

ITEM	SCORE 0-2	IMPACT	OWNER	NOTES / ACTION
Every major page has a clear and relevant next step	0 1 2	_____	_____	_____
CTAs match buyer stage and intent	0 1 2	_____	_____	_____
Commercial pages reduce friction and answer objections	0 1 2	_____	_____	_____
Key pages are reviewed regularly with behavior data	0 1 2	_____	_____	_____
Organic traffic is not hitting dead ends	0 1 2	_____	_____	_____

WHAT GOOD LOOKS LIKE

- TOFU pages guide learning · MOFU pages support evaluation · BOFU pages help buyers act
- No important page feels like a dead end — every page has a logical progression

BIGGEST ISSUE IN THIS SECTION

30-DAY FIX

10

COMPETITIVE INTELLIGENCE

Competitor & Market Gap Review

Whether competitors are winning because they are better built, more visible, or simply more complete.

WHAT TO REVIEW

- Top SERP competitors by shared keyword set
- Page-type coverage: pricing, alternatives, comparisons, industry pages
- Competitor commercial content depth and differentiation
- Link gaps and authority weaknesses vs SERP competitors

COMMON FAILURE PATTERN

The business compares itself to product competitors and misses the actual SERP competitors winning the demand. These are often not the same companies.

WHAT TO LOOK FOR

- Missing page types · weak comparison content in the market
- Poor industry-page coverage · absent integration content · weak proof assets

ITEM	SCORE 0-2	IMPACT	OWNER	NOTES / ACTION
Real SERP competitors are correctly identified	0 1 2	_____	_____	_____
Competitor content coverage is benchmarked	0 1 2	_____	_____	_____
Competitor commercial-page depth is understood	0 1 2	_____	_____	_____
Competitor authority advantages are clear	0 1 2	_____	_____	_____
Whitespace opportunities are documented	0 1 2	_____	_____	_____

WHAT GOOD LOOKS LIKE

- Imitation opportunities are separated from true whitespace in the market
- Competitor advantage is understood at both the page-type and domain-authority level
- The team knows what competitors have built that you have not — and has a plan

BIGGEST ISSUE IN THIS SECTION

30-DAY FIX

11

EMERGING VISIBILITY

AI Search & Visibility Beyond Blue Links

Whether the site is structured to earn visibility in AI-influenced search environments — without chasing trends.

WHAT TO REVIEW

- How category questions are answered in AI surfaces (Perplexity, ChatGPT, Google AI Overviews)
- Whether your content is clearly structured and citable
- Whether important buyer questions are answered directly on-page
- Whether your brand appears in AI-generated answers for core queries

COMMON FAILURE PATTERN

Pages are verbose and generic — difficult to summarize, cite, or use in AI-generated answers. Competitors with cleaner, more direct content get surfaced instead.

KEEP THIS PRACTICAL

Not about chasing trends. Focus on making important pages clear, structured, citable, and genuinely useful.

ITEM	SCORE 0-2	IMPACT	OWNER	NOTES / ACTION
Pages answer key questions directly and clearly	0 1 2	_____	_____	_____
Content is structured for summarization and citation	0 1 2	_____	_____	_____
Original research, frameworks, or proof assets exist	0 1 2	_____	_____	_____
Key buyer questions are answered directly on-site	0 1 2	_____	_____	_____
Brand visibility is considered beyond click-through metrics	0 1 2	_____	_____	_____

WHAT GOOD LOOKS LIKE

- Pages have clear definitions, concise answer sections, and original frameworks worth citing
- Content is more direct and structured than the pages currently being surfaced in AI results
- Your brand appears — or is building toward appearing — in AI-generated answers for core queries

BIGGEST ISSUE IN THIS SECTION

30-DAY FIX

12

DECISION FRAMEWORK

Prioritization Framework

Use this to decide what gets fixed first. For each major issue found, assign severity, business impact, effort, owner, and timeframe.

BEST-PRACTICE ORDER

- Indexation and crawl blockers on important pages
- Weak service / solution / pricing / comparison pages
- Internal-linking and architecture gaps
- High-intent keyword and page gaps
- Refresh opportunities on near-winning pages
- Authority-building and longer-term expansion

COMMON FAILURE PATTERN

Teams produce a long issue list with no order, no owner, and no business logic. Everything feels important, so nothing gets done. Force every issue into severity + impact + effort.

TAG EACH ISSUE AS

- Pipeline blocker · Conversion blocker
- Visibility blocker · Efficiency blocker

ISSUE	SEVERITY	BUSINESS IMPACT	EFFORT	OWNER	TIMEFRAME	NOTES
	CRITICAL HIGH MED LOW					
	CRITICAL HIGH MED LOW					
	CRITICAL HIGH MED LOW					
	CRITICAL HIGH MED LOW					
	CRITICAL HIGH MED LOW					
	CRITICAL HIGH MED LOW					
	CRITICAL HIGH MED LOW					
	CRITICAL HIGH MED LOW					
	CRITICAL HIGH MED LOW					
	CRITICAL HIGH MED LOW					

FILL THIS OUT WHEN THE AUDIT IS COMPLETE

Final Executive Summary.

A B2B SEO audit should not end with a long list of issues. It should end with a clear answer to three questions: what is blocking qualified pipeline, what gets fixed first, and what happens in the next 90 days.

AUDIT COMPLETED BY

NAME

COMPANY

DATE

1 — BIGGEST BOTTLENECK

What is the single biggest issue holding back performance?

2 — HIGHEST-IMPACT FIX

What fix would have the largest business impact?

3 — FASTEST REALISTIC WIN

What can be improved in the next 30 days with high confidence?

4 — PIPELINE LEAK

Where is organic visibility or traffic failing to turn into qualified pipeline?

5 — NEXT 30 DAYS

What are the three actions that should happen first?

ACTION 01

ACTION 02

ACTION 03

WHERE TO FOCUS BASED ON YOUR CURRENT STAGE

Recommended use *by company size.*

These are starting points — not rigid rules. Use the audit findings above to validate whether these priorities match your actual bottleneck.

Lean B2B

STARTUPS & SMALL TEAMS

- Technical basics and indexation of core pages
- Service and solution pages (clear, differentiated)
- Keyword mapping to commercial intent
- Internal linking to revenue pages
- Attribution basics in GA4 and CRM

Mid-Market B2B

SCALE-UP & GROWTH STAGE

- Architecture and cluster structure
- Commercial page depth (comparisons, alternatives, pricing)
- Content refreshes on near-winning pages
- CRM attribution and pipeline reporting
- Use-case and industry page expansion

Enterprise B2B

MULTI-MARKET & MULTI-TEAM

- Governance and template-level SEO
- Cannibalization at scale
- Localization and regional architecture
- Scalable internal linking systems
- Multi-team reporting and attribution

CLOSING STATEMENT

A B2B SEO audit should not end with a long list of issues.

It should end with a clear answer to three questions: **What is blocking qualified pipeline? What gets fixed first? What should happen in the next 90 days?**

1.

What is blocking qualified pipeline?

2.

What gets fixed first?

3.

What happens in the next 90 days?

AT A GLANCE

Score Summary *Sheet.*

Transfer section scores. Identify the lowest — that is where to start. The highest — where to compound.

MAX SCORE PER SECTION

Sections 1–2, 8–11: max **10 pts** · Sections 3–4: max **14 pts**

Sections 5–7: max **12 pts** · Section 6: max **16 pts**

#	SECTION	YOUR SCORE	MAX SCORE	% OF MAX	PRIORITY LEVEL
01	Executive & Commercial Alignment	_____	/10	_____	_____
02	Measurement & Attribution	_____	/10	_____	_____
03	Technical SEO & Indexation	_____	/14	_____	_____
04	Site Architecture & Internal Linking	_____	/14	_____	_____
05	Keyword Strategy & Search Intent	_____	/12	_____	_____
06	Commercial Pages	_____	/16	_____	_____
07	Content Quality & Refresh Opportunities	_____	/12	_____	_____
08	Backlinks & Authority	_____	/10	_____	_____
09	Conversion Paths & UX	_____	/10	_____	_____
10	Competitor & Market Gap Review	_____	/10	_____	_____
11	AI Search & Visibility Beyond Blue Links	_____	/10	_____	_____
Total	All sections combined	_____	/128	_____	_____

LOWEST SCORING SECTION

Your primary bottleneck. Start here before anything else.

HIGHEST SCORING SECTION

Your strongest area. Build on it once major blockers are fixed.

HOW TO INTERPRET YOUR SCORE

What your percentages *actually mean*.

Use these bands to classify each section's result and decide what level of urgency it deserves. Not all weak sections are equal — weigh commercial impact alongside the percentage.

80–100%

STRONG

This area is in relatively good shape. It is not the main bottleneck right now. Maintain it, refine it, and use it as a base to compound performance.

60–79%

NEEDS IMPROVEMENT

Functional but inconsistent, incomplete, or under-optimized. May not be the biggest blocker, but likely limiting performance. Improve in next planning cycle.

40–59%

PRIORITY GAP

Weak enough to be affecting visibility, conversion, or pipeline. Review closely and include in your next 30–90 day action plan.

Below 40%

CRITICAL WEAKNESS

Likely a major bottleneck. The fundamentals in this area are missing, broken, or too weak to support growth. Treat as a priority before secondary enhancements.

HOW TO USE THE SCORES

- Your lowest-scoring section is usually your primary bottleneck
- Your highest-scoring section is where you can compound gains once major blockers are fixed
- Do not prioritize by score alone — also weigh business impact, effort, owner availability, and proximity to revenue

IMPORTANT NOTE

A lower score in Commercial Pages, Measurement & Attribution, or Technical SEO & Indexation usually matters more than a lower score in a less commercially sensitive area.

In B2B SEO, not all weaknesses carry equal business impact.

ONE MORE THING BEFORE YOU ACT ON THIS.

Send us your site. We'll tell you which of these 12 sections *to fix first*.

No generic reports. No 80-slide decks. One focused conversation about your specific site, your specific buyers, and where the real pipeline gap is — based on what we actually see.

OPTION A — FREE AUDIT

A real second opinion on your site.

Send us your URL. We'll come back with which of the 12 sections you should prioritize, why, and what a realistic 90-day plan looks like for your stage.

OPTION B — WORK TOGETHER

We run the audit. We build the plan.

We work with lean B2B teams who need SEO to become a compounding channel — not another source of activity reports with no commercial connection.

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