

WORKBOOK · 6 SECTIONS · 30 QUESTIONS

# The Lean-Team *SEO Diagnostic.*

Most small teams waste months working on the wrong SEO problem. This 15-minute scorecard shows you exactly where your SEO is stuck, what to fix first, and how to start getting real results without a big team or a big budget.

FOUNDERS

MARKETING LEADERS

LEAN IN-HOUSE TEAMS

B2B · SAAS · ECOMMERCE · LOCAL

**6**

SEO AREAS  
COVERED

**30**

SIMPLE YES/  
NO QUESTIONS

**15 min**

TO FIND YOUR  
BIGGEST GAP

**DK**

**Diakachimba Agency**

Scalable SEO systems for lean teams  
diakachimba.agency

## WHY THIS DIAGNOSTIC EXISTS

# If SEO keeps getting pushed down the list, *it is usually not* because the team does not care.

*It is because one of six systems is broken.*

|  |   |
|--|---|
| <b>01</b> The work is not tied clearly enough to business priorities.        | <b>02</b> The impact of the work is unclear to leadership and the wider team.             |
| <b>03</b> Execution depends on too many moving parts and cross-team inputs.  | <b>04</b> The team is publishing without a system — briefs start from scratch every time. |
| <b>05</b> Important pages are not being prioritized, so effort spreads thin. | <b>06</b> Progress cannot be explained in the language the business already values.       |

## HOW TO USE THIS WORKBOOK

## Score, total, diagnose.

Each section contains five statements about how your SEO operates today. Score each from **0 to 2** based on how true it feels — not how you wish it were. At the end of every section, add your scores and write the total. On page 6 you'll plot all six totals and identify your lowest-scoring section. **That is your current bottleneck.**

|           |                           |         |
|-----------|---------------------------|---------|
| <b>01</b> | <b>Business Alignment</b> | PAGE 03 |
| <b>02</b> | <b>Site Structure</b>     | PAGE 03 |
| <b>03</b> | <b>Lead Path</b>          | PAGE 04 |
| <b>04</b> | <b>Content System</b>     | PAGE 04 |
| <b>05</b> | <b>Execution</b>          | PAGE 05 |
| <b>06</b> | <b>Measurement</b>        | PAGE 05 |

## THE SCORING SCALE

### Be honest, not generous.

Score how things actually work on a typical week. If you're unsure, score lower — that usually reveals the real gap.

- 0** **Not true.** This is not happening, or it happens rarely and by accident.
- 1** **Partly true.** Sometimes in place, inconsistent, or only for a few pages.
- 2** **Clearly true.** This is a deliberate, repeatable part of how we work.

# 01 DIAGNOSTIC AREA ONE Business Alignment

*If SEO is disconnected from what the business cares about, it will keep losing priority.*

|   |   |   |
|---|---|---|
| 1 | Our SEO work is tied to launches, campaigns, seasonal demand, or business priorities. | SCORE <input type="radio"/> 0 <input type="radio"/> 1 <input type="radio"/> 2 |
| 2 | We know which products, services, or offers need SEO support this quarter.            | SCORE <input type="radio"/> 0 <input type="radio"/> 1 <input type="radio"/> 2 |
| 3 | Leadership or the wider team can understand why current SEO work matters.             | SCORE <input type="radio"/> 0 <input type="radio"/> 1 <input type="radio"/> 2 |
| 4 | SEO priorities are planned ahead instead of being decided reactively.                 | SCORE <input type="radio"/> 0 <input type="radio"/> 1 <input type="radio"/> 2 |
| 5 | We know which pages should support pipeline, enquiries, demos, or sales.              | SCORE <input type="radio"/> 0 <input type="radio"/> 1 <input type="radio"/> 2 |

SECTION 01 TOTAL — BUSINESS ALIGNMENT

\_\_\_\_ / 10

# 02 DIAGNOSTIC AREA TWO Site Structure

*If the site is hard to understand, publishing more usually adds noise instead of momentum.*

|   |  |   |
|---|--|---|
| 1 | Our content is grouped into clear topic areas.                         | SCORE <input type="radio"/> 0 <input type="radio"/> 1 <input type="radio"/> 2 |
| 2 | We have main pages or hub pages for our most important themes.         | SCORE <input type="radio"/> 0 <input type="radio"/> 1 <input type="radio"/> 2 |
| 3 | Related pages are internally linked in a deliberate way.               | SCORE <input type="radio"/> 0 <input type="radio"/> 1 <input type="radio"/> 2 |
| 4 | We know which pages are outdated, overlapping, or not helping.         | SCORE <input type="radio"/> 0 <input type="radio"/> 1 <input type="radio"/> 2 |
| 5 | New content fits into a structure instead of being published randomly. | SCORE <input type="radio"/> 0 <input type="radio"/> 1 <input type="radio"/> 2 |

SECTION 02 TOTAL — SITE STRUCTURE

\_\_\_\_ / 10

## 03 DIAGNOSTIC AREA THREE

# Lead Path

*A lot of SEO underperforms because pages bring visits but do not support action.*

|   |  |       |                         |                         |                         |
|---|--|-------|-------------------------|-------------------------|-------------------------|
| 1 | We know which organic landing pages are meant to generate leads or sales.    | SCORE | <input type="radio"/> 0 | <input type="radio"/> 1 | <input type="radio"/> 2 |
| 2 | Our service, solution, collection, or comparison pages are a real priority.  | SCORE | <input type="radio"/> 0 | <input type="radio"/> 1 | <input type="radio"/> 2 |
| 3 | Our key SEO pages have relevant CTAs or next steps.                          | SCORE | <input type="radio"/> 0 | <input type="radio"/> 1 | <input type="radio"/> 2 |
| 4 | We can identify which pages attract interest but do not move people forward. | SCORE | <input type="radio"/> 0 | <input type="radio"/> 1 | <input type="radio"/> 2 |
| 5 | Our SEO content supports business intent, not just search demand.            | SCORE | <input type="radio"/> 0 | <input type="radio"/> 1 | <input type="radio"/> 2 |

SECTION 03 TOTAL — LEAD PATH

\_\_\_\_ / 10

## 04 DIAGNOSTIC AREA FOUR

# Content System

*Small teams struggle when content depends on starting from scratch every time.*

|   |  |       |                         |                         |                         |
|---|--|-------|-------------------------|-------------------------|-------------------------|
| 1 | We have a repeatable way to plan, brief, and publish SEO content.                                    | SCORE | <input type="radio"/> 0 | <input type="radio"/> 1 | <input type="radio"/> 2 |
| 2 | We repurpose existing materials like sales calls, emails, webinars, decks, or posts into SEO assets. | SCORE | <input type="radio"/> 0 | <input type="radio"/> 1 | <input type="radio"/> 2 |
| 3 | We update existing pages before defaulting to new content.   | SCORE | <input type="radio"/> 0 | <input type="radio"/> 1 | <input type="radio"/> 2 |
| 4 | We know which topics and clusters deserve the most attention.  | SCORE | <input type="radio"/> 0 | <input type="radio"/> 1 | <input type="radio"/> 2 |
| 5 | Content creation feels structured, not improvised.   | SCORE | <input type="radio"/> 0 | <input type="radio"/> 1 | <input type="radio"/> 2 |

SECTION 04 TOTAL — CONTENT SYSTEM

\_\_\_\_ / 10

## 05 DIAGNOSTIC AREA FIVE

# Execution

*If the work is too broad or too vague, it keeps getting delayed.*

|   |  |   |
|---|--|---|
| 1 | SEO tasks are specific enough that someone can actually ship them.             | SCORE <input type="radio"/> 0 <input type="radio"/> 1 <input type="radio"/> 2 |
| 2 | We know who owns what when SEO work needs input from multiple people.          | SCORE <input type="radio"/> 0 <input type="radio"/> 1 <input type="radio"/> 2 |
| 3 | We focus on a manageable set of priorities instead of trying to do everything. | SCORE <input type="radio"/> 0 <input type="radio"/> 1 <input type="radio"/> 2 |
| 4 | We have a weekly or biweekly SEO rhythm, even if time is limited.              | SCORE <input type="radio"/> 0 <input type="radio"/> 1 <input type="radio"/> 2 |
| 5 | SEO work is broken into actions that fit inside a lean team's capacity.        | SCORE <input type="radio"/> 0 <input type="radio"/> 1 <input type="radio"/> 2 |

SECTION 05 TOTAL — EXECUTION

\_\_\_\_ / 10

## 06 DIAGNOSTIC AREA SIX

# Measurement

*If nobody can see the impact, SEO starts to look optional.*

|   |  |   |
|---|--|---|
| 1 | We track more than rankings and traffic.                             | SCORE <input type="radio"/> 0 <input type="radio"/> 1 <input type="radio"/> 2 |
| 2 | We know which pages contribute to leads, demos, enquiries, or sales. | SCORE <input type="radio"/> 0 <input type="radio"/> 1 <input type="radio"/> 2 |
| 3 | We know which pages have strong impressions but weak clicks.         | SCORE <input type="radio"/> 0 <input type="radio"/> 1 <input type="radio"/> 2 |
| 4 | We know which pages are close to page 1 and worth pushing.           | SCORE <input type="radio"/> 0 <input type="radio"/> 1 <input type="radio"/> 2 |
| 5 | We can explain SEO progress in terms the business understands.       | SCORE <input type="radio"/> 0 <input type="radio"/> 1 <input type="radio"/> 2 |

SECTION 06 TOTAL — MEASUREMENT

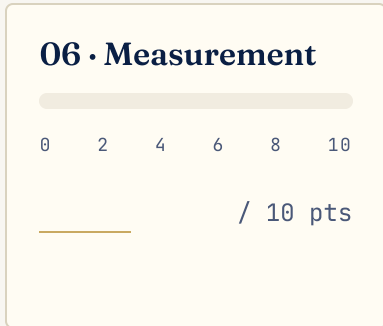
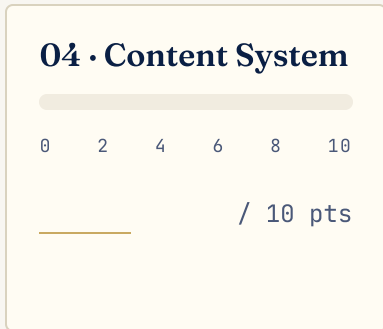
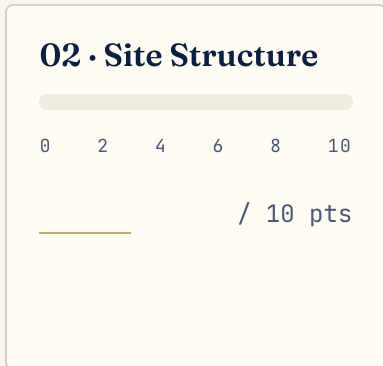
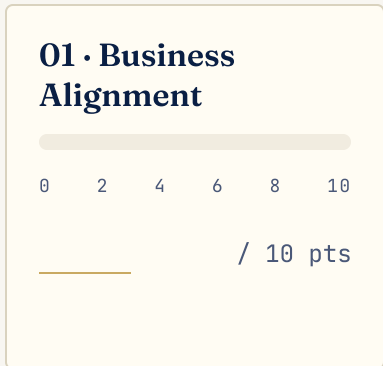
\_\_\_\_ / 10

## STEP TWO OF THREE

# Your Results.

DATE \_\_\_\_\_

Transfer each section total below. Circle the ten-point track to visualize where you stand. Then identify the lowest-scoring area — that is usually your main SEO bottleneck.



**YOUR BOTTLENECK**

## My lowest-scoring section is:

---

That is the area holding the rest of your SEO back. Turn the page and read the matching "What to fix first" prescription — it will tell you exactly where to put next week's energy so effort starts compounding.

GRAND TOTAL \_\_\_\_\_ OUT OF \_\_\_\_\_

# 60

**HOW TO READ YOUR TOTAL**

- 0-20** SEO isn't a system yet. Focus on alignment and structure first.
- 21-40** Foundations in place. Your bottleneck section is the unlock.
- 41-60** Mature. Lean into compounding and measurement depth.

## STEP THREE OF THREE

# What your score means.

*Find the card that matches your lowest-scoring section. Do the four actions listed. Come back next week.*

**IF LOWEST: 01****BUSINESS  
ALIGNMENT**

## Map SEO to revenue timing.

Your SEO probably gets deprioritized because it feels disconnected from business timing and business outcomes.

**WHAT TO FIX FIRST**

- Map SEO to launches, campaigns, and revenue priorities.
- Decide which offers need support this quarter.
- Build a simple quarterly SEO priority list.
- Communicate SEO in terms the team already values.

*Content often takes time to gain traction. If planning starts too late, SEO shows up after the opportunity has already passed.*

**IF LOWEST: 02****SITE STRUCTURE**

## Group, hub, connect.

Your site may be making it harder for search engines and users to understand your core topics.

**WHAT TO FIX FIRST**

- Group existing content into 3 to 5 core topic areas.
- Identify one main page or hub for each area.
- Add internal links between related pages.
- Merge, redirect, or remove pages that do not fit.

*Structure often improves performance faster than publishing more disconnected pages.*

**IF LOWEST: 03****LEAD PATH**

## Turn visits into action.

You may be getting visibility without enough commercial movement.

**WHAT TO FIX FIRST**

- Identify the pages that should support leads.
- Prioritize service, comparison, collection, pricing, and high-intent pages.
- Tighten CTAs on organic landing pages.
- Improve the connection between informational content and commercial pages.

*A small number of bottom-funnel pages often drives a disproportionate share of leads and sales.*

**IF LOWEST: 04****CONTENT SYSTEM**

## Build a repeatable engine.

Your team may be spending too much effort creating content from scratch without a repeatable process.

**WHAT TO FIX FIRST**

- Choose one cluster to focus on first.
- Create one repeatable content brief.
- Turn existing internal materials into SEO assets.
- Refresh winning content before expanding output.

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*Lean teams usually do better with a compounding content engine than with random publishing.*

**IF LOWEST: 05****EXECUTION**

## Make work small and owned.

The problem may not be strategy — it may be that the work is too ambiguous to ship consistently.

**WHAT TO FIX FIRST**

- Narrow the number of active priorities.
- Make SEO tasks smaller and clearer.
- Assign ownership early when work crosses teams.
- Define a weekly minimum SEO rhythm — refresh 1 page, publish 1 piece, acquire 1 link.

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*That kind of cadence is realistic enough for small teams to maintain, week after week.*

**IF LOWEST: 06****MEASUREMENT**

## Report in business language.

SEO may be under-supported because the team cannot see where traction is happening.

**WHAT TO FIX FIRST**

- Track lead-focused pages, not just rankings.
- Review high-impression, low-click pages.
- Identify pages near page 1.
- Connect SEO reporting to business outcomes.

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*When SEO is measured only as traffic, it is easier for the team to deprioritize it against channels with more obvious attribution.*

IF YOU ONLY HAVE 30 MINUTES THIS WEEK

**+ The 30-minute version.**

*Consistency beats overhaul. Small moves every week outperform one big push every quarter.*

**01**

**Identify your lowest-scoring section.**

That is your current bottleneck — the section holding the rest of your SEO back right now.

**02**

**Pick one page or one cluster affected.**

Do not try to fix the whole site at once. Scope matters as much as strategy.

**03**

**Take one action this week.**

Ship something small. A tightened CTA, a merged page, one internal link pass.

**04**

**Repeat next week.**

Compounding beats intensity. A small, consistent rhythm outperforms heroic sprints every time.

**STARTER ACTIONS**

- Add internal links to one cluster.
- Refresh one high-intent page.
- Improve one page with high impressions and weak CTR.
- Define one quarterly SEO priority tied to a business goal.
- Merge or redirect two overlapping pages.
- Write one repeatable content brief template.

**WHO THIS IS FOR**

**Built for teams who can't afford noise.**

**SO**

**Solo marketers**

Running every channel yourself. You need SEO to become easier to prioritize and easier to execute.

**IH**

**Small in-house teams**

Two to five people carrying the full marketing load. You need a system, not another tool.

**FD**

**Founders carrying marketing**

You know the business. You need organic to generate inbound leads without a full team to manage it.

**B2**

**Lean B2B · SaaS · Ecommerce · Service**

You're tired of paying for every click and ready to make organic search a compounding channel.

ONE LAST PAGE. THEN BACK TO WORK.

# Send us your website. We'll tell you which of the six areas *to look at first.*

No sales deck. No 40-slide audit theater. One short conversation, a real diagnostic of your site, and a clear picture of which section of this workbook is costing you the most revenue right now.

## OPTION A — FREE AUDIT

### A real second opinion on your site.

Send us your URL and we'll come back with which of the 6 areas you should look at first, why, and what a realistic next 90 days could look like.

## OPTION B — JUST MESSAGE US

### Send us the word "system".

We'll send this diagnostic (and our internal scoring rubric) back to any teammate who asks. Share it. That's the point.

→ subject line: system

[Book a Free SEO Audit](#)

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