SEO Starter Kit

A practical first review of your website's search foundations

Start with a few important pages and record what you can verify. This kit is designed to help a business owner organise questions and next actions. It does not calculate an SEO score or predict rankings, enquiries or revenue.

01 / Customer questions and priority pages

List the questions customers ask before they enquire. Match each question to an existing page or note a content gap. Use search suggestions as ideas, then assess relevance to the audience and offer. Keyword Planner competition describes advertisers, not organic ranking difficulty.

- List customer questions using enquiries, calls and service discussions.
- Choose a priority page and identify its intended reader and purpose.
- Check whether the page answers the question with useful, supported detail.
- Write a relevant next step for someone who needs help.

Notes and evidence

02 / Access and usability

Test key pages on a phone and desktop. Check links and enquiry forms. Use Search Console to investigate indexing and performance, rather than treating a site search as a complete inventory. A sitemap helps discovery; it does not determine what Google indexes.

- Confirm the intended HTTPS address and redirects work.
- Inspect priority URLs in Search Console and record the result.
- Check mobile readability, navigation and form completion.
- Review loading, responsiveness and layout movement using Core Web Vitals reports.

Notes and evidence

03 / Content, reputation and local presence

Review titles, headings, internal links and dated claims. Write naturally; there is no useful universal keyword-density target. Check important business profiles for accuracy. Where eligible, keep your Google Business Profile complete and request honest feedback without selecting only favourable reviewers.

- Update unsupported or outdated material and fix broken links.
- Make page titles and headings descriptive of the actual content.
- Review genuine mentions and links for relevance, without assuming a tool's toxicity score proves harm.
- Check business details, hours and service information where applicable.

Notes and evidence

04 / Choose the next action

Record the issue, evidence, likely effect on the visitor and a proportionate next step. Keep uncertain causes as questions. Compare search activity with relevant enquiries and other business context; an increase in clicks alone does not establish a business outcome.

- Separate confirmed observations from assumptions.
- Choose one change that addresses an observed problem.
- Record the baseline, responsible person and review date.
- Recheck the visitor journey after the change.

Notes and evidence

Your working notes

Record observations before deciding what to change. Keep sensitive information in your approved business systems.

Page or process reviewed and date

Customer question and intended next action

Observed issue and evidence

What needs investigation?

Proposed change and responsible person

Baseline, review date and what changed

Using your notes

For technical changes, involve someone with the relevant access and experience. A service enquiry can start with a specific issue; completing a Scorecard is optional.

Discuss a specific issue

Tell Digimark what you are trying to change and what you have already tried. A conversation can begin with a service enquiry. Scope and commercial terms are discussed privately.

digimark.com.au/contact/

Further reading

Google documentation: reference 1

Google documentation: reference 2

Google documentation: reference 3