

13 Your SEO Roadmap & Goal Setting (Quick Guide)

You've learned so much in this course!

But knowledge only turns into results with action.

Feeling motivated but maybe unsure what to do *first*?

Let's create your personal SEO roadmap.

Core Idea: Planning Fuels Action

- A clear plan acts like a compass.
- It helps you prioritize.
- It helps you measure progress.
- It keeps you focused.
- Writing goals down makes them real!

The Action Step Exercise:

Use a notebook, document, or the accompanying template for this.

Step 1: Define Your SMART Goals

- **SMART:** Specific, Measurable, Achievable, Relevant, Time-bound.
- Be ambitious but realistic!
- **My 3-Month Goal:**
 - Focus: Foundational progress, first results.
 - *Example (Job Seeker):* "Complete course, build portfolio (2 case studies), apply for 15 targeted Jr. SEO roles by [Date]."
 - *Example (Freelancer):* "Launch portfolio site, finalize 'Foundation' package, land first paying client (\$100+) by [Date]."
 - **Write YOUR 3-Month Goal:** _____
- **My 6-Month Goal:**
 - Focus: Getting first job or initial client base.
 - *Example (Job Seeker):* "Employed in first SEO role for 1+ month OR completed 3 freelance projects (\$500+ total)."
 - *Example (Freelancer):* "Have 2 consistent retainer clients (avg \$500/mo+) OR completed 5 projects in [Your Niche]."
 - **Write YOUR 6-Month Goal:** _____
- **My 1-Year Goal:**
 - Focus: Showing competence, stability, deeper expertise.
 - *Example (Job Seeker):* "Pass first performance review, proficient in GA4/Audits, contributed to team KPI."
 - *Example (Freelancer):* "Avg \$3000+/mo income, known for [Your Niche] expertise, 5+ strong case studies."

- **Write YOUR 1-Year Goal:** _____

Step 2: Define Your Investments (Next 3 Months)

- Be specific and realistic about your resources.
- **My Time Commitment:**
 - "I will dedicate ____ hours per week to SEO."
 - "My time blocks are: [List Days/Times]."
- **My Financial Commitment:**
 - "My upfront budget is \$ _____."
 - "My ongoing monthly budget is \$ _____ / month."
 - "Key planned purchases: [List 1-2 items]."

Step 3: Set Milestone Reviews

- Schedule these in your calendar NOW! Treat them like important meetings.
- **Weekly Check-in (15 mins):** Review past week, plan next week.
- **Monthly Review (30-60 mins):** Check goal progress, review budget, adjust plan.
- **3-Month Goal Review (1-2 hours):** Evaluate 3-month goal, celebrate, plan next 3 months.

Step 4: Identify Your VERY Next Action Step

- What's the *smallest* thing you can do *today or tomorrow* towards your 3-month goal?
- *Examples:* "Register domain name." "Complete Module 1." "Research 3 non-profits." "Outline portfolio homepage." "Set up Wave account."
- **Write YOUR Very Next Action Step:** _____
- **Do it!** Build momentum now.

Ongoing Support:

- Remember you have lifetime access to this course. Revisit lectures anytime.
- Look for course updates.
- Use the Q&A section when stuck.
- Engage with the wider SEO community.

Final Encouragement:

- Completing this course is a big achievement! Be proud.
- Share your certificate on LinkedIn!
- Please rate the course and give feedback – it helps me improve it for you!

Key Takeaway:

- This roadmap turns learning into a clear plan for action and results.

Action:

- Complete Step 4 above.
- Do your very next action step within 24 hours!