

🔍 SEO GROWTH TOOLKIT

# SEO Opportunity Finder

Find Hidden SEO Growth Opportunities in 15 Minutes

**10+**

Checks

**4**

Categories

**15**

Minutes

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# Section 1: Google Visibility Check

Is Google actually seeing your website?

## ✓ Run a site: search in Google

Search `site:yourdomain.com` — do your main pages appear?

☐ ✗ If NO ⇒ Google is not indexing properly

## ✓ Search your main service keyword

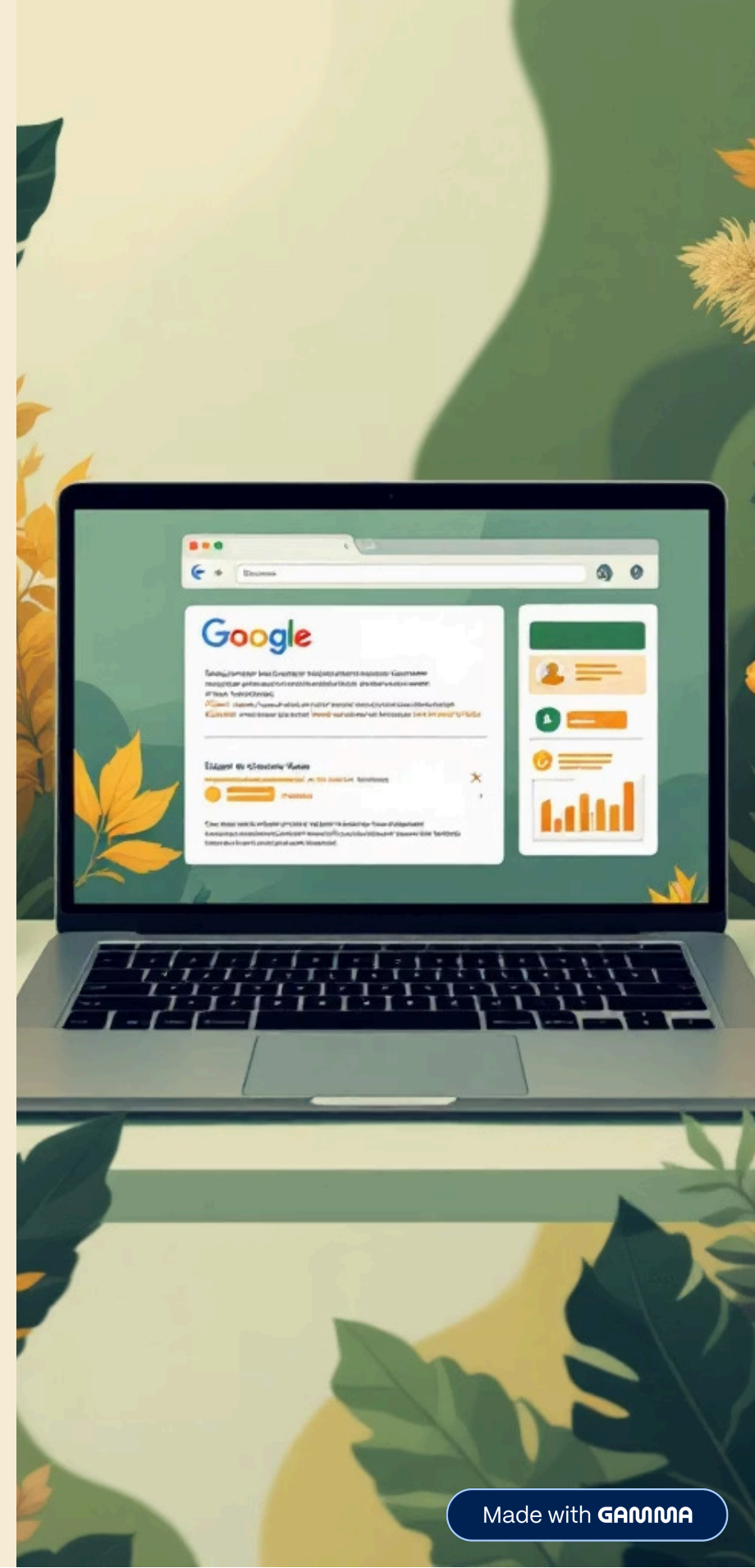
Do you appear on Page 1 or 2 of results?

☐ ✗ If NO ⇒ You are missing high-intent traffic

## ✓ Are your important pages indexed?

Verify the following page types are showing in Google:

- Service pages
- Location pages
- Blog pages



# Section 2: High-Intent Lead Opportunities

Are you capturing buyers actively searching?

## ✓ Separate pages for each service?

Every service needs its own dedicated, optimized page:

- App Development
- Software Development
- AI/ML Solutions

❏ ✗ If NO ⇒ You are losing targeted traffic

## ✓ Do you have location-specific pages?

Example: *"Web Development Services in Delhi"*

❏ ✗ If NO ⇒ You are missing local leads

## ✓ Does every important page convert?

Check each page for these essential conversion elements:

- Contact button above the fold
- Phone number visible
- Clear Call-to-Action

❏ ✗ If NO ⇒ Traffic is not converting

# Section 3: Quick Traffic Growth

Find the fastest path to more organic traffic

## ✓ Do you rank on Page 2 for any keywords?

Page 2 rankings are the easiest to push to Page 1.

- Check via Google Search Console
- Filter by position 11–20
- Prioritize high-volume terms

## ✓ Do competitors rank for keywords you don't?

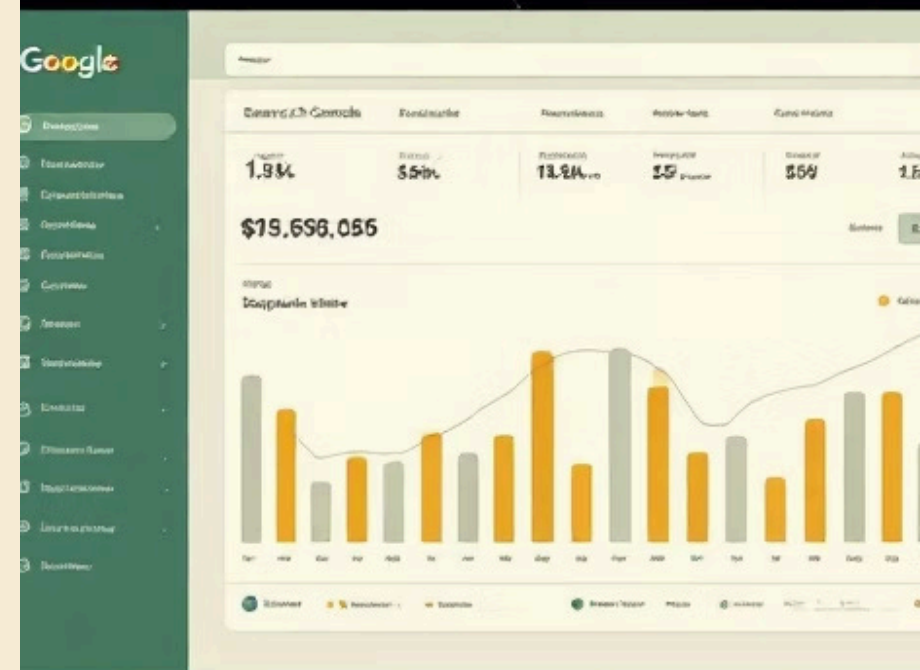
Search your service keyword and analyze the top competitors ranking.

✗ If YES → These are your content gap opportunities

## ✓ Do blog posts target customer-intent keywords?

Target what your customers are actually searching:

- GenAI in SaaS companies
- What is app development
- How to choose a dev agency



# Section 4: Website Health Check

Technical issues that hurt your rankings

✓ Does your website load fast?

Test at [pagespeed.web.dev](https://pagespeed.web.dev) — aim for 90+ on mobile.

❌ Slow site = lost traffic & lower rankings

✓ Do your pages have proper title tags?

Titles should include your target keyword + value proposition.

❌ If NOT → Lower CTR & Rankings

✓ Are meta descriptions optimized?

Each page needs a compelling 150–160 character meta description.

❌ If NOT → Lower click-through rate

# Section 5: Authority & Trust Check

Build credibility signals that rank and convert

## ✓ Does your site show social proof?

Trust signals dramatically increase conversions:

- Client testimonials with photos
- Recognizable client logos
- Detailed case studies with results

## ✓ Do you have Google reviews?

Critical for local SEO and trust. Especially important for service businesses.

## ✓ Do authoritative websites link to you?

Backlinks from relevant, high-authority sites are a top ranking factor.

# Your SEO Opportunity Score

Count your ✖ marks

0–5 ✖

## GOOD POSITION

You're in solid shape. Keep optimizing and maintaining.

5–10 ✖

## STRONG OPPORTUNITY

Significant growth potential waiting to be unlocked.

10+ ✖

## HIGH SEO POTENTIAL

You're missing significant traffic, leads & revenue.

# Multiple Gaps Found?

Your website likely has:

## ✗ Untapped Traffic Potential

Organic visitors who should be finding you are landing on competitors instead.

## ✗ Missed Leads

High-intent buyers searching for your services never reach your pages.

## ✗ Missed Revenue

Every gap in your SEO is a direct cost to your bottom line.

## ✓ THE GOOD NEWS

**These Opportunities Can Be Fixed.**



# Want me to find and fix them for you?

I Help Founders Grow Organically

Identifying and fixing SEO gaps that generate:

→ ✓ More Organic Traffic

→ ✓ More Qualified Leads

→ ✓ More Revenue

# Get in Touch

Rahul Bajaj

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