

ZXQ

Kit SEO: priority before volume

Quickscan, local presence, search-page map, 30-day plan and data triage.

HOW TO USE IT

Fill in the boxes, keep a record of the data used and choose one priority per cycle. Use the scores to prioritise the work, not as a promise of results.

e-roe.it/en/resources

01 / SEO Quicksan

Assign 0-5 to each control and note the test.

Area Control Points

Technique scanning, index, speed, mobile, errors /25

Intensive application, format, depth, clarity, /25 action

Unique content, proof, update, links, /25 structure

Authoritativeness entities, quotes, reviews, links, consistency /25

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02 / SEO Local

☐ **Comprehensive activity profile** ☐ **Proper category**

☐ Updated hours ☐ Coherent data

☐ Services described ☐ Recent photos

☐ Continuitive reviews ☐ Reviews

☐ Useful local page ☐ Map and contacts

D ☐ Reliable quotations

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03 / Map word-page

Search Intent Assigned Page Required information/commercial/local evidence

CURRENCY A page can cover more close searches; two pages should not compete for the same

It's a clear decision.

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04 / Plan 30 days and Search Console

D Increased impression but few clicks □ Location 4-15

D Pages falling □ Excluding index

□ Mobile errors □ Searches without proper page

Week Labour Exit

1 index, errors and decisive pages verified foundations

2 intent and existing content

3 connections and test stronger routes

4 measurement and backlog next chosen cycle

PASSO Store this document as a baseline. Repeat the evaluation in 30 days and compare only

SUCCESSIVO data collected by the same method.

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