Notes: This is a list of SEO project management questions from Rebekahm.com. For the more information about each section, and any updates, please view the original post

Determining SEO Maturity Level

Example Questions

1. What past SEO work has been done on areas related to this project (website, subdomain, section of a site such as blog, etc)
2. Do any team members have SEO experience?
3. Have all teams affected by this project signed off on the need of SEO

Goals & Expectations

Example Goal Questions:

1. What are the goals for this project?
2. What problems is this trying to solve?
3. What prompted you to initiate this project now?
4. What areas of your business will this impact, and in what ways?

Example Expectation Questions:

1. What project management styles are currently in place? For example, lean, agile, waterfall, etc.
2. How often does the team hold regular meetings and updates? Are there daily standups you should be involved in?
3. How does the team prefer to communicate? For example email, slack, through a project management system such as Jira?
4. How should individual tasks be submitted? Are these given to an internal stake-holder to schedule, should they be added to Jira, etc
5. What is your current content planning and publishing process?
6. Do you work with any PR agencies or have an inhouse PR team?

Branding & Market Considerations

1. What is your target market, and do you have any user personas?
2. Are there any legal considerations when publishing content? *For example industries like insurance may have specific legal considerations to follow.*
3. Are there any topics that should be avoided?
4. Do you have any user research studies available?

Resources

Are the teams you will work with fully staffed with availability to take on SEO tasks? *This may include the development team, designers, content writers, PR teams and more.*

1. How are website metrics currently evaluated? *For example do they have Google analytics, and are appropriate goals set up? Identify if any goals need to be completed, and if there are any sign-offs needed to do so.*
2. What is the process for getting access to necessary tools such as jira, analytics, slack, etc?

Deliverables:

1. How do they prefer to receive deliverables? *For example Google charts, a software or tool they use internally, etc.*
2. Are there any deliverables not discussed previously that they expect to see right away?
3. Are there any supporting documentation or guides they may need? *For example, sometimes an investor might like to see a few slides about the organic strategy, or a c-level exec might like specific forecasts.*
4. Who should be included in project updates and deliverables? *Some stakeholders may want to be CCd on everything, while others prefer you go directly to a project manager who will filter information as needed.*