

BEFORE YOU COMPARE

GET THE BUSINESS CLEAR.

Then talk about search.

Bring this to a first call, or work through it on your own. Blank or unknown answers show what needs checking; they are not a failing score.

01 The customers and the offer

Who should find you? What do they need, and which island or service area do you actually serve?

02 The action that matters

Choose a call, booking, visit, quote or purchase. Write the page or path a person uses to do it.

03 Your starting evidence

What do you know about inquiries or bookings from search? Record the source, date range and gaps.

Bring access, not passwords.

Know who owns your website, Business Profile, Search Console and analytics. Use account invitations where needed; do not write passwords in this workbook.

DURING THE CONVERSATION

ASK BETTER QUESTIONS.

Get answers you can check.

Use the same questions with every provider. Ask for the scope in writing. A ranking promise is not a substitute for a clear plan, ownership or reporting.

01 Who will do the work?

Name your day-to-day contact and the person accountable for SEO decisions.

02 What is included?

List the priority pages or tasks, deliverables, exclusions and any approvals needed.

03 What will it cost?

Record monthly cost, any project or setup fees, and what could change the price.

04 What do we keep?

Confirm account access, ownership of work and the process for ending the engagement.

05 How will we review progress?

Agree on a starting point, customer outcomes, reporting and the next review date.

AFTER THE CONVERSATION

ONE CLEAR NEXT STEP.

A plan you can review.

Choose a small first scope based on your evidence and business needs. This worksheet is a planning aid, not a forecast, quote or promise of rankings.

01 The first priority

What problem are you addressing first? Name the task, owner and what a finished deliverable looks like.

02 The measure and the review

Write the starting point, where the data comes from, the customer outcome and a review date.

03 The decision

What still needs checking before you hire someone? Note the question and who will answer it.

Learn the landscape: [Hawaii SEO guide](#)

Compare scope: [Digital Reach SEO services](#)

Not sure where to begin? [Start Here](#)

A first conversation with Shane: digitalreach.co/contact/