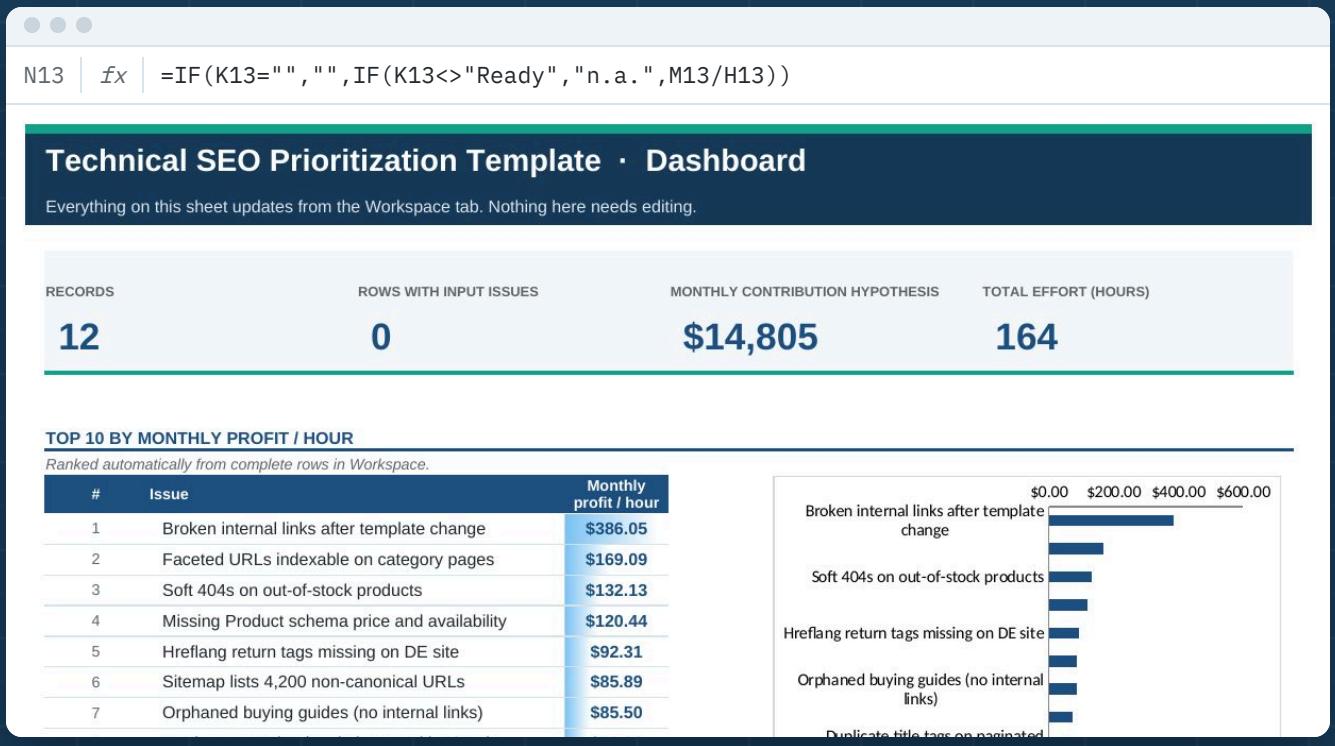
OptimizationTheory.com

Technical SEO Toolkit, resource 13

Technical SEO Prioritization Template

Turn a technical SEO audit into a ranked fix queue by recovered clicks, profit and profit per hour of dev time.

Built for the DataForSEO API: On-Page API



Field guide, v3.0, November 2026

Jourdan Rombough, optimizationtheory.com

What this template decides

Which technical issues to fix first, ranked by an explicit estimate of recoverable clicks and monthly profit per hour of effort.

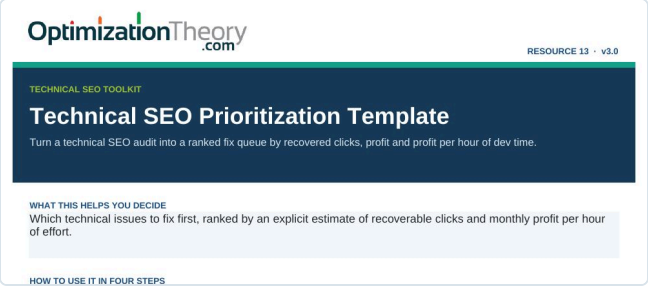
A technical SEO audit tool will happily give you 400 issues. A development team will give you about 20 hours a sprint. The gap between those two numbers is where most technical SEO programs stall, because 'high priority' labels from a crawler don't translate into business cases.

This technical SEO audit template converts each issue into a planning estimate. You enter the monthly clicks on affected pages, what share is affected, how much is recoverable, your confidence, conversion rate, value and hours. It calculates recoverable clicks, monthly profit opportunity and profit per hour, and ranks the queue so the dev team works on what matters.

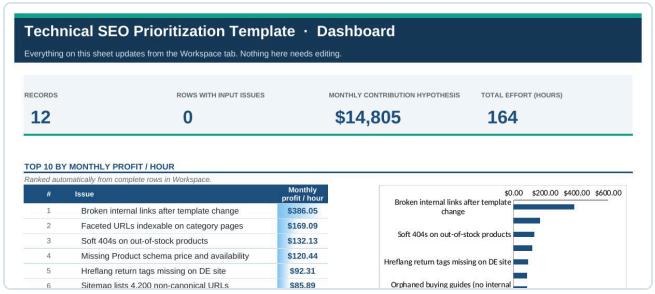
Who it's for

- Technical SEOs presenting audit findings to developers
- Product managers allocating sprint capacity
- In-house SEOs justifying engineering time
- Agencies turning an audit into a statement of work

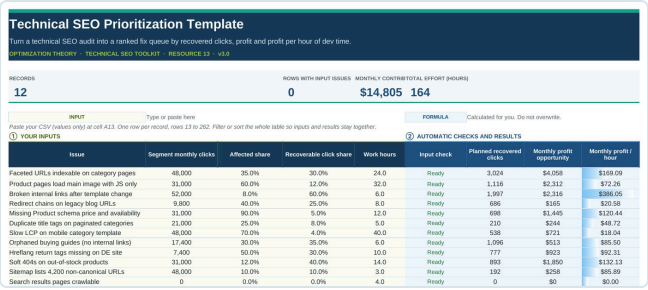
What's in the workbook



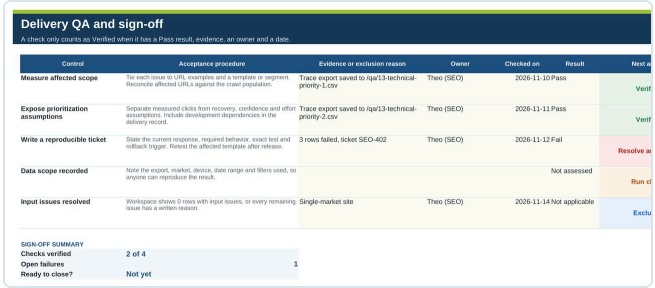
Start Here. Purpose, four-step setup and colour key.



Dashboard. KPIs, charts, Top 10 and an automatic action list.



Workspace. The working table, room for 250 rows.



Delivery QA. Evidence, owner and date for each validation step.

How the calculation works

Planned recovered clicks = monthly clicks × affected share × recoverable share × confidence. Monthly profit = recovered clicks × conversion rate × value per conversion. Profit per hour = monthly profit ÷ effort hours.

The key formula, as written in the workbook

```
=IF(K13="","",IF(K13<>"Ready","n.a.",M13/H13))
```

Result column	Plain-English formula	What it tells you
Planned recovered clicks	Segment monthly clicks × Affected share × Recoverable click share × Confidence factor	Conditional estimate under the recorded impact assumptions.
Monthly profit opportunity	Planned recovered clicks × Conversion rate × Value per conversion	Modeled recovered contribution per month.
Monthly profit / hour	Monthly profit opportunity ÷ Work hours	Comparable planning metric for the listed fixes.

How to use it, step by step

1

List issues, not symptoms

Group crawler warnings into fixable issues with one owner each (e.g. 'faceted URLs indexable on category pages').

2

Size the affected traffic

Enter monthly clicks for the affected page group and the share actually affected.

3

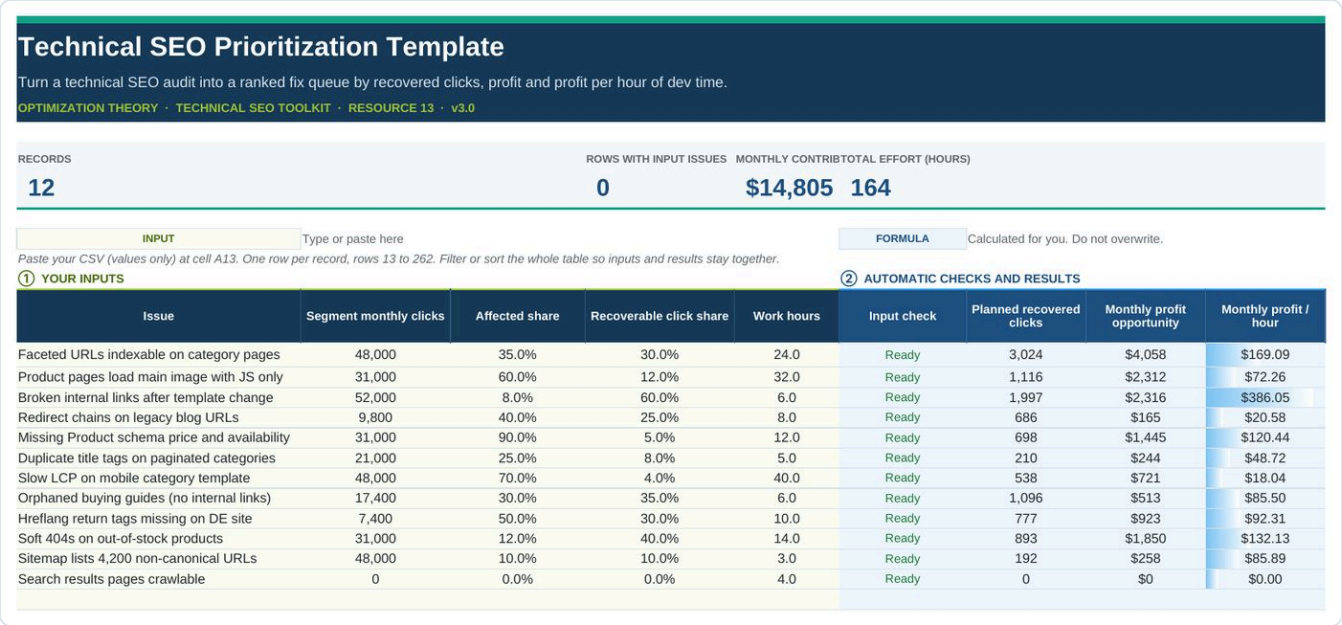
Be explicit about uncertainty

Recoverable share is how much you could win back; confidence is how sure you are. Both are editable and visible.

4

Rank and hand off

Sort by profit per hour. Give the top items to dev with the Owner column filled in.



Technical SEO Prioritization Template

Turn a technical SEO audit into a ranked fix queue by recovered clicks, profit and profit per hour of dev time.

OPTIMIZATION THEORY · TECHNICAL SEO TOOLKIT · RESOURCE 13 · v3.0

RECORDS	ROWS WITH INPUT ISSUES	MONTHLY CONTRIB	TOTAL EFFORT (HOURS)
12	0	$14,805	164

INPUT Type or paste here — FORMULA Calculated for you. Do not overwrite.

Paste your CSV (values only) at cell A13. One row per record, rows 13 to 262. Filter or sort the whole table so inputs and results stay together.

① YOUR INPUTS — ② AUTOMATIC CHECKS AND RESULTS

Issue	Segment monthly clicks	Affected share	Recoverable click share	Work hours	Input check	Planned recovered clicks	Monthly profit opportunity	Monthly profit / hour
Faceted URLs indexable on category pages	48,000	35.0%	30.0%	24.0	Ready	3,024	$4,058	$169.09
Product pages load main image with JS only	31,000	60.0%	12.0%	32.0	Ready	1,116	$2,312	$72.26
Broken internal links after template change	52,000	8.0%	60.0%	6.0	Ready	1,997	$2,316	$386.05
Redirect chains on legacy blog URLs	9,800	40.0%	25.0%	8.0	Ready	686	$165	$20.58
Missing Product schema price and availability	31,000	90.0%	5.0%	12.0	Ready	698	$1,445	$120.44
Duplicate title tags on paginated categories	21,000	25.0%	8.0%	5.0	Ready	210	$244	$48.72
Slow LCP on mobile category template	48,000	70.0%	4.0%	40.0	Ready	538	$721	$18.04
Orphaned buying guides (no internal links)	17,400	30.0%	35.0%	6.0	Ready	1,096	$513	$85.50
Hreflang return tags missing on DE site	7,400	50.0%	30.0%	10.0	Ready	777	$923	$92.31
Soft 404s on out-of-stock products	31,000	12.0%	40.0%	14.0	Ready	893	$1,850	$132.13
Sitemap lists 4,200 non-canonical URLs	48,000	10.0%	10.0%	3.0	Ready	192	$258	$85.89
Search results pages crawlable	0	0.0%	0.0%	4.0	Ready	0	$0	$0.00

The Workspace tab with the worked example. Lime cells are inputs; blue cells are formulas.

Fill it with DataForSEO

This template is built to run on **DataForSEO On-Page API**: a crawl of your site: URLs, status codes, canonicals, inlinks and sitemap membership.

DataForSEO supplies the URL or query list and the audit trail; you add the measurements listed below.

1. Request the data

```
POST https://api.dataforseo.com/v3/on_page/task_post
[
  {
    "target": "yourdomain.com",
    "max_crawl_pages": 1000
  }
]
```

Post the crawl task, wait for it to finish, then request on_page/pages with {"id": "<task id>", "limit": 1000} and save that response.

2. Save the full JSON response

Save the complete response, not just the task ID, next to the template folder.

3. Convert it to the input CSV

The script in the Automation folder runs offline: no API call, no credentials.

```
python3 Automation/dataforseo_import.py import --template 13 --input response.json --output my-inputs.csv
```

Fills automatically	You add
Source reference (audit trail)	Issue, Segment monthly clicks, Affected share, Recoverable click share, Confidence factor, Conversion rate, Value per conversion, Work hours, Owner

Source reference fills automatically with the task ID, endpoint, location, language, device and snapshot time, so every row is traceable. Paste the finished CSV at Workspace cell A13. Estimate the cost first with the DataForSEO Cost Calculator (template 38).

Input dictionary

Keep the CSV columns in this order and paste values at Workspace cell A13. A missing observation stays blank; use 0 only for a measured zero or a verified No.

CSV field	Column	Meaning and rule	Typical source
`issue`	Issue	Specific observed problem and affected template.	Your records or manual review
`monthly_clicks`	Segment monthly clicks	Observed monthly organic clicks for the affected segment.	Your records or manual review
`affected_share`	Affected share	Share of that segment exposed to the issue. Decimal, 0.08 = 8%.	Your records or manual review
`recoverable_share`	Recoverable click share	Hypothesized fraction of exposed clicks recoverable by the fix. Decimal, 0.08 = 8%.	Your records or manual review
`confidence`	Confidence factor	Analyst planning haircut from 0 to 1, not a statistical confidence interval. Decimal, 0.08 = 8%.	Your records or manual review
`conversion_rate`	Conversion rate	Conversions divided by eligible organic sessions for the same segment. This is an assumption. Decimal, 0.08 = 8%.	Your records or manual review
`value_per_conversion`	Value per conversion	USD contribution profit per conversion or expected lead profit. Use one value basis.	Your records or manual review
`effort_hours`	Work hours	Estimated implementation hours, greater than zero.	Your records or manual review
`owner`	Owner	Person accountable for the next action.	Your records or manual review
`source_ref`	Source reference	Task ID, export filename and observation scope. Retain the untouched source response separately. Optional.	DataForSEO: source_ref

The worked example

Every workbook ships filled with data from Northbeam Outdoor, a fictional outdoor-gear retailer. This one has 12 example rows.

12	0	$14,805	164
Records	Rows with input issues	Monthly contribution hypothesis	Total effort (hours)

The biggest issue by traffic, slow LCP on mobile category pages, lands near the bottom because it's a 40-hour job with a small recoverable share. Fixing broken internal links after a template change is the clear first sprint item at roughly $386 a month per hour.

Top 10 by monthly profit / hour

#	Issue	Monthly profit / hour
1	Broken internal links after template change	$386.05
2	Faceted URLs indexable on category pages	$169.09
3	Soft 404s on out-of-stock products	$132.13
4	Missing Product schema price and availability	$120.44
5	Hreflang return tags missing on DE site	$92.31

Technical SEO Prioritization Template · Dashboard

Everything on this sheet updates from the Workspace tab. Nothing here needs editing.

RECORDS	ROWS WITH INPUT ISSUES	MONTHLY CONTRIBUTION HYPOTHESIS	TOTAL EFFORT (HOURS)
12	0	$14,805	164

TOP 10 BY MONTHLY PROFIT / HOUR

Ranked automatically from complete rows in Workspace.

#	Issue	Monthly profit / hour
1	Broken internal links after template change	$386.05
2	Faceted URLs indexable on category pages	$169.09
3	Soft 404s on out-of-stock products	$132.13
4	Missing Product schema price and availability	$120.44
5	Hreflang return tags missing on DE site	$92.31
6	Sitemap lists 4,200 non-canonical URLs	$85.89
7	Orphaned buying guides (no internal links)	$85.50
8	Product pages load main image with JS only	$72.26
9	Duplicate title tags on paginated categories	$48.72
10	Redirect chains on legacy blog URLs	$20.58



ACTION LIST: FIRST 15 ROWS THAT NEED ATTENTION

The Dashboard updates automatically from the Workspace tab.

Reading the result honestly

The calculation makes assumptions inspectable. It does not convert a crawl issue count directly into a ranking forecast.

Limits. Different issues can overlap the same clicks. Do not sum overlapping opportunities without deduplication.

Mistakes to avoid

Prioritizing by crawler severity. Severity labels don't know your traffic or margins. Use them to find issues, not to rank them.

Hiding assumptions in a score. If stakeholders can't see the recoverable share and confidence, they can't challenge or trust the ranking.

Counting the same traffic twice. When two issues affect the same pages, don't add their recoverable clicks together uncritically.

Tips from the field

Feed issues from the crawl waste, indexability and CWV templates into this one.

Revisit confidence after each fix ships; you'll calibrate quickly.

Export the top 10 as tickets with the profit estimate in the description.

Questions people ask

How do I prioritize technical SEO issues?

Estimate the traffic each issue affects, how much you could recover, the value of that traffic and the effort to fix. Rank by value per hour of effort.

What should a technical SEO audit template include?

The issue, affected pages and traffic, impact assumptions, owner, effort, evidence and a calculated priority. This template adds the profit math and a ranked dashboard.

Is this an impact vs effort matrix?

Yes, in numeric form. Instead of placing issues on a 2x2 grid, it calculates impact in profit and divides by effort.

What if an issue has no measurable traffic?

Enter zero clicks and it will rank at the bottom. Handle compliance, security or hygiene items separately; they don't need an SEO business case.

Templates that work well with this one

Crawl Budget Analysis Template

Group verified Googlebot requests by URL pattern, measure crawl waste and pick the right fix for each pattern.

Core Web Vitals Tracker

Log p75 LCP, INP and CLS by URL and device, test against Google's good thresholds and see what fails.

Internal Linking Opportunity Template

Score each source-to-target internal link by expected visits and contribution per hour, then verify it went live.

Indexability Audit Template

Check status, robots, noindex and canonical on every page you want indexed, then see exactly what to fix first.

XML Sitemap Audit Template

Reconcile sitemap URLs against status, canonical, robots and noindex to see what to add, remove or fix.

SEO Roadmap Template

Sequence 90 days of SEO and GEO work by weighted opportunity per hour, dependencies and acceptance criteria.

Read the full tutorial online: **optimizationtheory.com/download-view/technical-seo-prioritization-template/**
Get all six templates in the **Technical SEO Toolkit**, or all 40 in the **Complete SEO & GEO Toolkit**.