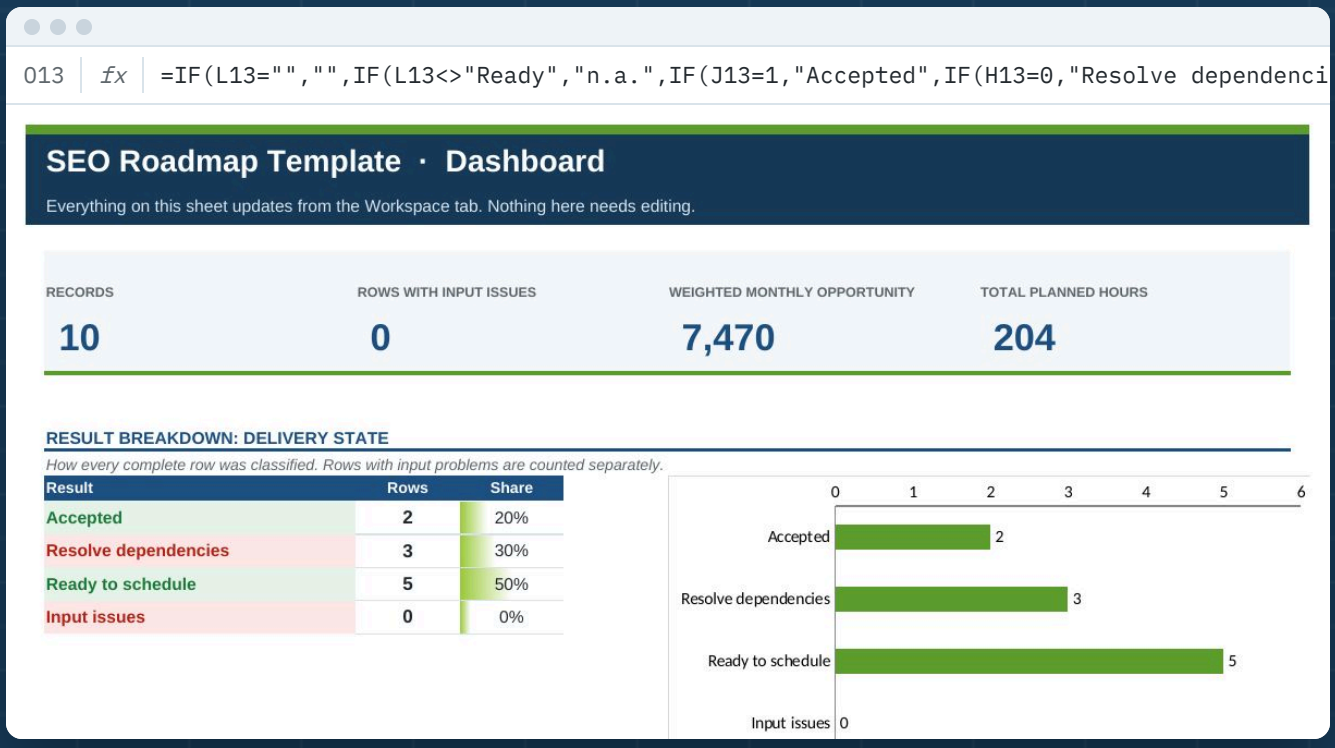
OptimizationTheory.com

SEO Business & Delivery Toolkit, resource 40

SEO Roadmap Template

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

Built for the DataForSEO API: On-Page API



Field guide, v3.0, November 2026

Jourdan Rombough, optimizationtheory.com

What this template decides

What to do in each 30-day phase, ranked by weighted monthly opportunity per hour, which initiatives are blocked by dependencies, and what 'done' means for each.

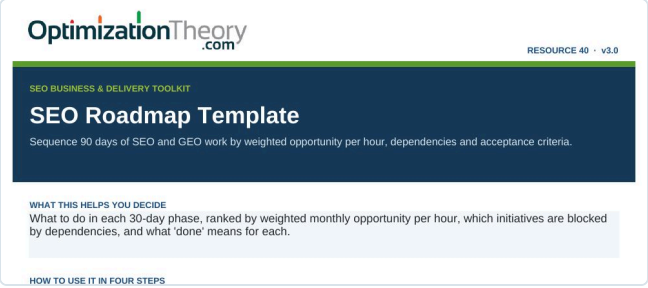
Most SEO roadmaps are lists of good ideas with dates attached. They don't say which idea is worth the most per hour, what has to happen first, or how anyone will know an initiative is finished.

This SEO roadmap template plans 90 days of SEO and GEO work. Each initiative has a phase, owner, hours, estimated monthly profit and confidence. It calculates weighted monthly opportunity and opportunity per hour, and tracks each initiative to Accepted only when its acceptance criteria are met, flagging anything with unresolved dependencies.

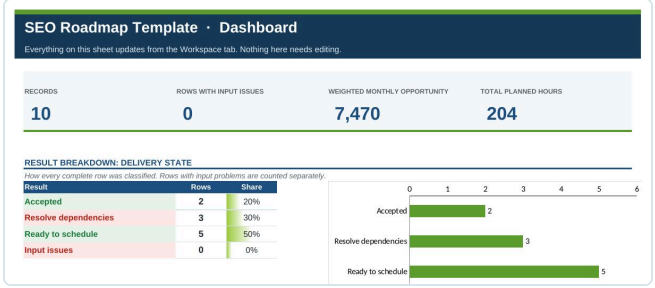
Who it's for

- SEO leads planning a quarter
- Consultants delivering a 90-day plan to a client
- Teams combining technical, content and GEO work
- Leaders who want a plan with clear acceptance criteria

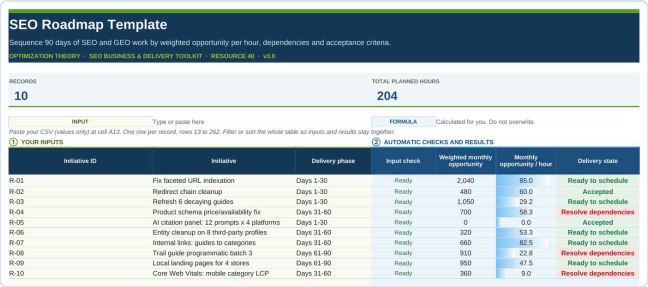
What's in the workbook



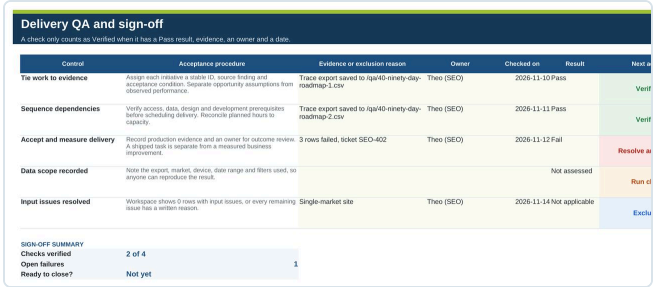
Start Here. Purpose, four-step setup and colour key.



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

Weighted monthly opportunity = monthly profit × confidence. Opportunity per hour = weighted opportunity ÷ hours. Delivery state = Accepted if accepted, Resolve dependencies if dependencies aren't ready, otherwise Ready to schedule.

The key formula, as written in the workbook

```
=IF(L13="","",IF(L13<>"Ready","n.a.",IF(J13=1,"Accepted",IF(H13=0,"Resolve dependencies","Ready to schedule"))))
```

Result column	Plain-English formula	What it tells you
Weighted monthly opportunity	Monthly contribution hypothesis × Confidence factor	Planning opportunity after an uncertainty haircut.
Monthly opportunity / hour	IF(Planned hours=0,"n.a.",Weighted monthly opportunity ÷ Planned hours)	Comparable planning value per hour.
Delivery state	IF(Delivery accepted=1,"Accepted",IF(Dependencies ready=0,"Resolve dependencies","Ready to schedule"))	Acceptance is recorded independently from planned effort.

The results you'll see

Accepted | Resolve dependencies | Ready to schedule

Green means the row meets the checks, red means fix it first, amber needs a human review and blue marks an opportunity. Rows with missing or out-of-range inputs show in the Input check column and are left out of the results until fixed.

How to use it, step by step

1

List initiatives from your audits

Pull the top items from the technical prioritizer, content audit, forecast and GEO templates.

2

Estimate value and confidence

Monthly profit if it works, and how confident you are (0 to 1).

3

Write acceptance criteria

A testable definition of done for each initiative.

4

Phase by value and dependencies

Early phases get high value per hour with no blockers. Resolve dependencies before scheduling.



SEO Roadmap Template

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

OPTIMIZATION THEORY · SEO BUSINESS & DELIVERY TOOLKIT · RESOURCE 40 · v3.0

RECORDS 10

TOTAL PLANNED HOURS 204

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

Initiative ID	Initiative	Delivery phase	Input check	Weighted monthly opportunity	Monthly opportunity / hour	Delivery state
R-01	Fix faceted URL indexation	Days 1-30	Ready	2,040	85.0	Ready to schedule
R-02	Redirect chain cleanup	Days 1-30	Ready	480	60.0	Accepted
R-03	Refresh 6 decaying guides	Days 1-30	Ready	1,050	29.2	Ready to schedule
R-04	Product schema price/availability fix	Days 31-60	Ready	700	58.3	Resolve dependencies
R-05	AI citation panel: 12 prompts x 4 platforms	Days 1-30	Ready	0	0.0	Accepted
R-06	Entity cleanup on 8 third-party profiles	Days 31-60	Ready	320	53.3	Ready to schedule
R-07	Internal links: guides to categories	Days 31-60	Ready	660	82.5	Ready to schedule
R-08	Trail guide programmatic batch 3	Days 61-90	Ready	910	22.8	Resolve dependencies
R-09	Local landing pages for 4 stores	Days 61-90	Ready	950	47.5	Ready to schedule
R-10	Core Web Vitals: mobile category LCP	Days 31-60	Ready	360	9.0	Resolve dependencies

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 40 --input response.json --output my-inputs.csv
```

Fills automatically	You add
Source reference (audit trail)	Initiative ID, Initiative, Delivery phase, Owner, Planned hours, Monthly contribution hypothesis, Confidence factor, Dependencies ready, Acceptance condition, Delivery accepted

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
`initiative_id`	Initiative ID	Stable initiative or workstream identifier.	Your records or manual review
`initiative`	Initiative	Specific change with an observable acceptance condition.	Your records or manual review
`phase`	Delivery phase	Days 1-30, Days 31-60 or Days 61-90.	Your records or manual review
`owner`	Owner	Person accountable for the next action.	Your records or manual review
`hours`	Planned hours	Expected delivery effort.	Your records or manual review
`monthly_profit`	Monthly contribution hypothesis	Explicit monthly contribution opportunity if the initiative succeeds.	Your records or manual review
`confidence`	Confidence factor	Analyst planning haircut, not statistical confidence. Decimal, 0.08 = 8%.	Your records or manual review
`dependencies_ready`	Dependencies ready	1 only after required access, data and predecessor changes are available. 1 = Yes, 0 = No.	Your records or manual review
`acceptance`	Acceptance condition	Specific evidence needed to accept delivery.	Your records or manual review
`accepted`	Delivery accepted	1 only after the acceptance condition is verified. 1 = Yes, 0 = No.	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

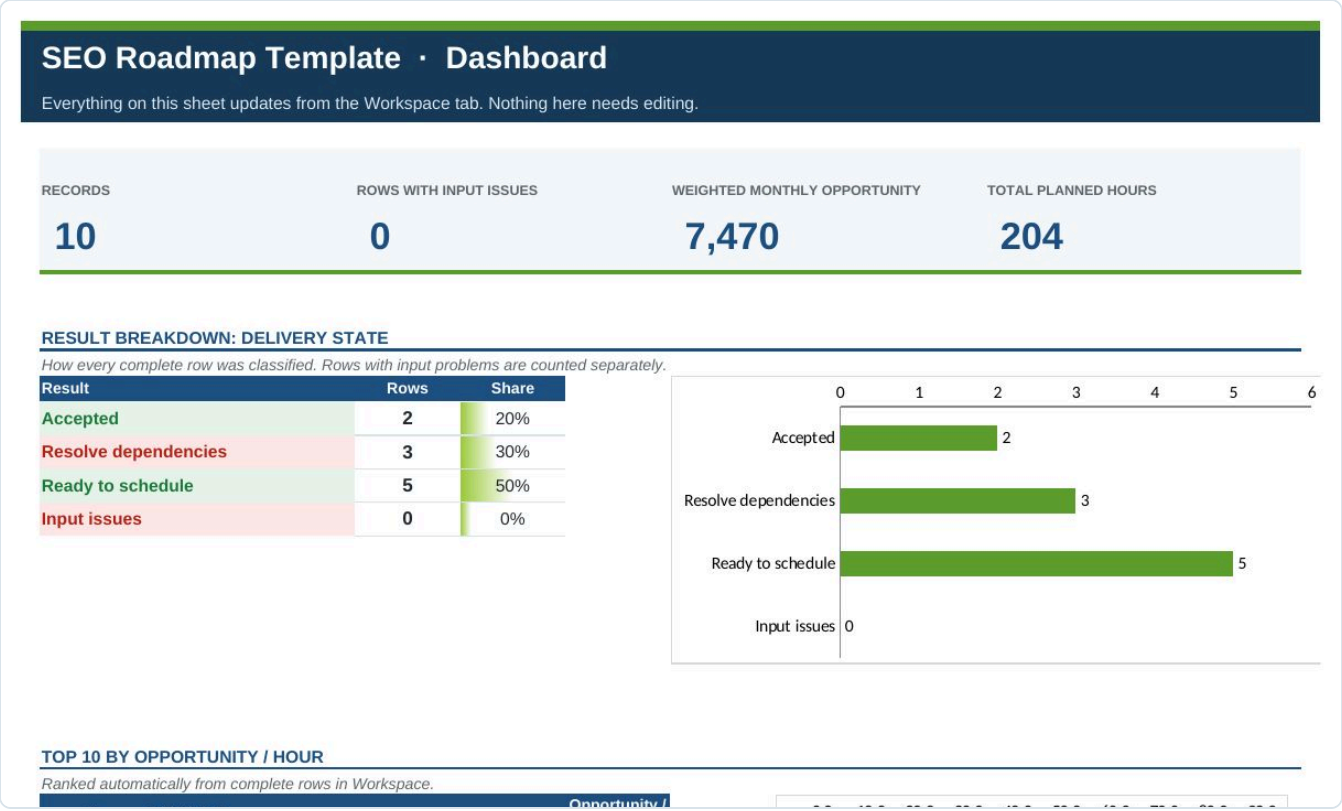
Every workbook ships filled with data from Northbeam Outdoor, a fictional outdoor-gear retailer. This one has 10 example rows.

10	0	7,470	204
Records	Rows with input issues	Weighted monthly opportunity	Total planned hours

Fixing faceted URL indexation and adding guide-to-category links offer the best value per hour. Redirect cleanup is already accepted, while product schema, the trail-guide batch and the Core Web Vitals work are blocked on dependencies.

Top 10 by opportunity / hour

#	Initiative ID	Opportunity / hour
1	R-01	85.0
2	R-07	82.5
3	R-02	60.0
4	R-04	58.3
5	R-06	53.3



The Dashboard updates automatically from the Workspace tab.

Reading the result honestly

Keep the roadmap small enough for the team to deliver. Link business hypotheses to the assumptions in the relevant calculator.

Limits. DataForSEO informs the evidence. Owners, capacity, economic hypotheses and delivery acceptance are human inputs.

Mistakes to avoid

No acceptance criteria. Without a definition of done, initiatives drift and never close.

Ignoring dependencies. Scheduling blocked work creates fake progress and missed dates.

Front-loading big projects. Early wins with high value per hour build trust for the larger work.

Tips from the field

Review the roadmap every two weeks and update accepted items.

Feed accepted outcomes into the ROI calculator.

Start with the onboarding checklist so the roadmap isn't built on missing data.

Questions people ask

What should an SEO roadmap include?

Prioritized initiatives, owners, effort, expected impact, dependencies, timelines and acceptance criteria.

How do you prioritize an SEO roadmap?

Rank initiatives by expected value per hour of effort, adjusted for confidence, and sequence around dependencies.

Why 90 days?

It's long enough to deliver meaningful work and short enough to re-plan based on results.

Can I include GEO work in an SEO roadmap?

Yes. AI visibility initiatives like prompt panels, entity cleanup and answer evidence audits fit the same prioritization.

Templates that work well with this one

SEO Client Onboarding Checklist

Track every access, definition and baseline export a new SEO engagement needs, with owners and blockers.

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.

SEO Forecast Template

Project added clicks and contribution per keyword cluster with CTR, attainment and seasonality you can defend.

Content Audit Template

Score every URL by lost clicks, conversions and links, choose keep, refresh, merge or retire, and catch the risky calls.

AI Prompt Research Template

Turn real customer tasks and keywords into a weighted prompt panel for ChatGPT, Perplexity, Gemini and AI Overviews.

SEO ROI Calculator

Turn incremental sessions into revenue, contribution, net return and a break-even month against real SEO costs.

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