



Choose the right SEO priorities for your professional service firm.

Search work becomes easier to prioritize when every task has a service, a buyer question and a source of evidence behind it. Use this planner to choose what to improve on the website you already have. It helps you explain the next decision even when some performance data is unavailable.

Your working output.

A service-led opportunity map and a short improvement backlog with evidence and owners.

Use the companion tool.

Start with a verified service and market

Use unknown for unavailable observations instead of zero

Priority is a qualitative planning choice, not a Google score

Review business profile eligibility and actual location facts before changes

Version 1.0. Sources checked 2026-10-28. Open-access planning guidance. Verify your own inputs and professional requirements.

Make the decision with your team.

Choose a service before choosing search terms.

A search plan begins with the work your firm can accept. Name the service, its intended buyers, the problem that makes them look for help and the markets you can actually serve. Ask the delivery lead to confirm exclusions and capacity. A plausible search term is a research lead, not permission to promise that service.

Decide where local and national discovery overlap.

Local discovery can matter when proximity, a visit or local business facts influence the decision. National discovery can matter when a specialist problem or distributed buying group leads the search, and a firm may need both, with different pages serving different questions. Neither label determines a standard budget allocation.

Source: [Google Business Profile representation guidelines](#)

Inventory the pages that already do useful work.

List service pages, expert profiles, case studies, guides and important contact routes, and record the page's intended role and what it currently answers. A service page helps a buyer assess an offering. A guide can explain a decision in more depth. A case study provides bounded evidence about particular work.

Check whether the source can be reached and understood.

Ask the website owner to check status codes, canonicals, crawl controls and retrievable content so an unexpected exclusion or broken contact route can be investigated as a specific dependency. A low third-party score alone does not explain the cause of a visibility problem.

Source: [Google's guide to generative AI search features](#)

Make the decision with your team.

Find gaps in expertise, evidence and the enquiry route.

Read the priority service page as a prospective buyer. Can you identify who is responsible for the work? Does the description explain when the service is useful and what a conversation would establish? Could someone verify relevant experience without interpreting a decorative logo as proof of an identical engagement?

Prioritize with reasons another person can challenge.

Use a qualitative decision, not a proprietary search score. Give an item high business relevance when it serves a priority offering or removes an observed barrier to a suitable enquiry. Assess evidence as confirmed, needing verification or not assessed. Keep unknown values as unknown.

Review progress against the task and the response.

Verify the delivered change first. Was the service explanation approved, did the internal link resolve and does the contact path work? Keep that delivery evidence separate from subsequent search observations. A published page proves that work shipped, not that it improved demand.

Work through an example.

Illustrative example: a national consultancy chooses one gap.

A fictional consultancy offers integration governance to distributed finance teams. Its existing page explains the phases but omits who leads discovery and how the client participates. The planner records a source inspection, a buyer question about senior involvement and a proposed page addition requiring the principal's input.

It also finds a detailed expert article that answers a related readiness question, and the first backlog items connect that article to the service and add an approved explanation of leadership responsibilities. The team records effort qualitatively and leaves traffic, costs and expected enquiries unknown. No ranking improvement is claimed.

Adapt the planner for a local professional firm.

A fictional local practice starts with one priority service and its actual jurisdiction, and it checks the existing office and business profile facts before considering local content. The practice does not claim to have an office in every city from which it could accept a suitable enquiry.

Its backlog may begin with correcting an observed hours discrepancy, clarifying intake fit and connecting the service to the responsible professional. Those tasks require different evidence from the national consultancy's leadership question. The same workbook supports both without pretending their buying journeys are identical.

Define the decision.

Blank working page. Record only information approved for this planning file. Add a source or an unknown status where evidence is missing.

Service

Buyer

Buyer question

Geographic relevance

Physical office

Record the next action.

Blank working page. Record only information approved for this planning file. Add a source or an unknown status where evidence is missing.

Buyer question

Service

Geographic relevance

Current page

Intended page role

Use, review and keep the context.

Use the workbook to keep a short backlog.

Complete Service and market, then Page inventory. Use Local facts only where the business and journey make it relevant. In Backlog, include the buyer question, observed evidence, missing answer, proposed action and business rationale before setting priority or effort.

The separate fictional example shows one national consultancy record. Add a contrasting local record in your blank working sheets using real evidence from your firm. Assign the next review and keep unresolved access or permission issues visible. You should leave with a handful of decisions your team can explain, rather than a list of invented scores.

Sources.

[Google Business Profile representation guidelines](https://support.google.com/business/answer/3038177?hl=en)

<https://support.google.com/business/answer/3038177?hl=en>

[Google's guide to generative AI search features](https://developers.google.com/search/docs/fundamentals/ai-optimization-guide)

<https://developers.google.com/search/docs/fundamentals/ai-optimization-guide>

Current HTML guide and related reading.

<https://www.growthfriday.com/resources/seo-opportunity-planner>

Recommendations are planning guidance. Platform documents describe their own surfaces. Fictional examples are not results, tests or benchmarks. Review source changes and professional requirements before use.