



SEO SWOT Analysis Template

From the SEO Strategy Course by Sara Taher

Use this template to analyze your website's **Strengths, Weaknesses, Opportunities, and Threats**.
Perfect for planning your SEO strategy and setting clear priorities for growth.

■ How to Use This Template

■ Strengths

List what your website is already doing well from an SEO perspective. Think about keywords you rank for, strong backlink profiles, fast page speed, high-quality content, or a well-established brand presence in search.

■ Weaknesses

Identify internal SEO issues holding you back. Common examples include pages with zero traffic, thin or duplicate content, technical issues like slow load times or JS-heavy pages, missing schema markup, or over-reliance on branded keywords.

■ Opportunities

Look at what you could do to grow organic traffic. This might include targeting featured snippets, refreshing outdated content, building topical authority in underserved areas, earning backlinks, or creating new landing pages for untapped keywords.

■ Threats

Consider external factors that could negatively impact your SEO. Examples include strong competitors ranking for your key terms, algorithm updates, or market changes that shift search intent away from your current content.

■ [Open the SWOT Template](#)

■ Filled-In Example

Here's a real-world example of a completed SEO SWOT for a Canadian real estate website:

Strengths	Weaknesses
<ul style="list-style-type: none">- Mature brand presence (branded searches)- Mobile app availability for on-the-go users- Focused on the Canadian market- 10% of keywords are on the first page of results- A lot of traffic coming from Reddit	<ul style="list-style-type: none">- Top keywords bringing traffic are branded keywords- 14k backlinks coming from 745 domains only- 92.7% of the pages on the website are getting zero traffic- Login required to view some of the listings- Location pages like are JS heavy with less text- No knowledge graph- No real estate listing schema
Opportunities	Threats
<ul style="list-style-type: none">- Going after featured snippets- Update pages that have not been updated before- Update pages with declining traffic- Prune dead weight pages- Create new landing pages	<ul style="list-style-type: none">- Data is the same for all websites in search- Strong competitor

Example: SEO SWOT Analysis for a Canadian real estate listing website.

■ What to Do After Your SWOT

Step 1	Client Survey	Understand goals, target audience, and priorities directly from the client.
Step 2	SEO SWOT Analysis ✓	You are here! Assess the site's current state and competitive landscape.
Step 3	SEO Strategy Wireframe	Use your SWOT findings to build a prioritized, actionable SEO roadmap.

Once your SWOT is complete, use the insights to build your SEO Strategy Wireframe — mapping Opportunities to actionable tactics and Weaknesses to quick wins. Want to learn the full process? Check out the [SEO Strategy Course by Sara Taher](#) →

■■■ About Sara Taher

Sara Taher is an SEO consultant based in Ontario, Canada. She has been working in SEO since 2014, with experience both agency-side and in-house, building a portfolio of national and international clients. Sara is also an SEO speaker and author, and a former startup founder who graduated from the YC Online Startup School bootcamp.

She specializes in **enterprise, SaaS, and ecommerce SEO**, and created the **SEO Strategy Course** to give marketers and freelancers a clear, step-by-step system for building SEO strategies that actually work.

Learn more at sara-taher.com

Ready to start? [Download the SWOT Template →](#)

© Sara Taher / SEO Strategy Course, 2026 • For personal and professional use • sara-taher.com