

The SEO Questions Professionals Ask When Rankings Aren't the Problem Anymore

Most SEO advice stops at surface metrics: rankings, traffic, and keyword counts. That phase is fine if a site is invisible. But once a website starts ranking and growing, those numbers stop being answers and start being distractions.

At Ravenous Raven Design, the difference between beginner SEO and expert SEO is simple. Beginners ask what happened. Professionals ask why it happened, whether it matters, and what breaks next if they're wrong.

If your website is indexed, ranking, and gaining traction, these are the questions that move SEO from growth to leverage.

1. Search Reality Checks

- What percentage of our ranking keywords have real commercial intent, not just curiosity?
- Which keywords look high intent but are actually garbage because they convert poorly once traffic arrives?
- Which keywords attract people who want to learn, not buy, book, or call?
- Which keywords feel valuable in tools but collapse the moment real users land on the page?
- Which keywords are ranking only because competition is weak, not because they're worth money?
- Are we accidentally training Google to see us as an informational site instead of a business?

2. Page Performance Questions

- Which pages generate 80% of impressions?
- Which pages rank for dozens of keywords but are functionally useless because they drive no action?
- Which pages sit at positions 4–12 and are close enough to win but ignored long enough to rot?
- Which pages are indexed but receive zero impressions?
- Which pages rank well but show poor engagement?
- Which pages cannibalize each other and dilute relevance?

- Which pages exist only because someone once said SEO best practice?

3. Indexing & Crawl Control

- How many indexed pages are actually earning impressions?
- Which pages get crawled repeatedly but never rank?
- Are important pages buried behind unnecessary navigation layers?
- Are parameters, tags, or filters quietly eating crawl resources?
- Is indexation intentional or accidental?
- Which pages would improve fastest if Google crawled them more often?

4. Ranking Mechanics

- When rankings improve, what changed first: content, links, internal links, or engagement?
- Are gains happening site-wide or isolated to specific pages?
- Does volatility cluster around certain content types?
- Which competitors gained rankings without publishing new content, and why?
- Are we winning because we're better, or because others stopped trying?

5. CTR & SERP Ownership

- Which page-one keywords have bad CTR, making the ranking effectively useless?
- Are titles written for humans or for keyword checklists?
- Which SERPs are so crowded that ranking doesn't justify the effort?

6. Conversion & Revenue Reality

- Which organic pages generate leads or sales?
- Which pages attract the wrong audience?
- What is our organic customer acquisition cost?

- Which rankings feel good but do nothing for the business?

7. Risk & Sustainability

- How dependent is growth on a small cluster of keywords?
- What happens if one core page drops?
- Which traffic gains are borrowed and which are earned?

Expert SEO isn't about more tools, more audits, or more content. It's judgment. Judgment about intent, leverage, and what's garbage and why. At Ravenous Raven Design, SEO is treated as infrastructure. When the foundation is right, growth compounds.