Paid Search to SEO

A paid-search query can reveal a customer task. Use it to investigate an organic opportunity without treating ad spend as proof of SEO demand.

1. Export the query, date range and matching paid results. Keep campaign context and exclusions.
2. Review actual inquiry quality and search intent, then check whether an existing page already answers the task.
3. Validate current organic results and demand before choosing improve, new, hold or reject.

What to verify

Intent	What is the searcher trying to accomplish?
Paid evidence	Spend, inquiries and qualified leads from one period.
Quality	Separate unknown outcomes from confirmed poor fit.
Page owner	Existing URL and what it already does.
Organic evidence	Current results and query-specific demand, separately checked.
Decision	Improve, build new, hold or reject with a reason.

Completed example - fictional

Fictional query	emergency machine repair
Paid observation	Relevant inquiry observed; sample is too small for a demand conclusion.
Page check	An existing repair page already serves the task.
Next action	Review page clarity and current organic results before planning new content.

Method: original worksheet. Examples are fictional and show how to use the fields.

Your worksheet

Paid Search to SEO | Record facts, evidence and the next action.

Query / source / date range
Campaign / market
Spend / inquiries / qualified leads
Quality definition / unknown outcomes
Search intent / customer task
Existing owning URL
Current organic-result evidence
Demand source / collection date
Improve / new / hold / reject
Reason / excluded intent
Next action / person / review date
Outcome after review

Keep sensitive customer details in your own secure systems. Use safe record references here.

Use the online guide and companion download