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AUSTRALIAN DIGITAL AGENCY

WEBSITES | APPS | AI | AUTOMATION

CHECKLIST FOR AUSTRALIAN BUSINESSES

How long will SEO take?
Ten things that set the pace.

Tick each factor that applies to you. More ticks on the left side of each tag usually means faster results; the others take longer.

- [ ] 01 **Your site is already established** — Faster
  Older sites with some rankings and links usually move faster than brand new ones.
- [ ] 02 **Your market is not highly competitive** — Faster
  Regional or niche markets often respond sooner than national ones.
- [ ] 03 **You target local searches** — Faster
  Local SEO and a strong Google Business Profile can show results sooner.
- [ ] 04 **Your technical foundations are sound** — Faster
  No indexing or speed problems holding pages back.
- [ ] 05 **You publish useful content regularly** — Faster
  Steady content gives search engines more reasons to rank you.
- [ ] 06 **You earn genuine links and mentions** — Faster
  Relevant sites linking to you builds authority.
- [ ] 07 **Your site is brand new** — Slower
  New domains take time to build trust.
- [ ] 08 **You compete nationally in a busy market** — Slower
  Finance, law and trades in big cities take longer.
- [ ] 09 **Your site has a history of problems** — Slower
  Penalties, migrations or spam links need fixing first.
- [ ] 10 **You expect results in weeks** — Reset expectations
  SEO compounds over months. Judge progress over six to twelve months.

What to expect

Most Australian businesses see meaningful movement in three to six months and stronger growth from six to twelve months, depending on competition and investment.

Be wary of

Anyone promising instant rankings or page one in weeks. Shortcuts can break Google's spam policies and set you back months.

Full guide: high10.com.au/blog/how-long-does-seo-take

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