SEO Budget Allocation Decision Brief

Technical SEO - Content - Authority | Portable approval and handoff record

Decision objective	Budget envelope / horizon	Binding constraint	Allocation posture

Allocation decision

Category	Decision state	Amount / range	Why this bucket?
Technical SEO			
Content			
Authority			

Decision record

Prerequisite / dependency	
Evidence quality and key evidence	
Key assumption / unresolved item	
Rejected alternative / opportunity cost	
Next action and owner	
This allocation changes if...	

Decision rule: Use percentages only when the evidence supports them. A directional, capped, staged or unresolved allocation can be the more defensible output.

Challenge the allocation before approval

Use these prompts to make the decision reconstructable, challengeable and easier to reopen.

1. Constraint	What evidence shows that this condition - rather than another problem - is limiting value now?
2. Prerequisite	What must already be ready before the proposed spend can realize value?
3. Marginal value	What does the next meaningful tranche change, and why is this stronger than the next-best alternative?
4. Capacity	Can engineering, editorial, expert review, distribution and measurement actually absorb the proposed work?
5. Evidence and uncertainty	Which parts are observed or sourced? Which are inferred, assumed or unresolved?
6. Reallocation	What specific evidence, capacity change or constraint removal would cause the allocation to move?

Minimum handoff gate

- ☐ Decision objective
- ☐ Category decision states
- ☐ Supporting evidence / source reference
- ☐ Rejected alternative / opportunity cost
- ☐ Decision owner
- ☐ Review / reopen condition
- ☐ Key assumption or unresolved item

Method boundary: This brief supports an allocation decision after the SEO investment envelope has been approved in principle. It does not guarantee rankings, traffic, AI citations or ROI.

Read the full SERPIFAI method