

# Organizational Search Maturity

PROCESS MATURITY



ORGANIZATIONAL MATURITY

# Scorecard Exercise



STAGE / CRITERIA	1 INITIAL/CHAOTIC	2 REPEATABLE	3 DEFINED	4 MANAGED/CAPABLE	5 EFFICIENT/OPTIMIZING
<b>PROCESS</b> Does a documented, repeatable process for including of organic search exist and is it continuously improving?	Undocumented, no search processes exist	Search processes exist, not documented, not enforced	Search processes documented, enforced, at times reactive inclusion	Search processes documented and enforced, proactive inclusion	Search processes documented and efficient, proactive inclusion, continual process optimization
<b>PERSONNEL RESOURCES &amp; INTEGRATION</b> Does the necessary talent exist at the organization or within the scoped personnel?	Staff does not exist, no search work being done	Staff exists, minimal search work being done	Staff works actively on search, but often independently in silos	Staff works actively and collaboratively on search, partially integrated	Staff is fully integrated and collaborates across disciplines to execute organic search work
<b>KNOWLEDGE &amp; LEARNING</b> Is the organization knowledgeable about search?	No knowledge of search, no training, no commitment to learn more	Low knowledge of search, some basic training, no commitment to learn more	Moderate knowledge and training in search, basic experience, commitment to learning	Advanced knowledge and training in search, high commitment to learning	Expert level knowledge and training in search, high commitment to learning and staying current or cutting edge
<b>MEANS, CAPACITY &amp; CAPABILITIES</b> Does the organization budget for and prioritize organic search?	No means and capacity — never built in	Low means, ad hoc inclusion as available	Moderate means, frequent inclusion, sometimes prioritized	High means, consistent inclusion and prioritization	Always built in and prioritized
<b>PLANNING &amp; PREPARATION</b> Is organic search aligned to brand goals and proactively planned?	Never included, never planned, no awareness of connection to brand goals	Occasionally included, rarely planned, largely disconnected from brand goals	Usually included, occasionally planned, loosely connected to brand or campaign goals	Always included, usually plan, closely connected to brand or campaign goals	Always included, always planned, search helps inform brand and campaign goals