

Preparing for Battle - (Day 0)

- Create a new Project in OTTO, install the pixel, build a Knowledge graph, connect GSC and GBP
 - Accurate Business Information
 - Need to have the Top Pages section filled in (either through GSC connection or manually add the money pages & keywords)
 - Social & Directory links
 - Author (used for PR and Citations)
 - Logo + 3 photos and any YouTube videos
- Create a Content Folder in the Content Genius
 - Be very intentional with all the fields and provide as much context as possible
 - Use this folder for all blog posts and landing page copy
- Create local heatmap reports, KW rank tracker, and complete the Report Builder setup
 - Extremely important to set up before deploying any changes to ensure clean performance tracking
- Install WordPress or Shopify plugin
 - White label it if needed

Settings

- Crawler
 - Crawl Budget - Max
 - Crawl Frequency - Bi-weekly or Monthly
 - Speed - 10 pages per second
 - User Agent - SearchAtlas or GoogleBot Mobile
- AI Writing -
 - Anthropic (Claude)
 - Language - English (US)

Phase 1 - Technical Fundamentals (Day 1-7)

- Optimize Title tags, meta descriptions, and missing H1 tags for money pages
 - If the site is large focus the above tasks on money pages only (services, locations, solutions) and circle back to blogs/resources toward EOM
 - Pay extra close attention to metadata for any money pages
- Organization Schema
 - Make sure the Knowledge graph is properly set
- Audit/Optimize GBP
 - Deploy & Lock
- Create a GBP Post schedule
 - 4 posts minimum and drip them out
- Create a GBP Q&A schedule
 - 4 posts minimum and drip them out
- Bulk AI respond to any unanswered reviews
- Internal links
 - Add new Target or Source pages as needed

- Deploy all Alt Image Text
 - Quick scan/No review needed
- Issues with links
 - Review suggestions for fringe cases (i.e. paginated blogs)
- Canonical tags
 - Review suggestions for fringe cases (i.e. product pages on Shopify)

Phase 2 - Content Enhancement (Day 8-15)

- Missing keywords
 - Review keywords/entities before deploying
- Topical Map creation
 - Base the topic on the primary service the business provides (i.e. roofing contractor)
- 1 blog post per week
 - Only if the WP plugin is installed, if not, download the HTML or Google Doc
- Additional Schema Modules
 - Semantic Analysis and Knowledge Graph
 - Knowledge-Based Trust and Factual Enhancement
 - Review keywords/entities before deploying
- Missing Headings
 - Review suggestions for missing headings and deploy as needed across all core landing pages
- Finish any on-page work
 - OG/Twitter meta
 - Missing headings
 - Meta keywords
 - Open Graph
 - Twitter Cards
 - Miscellaneous (rare)
- Submit all pages for Dynamic Indexing
 - Start with the money pages first

Phase 3 - Efficient Authority Building (Day 16-30)

- Submit the first
 - Press Release (min 1 channel)
 - 20-100 links
 - Round of cloud stacks
 - 13 high DA links
 - Local Citations (min 1 channel)
 - 50-120 depending on how many networks selected
- Bulk AI respond to any unanswered reviews

Ongoing

- Monitor the performance of money pages following the deployment and adjust metadata if needed
 - Report Builder + GSC Performance Tool
- Create a calendar of GBP posts and Q&A for the next 3 months
 - 1 GBP Post & 1 Q&A per week minimum
- Set a schedule to post blogs from the topical map tool
 - 1 blog per week minimum
- 13 cloud stacks each month
 - Cycle landing pages and anchor texts each month
- 1 PR per month
 - Cycle landing pages and anchor texts each month (the more channels the better)
 - Use dynamic PR if selecting more than 1 channel
- Approve AI-generated review responses
 - Can remove the approval once you are happy with the replies during a test period
- Build new landing pages using the AI Builder if needed
 - New locations, new services, etc
 - Test various prompts/colors until you find what you need
- Guest Post backlinks if/as needed
 - Digital PR Outreach Tool
 - Link market place
 - White label agency

Resources:

- [Knowledge Base](#)
- [Tutorial Videos](#)
- [Onboarding Videos](#)
- [WordPress Plugin](#)
- [Shopify Plugin](#)
- [Chrome Extension](#)
- [SEO Package Template for Agencies](#)