ChatGPT said:

The 360° Digital Growth Playbook: First 50 Actions for Every Website Marketing Campaign

SEO • AI Search • GEO • AEO • Content • Social • Digital PR • Analytics • Brand Authority

My recommendation is to stop thinking of an SEO campaign as simply a process of improving keyword rankings.

When you accept a digital marketing campaign, your real responsibility should be to build a **discoverable, technically sound, authoritative, accessible and commercially effective digital brand.**

That means making the website and business visible across:

- Google and Bing organic search.
- Google AI Overviews and AI Mode.
- ChatGPT Search, Perplexity and other AI discovery platforms.
- YouTube, LinkedIn, Reddit and relevant social platforms.
- Industry publications, directories and authoritative websites.
- Local search and Google Business Profile, wherever relevant.
- Conversational searches and recommendation-driven discovery.

I would build your service around one central principle:

Don't optimize only for search engines. Optimize the entire digital presence so that people, search engines and AI systems can discover, understand, trust and recommend the brand.

This is the framework I would use as the foundation of your digital marketing consultancy and Stallion Brigade's campaign delivery methodology.



Before the 50 actions: Understand the five campaign objectives

1. Discoverability

Search engines and AI platforms can find the website, pages, content and brand.

2. Understandability

Systems can accurately understand the brand, its products, services, expertise and relationships.

3. Credibility

Independent evidence, expertise, reviews, references and consistent brand information establish trust.

4. Visibility

The brand earns meaningful exposure across traditional search, AI-generated answers, social discovery and other relevant channels.

5. Business growth

Visibility translates into qualified visitors, enquiries, leads, sales, revenue and brand preference.

One distinction matters: indexing, ranking, AI citations, brand mentions and conversions are different outcomes. A successful campaign measures all of them rather than treating them as interchangeable.

Phase 1 — Client onboarding and business intelligence

Actions 01–08

Foundation: Understand the business before touching the website.



01. Conduct a comprehensive business discovery session

Understand the business before recommending marketing activities.

Collect:

- Business model: B2B, B2C, D2C, marketplace, SaaS or local business.
- Products and services.
- Target markets and geographical coverage.
- Primary customer segments.
- Average order value or customer lifetime value.
- Sales cycle and buying process.
- Competitive advantages and differentiators.
- Existing marketing channels.
- Business objectives and revenue targets.

Deliverable: Business Discovery Document.

02. Identify the ideal customer profile (ICP) and buyer personas

Define precisely whom the business wants to attract.

Research:

- Demographics and business characteristics.
- Customer problems and pain points.
- Buying motivations.
- Search behaviour.
- Questions customers ask before purchasing.
- Objections and concerns.

- Preferred platforms and information sources.

For B2B, identify decision-makers, influencers and procurement stakeholders.

Deliverable: ICP and Buyer Persona Framework.

03. Define campaign objectives and KPIs

Don't accept vague objectives such as "increase website traffic."

Establish measurable targets.

Objective	KPI
Organic visibility	Impressions, clicks, rankings
AI visibility	Citations, mentions, linked references
Brand awareness	Branded searches, reach
Website engagement	Engagement, conversions
Lead generation	Qualified enquiries
Sales	Revenue, conversion rate
Authority	Relevant referring domains, brand mentions

Separate baseline measurements from target improvements.

04. Perform a complete digital presence audit

Investigate the client's existing presence beyond its website.

Check:

- Google and Bing search visibility.
- Google Business Profile.
- LinkedIn and other social profiles.
- YouTube channel.
- Industry directories.
- Review platforms.
- Media coverage.
- Brand mentions.
- Competitor comparisons.
- AI platform visibility.

Search the brand name, founder name, products and services across different platforms.

Deliverable: Digital Presence Audit.

05. Establish baseline performance

Before implementation, record the existing performance.

Collect at least:

- Google Search Console data (preferably 16 months).
- Google Analytics 4 data.
- Bing Webmaster Tools data.
- Organic landing-page performance.
- Conversion and lead data.
- Keyword rankings.
- Backlink profile.
- Indexed URLs.
- Core Web Vitals.
- AI search visibility sample.

Also preserve historical data so future performance comparisons remain meaningful.

06. Conduct competitor intelligence research

Identify three categories of competitors:

1. Direct business competitors.
2. Organic search competitors.
3. Content and authority competitors.

They aren't necessarily the same companies.

Analyse:

- Their best-performing landing pages.
- Keyword and topic coverage.
- Content architecture.
- Backlink sources.
- Brand mentions.
- Reviews.
- Social engagement.
- AI citations and recommendations.
- Content formats and publishing frequency.

Important: Look for gaps, not just keywords your competitors rank for.

07. Conduct customer-language and search-demand research

Collect actual questions from:

- Google autocomplete and related searches.
- People Also Ask.
- Search Console queries.
- Reddit discussions.
- Quora.
- YouTube comments.

- Customer support conversations.
- Sales calls and FAQs.
- Reviews and testimonials.
- AI conversational queries.

Categorise the language into informational, commercial, transactional, navigational and problem-solving intent.

08. Build a complete campaign strategy and roadmap

Prepare a prioritised implementation document.

Divide work into:

- Critical technical corrections.
- Website and UX improvements.
- SEO opportunities.
- Content development.
- AI Search optimisation.
- Brand authority building.
- Social distribution.
- Conversion optimisation.
- Performance monitoring.

Assign every task an owner, deadline, priority, estimated effort and expected business impact.

Deliverable: 90-day campaign roadmap.

Phase 2 — Technical SEO, accessibility and website infrastructure

Actions 09–18

Foundation: Make the website accessible to users and technically understandable to machines.



09. Conduct a comprehensive technical SEO audit

Use a combination of:

- Screaming Frog SEO Spider.
- Google Search Console.
- Ahrefs or Semrush.
- Sitebulb.
- PageSpeed Insights.
- Chrome Lighthouse.

Check:

- Broken links.
- Redirect chains.
- 404 errors.
- Server errors.
- Duplicate pages.
- Missing metadata.
- Canonical conflicts.
- Orphan pages.
- Pagination.
- JavaScript rendering.
- Indexability problems.

Don't blindly fix every audit warning. Identify issues that actually affect crawling, indexing, usability or search performance.

10. Audit crawling and indexing

Review the following:

- `robots.txt`
- XML sitemaps.
- Meta robots directives.
- Canonical tags.
- HTTP status codes.
- Noindex pages.
- Crawlable internal links.
- Googlebot rendering.
- Search Console Page Indexing reports.

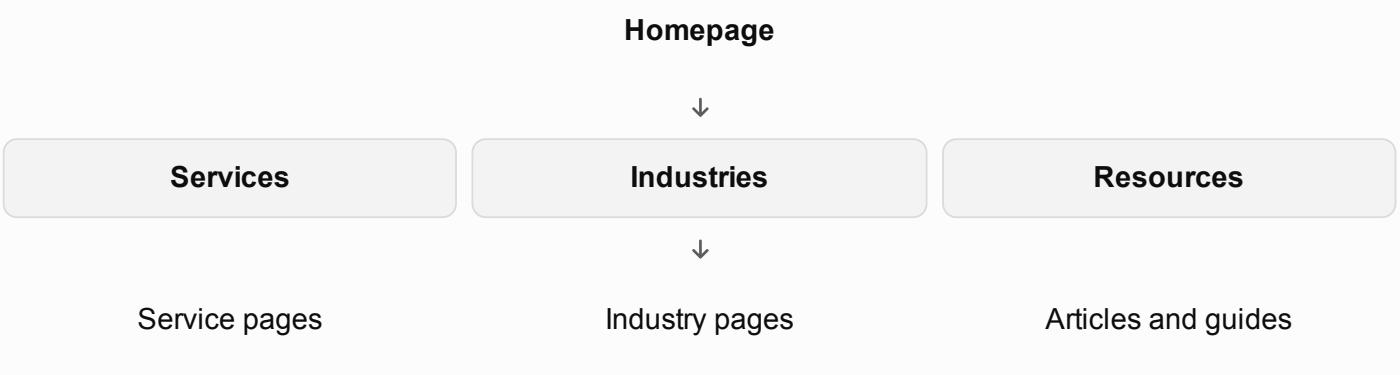
Use URL Inspection to investigate important pages.

Ensure valuable commercial and informational pages are discoverable and eligible for indexing.

11. Optimise the website architecture

Develop a logical hierarchical structure.

For example:



Illustrative information architecture

Make sure every important page has a logical place and can be reached through internal links.

12. Optimise URL structure and canonicalisation

Establish:

- Short, descriptive URLs.
- Consistent trailing-slash conventions.
- HTTPS throughout.
- Consistent www/non-www preference.
- Canonical URLs.
- Proper redirect mappings.
- Consistent lowercase URL structure.

Avoid unnecessary URL changes, particularly on established websites.

13. Improve Core Web Vitals and page performance

Measure:

- Largest Contentful Paint (LCP).
- Interaction to Next Paint (INP).
- Cumulative Layout Shift (CLS).

Current good thresholds:

Metric	Target
LCP	≤ 2.5 seconds
INP	≤ 200 milliseconds
CLS	≤ 0.1

Prioritise mobile performance.

Implement image compression, modern image formats, caching, CDN delivery, lazy loading where appropriate, JavaScript optimisation and font optimisation.

Use real-user field data alongside laboratory tests.

14. Make the website mobile-first and responsive

Test the website on:

- Android smartphones.
- iPhones.
- Tablets.
- Laptops.
- Desktop displays.

Check navigation, menus, buttons, forms, tables, typography, images and checkout flows.

A mobile-friendly website should be fully functional, not merely shrink to fit a smaller screen.

15. Conduct a website accessibility audit

This is a frequently overlooked part of digital marketing.

Use WCAG 2.2 AA as a practical accessibility target, subject to applicable legal requirements.

Audit:

- Keyboard navigation.
- Screen-reader compatibility.
- Colour contrast.
- Image alternative text.
- Descriptive link text.
- Form labels.

- Focus indicators.
- Heading hierarchy.
- Captions and transcripts.
- Accessible error messages.
- Touch target sizes.

Test using automated tools and manual keyboard and screen-reader checks.

Accessibility improves usability and helps make information available to more people. It is not a direct ranking guarantee.

W3C +1

16. Audit JavaScript and content rendering

Check whether important content is available to search engines without requiring inaccessible user interactions.

Review:

- JavaScript-generated content.
- Client-side navigation.
- Lazy-loaded content.
- Internal links.
- Product information.
- Metadata.
- Structured data.

Verify rendered HTML, not just the source code.

17. Configure structured data and Schema.org

Implement relevant schema types based on actual page content.

Examples:

Website element	Schema
Business	Organization / LocalBusiness
Products	Product
Services	Relevant Service representation
Articles	Article / BlogPosting
Breadcrumbs	BreadcrumbList
Videos	VideoObject
Events	Event
Software	SoftwareApplication

Add accurate properties, author information, business identity, images and relevant relationships.

Validate with Google's Rich Results Test and Schema Markup Validator.

Important: Structured data helps machines interpret information, but does not guarantee rich results or AI citations.

18. Optimise crawler access for AI discovery

Inspect robots.txt and CDN/WAF rules for relevant crawlers.

In particular, understand the distinction between:

- `Googlebot` — Google Search crawling.
- `Bingbot` — Bing crawling.
- `OAI-SearchBot` — ChatGPT Search discovery.
- `GPTBot` — OpenAI's separate model-training crawler.
- `PerplexityBot` — Perplexity-related crawling.

The business should make an informed decision about which crawlers it wants to allow.

For OpenAI, OAI-SearchBot and GPTBot have separate controls. Allowing search discovery does not require allowing training-related crawling.

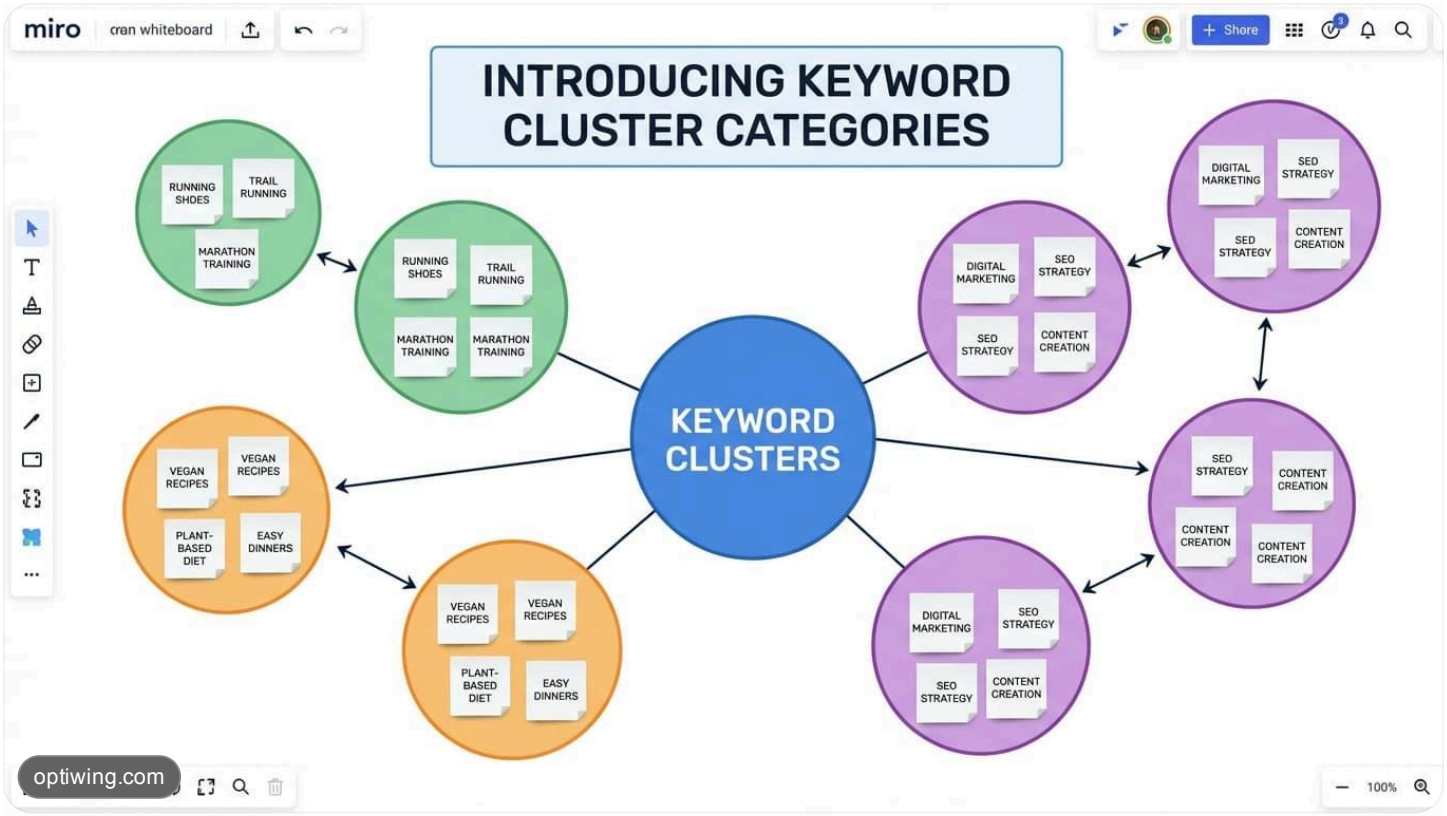
OpenAI Hel... +1

Also check CDN challenges, bot protection, rate limits and server responses. A robots.txt permission alone cannot overcome a blocked server request.

Phase 3 — SEO strategy, keyword research and content architecture

Actions 19–28

Foundation: Build topical relevance and match genuine search demand.



19. Develop a master keyword database

Research keywords across multiple sources:

- Google Keyword Planner.
- Ahrefs.
- Semrush.
- Google Search Console.
- Bing Webmaster Tools.
- Google autocomplete.
- Competitor websites.
- Customer questions.
- Industry forums.

Capture:

- Search volume.
- Keyword difficulty.
- Search intent.
- CPC where useful.
- SERP features.
- Ranking URLs.
- Business relevance.
- Conversion potential.

Don't use search volume as the sole selection criterion.

20. Conduct search intent analysis

For every target keyword, inspect the actual search results.

Determine whether Google predominantly displays:

- Informational articles.
- Service pages.
- Product listings.
- Comparison pages.
- Videos.
- Local results.
- Forums.
- News.

Build content that matches the intent instead of forcing every keyword into a blog article.

21. Map keywords to existing and proposed URLs

Create a keyword-to-URL mapping sheet.

URL	Primary topic	Secondary topics	Intent
Homepage	Main brand offering	Brand terms	Navigational
Service page	Core service	Service variations	Commercial
Guide	Main informational topic	Related questions	Informational
Comparison	Product A vs B	Alternatives	Commercial

Avoid keyword cannibalisation and multiple pages competing for essentially the same purpose.

22. Build topical authority through topic clusters

Identify the main topics that the business has the expertise and commercial right to cover.

Develop:

- Pillar pages.
- Supporting guides.
- Detailed tutorials.
- Comparison articles.
- Industry-specific pages.
- FAQs.
- Case studies.
- Glossaries where useful.

Connect them through meaningful internal links.

A topic cluster should represent a coherent area of expertise, not an excuse to publish dozens of repetitive articles.

23. Conduct a comprehensive content audit

Classify existing pages into:

- Keep.
- Update.
- Expand.
- Consolidate.
- Redirect.
- Remove or noindex.

Assess each page for:

- Organic performance.
- Content quality.
- Search intent.
- Backlinks.
- Conversion contribution.
- Accuracy.
- Originality.
- Internal links.
- Brand relevance.

Do not delete a page simply because it receives little traffic. It may support conversions or topical relevance.

24. Develop a content gap analysis

Compare the website against relevant competitors.

Look for:

- Missing service pages.
- Missing industry pages.
- Unanswered customer questions.
- Missing comparisons.
- Lack of practical guides.
- Missing case studies.
- Uncovered buying objections.
- Missing original research.
- Weak product documentation.

Prioritise gaps based on customer demand, business value and realistic ability to produce superior content.

25. Build a search-first editorial calendar

Plan a 90-day calendar with a balance of:

- Educational content.
- Commercial content.
- Transactional landing pages.
- Comparison content.
- Case studies.

- Original research.
- Video content.
- Expert interviews.

Each proposed content asset should have a target audience, search intent, unique value proposition, primary URL, distribution strategy and measurable purpose.

26. Upgrade content quality and information gain

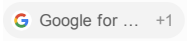
Create content that offers something beyond what already exists.

Use:

- Original examples.
- First-hand experience.
- Proprietary data.
- Expert interviews.
- Demonstrations.
- Screenshots.
- Research findings.
- Practical templates.
- Detailed explanations.

Include accurate authorship, credible sourcing and appropriate editorial review.

Google's people-first guidance specifically emphasises who created the content, how it was produced and why it exists. AI-assisted production is not inherently a problem; scaled, low-value content created primarily to manipulate rankings is.



27. Optimise existing pages at the on-page level

For each important page, review:

- Title tag.
- Meta description.
- H1.
- H2/H3 structure.
- Main content.
- Keyword relevance.
- Semantic terminology.
- Image alt text.
- Internal links.
- External references.
- CTA placement.
- FAQ sections where genuinely useful.

Write for clarity and relevance rather than keyword density.

28. Build conversion-focused landing pages

Every important commercial offering should have a clear landing page.

Include:

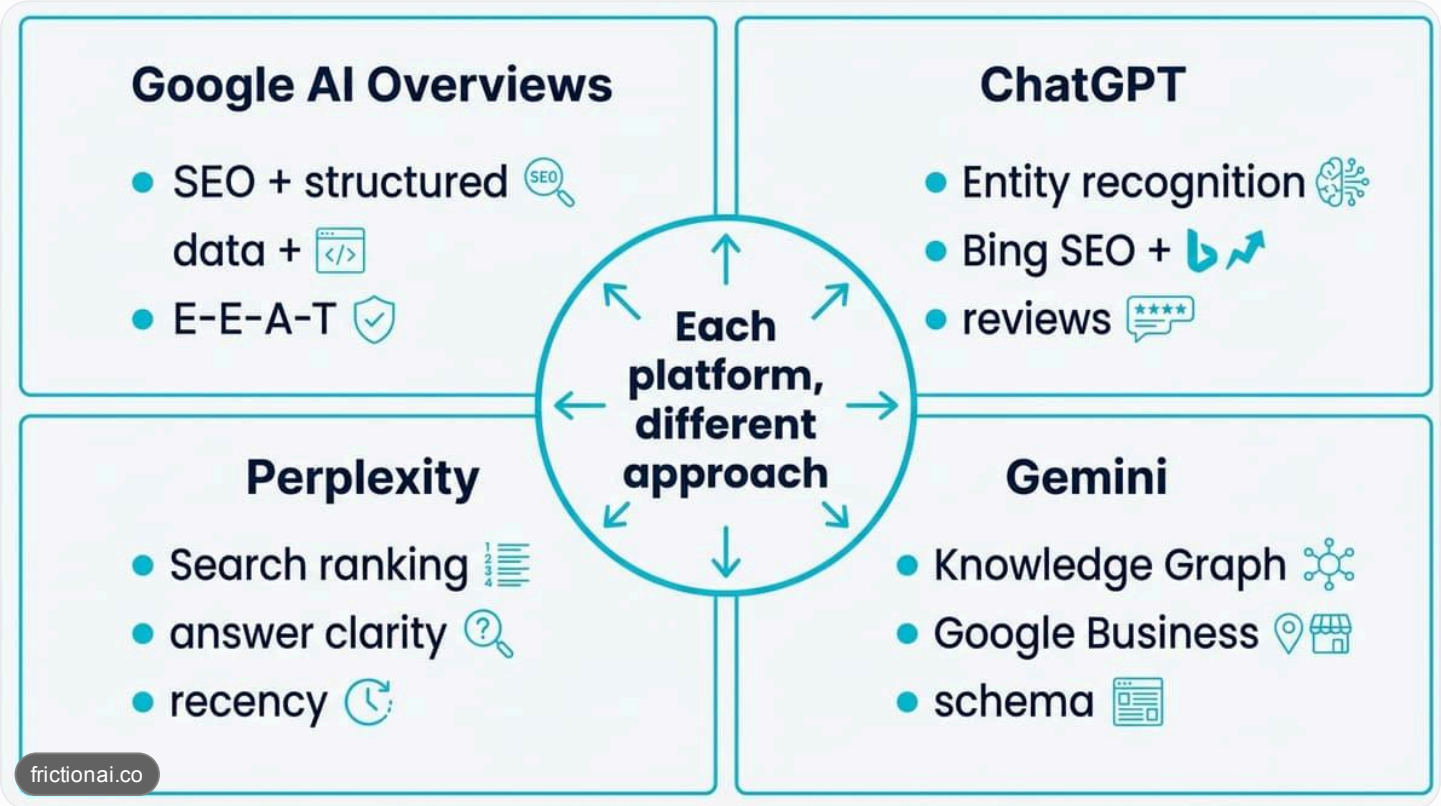
- What the business offers.
- Who it serves.
- Problems it solves.
- Benefits and differentiators.
- How the service works.
- Evidence and case studies.
- Customer testimonials.
- FAQs.
- Pricing or enquiry information where appropriate.
- Clear calls to action.

A visitor should understand what the business does and why it should be considered within seconds.

Phase 4 — GEO, AEO and AI Search optimisation

Actions 29–36

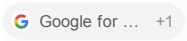
Foundation: Make the brand and its information understandable, attributable and useful to AI systems.



This is where your service can differentiate itself from conventional SEO agencies.

However, one important point: GEO, AEO and AI SEO are not separate magic techniques. They build upon technical SEO, content quality, entity clarity, brand authority and discoverability.

Google explicitly says its existing SEO fundamentals remain applicable to AI Overviews and AI Mode. It does not require special AI schema or special AI text files to qualify.



29. Build a comprehensive brand entity profile

Create a consistent, well-documented identity for the business.

Establish:

- Official business name.
- Website and domain.
- Business category.
- Products and services.
- Founder and leadership information.
- Location and operating markets.
- Founding year, where verified.
- Official social profiles.
- Contact information.
- Awards and recognitions.
- Distinctive expertise.
- Brand history.

Ensure this information is consistent across the website, social profiles, business directories and credible third-party references.

The objective is to reduce ambiguity about which business the search engine or AI system is referring to.

30. Develop an AI-friendly content structure

Make important information easy to extract and understand.

Use:

- Descriptive headings.
- Concise definitions.
- Direct answers.
- Logical sections.
- Descriptive tables.
- Step-by-step explanations.
- Clearly attributed statistics.
- Source links.
- Dates and context for time-sensitive claims.

For example, instead of starting an article with five paragraphs of generic introduction, explain the central question immediately, then develop the topic in depth.

Don't make every article a superficial FAQ. Comprehensive context remains important.

31. Develop question-based and conversational content

Research how people ask AI systems questions.

Examples:

- What is the best solution for this problem?
- How does this service work?
- Which company provides this service?
- What is the difference between A and B?
- Is this product suitable for small businesses?
- What should I consider before purchasing?
- Which alternatives should I evaluate?

Build genuinely useful content that answers these questions.

Include follow-up questions and related decision-making considerations where they add value.

32. Optimise for query fan-out and related intent

A single conversational question can involve multiple related information needs.

For example:

"Which SEO agency should I hire for my healthcare business?"

Related information needs might include:

1. Healthcare SEO experience.
2. Medical content expertise.
3. Compliance and editorial review.
4. Agency case studies.
5. Pricing.
6. Client reviews.
7. Industry reputation.

Build content that addresses the relevant subtopics and connect supporting pages through internal links.

This improves the completeness of your information architecture without creating a separate page for every possible question.

33. Create original research and citation-worthy assets

This is one of my favourite opportunities for AI Search visibility.

Develop assets that other websites and AI systems have a reason to reference:

- Industry surveys.
- Original market research.
- Proprietary datasets.
- Benchmark reports.
- Expert interviews.
- Statistical studies.
- Detailed case studies.
- Comparison studies.
- Practical calculators.
- Industry-specific reports.

For example, an agency could publish:

"2027 State of AI Search Visibility for Indian B2B Companies."

An original study with transparent methodology is more defensible than another generic article explaining GEO.

34. Develop an AI Search visibility tracking system

Build a standard set of prompts around the client's actual business.

Test them periodically on:

- ChatGPT Search.
- Perplexity.
- Google AI Overviews and AI Mode, where available.
- Microsoft Copilot.
- Other relevant AI discovery platforms.

Track:

Measurement	What to record
Brand mentions	Is the company named?
Citations	Is its website linked?
Recommendation	Is it recommended?
Competitors	Which alternatives appear?
Accuracy	Is brand information correct?
Source URLs	Which pages are cited?
Share of voice	How often does the brand appear in the prompt set?

Keep the prompts, geography, language and testing conditions consistent.

Remember that AI answers vary with time, location, user context and prompt wording. A small prompt sample is directional evidence, not a universal visibility score.

35. Optimise content for extractability and attribution

Make it easy to identify the source and meaning of information.

For important claims:

- State the claim clearly.
- Provide its supporting evidence.
- Attribute research correctly.
- Link to original sources.
- Identify the author or expert.
- Include relevant publication or update dates.
- Keep supporting explanations accessible.

Develop distinctive, attributable material rather than merely paraphrasing competitors.

Don't assume that short paragraphs or FAQ schema automatically make content citable.

36. Establish an AI crawler and machine-readability policy

Document the client's AI discovery preferences.

Review:

- robots.txt permissions.
- OAI-SearchBot.
- GPTBot.
- PerplexityBot.
- Bingbot.
- Googlebot.
- CDN and firewall access.
- Content licensing preferences.

Evaluate `llms.txt` if the client wants to experiment with a machine-oriented content directory, but treat it as an optional, experimental convention—not a proven ranking or AI citation requirement.

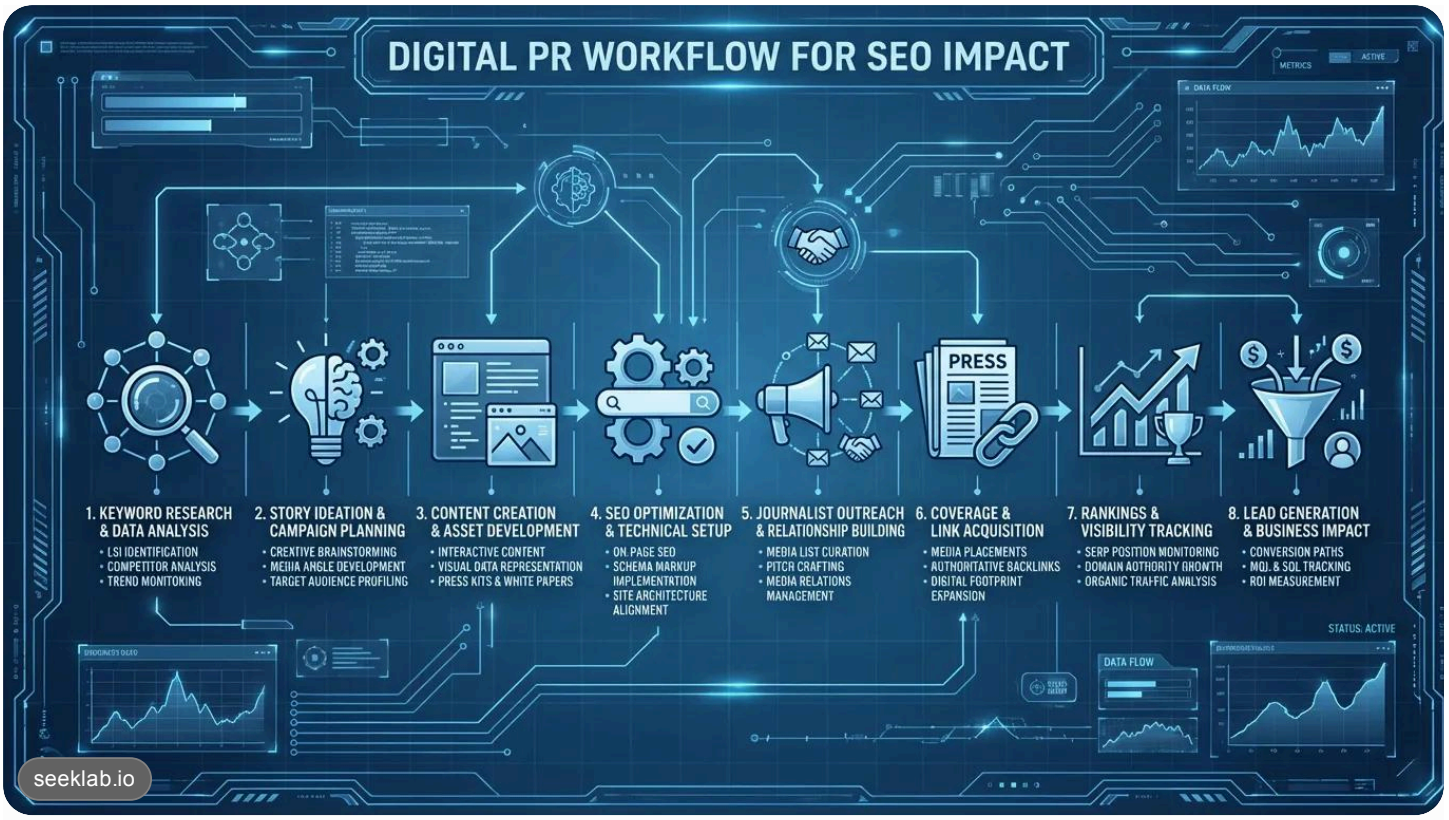
Maintain accurate XML sitemaps, crawlable links and accessible HTML as the fundamentals.

The distinction I want you to remember: AI visibility is an outcome to measure, not a technical checkbox you can guarantee.

Phase 5 — Brand authority, digital PR and off-page SEO

Actions 37–42

Foundation: Build independent recognition and trust beyond the website.



37. Develop a strategic backlink acquisition programme

Research relevant websites that can provide genuine editorial value.

Prioritise:

- Industry publications.
- Trade associations.
- Professional organisations.
- Relevant business publications.
- Trusted niche websites.
- Educational resources.
- Industry partners.
- Genuine editorial references.

Evaluate relevance, editorial standards, audience quality and link placement.

Avoid buying bulk links, private blog networks, irrelevant guest posts and manipulative link exchanges.

38. Launch digital PR and media outreach

Create newsworthy stories and distribute them to relevant publications.

Potential activities:

- Expert commentary.
- Industry reports.
- Data-driven stories.
- Founder interviews.
- Original surveys.

- Product announcements.
- Industry trend analysis.
- Journalist outreach.

Aim for meaningful editorial coverage and brand recognition, not simply a backlink count.

39. Build founder and expert authority

Develop the online presence of founders, senior leaders and subject-matter experts.

Implement:

- Detailed author biographies.
- Expert profiles.
- LinkedIn thought leadership.
- Interviews and podcasts.
- Conference participation.
- Guest contributions.
- Original commentary.
- Expert-led videos.

Connect real people with the expertise they demonstrate.

Do not fabricate credentials, awards or experience.

40. Optimise business profiles and online reputation

Claim, verify and maintain relevant profiles.

Depending on the business:

- Google Business Profile.
- Bing Places.
- LinkedIn Company Page.
- Relevant industry directories.
- Professional associations.
- Product review platforms.
- Trusted local directories.

Maintain consistent names, addresses, phone numbers, descriptions and business categories.

For local businesses, build a genuine customer review acquisition and response process.

41. Build a brand mention and reputation management programme

Monitor brand references across:

- News websites.
- Industry blogs.
- Forums.
- Reddit.

- LinkedIn.
- YouTube.
- Review platforms.
- Relevant communities.

Identify inaccurate information, unlinked brand mentions, customer complaints and emerging reputation issues.

Respond appropriately and pursue editorial corrections or attribution when justified.

42. Develop strategic partnerships and community participation

Build relationships with:

- Industry experts.
- Complementary service providers.
- Business associations.
- Relevant communities.
- Professional creators.
- Podcasts.
- Event organisers.

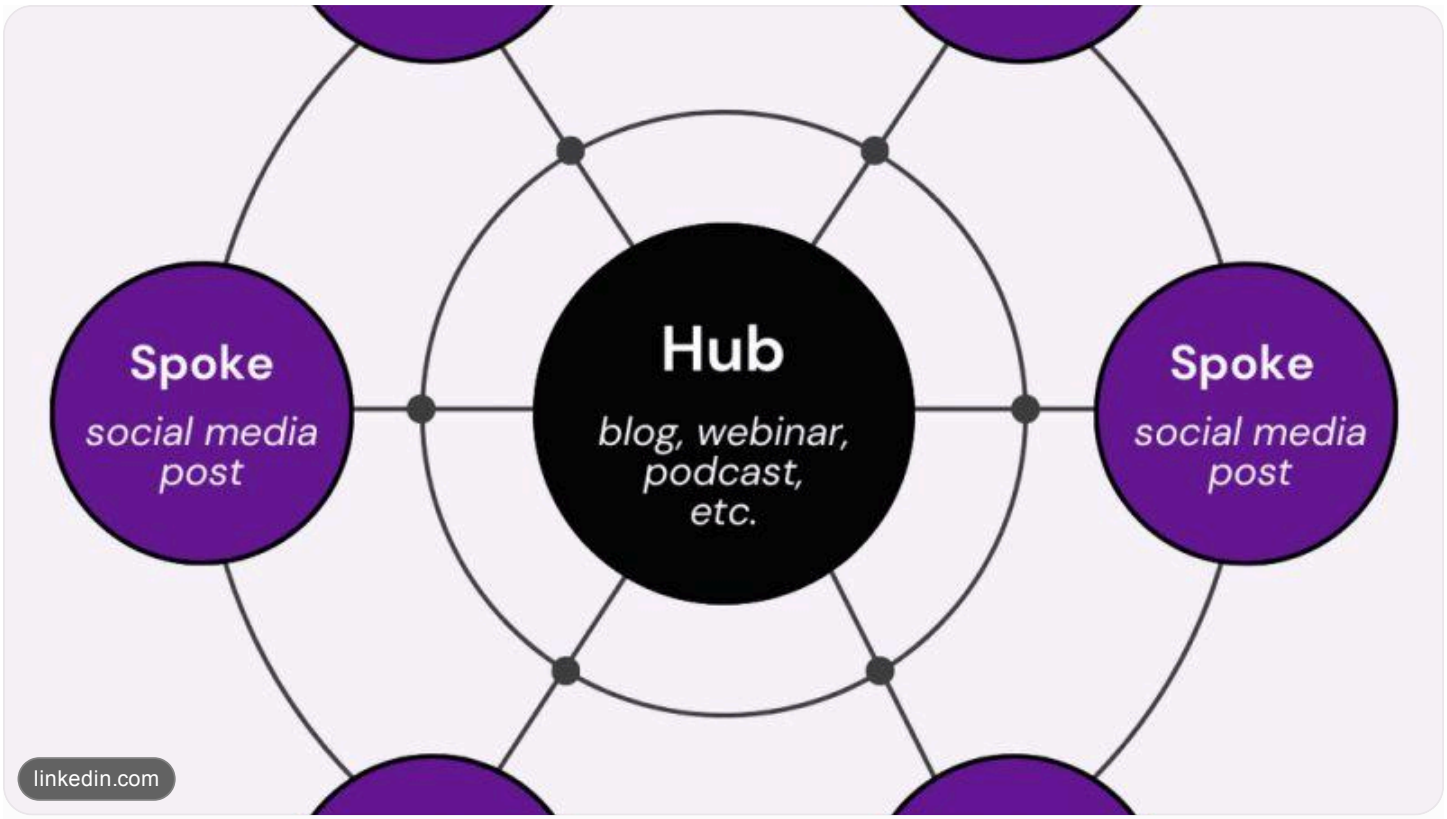
Contribute useful insights and resources.

Don't turn community participation into automated promotional posting. The purpose is to become a recognised, helpful participant in the industry.

Phase 6 — Social media, video and omnichannel discovery

Actions 43–47

Foundation: Expand discovery beyond the website and conventional search.



43. Develop an integrated social media strategy

Choose platforms based on the target audience rather than trying to be everywhere.

Platform	Strategic purpose
LinkedIn	B2B authority and professional discovery
YouTube	Tutorials, education and video discovery
Instagram	Visual brand building and engagement
Facebook	Communities and customer engagement
Reddit	Community insights and authentic participation
X	Industry conversations and real-time commentary
Pinterest	Visual discovery, where relevant

Create a consistent brand identity and platform-specific publishing strategy.

44. Build a video marketing and YouTube SEO programme

Video should become a regular content format wherever it suits the business.

Produce:

- Product demonstrations.
- Tutorials.
- Expert interviews.
- Customer stories.
- Explainer videos.

- Case studies.
- Comparisons.
- Short-form videos.

Optimise titles, descriptions, thumbnails, chapters and transcripts.

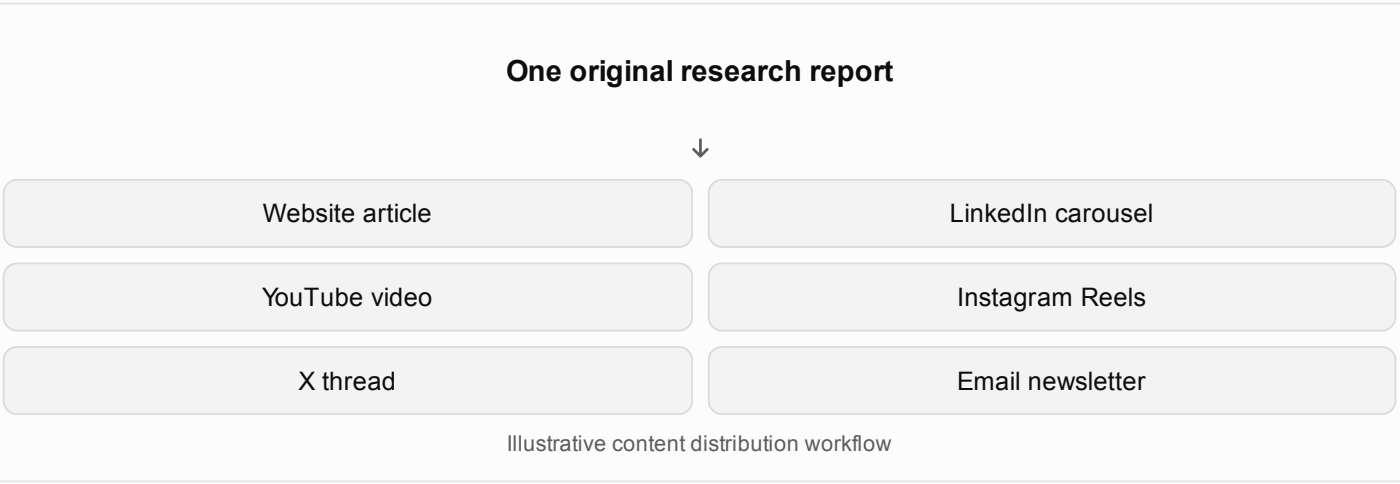
Embed relevant videos on appropriate website pages and use VideoObject structured data where applicable.

Don't simply upload promotional videos. Answer questions that potential customers are actually asking.

45. Create a content repurposing engine

Turn one substantial content asset into multiple distribution formats.

For example:



Illustrative content distribution workflow

Preserve the original insight while adapting the presentation to each platform.

46. Develop an email marketing and audience-retention programme

Capture first-party audience relationships through:

- Newsletters.
- Downloadable resources.
- Industry reports.
- Webinars.
- Lead magnets.
- Product updates.
- Educational email sequences.

Segment subscribers by interest and buying stage.

Measure subscriptions, engagement, qualified leads and revenue.

Email is not primarily an SEO tactic. It is a way to retain and develop relationships with audiences you have already attracted.

47. Build a social proof and customer advocacy programme

Collect authentic evidence of customer satisfaction.

Use:

- Testimonials.
- Case studies.
- Video reviews.
- Customer interviews.
- User-generated content.
- Project outcomes.
- Before-and-after demonstrations.
- Verified reviews.

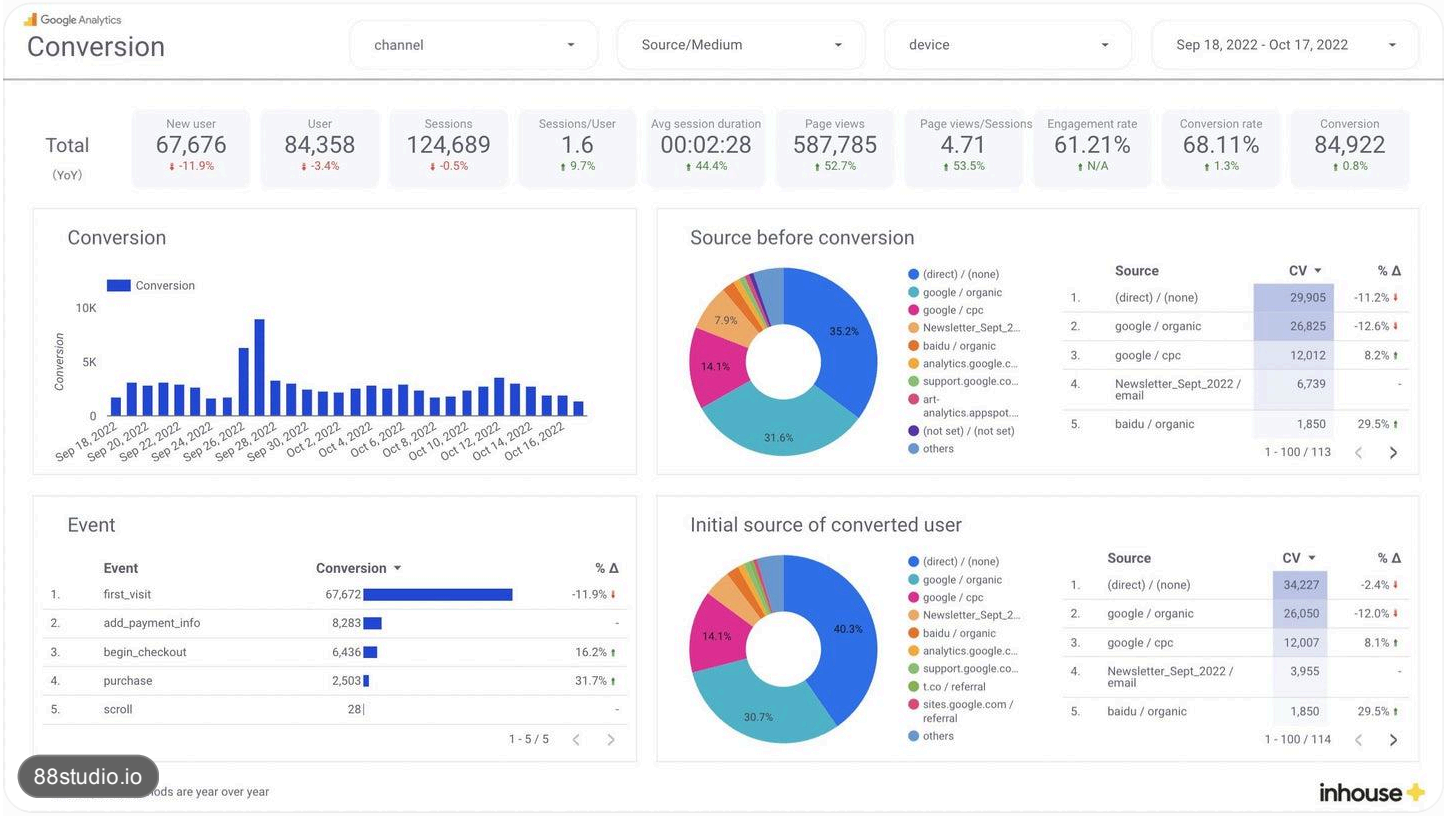
With permission, reuse these across service pages, social channels, presentations and sales material.

Never manufacture testimonials or manipulate reviews.

Phase 7 — Conversion optimisation, analytics and continuous growth

Actions 48–50

Foundation: Turn visibility into measurable commercial outcomes.



48. Implement complete analytics and conversion tracking

Configure the measurement infrastructure.

Essential tools

- Google Analytics 4.
- Google Search Console.
- Bing Webmaster Tools.
- Google Tag Manager.
- Looker Studio.
- CRM integration.
- Call tracking, where appropriate.
- Consent management, where required.

Track important events:

- Form submissions.
- Phone calls.
- WhatsApp enquiries.
- Purchases.
- Demo bookings.
- Newsletter signups.
- Downloads.
- Qualified leads.
- Revenue.

Implement appropriate consent and privacy controls.

Where possible, connect marketing data with CRM outcomes so you can distinguish raw leads from sales-qualified leads and actual customers.

49. Build a continuous optimisation and experimentation programme

Review performance weekly and monthly.

Investigate:

- Pages gaining impressions but not clicks.
- High-impression queries with weak CTR.
- Pages ranking between positions 5 and 20.
- Pages with declining traffic.
- Pages generating traffic but few conversions.
- Important pages not indexed.
- Competitor content improvements.
- New AI citation opportunities.
- Branded search growth.

Run controlled experiments on titles, landing pages, CTAs, navigation, content and conversion paths.

Maintain an experiment log recording the hypothesis, change, measurement period and result.

50. Produce an executive performance report and next-quarter strategy

The client should receive a clear account of what was accomplished and what happens next.

Your report should include:

1. Technical improvements.
2. Indexing and crawlability progress.
3. Organic search visibility.
4. Keyword and landing-page performance.
5. AI Search mentions and citations.
6. Brand awareness.
7. Backlink and PR progress.
8. Social and video performance.
9. Leads and conversions.
10. Revenue contribution where measurable.
11. Challenges and unresolved issues.
12. Next-quarter priorities.

The most important part is the final recommendation: what should the business do next, and why?

How I would execute these 50 actions: The 90-day implementation model

The 50 actions above form the complete scope. However, I would not attempt to execute all of them simultaneously.

I would divide implementation into four working periods.

90-day campaign execution

1 **Days 1–15: Discovery and diagnosis**

Audit and strategy

- Business discovery.
- Competitor research.
- Website and digital presence audit.
- Analytics baseline.
- Technical SEO audit.
- Keyword and content research.
- Campaign roadmap.

2 **Days 16–30: Technical foundation**

Infrastructure and optimisation

- Crawling and indexing corrections.
- Website architecture.
- Mobile and speed improvements.

- Accessibility.
- Schema implementation.
- On-page SEO.
- Landing-page improvements.

3 **Days 31–60: Authority and visibility**

Content and discovery

- Content production and updating.
- Topic clusters.
- GEO and AEO.
- AI crawler configuration.
- Original research.
- Digital PR.
- Social and video distribution.

4 **Days 61–90: Growth and optimisation**

Measurement and scaling

- Backlink and brand authority development.
- AI visibility monitoring.
- Conversion optimisation.
- Email and audience development.
- Performance reporting.
- Next-quarter strategy.

This is a suggested sequence, not a guarantee of rankings or AI visibility within 90 days. Some activities run continuously.

The technology and tools stack I would use

You don't need to purchase every tool. Start with the essential infrastructure and add specialist tools as the campaign grows.

Area	Recommended tools
Search performance	Google Search Console
Website analytics	Google Analytics 4
Search engine research	Ahrefs, Semrush
Technical auditing	Screaming Frog
Performance	PageSpeed Insights
Bing visibility	Bing Webmaster Tools
AI Search research	ChatGPT Search, Perplexity
Schema	Schema.org, Rich Results Test

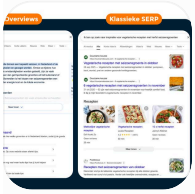
Accessibility	WAVE, Lighthouse
Content research	ChatGPT, Claude, Google Trends
Social management	Buffer, Hootsuite
Reporting	Looker Studio
CRM	HubSpot or the client's existing CRM

One recent development worth incorporating: Google announced new AI Search reporting and controls for website owners in June 2026, with an updated announcement in August. Include the available AI Search performance insights in your reporting workflow rather than relying exclusively on third-party AI visibility tools.

blog.google

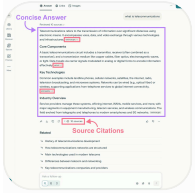
The most important trends to incorporate in 2027

These are the trends I would make part of your service development.



1. Search is becoming conversational

Optimise for complete questions, contextual relevance and related information needs—not just isolated keywords.



2. Citation and recommendation visibility

Track whether AI systems mention, reference and recommend a brand, not just whether its website ranks.



3. Original information becomes a differentiator

Invest in original research, experience-based content, proprietary data and expert insights.



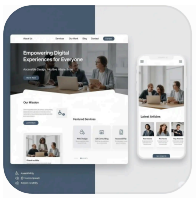
4. People and brands become interconnected

Build founder visibility, author credibility, expert profiles and consistent business identity.



5. Multiformat discovery

Video, social conversations, images and traditional articles should support a unified brand presence.



6. Accessibility and usability

Make content usable by people with different abilities, devices and assistive technologies.

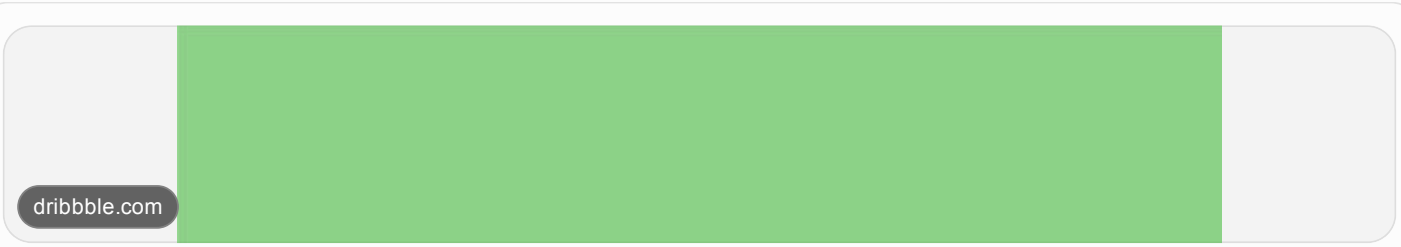
What should your client receive?

I would make these tangible deliverables part of your consultancy offering.

Deliverable	Frequency
Business discovery document	Once
Website and technical SEO audit	Initial + quarterly
Competitor and gap analysis	Initial + quarterly
Keyword master database	Initial + updated
Keyword-to-URL mapping	Initial + updated
Content architecture	Initial + quarterly
90-day editorial calendar	Quarterly
GEO/AEO strategy	Initial + updated
AI visibility baseline	Initial + monthly
Digital PR plan	Quarterly
Social media strategy	Initial + monthly
Conversion tracking setup	Initial
Performance dashboard	Continuous
Executive growth report	Monthly

My strongest recommendation: Productise this as your agency methodology

I would give this framework a recognisable identity under Stallion Brigade.



Our mission

Make businesses discoverable, understandable, credible and visible wherever their customers search, explore, ask questions and make decisions.

Our five service pillars

1. Technical SEO and website excellence.
2. Organic search and content strategy.
3. AI Search, GEO and AEO.
4. Brand authority and omnichannel marketing.
5. Analytics, CRO and revenue growth.

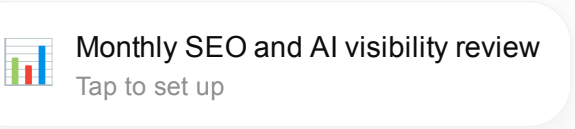
Three principles I would never compromise on

1. **Never promise guaranteed Google rankings or AI citations.** Promise a transparent process, measurable work and continuous improvement.
2. **Never confuse activity with performance.** Publishing 30 articles is not automatically better than publishing five outstanding resources.
3. **Never report visibility without business outcomes.** Traffic is useful, but qualified enquiries, customer acquisition and revenue are what ultimately justify the campaign.

Your next operational step

I recommend turning these 50 actions into a reusable client onboarding and execution workbook, with individual checklists, priority scores, task owners, deadlines, status tracking and evidence fields. That will allow you to use the same professional methodology every time you acquire a new client.

I can also help you establish a monthly organic and AI Search visibility monitoring routine so that campaign performance is reviewed consistently.



My final thought: You should aim to become a digital growth strategist who understands SEO deeply, AI Search intelligently, content strategically and business performance commercially. That is a much stronger professional proposition than positioning yourself as someone who simply manages SEO campaigns.