




Mastering Organic SEO Step by Step:

The SEO Pyramid Approach



GREEN HOUSE
SALES & MARKETING



A decorative vertical strip on the left side of the page, featuring a light gray background with a pattern of white geometric shapes, including hexagons and lines, creating a modern, architectural feel.

To the tireless digital marketers, content strategists, and SEO professionals who
know that page one isn't just a dream—it's a battle.

To the mentors who taught us the value of white-hat tactics (and the dangers of
chasing shortcuts), and to the clients who patiently waited while we explained, yet
again, why SEO takes time.

And, of course, to Google—for keeping us humble, confused, and forever
updating our strategies.



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Executive summary

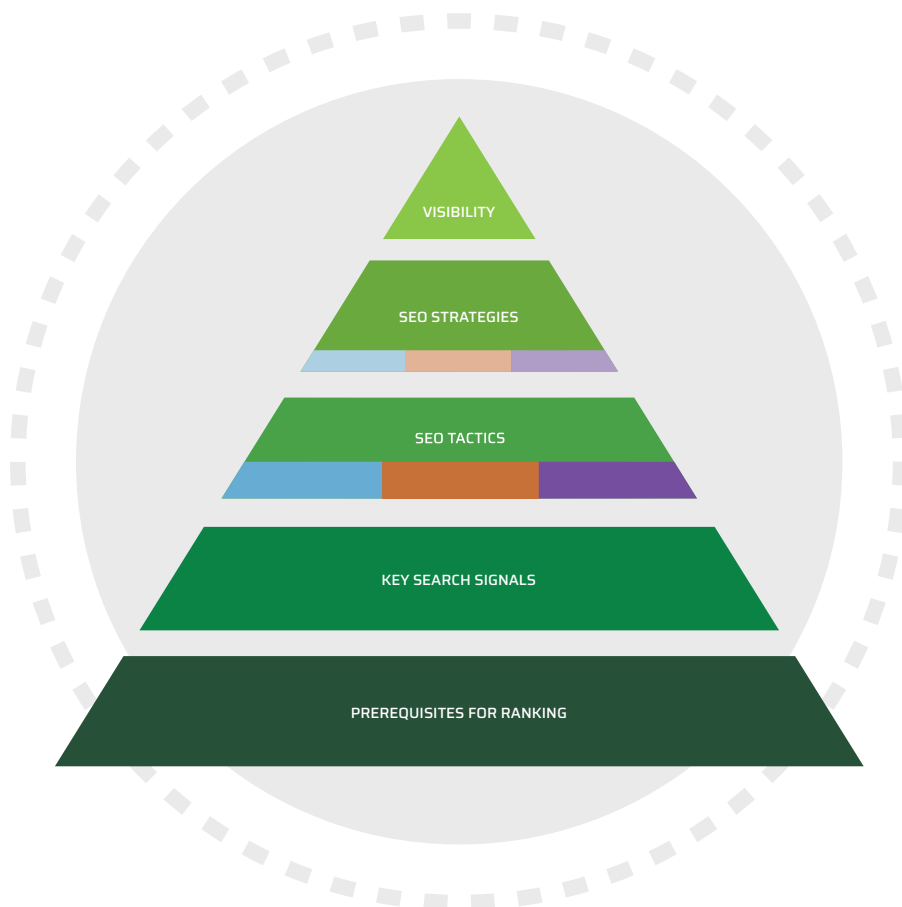
SEO matters now more than ever

In today's saturated digital landscape, organic visibility is no longer a "nice to have"—it is the backbone of modern marketing. As paid media costs rise and consumer trust shifts toward earned credibility, SEO delivers one of the highest ROI opportunities for sustainable growth. But for many marketing teams, SEO feels chaotic: a never-ending checklist of tactics without clear direction or measurable alignment with broader goals.

The solution

This guide offers a solution: a unifying framework developed by Green House Sales & Marketing that elevates SEO from a fragmented function to a cohesive, strategy-driven system. This framework, called the SEO Pyramid, transforms how marketing leaders can view and manage SEO—from foundation to long-term growth.

The SEO Pyramid: A framework for strategic clarity



The SEO Pyramid consists of five layers:

Prerequisites for Ranking: Establish crawlability and indexability so Google can discover and store your content.

Google Key Search Signals: Align with what Google values—Meaning, Relevance, Quality, Usability, and Context.

SEO Tactics: Execute high-impact actions across On-Page, Off-Page, and Technical SEO.

SEO Strategies: Measure performance using three core benchmarks: Relevance, Prominence, and Accessibility.

The Ultimate Goal: Achieve sustained visibility in search—and in the minds of your target audience.

Each layer builds upon the one below it. The pyramid shape is intentional: foundational efforts support higher-level execution which drives growth and measurable results.

What makes this model CMO-ready

Unlike most SEO content that relies on hypotheticals and anecdotal evidence, the SEO Pyramid stands apart because it is:



Mapped to Google's known systems:

Grounded in publicly documented ranking factors and search behavior.



Outcome-driven:

Built from a focus on improving visibility and long-term performance.



Predictive and prescriptive:

Can build new SEO strategies (bottom-up) or diagnose performance issues (top-down).



Built for decision-making:

Helps CMOs prioritize effort, allocate budget, and identify the true levers of growth.

Beyond the framework: A practical guide to execution

While the first half of this guide provides a theoretical overview of the SEO Pyramid, the second half walks through its implementation with step-by-step checklists, free worksheets, tool recommendations, and guidance on common pitfalls. It includes everything you need to do—and understand—to master SEO yourself.

Topics covered

Step-by-step implementation of the SEO Pyramid focuses on tactics organized into three different groups:

On-Page SEO Tactics:

- Keyword research aligned to the marketing funnel
- Content quality, E-E-A-T principles, and YMYL compliance
- Title tag, header structure, and meta description optimization



Off-Page SEO Tactics:

- Review generation and Local SEO
- Social media visibility and branded search optimization
- Ethical link-building tactics like unlinked mentions and broken link replacement



Technical SEO Tactics:

- Crawlability, indexability, and site structure audits
- Page speed performance and mobile usability
- Schema markup and canonicalization to support search engine clarity



A note from the author

This resource was written by a student content strategist at Green House Sales & Marketing, a university-integrated digital marketing agency focused on sharing knowledge—not just selling services. As digital marketing evolves, we believe that transparency, strategy, and education are the real differentiators in the market.

Whether you are leading a national brand or managing a growing team, this guide offers clarity, control, and confidence in your organic search strategy.



The challenge (and opportunity) of the digital age

Internet: The world's most competitive marketplace

Imagine turning the entire internet—trillions of gigabytes of raw data—into a searchable library of information. That is the monumental task Google and other search engines tackle every day.¹

As the epitome of modern knowledge and global connectivity, the search engine may be the most powerful educational tool ever invented. But for businesses, this marvel presents an enormous challenge.

Since 2003, business conducted online has grown by 21% as more people turn to the internet for services that were once only available in person.² With exponential increases in data, storage, and speed, the pressure to move business online has skyrocketed. Today, the internet stands as the world's most crowded marketplace.

In such an environment, how can small businesses gain the traction needed to drive sales and profits? The answer lies in **SEO (search engine optimization)**.

1. ["Our approach to Search" \(Google, 2025\)](#).

2. ["Percentage of Business Conducted Online" \(IBISWorld, 2024\)](#).

The ultimate goal of SEO

The ultimate goal of SEO is to maximize content **visibility** in **search engine results pages (SERPs)**.

Greater visibility leads to more traffic. More traffic leads to more sales—and ultimately, more revenue. That is why SEO remains one of the most powerful tools for any company seeking sustainable growth and a recognizable online presence.

How will this book help?

Many marketers treat SEO like a scattered checklist: disconnected tips, isolated tools, and tactics without a unifying strategy. This piecemeal approach makes it difficult to see the big picture and nearly impossible to build lasting momentum. Without a clear framework, marketers are left reacting to trends rather than executing with purpose. It is no surprise, then, that many companies struggle to see consistent results.

To stand out, you need more than a list of tasks. You need to understand the why behind the how. You need to see the end from the beginning.

This guide is for professionals who want that depth. It presents SEO as it should be understood: a unified, strategic system where each moving part supports the next to drive real, measurable growth.

We will begin with the **SEO Pyramid**: a visual framework for the entire SEO process, from foundational requirements to the ultimate goal of increased visibility. From there, we break down the process into practical, actionable steps—showing how each layer builds upon the last. The result is a complete SEO roadmap: not just what to do, but why it works—and how to tailor it to your specific goals and industry.

Why Green House?

Most agencies do not want you to have this understanding. Many would rather keep you dependent on their services. At Green House Sales & Marketing, we are proudly different. As a professional extension of a higher education institute, we take pride not just in doing great work, but in sharing what we learn. Why? Because we believe that knowledge is the key to long-term success—and you deserve to have it.

At Green House, we believe your greatest edge in the world's most competitive marketplace is understanding. This book was written to help you build that understanding—so you can think bigger, work smarter, and lead with confidence in an ever-changing digital world.

Audience disclaimer: This book is written for readers with a moderate understanding of SEO concepts. If you are completely new to SEO, some sections may feel advanced or assume prior knowledge. We encourage beginners to first review [introductory resources](#) before diving into this guide, so you can get the most value out of the information presented here.

Part 1: Introducing the SEO Pyramid



Why an SEO Pyramid?

Most people know that the ultimate goal of SEO is to improve visibility in online searches.

What is less obvious—and far less frequently explained—is how that visibility is actually earned. SEO success is not random, and it is not about chasing hacks or shortcuts. It is the result of a system that balances structure and strategy to meet both user needs and search engine expectations.

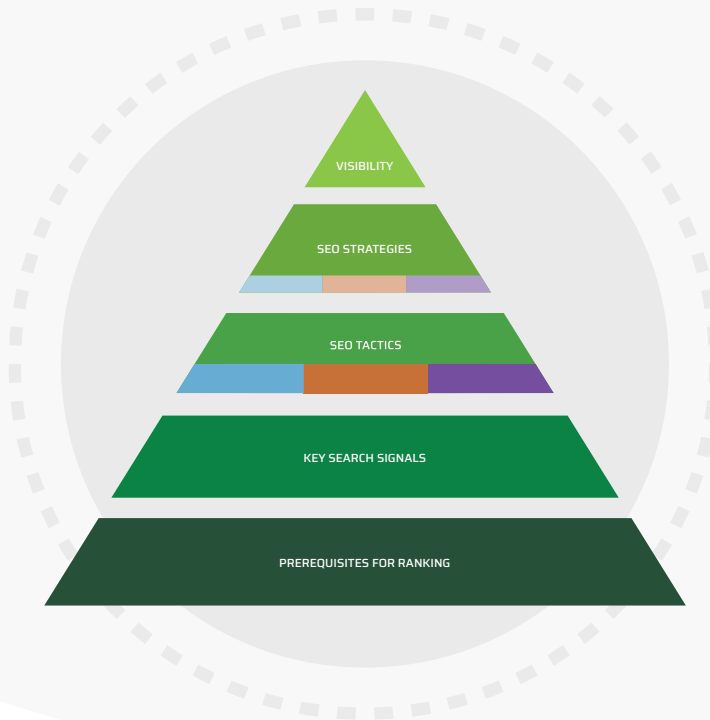
That system is what the SEO Pyramid was designed to clarify.

This framework distills SEO into its essential layers, demonstrating where the rules come from, how marketers can align with them, and how they can be measured and adapted across different contexts. It takes what often feels complex and scattered, and organizes it into a clear, actionable structure.

In this section, we will walk through the SEO Pyramid step-by-step: defining what each layer means, explaining where it comes from, and demonstrating why it matters. This will prepare you to go deeper in the pages ahead, and apply your knowledge with confidence.

An Overview

This is the SEO Pyramid. It consists of five main layers:



When applying the SEO Pyramid, marketers should work from the bottom up: begin by ensuring foundational prerequisites are in place, align with Key Search Signals, implement effective SEO Tactics, and guide those tactics using strategic metrics to reach the ultimate goal—online visibility.

The pyramid shape reflects how these core principles are interconnected: each layer supports the one above it. And while some areas receive more attention in everyday SEO conversations, all are essential—each playing a distinct role in building sustainable, long-term visibility.

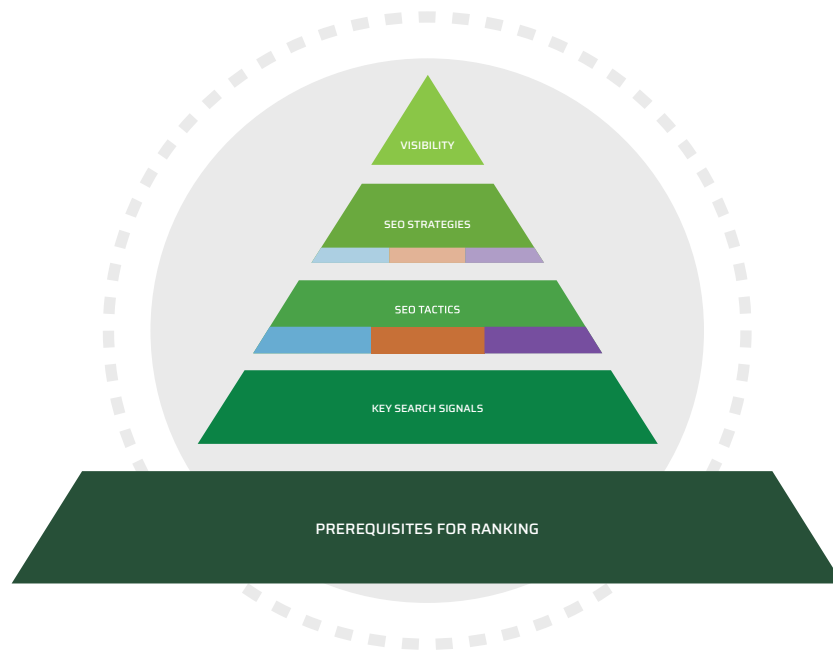
It is also worth noting that as you move higher up the Pyramid, the guidance becomes increasingly interpretive. The foundational layers—Prerequisites for Ranking³ and Key Search Signals⁴—are clearly defined by Google. But the upper layers (SEO Tactics, SEO Strategies, and Visibility) are more open to debate and vary depending on context. This is largely because Google does not disclose every ranking factor, leaving key aspects of SEO intentionally ambiguous.

This uncertainty does not diminish the value of the framework—it makes it even more essential. When grounded in a clear understanding of each layer and anchored to the ultimate goal, the SEO Pyramid offers structure where there is usually ambiguity, and strategic direction where others rely on guesswork.

3. [“In-depth guide to how Google Search works” \(Google Search Central, 2025\).](#)

4. [“How Search works” \(Google, 2025\).](#)

Layer 1: The Prerequisites for Ranking



What it is

Before any SEO work can take effect, Google must first know that your content exists. This requires two things: **crawlability** and **indexability**. When both are in place, Google can discover new or updated content, understand its context and keywords, and prepare it to appear in relevant search results.

Where it comes from

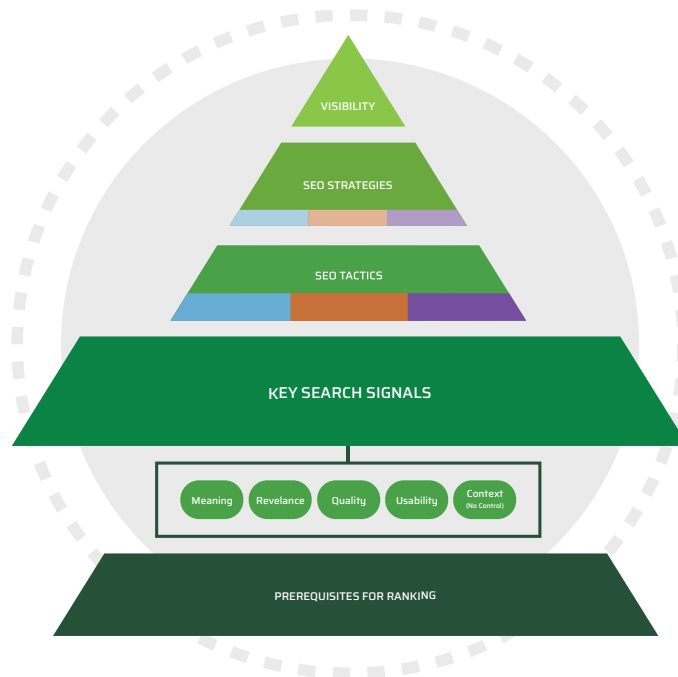
Crawlability and indexability are explicitly defined as foundational steps in Google's Search documentation.⁵ These concepts are also universally recognized by SEO professionals as the non-negotiable first step toward visibility in SERPs.

Why it matters

Without crawlability, Google cannot find your content. And without indexability, Google cannot store or rank your pages. Even the most valuable content cannot appear in SERPs if it is not discoverable. No crawling = no indexing = no visibility.

5. ["In-depth guide to how Google Search works" \(Google Search Central, 2025\)](#).

Layer 2: Key Search Signals



What it is

Key Search Signals represent what Google values in web content. Although the exact algorithm is proprietary, Google has confirmed core factors that influence rankings.⁶ In simple terms, these factors are Google’s scoring system—forming the foundation for the SEO Tactics you will explore in the next layer of the Pyramid.

Google’s five confirmed Key Search Signals are:

Meaning: The true intent behind a query—even when users make spelling errors, use slang, or phrase things in different ways.

Relevance: Which content best matches the searcher’s intent and delivers the most helpful result.

Quality: Whether content demonstrates appropriate Experience, Expertise, Authoritativeness, and Trustworthiness (E-E-A-T).

Usability: How easily users can access and engage with the content, particularly across devices (e.g., mobile vs. desktop).

Context: Personalized factors such as user location, search history, and device behavior that help tailor results.⁷

6. [“How Search Works” \(Google, 2025\).](#)

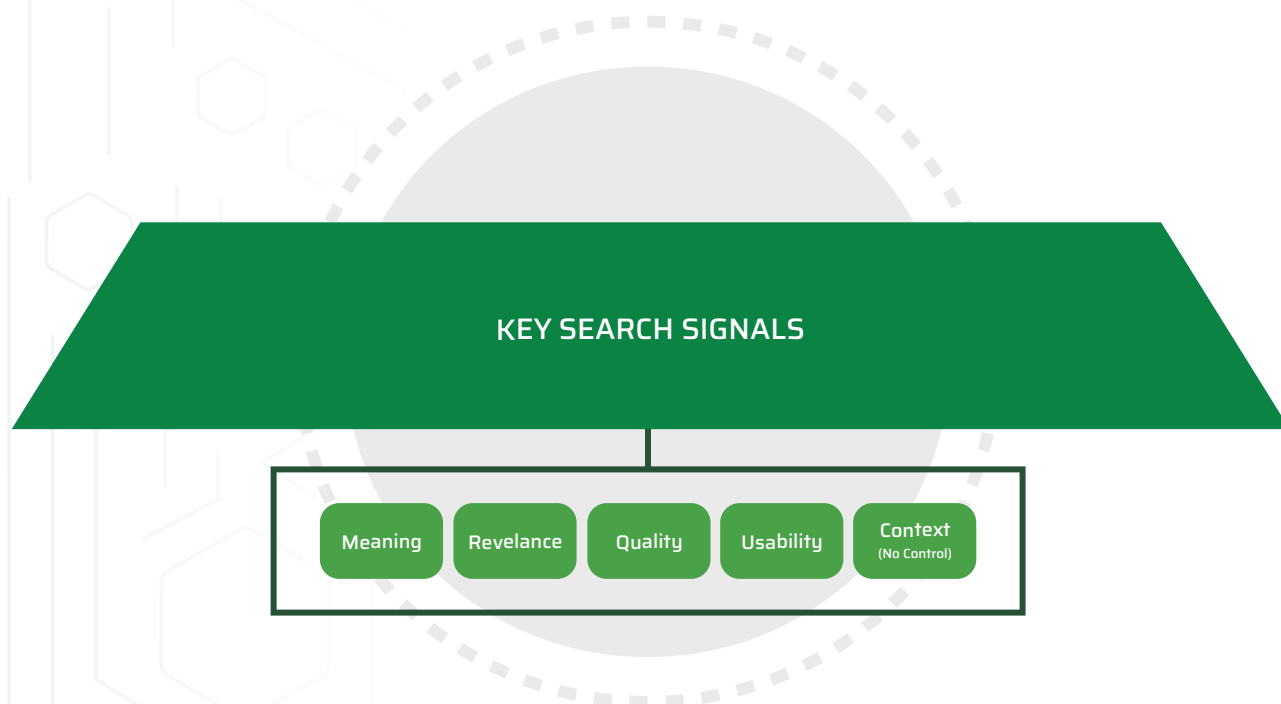
7. Ibid.

Where it comes from

The Key Search Signals are directly sourced from Google's core search systems, which analyze billions of web pages to produce the best search results for every query.⁸

Why it matters

Key Search Signals are the true roots of SEO. Every tactic, strategy, and optimization covered in this guide builds upon them. Understanding these signals empowers marketers to align content with what Google values—laying the foundation for sustainable visibility and long-term performance.



8. ["How Search Works" \(Google, 2025\)](#).

Layer 3: SEO Tactics



What it is

SEO Tactics are the specific actions marketers take to improve visibility in search results. They are the hands-on applications of Google’s Key Search Signals—turning abstract signals like “Relevance” or “Quality” into measurable, repeatable actions.

Tactics are typically grouped into three operational categories:

Tactic Category:	What is it?
On-Page SEO:	Actions taken within your site to align content with user intent and search engine expectations.
Off-Page SEO:	Actions taken outside your site to build reputation, authority, and trust.
Technical SEO:	Behind-the-scenes optimizations that ensure search engines can crawl, index, and serve your content to users.

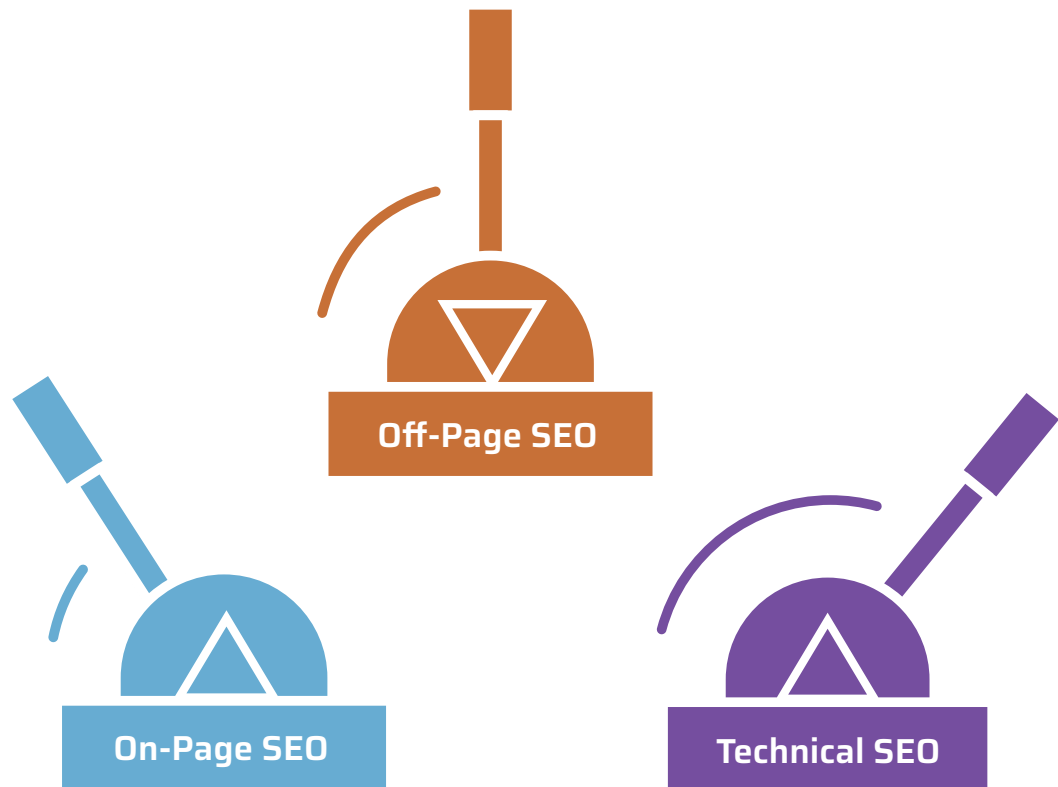
Although often treated as separate types of SEO, these categories are best understood as organizational buckets. In the SEO Pyramid, they all exist within the same layer because each contributes to visibility by reinforcing Google’s Key Search Signals.

Where it comes from

These tactics and their associated categories reflect years of industry knowledge, experimentation, and proven success. They are recognized across sources ranging from the U.S. Chamber of Commerce⁹ to peer-reviewed journals like the *Journal of Infrastructure Policy and Development*.¹⁰

Why it matters

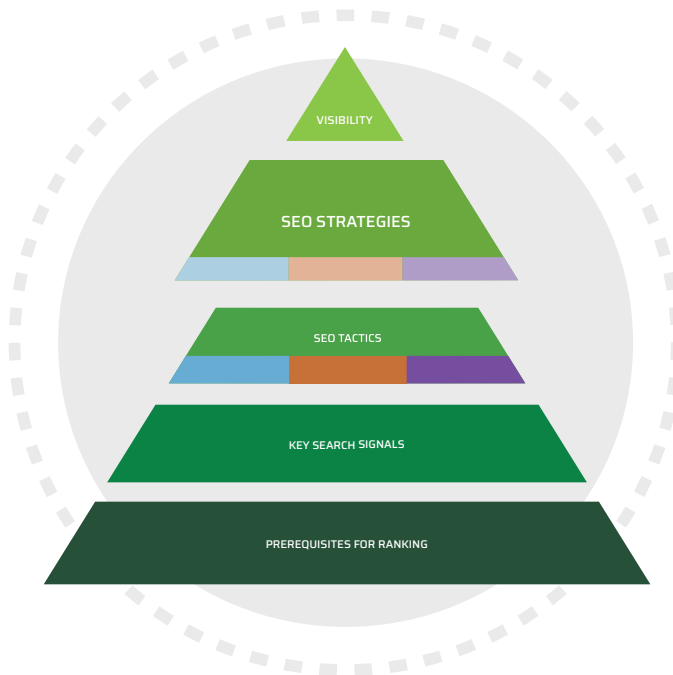
SEO Tactics are like the execution layer of your strategy. They translate broad goals and abstract signals into concrete, measurable actions. Without implementation, even the best strategy holds no power. These are the levers marketers pull every day to improve rankings, increase traffic, and drive meaningful results (more discussed in Layer 4.)



9. "4 Types of SEO Explained (With Actionable Tips for Small Businesses)" (U.S. Chamber of Commerce, 2025).

10. "Optimizing online visibility: A comprehensive study on effective SEO strategies and their impact on website ranking" (Journal of Infrastructure Policy and Development 8(8):4860, 2024).

Layer 4: SEO Strategies



What it is

Just as any major goal relies on measurable strategies, effective SEO requires measurable execution. The SEO Pyramid defines three SEO Strategies—each tied to specific metrics—that help you evaluate and guide tactical decisions. Each SEO tactic (as previously discussed) supports one of these strategies, allowing impact to be directly traced to the actions that caused it.



Relevance (On-Page SEO):

How well your content aligns with what users are actively searching for.



Prominence (Off-Page SEO):

The level of authority and trust your site holds in the eyes of both users and search engines.



Accessibility (Technical SEO):

How easily your content can be discovered, loaded, and navigated—regardless of platform, device, or search method.

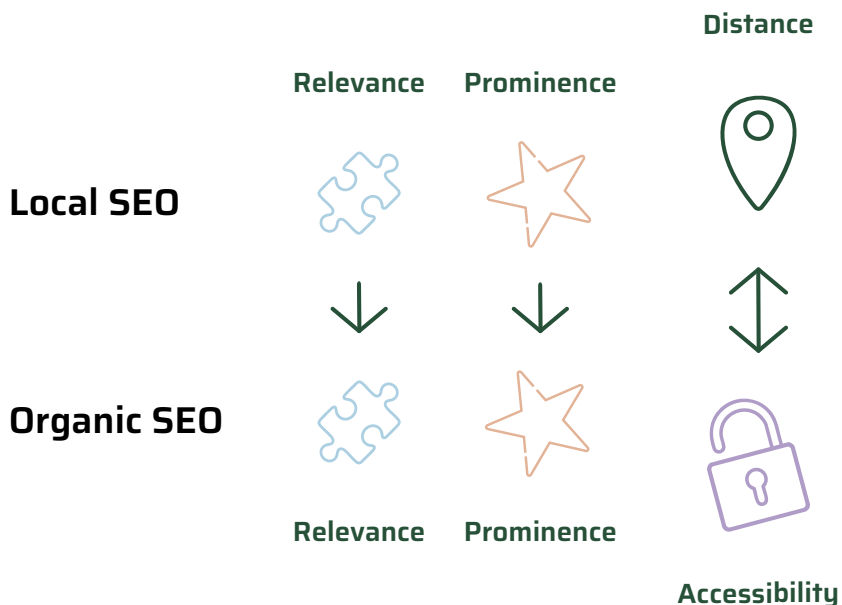
Without this strategic layer and its associated metrics, applying SEO Tactics is like shooting in the dark—hoping to hit a target you cannot see.

Where it comes from

The higher we move up the Pyramid, the more interpretive it becomes. Layer 4 enters what some might call the hypothetical realm. The three strategies outlined here—Relevance, Prominence, and Accessibility—are part of what makes the SEO Pyramid unique to Green House. Few SEO models organize strategy in this way, and there is limited explicit guidance available. However, thoughtful reasoning and credible industry parallels support this approach.

Take **Local SEO**, for example. Often described as reputation management for local businesses, Local SEO is a specialized discipline aimed at improving visibility in geographically relevant search results. Google explicitly defines three core strategies for Local SEO: Relevance, Prominence, and **Distance** (a measurement of how close each potential result is to the searcher's location).¹¹ This is how Google knows to display Green House Sales & Marketing when someone in Orem, UT searches for "marketing agencies near me."

Since Local SEO and Organic SEO (the focus of this guide) share a common foundation, it is logical to extend this strategy to Organic SEO as well. The key difference is that Distance does not apply in most organic contexts—proximity is irrelevant to most organic searches (e-commerce, national brands, or thought leadership content). However, the other two strategies—Relevance and Prominence—still apply. To round out the model, we introduce a third strategy: Accessibility.



11. ["How to improve your local ranking on Google" \(Google, 2025\).](#)

This becomes even clearer when you examine the Tactical SEO Layer. Many technical SEO Tactics—like canonicalization, page speed improvements, and mobile responsiveness—do not directly influence Relevance or Prominence. What they do influence is how accessible and usable the content is for both search engines and human visitors. Even one of Google’s five Key Search Signals—Usability—reinforces this idea.

For these reasons, defining the three core SEO Strategies as Relevance, Prominence, and Accessibility is both logical and practical. Together, they provide the strategic backbone needed to guide implementation, measurement, and long-term growth.

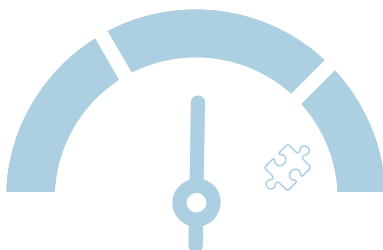
Why it matters

These three strategies translate tactical execution into measurable progress toward greater visibility. Like gauges on a dashboard, each strategy is paired with specific metrics that allow you to monitor, refine, and improve your efforts over time. By actively measuring Relevance, Prominence, and Accessibility, you ensure that your SEO Tactics are not only coordinated, but effective.

Accessibility



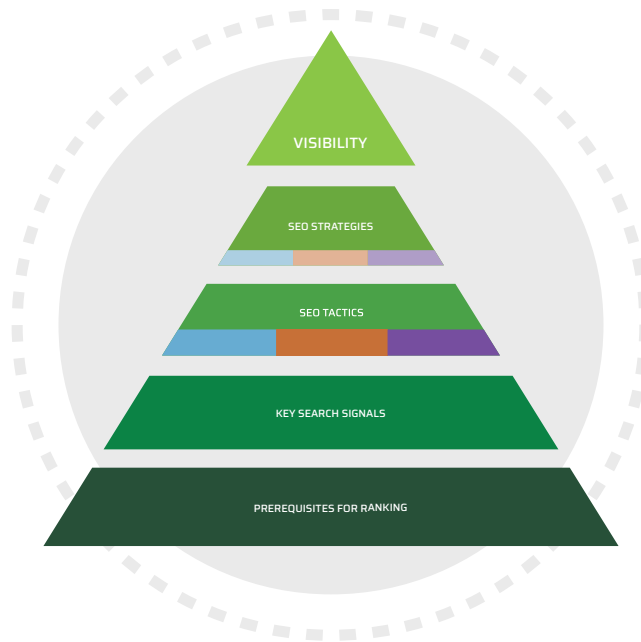
Relevance



Prominence



Layer 5: The Goal of SEO



What it is

The ultimate goal of SEO is simple: to improve visibility in online SERPs.

Where it comes from

Consider the term itself: *search engine optimization*.

“Search engine” refers to where this process takes place—within the systems that organize and deliver the internet’s vast information. Without search engines, finding relevant content would be nearly impossible; manually sorting through billions of pages would render much of the information inaccessible or obsolete.

This is the problem search engines solve. But they do more than just help people find information—they also shape how it’s accessed, which pages are prioritized, and why certain results appear higher than others.

“Optimization” means making something as effective or efficient as possible. In this context, it refers to guiding how search engines interpret your content—tilting this system in your favor so your pages are more likely to appear, rank higher, and attract the right audience.

Why it matters

Today, no successful or scalable businesses can afford to ignore the internet—it is the world’s largest and most competitive marketplace. Competing in this environment means fighting for attention. The most powerful way to gain traction, drive sales, and grow profits is to maximize your online visibility. That is exactly what SEO is designed to do.

Moving Forward

Now that we understand each layer of the SEO Pyramid, it is time to put it into practice. But first, we need to decide how we will use it. The Pyramid framework is unique in that it supports two distinct approaches: bottom-up (predictive) and top-down (prescriptive).

Bottom-up approach (predictive)

For marketers building a new SEO strategy, the bottom-up approach serves as a step-by-step blueprint. Start by ensuring crawlability and indexability, then implement tactics that reinforce Key Search Signals, and measure your impact using clear strategic benchmarks. This method helps you build sustainable, high-ranking visibility in the world's most competitive marketplace.

Top-down approach (prescriptive)

For marketers troubleshooting poor SEO performance, the top-down approach offers a diagnostic path. Begin at the top by evaluating where certain metrics are falling short of expectations and which strategies are not supporting visibility, and then trace the problems downward through the layers—pinpointing weak tactics or missing prerequisites that may be holding you back.

Layer overlaps are expected

It is important to note that in real-world applications, the layers of the Pyramid do not always unfold in a strict sequence. For example, some Technical SEO Tactics are necessary to meet the basic prerequisites for ranking. In these cases, a single tactic may operate across multiple layers—contributing to Layer 1 (Prerequisites), Layer 3 (Tactics), and Layer 4 (Strategies) all at once. These overlaps are not exceptions—they are expected.



The SEO Pyramid is versatile. It is practical. It is layered with nuance—but it is worth mastering. Let us show you exactly how.

Part 2: Putting the SEO Pyramid into action — A practical guide



From framework to roadmap

Now that you understand each layer of the SEO Pyramid, it is time to put it to work. This section translates theory into practice. You will learn exactly how to set up the Prerequisites for Ranking, strengthen Key Search Signals, choose the right SEO Tactics, define strategic benchmarks, and align every effort with the ultimate goal: improved online visibility.

Each step—corresponding to a layer of the Pyramid—includes actionable checklists, recommended tools, and common pitfalls to avoid, helping you apply what you’ve learned with confidence.

Whether you are building a new SEO strategy from scratch or troubleshooting an existing one, use this guide as your action manual. If the Pyramid is your framework, this is your roadmap.

Note: This guide focuses on the bottom-up (predictive) approach to the Pyramid. While it is applicable to the prescriptive method, we will walk through each step as if you are building a strategy from the ground up.



Step 1: Implementing the Prerequisites for Ranking

I. Setup necessary tools

Note: This setup process may vary depending on how your website was built and where it is hosted (e.g., WordPress, SquareSpace, Shopify, etc.). If you encounter any complications, do not worry—there are countless platform-specific tutorials available on YouTube and other forums.

Google Search Console

a. Google Search Console (GSC) — Free

Google Search Console (GSC) verifies your website ownership so Google can begin tracking how your pages appear in search results. Once verified, GSC provides valuable insights about how users discover your site through Google Search.

1. [Go to Google Search Console](#) and click Start now.
2. Log in using your Google business or site admin account.
3. You'll see two options:
 - Domain (recommended): Tracks your entire domain, including all subdomains.
 - URL prefix: Tracks only the specific URL you enter.

Note: If you don't have access to your DNS settings, or you're using a platform like Wix, Squarespace, or WordPress, choose URL prefix and verify with the HTML tag instead.

4. After selecting Domain, add the generated TXT record to your domain's DNS:
 - Log into your domain registrar (e.g., GoDaddy, Namecheap).
 - Find your DNS settings.
 - Add a TXT record with the string Google provides.
 - Save the changes and wait a few minutes.
 - Return to Google Search Console and click Verify.

Note: If you don't have DNS access, ask your IT team who will be able to add it quickly.

Once verified, your GSC property will start collecting data within a few days.



b. Google Analytics 4 (GA4) — Free

While GSC shows how users find your site, **Google Analytics 4 (GA4)** shows what they do once they arrive. It tracks real time user behavior and provides insights like:

- Total sessions and engaged sessions
- Engagement rate and average engagement time
- Scroll depth and internal search terms
- Pageviews, drop-off points, and more

If you want to understand how visitors interact with your site—what keeps them engaged and where they drop off—GA4 is essential.

1. Go to [Google Analytics 4](#) and sign in with your Google business account.
2. Click Start measuring and create your Analytics account.
3. Under Property, click + Create Property, then enter:
 - Website name
 - Reporting time zone
 - Currency
4. Choose Web as your platform.
5. Enter your website URL and name the stream [Website] Web Data.
6. Click Create stream:
 - Google will provide you with a Measurement ID (starts with "G-").
7. Click View tag instructions:
 - If you use Squarespace, Wix, or another site builder, follow the platform's specific steps.
 - Or, for most websites.
 - Copy the Global Site Tag (gtag.js) code Google provides.
 - Paste it into the <head> section of every page on your website.
8. Return to GA4.
9. Go to Reports > Realtime to confirm data is being tracked correctly.



Google Tag Manager

c. Google Tag Manager (GTM) — Free

Google Tag Manager (GTM) is a free tool that allows you to easily add, manage, and update marketing and analytics tags on your website—without editing the site's code directly.

Think of GTM as a middleman: it monitors actions like button clicks, page views, or form submissions and then sends that information to tools like GA4 for analysis.

1. Go to [Google Tag Manager](#) and click Create Account.
2. Fill in the required fields:
 - Account Name: [Your business name]
 - Country: [Your country]
 - Container Name: [Your website domain]
 - Target platform: [Select Web]
3. Click Create and agree to the terms.
4. Google will provide two code snippets, copy and paste them into the website:
 - Manual method: Paste the first code snippet into your site's `<head>`, and the second immediately after the opening `<body>` tag.
 - CMS (Content Management System) method: Install a plugin like Insert.
5. Return to GTM and click Submit, then Publish.
6. Verify your GTM installation.
7. Download the [Tag Assistant Google Chrome extension](#).
 - Visit your website and open the extension (you may need to refresh the page).
 - Tag Assistant will show you which Google tags are live and where the data is being sent.



d. Screaming Frog SEO Spider (Screaming Frog) — Free with limitations

Screaming Frog is a desktop-based website crawler used to audit and analyze Technical SEO elements. It scans a website and extracts key data such as **broken links**, duplicate content, missing or duplicate meta tags, page titles, redirects, and crawlability issues.

Because of its comprehensive auditing capabilities, a Screaming Frog scan is often the ideal starting point when evaluating a site's technical health and identifying SEO prerequisites that need attention.

1. Go to [Screaming Frog](#).

Note: The free version allows up to 500 URLs per crawl, which is often enough for small to mid-sized sites.

2. Download the desktop version.

II. Audit website crawlability

a. Audit your robots.txt file

Website crawlers are limited by time and resources—a constraint known as **crawl budget**. Each time a crawler visits a site, it can only explore a certain number of pages before moving on. If too much of that time is spent crawling unfinished links, backend pages, thank-you screens, or admin panels, your important content might get overlooked.

To avoid wasting crawl budget on irrelevant pages—and to reduce server strain during crawls—marketers use **robots.txt files**. Think of them as a hall monitor for crawlers—they tell search engines where they can and cannot go.¹² Setting up a proper robots.txt file ensures your crawl budget is used efficiently and your site's most important content gets seen.

12. ["Introduction to robots.txt" \(Google Search Central, 2025\).](#)

1. Enter your domain's URL and add /robots.txt to the end of the slug.
2. Notice the following elements.

- User-agent: Identifies which crawler the rule applies to (an * means all crawlers).
- Allow: Lists paths that crawlers are allowed to visit.
- Disallowed: Lists paths that crawlers are not allowed to visit.

User-agent: googlebot

Allow: /

User-agent: bingbot

Disallow: /about/our-story/

Note: You can also use Google Search Console (GSC) to audit the robots.txt file. Look under the Pages report for issues such as: "Blocked by robots.txt" or "Excluded by 'noindex' tag." These insights help you identify if valuable pages are being unintentionally restricted from crawling.

3. Review allowed paths:

- /blog/: (Blog content attracts backlinks and drives organic search)
- /products/: (Essential for eCommerce visibility)
- /services/: (Support conversions and rankings)
- /about/, /contact/: (Boost credibility and support brand trust and Local SEO)
- /assets/, /images/: (Needed for rendering and performance evaluation)

4. Review disallowed paths:

- /wp-admin/, /admin/, /dashboard/: (Administrative areas)
- /login/, /account/, /user/settings/: (Personal user areas)
- /search/: (Internal site search results)
- /cart/, /checkout/, /order/confirmation/: (Post-purchase pages)

5. Include a link to your sitemap.xml file (more on this later) on the last line of your robots.txt file:

- - Sitemap: <https://greenhouseuvu.com/sitemap.xml>

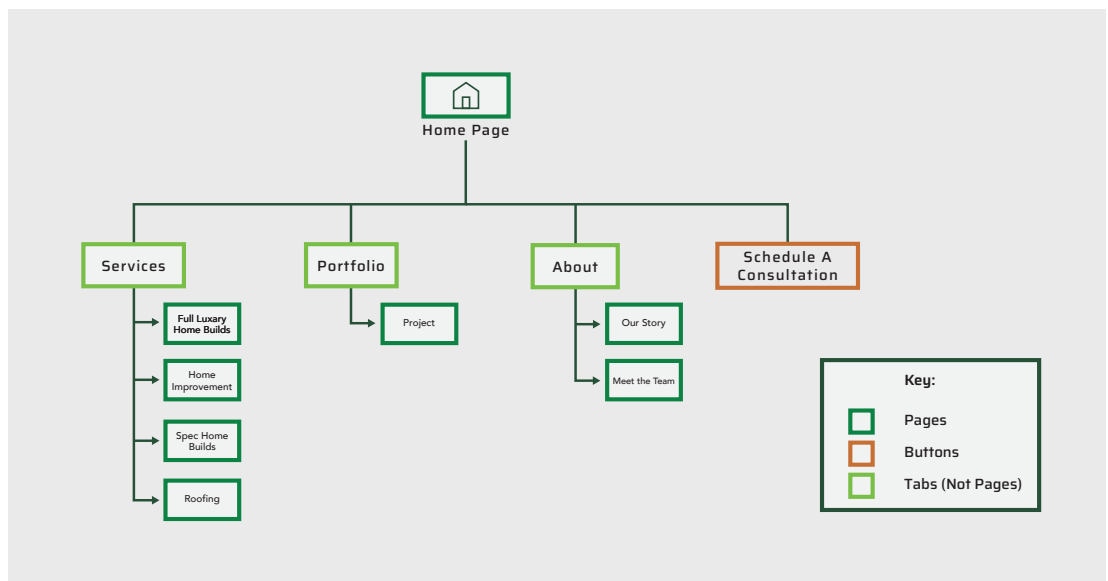
Note: This small line ensures crawlers don't miss your most valuable content.

b. Audit your sitemap.xml file

Once crawlers know what to access, you will want to guide them efficiently through your content. That is where your **XML sitemap** comes in. A sitemap is a structured directory of your website's most important pages. It helps search engines discover and prioritize content quickly—especially on larger sites or those with difficult navigation.

1. Create your **visual sitemap**.

Note: Always begin with a visual sitemap. This is a visual representation of your website's page hierarchy—from your homepage down to internal pages like services, product categories, blog posts, and landing pages. It helps you see the big picture and ensures your XML sitemap reflects your actual website structure. An example visual sitemap might look like this:



2. View your existing XML sitemap:

- Add /sitemap.xml to your root URL (<https://greenhouseuvu.com/sitemap.xml>).
- Or, copy any sitemap links listed in your robots.txt file and paste them into your browser.

3. Identify the types of sitemaps listed:

- General sitemap: Covers all primary pages like the homepage, service pages, and product categories.
- Blog sitemap: Focuses on your blog content, which is updated frequently and drives organic traffic.
- Specialized sitemap: Cover specific sections, like /products/ or /locations/, helping Google prioritize and categorize content more efficiently.

4. Run a sitemap audit with Screaming Frog:

- Open Screaming Frog
- Go to Mode > List
- Paste in your sitemap URL or upload the XML file
- Click Start

5. Ensure your XML sitemap matches your visual sitemap:

- Confirm that all key sections (e.g., /blog/, /services/, /products/) are present and accurately grouped.
- Sort by URL depth or directory structure to confirm the intended hierarchy.
- Look for orphaned URLs (pages not linked from anywhere).
- Flag any unexpected, outdated, or unintended URLs that do not align with your site's current strategy.

```
<?xml version="1.0" encoding="UTF-8"?>
<urlset
  xmlns="http://www.sitemaps.org/schemas/sitemap/0.9">

<!-- Homepage -->
<url>
  <loc>https://www.example.com/</loc>
  <priority>1.0</priority>
</url>

<!-- Services Section -->
<url>
  <loc>https://www.example.com/services/full-luxury-home-builds</loc>
  <priority>0.8</priority>
</url>
<url>
  <loc>https://www.example.com/services/home-improvement</loc>
  <priority>0.8</priority>
</url>
<url>
  <loc>https://www.example.com/services/spec-home-builds</loc>
  <priority>0.8</priority>
</url>
<url>
  <loc>https://www.example.com/services/roofing</loc>
  <priority>0.8</priority>
</url>

<!-- About Section -->
<url>
  <loc>https://www.example.com/about/our-story</loc>
  <priority>0.7</priority>
</url>
<url>
  <loc>https://www.example.com/about/meet-the-team</loc>
  <priority>0.7</priority>
</url>

<!-- Schedule a Consultation -->
<url>
  <loc>https://www.example.com/schedule-consultation</loc>
  <priority>0.9</priority>
</url>

<!-- Portfolio -->
<url>
  <loc>https://www.example.com/portfolio</loc>
  <priority>0.85</priority>
</url>
</urlset>
```

Note: Notice the parallel structure (color coded) between the visual sitemap and this XML sitemap. This means all intended pages will be quickly discovered.

c. Fix blocked pages with GSC

After auditing your robots.txt and sitemap.xml files, the final step is to use GSC to confirm that your site is fully crawlable. This ensures there are no unintended blocks preventing important pages from being indexed.

1. Log into Google Search Console with your Google business account.
2. Select the website property you are auditing.
3. Visit Index > Pages.
4. Under Why pages aren't indexed, scan for errors such as:
 - Blocked by robots.txt
 - Crawled – currently not indexed
 - Discovered – currently not indexed
5. If high-value pages are marked as Blocked by robots.txt, verify if done intentionally.
6. Click the status to view a list of affected URLs.
7. Edit blocked pages:
 - Use a plain text editor like Notepad (Windows) or TextEdit (Mac).
 - Download or copy your current robots.txt contents.
 - Remove or adjust any problematic Disallow: lines.
 - Save the updated file in plain text format (File extensions like .txt, .csv, .xml, .robots.txt).
8. Upload the updated file to your site:
 - Access your website's root directory (the main folder where your site lives).
 - Replace the old robots.txt file with your updated version using your CMS interface.
9. Test in GSC.
 - Go back to Google Search Console.
 - Select the website property you are auditing.
 - Go to Settings > robots.txt Tester.
 - Paste your updated robots.txt contents and click Test.
 - Ensure no important URLs are being blocked by accident.

To maximize SEO impact, these issues must be addressed—especially where they affect high-value pages like services, landing pages, or blog posts with inbound links. If left unresolved, any backlinks pointing to these URLs will fail to pass authority, stalling your site's credibility and potential rankings.



Step 2: Implementing Key Search Signals

Understand the search process

Key Search Signals reflect what Google values in content—and when those values are applied during the search process. This order of operations informs which SEO Tactics to prioritize and when to implement them.

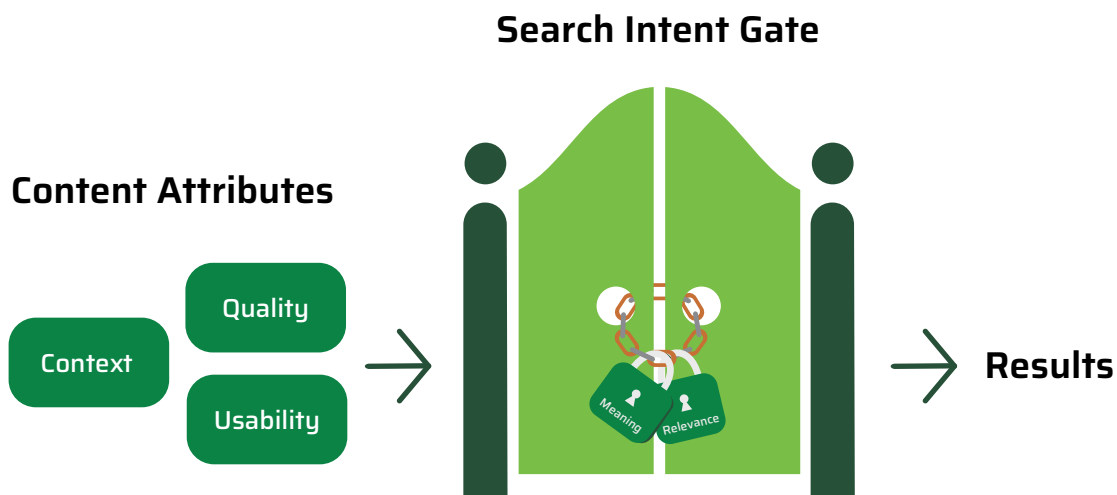
Think of the process as a pathway:

- **Meaning:** Google first interprets the user's intent.
- **Relevance:** It then filters content that best matches that intent.
- **Quality:** Among relevant content, it ranks results based on quality.
- **Usability:** Over time, it adjusts rankings based on content usability.
- **Context:** When content is equally matched, context acts as the tiebreaker.

This matters because Meaning and Relevance act as gatekeepers. If your content does not match search intent, Google will not evaluate its Quality, Usability, or Context—no matter how strong those elements may be.

That is why On-Page SEO Tactics—those most directly tied to Relevance—should typically come before Off-Page or advanced Technical tactics. You will see this order later.

Understanding Google's Key Search Signals helps you prioritize effectively—working smarter, not just harder.

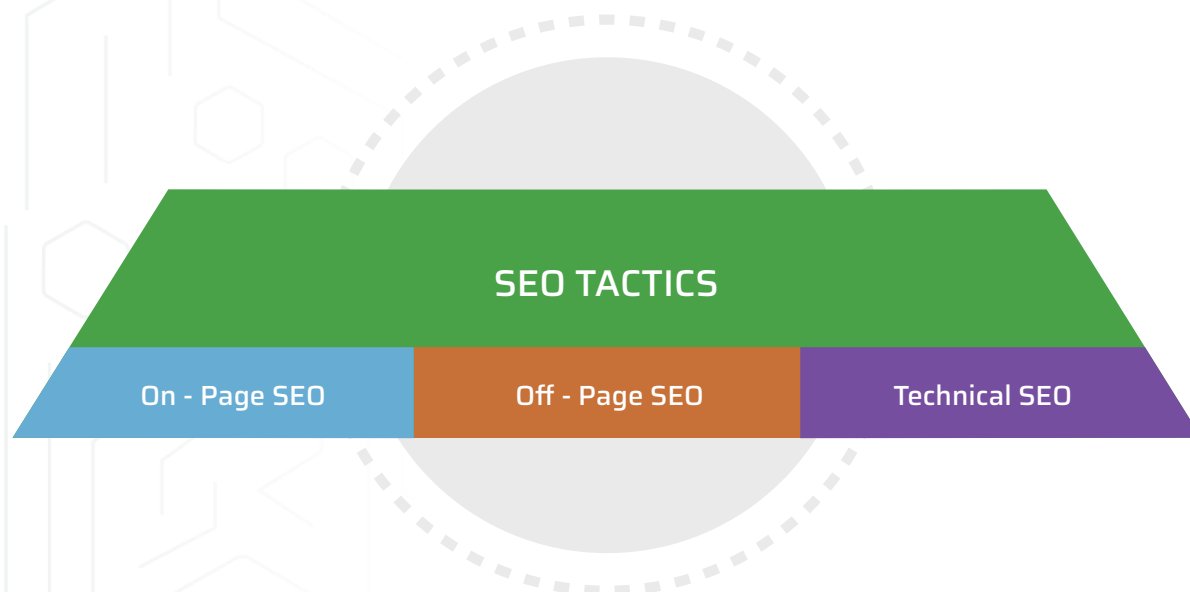




Step 3: Implementing SEO Tactics

Now that the prerequisites are in place and you understand how Google evaluates content, it is time to implement high-impact SEO Tactics—specific actions designed to increase your visibility in search results.

In this section, we walk through essential tactics from each SEO category: On-Page, Off-Page, and Technical. These tactics were selected based on industry benchmarks, professional surveys,¹³ and Green House’s field-tested experience. While not exhaustive, this list represents the actions that consistently deliver the highest return on effort.



*Note: Some Technical SEO Tactics—like crawlability, indexability, and site architecture—were covered earlier as prerequisites. If you have not completed those steps, revisit **Step 1: The Prerequisites for Ranking** before moving forward.*

Follow the following tactics in the order presented. They are intentionally sequenced to build on one another and align with the order in which Google applies its Key Search Signals during the ranking process.

13. Calculated by taking the highest weighted averages of “impact scores per tactic” according to surveyed professionals.

Visual cues to look for

To help you stay oriented, we include visual cues throughout this section to show how each SEO Tactic maps to its SEO Category, and how it supports the SEO Pyramid. This ensures you always know which lever you are pulling—and why it matters.



On-Page Tactics

Actions taken within your site to align content with user intent and search engine expectations:

- Keyword research
- Content quality (E-E-A-T & YMYL)
- Title tag optimization
- Header optimization
- Meta description optimization



Off-Page Tactics

Actions taken outside your site to build reputation, authority, and trust:

- Broken link building
- Unlinked mentions
- Social media marketing
- Review management
- Branded search



Technical Tactics

Behind-the-scenes optimizations that ensure search engines can crawl, index, and serve your content to users:

- Site structure
- Page speed
- Canonicalization
- Schema Markup
- Mobile usability

1. Keyword research



What is it

Keyword research is the process of identifying the search terms your ideal audience uses, making it more likely your site will appear in relevant searches. Effective keyword research aligns content with real demand, increasing qualified traffic and conversion opportunities.

Why it matters

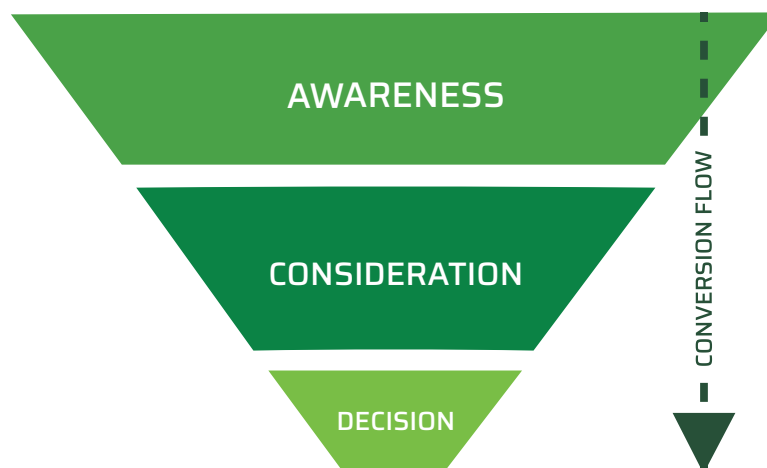
Without keyword research, even great content can miss the mark. You may be targeting phrases no one searches—or worse, attracting visitors with no intent to convert. Keyword alignment ensures you are meeting users where they are in the purchasing journey, increasing the chances of turning visits into results. It also helps prioritize content production around your most valuable offerings.

Implementation

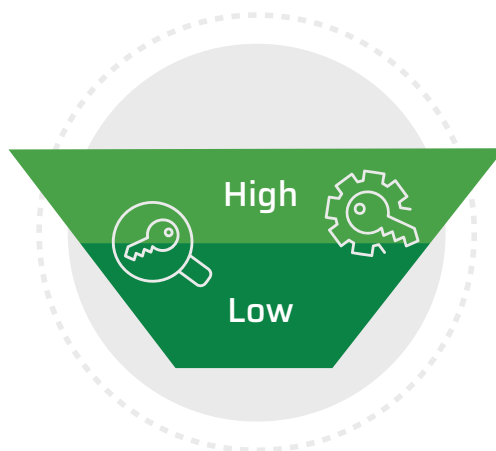
a. Understand the SEO funnel

Before choosing keywords, it is important to understand the **SEO funnel**—a model that mirrors how users move from initial awareness to final decision (the purchasing journey):

- **Awareness:** The user becomes aware of a problem or need.
- **Consideration:** They begin researching potential solutions.
- **Decision:** They choose a provider, product, or next step.



Some tools describe this funnel differently. For example, [Moz Keyword Explorer](#) uses intent-based labels like Informational, Commercial, and Transactional to describe how users search. These terms map directly to the Awareness, Consideration, and Decision stages of the SEO funnel.



Regardless of the terminology, the end goal remains the same: **conversion**. A conversion is any desired action—such as a purchase, subscription, form submission, or even a specific click. Keyword research is not just about finding high-volume terms; it is about aligning your content to the user's place in the SEO funnel to maximize the chance of a conversion.

b. Understand high verses low-funnel keywords

An effective keyword strategy distinguishes between high-funnel and low-funnel keywords:

High-funnel Keywords:

- Broad and educational
- Example: "How to start a business"
- Great for blog posts, guides, or explainer videos

Low-funnel Keywords:

- Specific and conversion-ready
- Example: "Best small business accountant near me"
- Perfect for landing pages, service pages, or quote forms



Both types of keywords are valuable. The key is knowing when and where to use them.

If you are targeting customers in the Awareness stage, they are likely researching their problem or exploring potential solutions. This is where high-funnel content—like blog posts and beginner guides—shine. To guide these users further down the funnel, include a soft introduction of low-funnel keywords and internal links that lead to service or product pages.

Conversely, targeting users in the Decision stage requires a stronger focus on low-funnel keywords. These users are ready to act—they do not want to scroll through long-form content. Instead, they need concise copy, a clear **call-to-action (CTA)**, and content that reinforces their decision.

Understanding how keyword type intersects with funnel stage allows you to meet users where they are—and guide them more effectively toward conversion.



c. Identify priority products

You should not try to keyword-optimize every product or service at once—it is simply too much. Instead, use our [Keyword Research Worksheet](#) to list your top five products or services (**priority products**): the offerings you most want to sell. These will form the foundation of your initial keyword strategy.

Don't worry! You can always expand this later.

But for now, resist the urge to include everything. Focus creates clarity. A narrow list ensures your SEO efforts align with what actually drives your business forward, and makes the best use of your time.

d. Use tools to find relevant keywords

With your priority products or services in mind, it is time to identify the right keywords. Use keyword tools to discover a mix of high-and low-funnel terms. We recommend:

- [Google Keyword Planner](#)
- [Ahrefs](#)
- [Moz Keyword Explorer](#)

For each product or service, aim to gather:

- 25 high-funnel keywords (broad, informational)
- 10 low-funnel keywords (specific, action-driven)

Note: Not every related keyword is worth targeting. For example, if you offer face painting services, a keyword like "how to do unicorn face paint" might attract DIY enthusiasts—not paying customers. Be selective. Choosing the wrong keywords can waste your time, ad budget, and content creation efforts on the wrong audience.

e. Identify feasible keywords

Once you have collected your keyword list, the next step is to narrow it down based on feasibility, a balance of **keyword difficulty** and **search volume**.

Most keyword tools assign difficulty scores on a scale from 1-100:

- 0-20: Easy
- 21-50: Moderate
- 51+: Competitive

To determine which difficulty range is realistic for your site, start by checking your **Domain Authority (DA)** using the [Moz DA Checker](#). DA is also scored from 1 to 100 and reflects your site's perceived credibility. As a general rule, target keywords within ± 5 of your current DA.



For example, if your DA is 30, look for keywords with a difficulty between 25 and 35.

Balance this with search volume:

- **High-funnel keywords** have more traffic, but more competition.
- **Low-funnel keywords** have less volume, less competition, and higher intent to convert.

If your site is new or has a low DA (1-5), prioritize keywords that are:

- Low difficulty
- Lower volume
- High intent

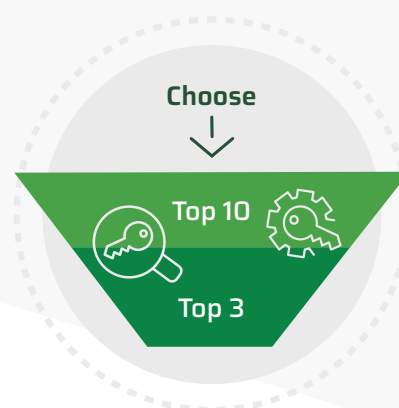
These are easier to rank for and more likely to generate results. As your authority grows, you can revisit and expand your keyword strategy to include more competitive terms.

f. Final keyword selection

Now it is time to make some strategic choices. For each of your five priority products or services, select:

- Top 10 high-funnel keywords (broad and educational).
- Top 3 low-funnel keywords (specific and action-oriented).

These keywords form the foundation of your SEO strategy. They will guide your content creation, tactical implementation, and performance tracking as you move forward.



g. Use keyword writing tools

With your finalized keyword list in hand, it is time to start weaving those keywords into your content. This step becomes much easier—and more effective—when you use AI-powered writing tools.

Platforms like [MarketMuse](#), [Clearscope](#), or [Surfer](#) analyze top-performing pages using machine learning. They help you optimize your content for keyword relevance and density—without falling into the trap of keyword stuffing (overusing keywords in a way that feels forced or unnatural).

2. Content quality (E-E-A-T & YMYL)



E-E-A-T:

Recall the Key Search Signal process: once Google determines the Meaning and Relevance of a page, it evaluates how much the content can be trusted. This is where E-E-A-T comes in. Originally introduced in Google's [Search Quality Evaluator Guidelines \(SQEG\)](#), E-E-A-T has become one of the most important frameworks for defining "high-quality" content.



What is it

Content quality refers to how valuable and trustworthy a piece of content is—both to users and to search engines. Within the SQEG, content is evaluated based on four key pillars:

- **Experience:** The creator has firsthand or real-life experience with the topic.
- **Expertise:** The creator is knowledgeable or credentialed in the field.
- **Authoritativeness:** The creator or site has a strong reputation in its field.
- **Trust:** The content is accurate, honest, and safe.

While E-E-A-T is not a direct ranking factor, it represents the core values Google's algorithms are designed to reward. Pages that demonstrate strong E-E-A-T are more likely to rank well—especially on **Your Money or Your Life (YMYL)** topics, which include content related to health, finance, legal guidance, or personal safety.

Why it matters



Google's primary goal is to deliver content that is accurate, helpful, and safe. If your content appears biased, low-quality, or untrustworthy—even if it is technically well-optimized—it will struggle to gain visibility.

By aligning your content with E-E-A-T standards, you demonstrate that it is credible, professional, and valuable. Strong E-E-A-T also increases the likelihood of earning backlinks, improving reputation, and enhancing both On-Page and Off-Page SEO over time.

How E-E-A-T is ranked

Search Quality Raters (SQRs) rank E-E-A-T on five distinct levels, based on examples in Google's SQEG. These levels help marketers align with what Google considers high-quality content:

Lowest E-E-A-T (Untrustworthy)

This rating is reserved for blatantly untrustworthy content—material so questionable that users are unlikely to rely on it.¹⁴

Common red flags include:

- Deceptive content or misleading content.
- Negative or scam-related reputation.
- Known bad actors as creators.

Google warns "If the E-E-A-T of a page is low enough, people cannot or should not use the [main content] of the page."¹⁵ These pages are often flagged as Lowest Quality, which can destroy visibility—or result in removal from Google's index.

Lacking E-E-A-T (Insufficient)

This content may be factually accurate but falls short of E-E-A-T standards.¹⁶ A weakness in just one area—Experience, Expertise, Authoritativeness, or Trust—can trigger this rating (even if other elements of the page are positive).¹⁷

Examples include:

- A product review by someone who hasn't used the product.
- Financial tips from a source with no credentials.
- Legal advice posted on a blog.
- A company website with no visible contact information or support.

Even if other elements are strong, a single missing piece can dramatically reduce performance.

14. ["Search Quality Evaluator Guidelines" \(Google, 2025\).](#)

15. Ibid.

16. Ibid.

17. Ibid.



Medium E-E-A-T (Standard)

The default for most web content. It meets basic expectations but lacks distinctness or added value. It's acceptable—but not exceptional.

High E-E-A-T (Trustworthy)

Content that feels reliable, professional, and legitimate:

- Clearly shared first-hand experience
- Transparent qualifications
- Support from trusted institutions

Very High E-E-A-T (Very trustworthy)

Top-tier content offering rare value, original insights, or content of critical importance. Think Mayo Clinic, IRS.gov, or a definitive guide from a recognized industry authority.

This is the content that often earns top visibility in SERPs—because it delivers the highest level of value and trust.

Implementation:

- Trust is non-negotiable: Every content asset should reflect it.
- Match your approach to the topic: Use authority where needed; rely on experience when it matters.
- Aim for standout value: Very High E-E-A-T content informs, protects, or inspires people in meaningful ways.

YMYL

While E-E-A-T applies to all content, some topics require an even higher standard of trust and accuracy. These are known as YMYL topics—short for Your Money or Your Life. Google applies additional scrutiny to this type of content because misinformation in these areas could cause real harm.



What is it

YMYL refers to any content that could significantly impact a person's health, financial stability, legal rights, or safety. This includes topics such as:

- Health (e.g., vaccine guidance, mental health resources)
- Financial security (e.g., tax advice, investment strategies)
- Legal status (e.g., immigration law, tenant rights)
- Personal safety (e.g., parenting advice, emergency preparedness)

Why it matters

Because of its potential impact, YMYL content must meet the highest possible standards for E-E-A-T. If Google's SQRs find insufficient E-E-A-T for YMYL topics, the content may be downranked—or removed entirely.

Content that qualifies as YMYL

Trying asking the following questions:

- Could someone be harmed if this information is wrong?
- Would most people seek expert input before acting on it?
- Is the topic related to finances, medicine, safety, or civil rights?

If the answer to any of these questions is yes, then you're likely dealing with YMYL content.

Implementation

- YMYL raises the bar: Always double-check facts and cite credible, expert sources.
- Do not avoid YMYL topics: Lean into them—with the right credentials.
- Treat YMYL as an opportunity: Earn Google's trust and build audience confidence to establish.

3. Title tag optimization



What is it

The **title tag** is the blue, clickable headline that appears in Google's search results. It is defined in your website's HTML and serves as both a ranking signal and an engagement hook. Title tag optimization means crafting these headlines intentionally to help Google understand the page's topic and to persuade users to click.

Why it matters

The title tag is one of the most important On-Page SEO elements. It shapes the first impression users have of your page in search results and directly influences **click-through-rate (CTR)**. It also sends strong Relevance signals to search engines. Because it is fast to implement and easy to test, optimizing title tags offers high return on effort—making it one of the lowest-hanging fruits in SEO.

Implementation

a. Create or edit the HTML title tag

Title tag implementation depends on your website's platform, but it usually follows this path:

1. Log into your CMS (e.g., WordPress, Squarespace, Wix).
2. Navigate to the Page Settings or SEO Settings.
3. Locate the Title Tag or Meta Title field.
4. Add or revise the title and save changes.

b. Follow best practices

- Place your primary keyword early in the title.
- Keep it under 60 characters to avoid truncation in search results.
- Include your brand name on high-level pages (e.g., homepage, About).
- Make it compelling – use curiosity, clarity, or urgency to stand out.
- Avoid keyword stuffing – do not repeat keywords.

4. Header optimization



What is it

Headings also called header tags or subtitles—are HTML elements (H1, H2, H3, etc.) that define the hierarchical structure of a webpage. These tags not only break content into skimmable sections for readers, but also provide semantic cues that help search engines interpret your content’s organization. Optimizing headers means using them strategically to improve clarity, keyword targeting, and SEO performance.



Why it matters

Header tags are one of the simplest and most impactful On-Page SEO elements. They serve two key functions:

- For users: Headings improve readability and help people scan your page quickly.
- For search engines: Headings indicate topical structure and keyword relevance, which strengthens your ranking signals.

A well-structured header system improves content usability, accessibility (screen readers rely on headers), and keyword targeting—all of which support higher visibility in search.

Implementation

a. Use secondary keywords in headings

While your **primary keyword** belongs in the title and early paragraphs (or as directed by your content optimization software), H2s and H3s are ideal places to include **secondary keywords** or **long-tail keywords**.



For example, if your primary keyword is “how much should I tip the delivery driver,” your headings might include:

- “Standard delivery tip guidelines”
- “When should I tip more?”
- “How to calculate your tip by distance”

Each supports the primary keyword while expanding your reach into other related queries.

b. Keep headings readable

People skim, so headings must be easy to understand at a glance. Aim to:

- Set clear expectations for the section.
- Use natural, human-friendly language.
- Write in sentence style when it improves clarity.

c. Don’t skip heading levels

Search engines read headings hierarchically. Follow a clean order:

- H1: Page title (used only once)
- H2: Major sections
- H3: Subsections of H2s
- H4: Supporting details of H3

Avoid skipping levels (e.g., from H2 to H4) or using multiple H1s. This can confuse both users and search engines—and hurt your SEO.

5. Meta description optimization



What is it

A **meta description** is a brief summary of a webpage's content that appears below the title tag in SERPs. It is defined in the page's HTML code. Although Google may choose to rewrite it based on user queries, a well-crafted meta description can enhance visibility, improve user experience, and help drive more clicks.

Why it matters

While meta descriptions do not directly impact rankings, they play a major role in improving CTR. A compelling description helps your listing stand out and persuades hesitant searchers to choose your page. This is particularly powerful for competitive SERPs, where a clear and enticing message can win the click—even without being the top result.

Implementation

a. Create or edit a meta description

Like title tags, meta descriptions are typically edited within your CMS. The process usually looks like this:

1. Log into your CMS (e.g., WordPress, Squarespace, Wix).
2. Navigate to the Page Settings or SEO Settings.
3. Locate the field labeled Search Description, Meta Description, or SEO Description.
4. Write or revise the content, then save or publish the changes.

b. Follow best practices

- Stay under 155 characters to avoid truncation in search results.
- Include your primary keyword naturally, without stuffing.
- Write like an ad—focus on clarity, relevance, and user benefit.
- Match the tone and content of the page to prevent bounceout.
- Avoid duplication—each meta description should be unique.

6. Broken link building



What is it

Broken link building is the process of identifying non-functioning outbound links on other websites—typically those that lead to 404 error pages—and offering your own content as a replacement. This strategy allows you to earn high-quality backlinks by being helpful, not pushy. The key is to provide a valuable piece of content that naturally fills the gap the broken link left behind.

Why it matters

Off-Page SEO is primarily about authority—how much trust your content has in the eyes of other reputable websites. Backlinks are one of Google’s strongest ranking signals, and broken link building is a sustainable, ethical way to earn them.

Unlike link schemes or purchased backlinks, this tactic builds genuine value for the web. Site owners get a better user experience, and you gain exposure, traffic, and trust.

Implementation

a. Identify broken external links

The first step in broken link building is identifying websites with broken outbound links—typically links that return 404 errors or point to outdated content. Tools like [Ahrefs](#), [Screaming Frog SEO Spider](#), and [Semrush](#) can scan external websites to find these broken links.

b. Create matching content

Once you have identified a broken link, analyze its original context and create new content that serves as a viable replacement. To increase its value, connect this new content to relevant internal pages further down your SEO funnel. This boosts topical authority and improves user navigation—especially if higher-authority websites link to your piece.

c. Reach out to establish backlinks

With your content live, the next step is outreach. Look for the site owner’s contact information through their Contact page, Team/About page, or LinkedIn profile. If those options fail, you can check domain registrars (like [Whois](#)) for publicly listed contact information.

Once you have the right contact, politely let them know about the broken link and suggest your page as a helpful replacement. If your content is relevant and high quality, there is a good chance they will appreciate the heads-up—and give you the backlink.

7. Unlinked mentions



What is it

An **unlinked mention** occurs when your brand, business, product, or content is referenced online—but without a hyperlink to your website. These mentions often appear in news articles, blogs, social media roundups, or forums.

Why it matters

Unlinked mentions are missed opportunities for building Domain Authority and increasing referral traffic. Turning them into backlinks strengthens your brand's prominence in Google's eyes—especially if the site is credible.

Since the mention already exists, the site owner is often receptive to your request. This makes unlinked mention outreach a high SEO priority.

Implementation

a. Use SEO tools to discover unlinked mentions

Leverage tools that track brand mentions across the web:

- [Ahrefs](#): Content Explorer or alerts
- [Semrush](#): Brand Monitoring Tool
- [Google Alerts](#): Brand mentions across social media types
- [BuzzSumo](#): Free, basic mention tracking

b. Set up brand alerts

With a brand monitoring tool selected, set up alerts including the following:

- Brand name
- Product names
- Founders' names
- Campaign names or slogans

c. Manually verify mentions

Not every mention is worth pursuing. For each alert:

- Open the page and scan for your name or term.
- Check if it includes a clickable hyperlink to your site.
- Flag mentions without backlinks—these are your targets.



d. Reach out to the author or site owner

Once you identify a promising unlinked mention:

- Find contact info (via Contact or About pages, or LinkedIn).
- Draft a brief, polite message: thank them for the mention, point out that it is unlinked, and kindly ask if they would consider linking it to your relevant page.
- Keep it helpful, not demanding.

e. Track your progress

Use a spreadsheet to log your efforts:

- Page URL
- Contacted (Yes/No)
- Outcome: Linked, Declined, No Reply



8. Social media marketing

What is it

Social media marketing (SMM) is the strategic use of platforms like Facebook, Instagram, LinkedIn, TikTok, and X (formerly Twitter) to promote a brand, engage with audiences, and support larger business goals—including SEO. While social shares and likes are not direct ranking factors, the visibility, backlinks, and branded searches they generate significantly support Off-Page SEO efforts.

According to Pew Research, 70% of U.S. adults use Facebook, and nearly 50% use Instagram¹⁸—meaning your target audience is likely already active online. Effective social media campaigns ensure that your content is discoverable, shareable, and trustworthy across these highly visible platforms.

Why it matters

While **social signals** do not directly affect rankings, the ripple effects do. Social media:

- Drives qualified traffic to your website.
- Increases brand mentions and backlinks.
- Encourages content sharing and earned media.
- Strengthens your brand authority in competitive markets
- For Off-Page SEO, it is a multiplier: the more your content is seen, shared, and talked about, the more prominent your site becomes in Google's eyes.

Implementation

Option #1: For brands with existing social media accounts use our [SMM Planner Worksheet, Option 1:](#)

a. List existing accounts

Take inventory of all social media accounts associated with your brand.

b. Check branding

Audit each account for cohesive branding. Record and evaluate:

- | | |
|----------------------|----------------------------------|
| • Display name | • Account URL |
| • Handle (@username) | • Last active date |
| • Profile picture | • Number of followers |
| • Bio description | • Posting frequency |
| • Link in bio | • Duplicate or inactive accounts |

18. ["Social Media Fact Sheet" \(Pew Research Center, 2024\).](#)



c. Review performance

Identify your top-performing posts. Look for patterns in:

- Post format (video, carousel, text, etc.)
- Content topics
- Timing and frequency
- Engagement type (likes, shares, comments)

Save or bookmark high-performing examples. Use them to guide future content strategy.

d. Understand your audience

Use the template to guide your audience analysis. Typically, you will want to look for a market segment, their preferred content format(s), the platforms on which they reside, and relatable topics of interest.

e. Analyze competitors

Study 3-5 competitors' social media presence, considering the following:

- Name and Bio
- Number of followers
- Posting frequency
- Most engaged-with posts
- Content voice and visual style

Look for gaps, opportunities, or areas to differentiate.

f. Create an action plan

Continue to Option # 2 for help with creating an action plan.

Option #2: For brands without existing social media accounts use our [SMM Planner Worksheet, Option 2:](#)

a. Identify the target audience

Start with basic demographic and psychographic research. Clarify:

- Age, location, gender
- Interests and behaviors
- Preferred platforms
- Needs, values, or content consumption habits



b. Choose 1-3 platforms to focus on

Using insights from step one, select the platforms you think would be most beneficial. Also consider:

- Audience presence
- Competitor usage
- Content-format fit (e.g., video-heavy vs. text-based)
- Resources available (e.g., bandwidth for video editing)

c. Identify content mediums

Decide what formats to prioritize:

- Video (Reels, Shorts, livestreams)
- Image (infographics, memes, photography)
- Graphics (quotes, carousels, visual storytelling)

d. Determine posting frequency

Each social media platform has different posting recommendations. Use the worksheet to determine what the best posting frequency is for each platform.

e. Create a content calendar

Posts should be centered around one of four selected themes, called content pillars. Content pillars help keep posts organized while allowing for creativity and adaptation to trends.

For example, your brand was a cosmetics company, content pillars could be:

- Pillar 1: Beauty and self-care rituals
- Pillar 2: Trendy looks and inspiration
- Pillar 3: Behind-the-scene and brand history
- Pillar 4: Community and user-generated content

f. Use hashtags

Hashtags increase discoverability. Use:

- Industry-specific tags
- Community tags (#skincareroutine, #makersofTikTok)
- Trending or seasonal hashtags

Additionally, consider using AI-based hashtag generator tools like [Inflact Hashtag Research Tool](#) to research keywords related to your industry.

9. Review management



What is it

Review management is the ongoing process of soliciting, monitoring, and responding to customer reviews across platforms like Google, Yelp, Facebook, and industry-specific directories. It directly influences public perception, conversion rates, and Google's understanding of your business's credibility.

While review management is often associated with Local SEO, it is also a powerful contributor to organic search visibility. Reviews act as social proof, validating your brand's trustworthiness and increasing the likelihood of clicks from SERPs.

Why it matters

Reviews shape both human and algorithmic trust. Here's how they impact SEO:

- Increased CTR: Listings with visible stars and strong reviews attract more clicks.
- Improved relevance: Reviews include keywords naturally, reinforcing content signals.
- Enhanced credibility: Businesses with more recent, positive reviews rank higher in local and organic results.
- E-E-A-T signals: High-quality reviews contribute to perceptions of Expertise, Experience, Authority, and Trust.

Ignoring review management means forfeiting one of the easiest ways to earn trust and boost search presence—especially for YMYL brands or service-based businesses.

Implementation

a. Be ethical

Many mistakenly assume that review management means removing or editing negative reviews. This is black-hat SEO and undermines long-term trust. Review management is about authentic engagement—not manipulation. Removing critical feedback may offer short-term benefits but damages your credibility in the long run.

Review alteration ≠ review management. Focus instead on responding and improving through feedback.

b. Respond timely

When polled about their experiences with businesses:

- 34% of consumers said they expect a reply within 2-3 days.¹⁹
- 25% said they expect a reply within the week.²⁰

Aim to respond to every review—positive or negative—within 7 days. This demonstrates attentiveness and shows potential customers you care.

c. Make the experience memorable

Why don't people leave reviews? 24% say the experience simply wasn't memorable.²¹

To change this:

- Go the extra mile in your service delivery.
- Enhance packaging or presentation.
- Include thank-you notes or follow-ups.
- Offer small perks, like a discount on future visits.

Memorable experiences lead to voluntary advocacy.

d. Ask for reviews

40% of consumers said they would be willing to leave a product or service review when asked via email, while 27% of customers said they would be willing to leave a review if asked personally.²²

The point: asking for reviews is surprisingly effective! Try using email automation software or an integrated CMS tool to send review request emails whenever a purchase is made.

e. Respond positively

Whenever responding to reviews, aim to use a warm, gracious, and helpful tone. Even if a customer's need can't fully be resolved, always offer an alternative or next step. If you feel that a problem has been adequately addressed, consider politely asking for an updated review with an explanation of how important they are to your business.

f. Incorporate keywords into your responses

Responses are indexed too. Use this as an opportunity to reinforce relevant keywords—but only when it fits naturally.

For example, if a customer writes, *"The delivery was fast and affordable"* an effective response might be: *"Thank you for trying our fresh pizza delivery service! We're so glad you enjoyed it. Please come visit us again soon!"* This balances a warm and friendly tone with technical practicality.

19. ["Local Consumer Review Survey 2025" \(BrightLocal, 2025\)](#).

20. Ibid.

21. Ibid.

22. Ibid.

10. Branded search



What is it

Imagine someone pulls up next to you and asks for directions to a business—they know the name but not how to find it. That is **branded search**: a user already knows who you are and is actively looking for your business, product, or content.

Branded search refers to any search query that includes your brand, company, or product name. Examples include:

- “Nike running shoes”
- “Starbucks menu”
- “Tesla Model 3 price”

These searches signal high intent. Users are beyond the Awareness stage—they want something specific from you. Capturing branded search ensures they find the right destination and do not get lost—or worse, redirected to a competitor.

Why it matters

Branded search drives some of the highest-converting traffic you will ever get. These users are already familiar with your business, meaning:

- You face less competition for clicks.
- You can more easily dominate results pages.
- Your site appears more credible and consistent across platforms.
- You improve your ability to influence perception at critical moments.

Owning your branded SERPs also helps control misinformation, protect your reputation, and guide users toward the next step in their journey.

Implementation

a. Own your name across platforms

Ensure your business name is claimed, consistent, and correctly spelled across all major platforms:

- Google Business Profile
- Facebook
- Instagram
- LinkedIn
- Yelp
- YouTube

Even minor inconsistencies (like “Green House Inc.” vs. “Green House Incorporated”) can erode trust and confuse search engines.



b. Optimize your Google Business Profile (GBP)

Your [Google Business Profile \(GBP\)](#) is one of the most important branded search assets. To optimize it:

- Confirm the accuracy of name, hours, address, services, and website information.
- Add a variety of high-quality images.
- Collect and respond to reviews regularly.
- Use the “Posts” feature to share offers, updates, or events.
- Select accurate categories.

Need more detail on GBP optimization? [Download our eBook on Reputation Management.](#)

c. Improve homepage SEO

Make your homepage the clearest, most authoritative representation of your brand:

- Include your brand name in the title tag, meta description, and H1.
- Explain clearly what you offer, who you serve, and why it matters.
- Ensure it loads fast and is mobile-friendly.
- Link to key internal pages (About, Services, Contact).

d. Respond to reviews with branded language

When responding to reviews, mention your brand or services naturally:

“We’re so glad you enjoyed your experience with The Clean Co.! Our home sanitizing service was designed to be fast and effective.”

This not only builds familiarity and trust but helps Google associate your brand with related terms and categories.

e. Create content that supports your brand

The more high-quality branded content you produce, the more control you have over how your brand is represented in search.

Consider creating:

- Blog posts answering common customer questions.
- FAQ pages covering your process, pricing, and policies.
- Press releases for news, partnerships, or product launches.
- Case studies and testimonials that showcase results.

This expands your branded search footprint while reinforcing E-E-A-T.

11. Site structure



What is it

Site structure refers to the way your website's content is organized and interconnected. This includes:

- Navigation menus
- URL structure
- Internal links
- Hierarchy of content (e.g., home > category > subcategory > product).

Think of site structure like your site's blueprint—it helps both users and search engines navigate, understand, and rank your content. A clean structure improves usability, distributes SEO value effectively, and makes it easier for search engines to index your content correctly.

Why it matters

Site structure impacts nearly every foundational aspect of SEO. A well-structured site:

- Enables Google to crawl and index content efficiently.
- Improves user navigation and engagement.
- Helps distribute authority via internal links.
- Supports sitelinks, rich snippets, and featured snippets in SERPs.
- Prevents SEO issues like orphaned pages, duplicate content, and high bounce rates.

Poor site structure leads to visibility gaps, wasted crawl budget, and user frustration.

Implementation

a. Start with a clear hierarchy

- Your homepage should link to main category pages.
- Each category page should link to subcategories or individual content pages.
- Aim for a “flat” structure: all content should be reachable within three clicks from the homepage.

b. Use SEO-friendly URLs

- Include descriptive, relevant keywords.
- Keep URLs short and readable.
- Avoid unnecessary numbers, parameters, or symbols (e.g., /products/shoes/running, not /item?id=1234).

c. Create a logical internal linking system

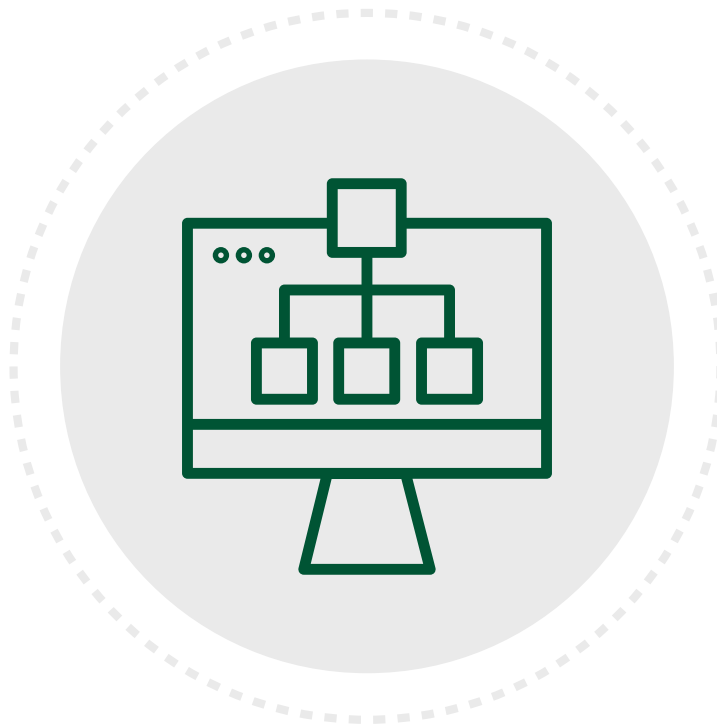
- Link related content together naturally.
- Use keyword-rich anchor text when appropriate.
- Add breadcrumb navigation (e.g., Home > Blog > SEO Tips) to improve both UX and crawlability.

d. Use HTML navigation and static links when possible

- Avoid JavaScript-only navigation menus.
- Make sure all navigation links are crawlable.
- Test with tools like Google Search Console or Screaming Frog to ensure no key pages are hidden.

e. Eliminate orphan pages

- Ensure every page is linked from at least one other page.
- Use a crawl tool to identify orphaned or underlinked content.



12. Page speed



What is it

Page speed refers to how quickly a webpage loads and becomes usable for users.

- Google uses speed as a ranking factor (especially on mobile devices).
- Faster pages get crawled more often and indexed more efficiently.
- Slow sites have higher bounce rates, lower engagement, and lost conversions.

A fast site makes your content easier to find, navigate, and act on—making speed a performance multiplier across the funnel.

Implementation

a. Run a page speed audit with our [Page Speed Audit Worksheet](#)

1. Go to Google Search Console > Experience > Core Web Vitals.
2. Review separate tabs for mobile and desktop.
3. Identify the three key metrics for page speed:

LCP (Largest Contentful Paint): Time to render the main content.

- Benchmark threshold: $\leq 2.5s$

INP (Interaction to Next Paint): Interactivity delay, the time before users can interact with the content.

- Benchmark threshold: $\leq 100ms$

CLS (Cumulative Layout Shift): Visual stability, how much content moves.

- Good threshold: $\leq .01$

4. Click Open Report to view:

- URLs marked as Good, Needs Improvement, or Poor.
- Specific issues (e.g., "LCP longer than 4s").
- A list of affected URLs grouped by issue type.

5. (Optional): Click PageSpeed Insights from within the report to run a lab-based test on any individual URL for deeper diagnostics.



b. Resolve LCP issues (slow load times)

LCP problems are often caused by large files and render-blocking resources. To fix:

- Compress and resize images.
- Preload important assets (hero images, fonts, etc.).
- Place key content (like headings and CTAs) above the fold.
- Implement lazy loading for below-the-fold images and video.
- Use efficient caching and content delivery networks (CDNs).

c. Resolve INP issues (poor interactivity)

Unlike LCP, which takes time to load itself, Interaction to Next Paint (INP) issues stem from delayed responsiveness. To improve:

- Defer non-essential JavaScript (e.g., chat widgets, social share buttons, carousels).
- Minimize third-party scripts.
- Split long tasks and reduce JavaScript execution time.
- Reduce DOM size and complexity.

d. Fix CLS issues (visual jitter)

CLS is about how stable your page looks as it loads. To optimize:

- Set fixed dimensions for images, ads, and embeds.
- Avoid inserting content above existing content after page load.
- Use font-display: swap to avoid invisible text shifts.

e. Deactivate unneeded plugins

Remove any plugins that are not critical—especially those that load large scripts or impact performance on every page. Even one poorly coded plugin can hurt your entire site's speed.

Improving page speed is both a user experience and SEO win. When in doubt, partner with your developer or Technical SEO lead to properly implement these changes. A fast-loading website performs better in search and creates a smoother experience for every visitor.

13. Canonicalization



What is it

Canonicalization is the process of consolidating duplicate or near-duplicate content so search engines index only the most authoritative version. This is often handled using 301 redirects or canonical tags.

For example, say your website has two similar blog posts:

- /blog/social-media-strategy-2023 (outdated)
- /blog/social-media-strategy-guide (updated)

If both cover the same topic, Google may view them as duplicate content, splitting SEO value between the two. Canonicalization helps combine those signals into a single preferred URL.

Why it matters

Duplicate content can dilute search performance. Without canonicalization, Google may:

- Index the weaker version.
- Split ranking signals across multiple URLs.
- Waste crawl budget on unnecessary pages.

By consolidating or redirecting similar content, you:

- Preserve and concentrate link equity.
- Improve crawl efficiency.
- Provide users with the most up-to-date version.

Implementation

a. Consolidate the content

Combine the best elements of both posts into one unified article. Ensure the chosen page (in this case: /blog/social-media-strategy-guide/) has the best examples, fresh statistics, and optimized structure.

b. Set up a 301 Redirect

Redirect the weaker/duplicate page (/blog/social-media-strategy-2023) to the stronger one (/blog/social-media-strategy-guide/) using a 301 (permanent) redirect. This tells Google that content has permanently moved to a new URL, and requests it to transfer all SEO link equity accordingly.

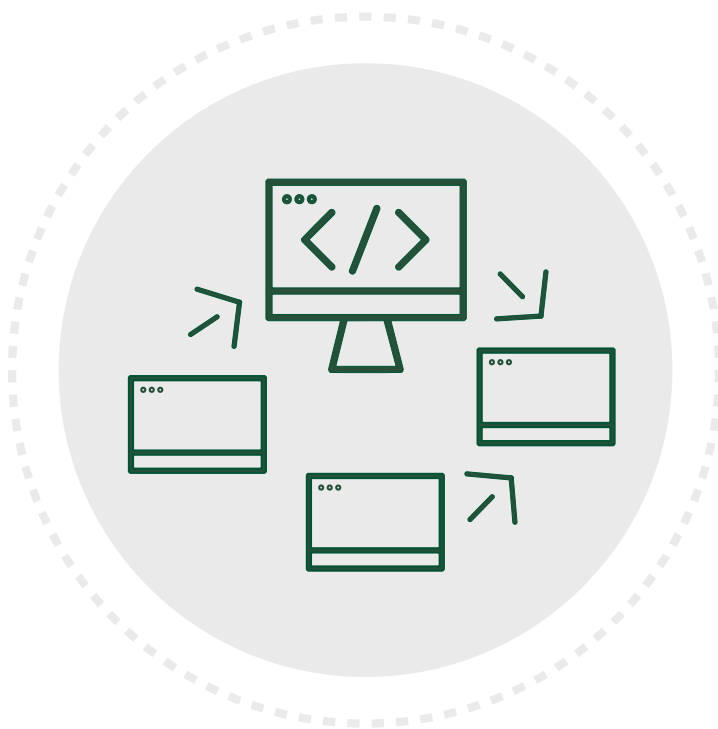
This can be done through WordPress plugins like redirection or Yoast, or other methods depending on the setup of your website.

c. Remove internal links to the old URL

Internal links must be updated when content is permanently redirected. This prevents unnecessary redirect chains and improves crawl efficiency.

d. Monitor in Google Search Console

Use Google Search Console's (GSC) [URL Inspection Tool](#) to confirm the old URL is redirecting properly. Additionally, check coverage and performance reports to ensure the new page is getting indexed and retaining the link equity.



14. Schema Markup



What is it

Schema Markup is a form of structured data added to your website's code that helps search engines better understand the meaning and context of your content. It uses a standardized vocabulary called Schema.org, and is most commonly written in JSON-LD—Google's recommended format.

By marking up your content with Schema, you can help Google display rich results (formerly called rich snippets), such as:

- Star ratings on reviews
- Product prices and availability
- FAQ dropdowns
- Event dates and locations
- Author info and publishing dates

These enhanced search features make your listing more noticeable, trustworthy, and clickable.

```
<script type="application/ld+json">
{
  "@context": "https://schema.org",
  "@type": "Organization",
  "name": "Green House Sales & Marketing",
  "url": "https://www.greenhousesalesmarketing.com",
  "logo": "https://www.greenhousesalesmarketing.com/logo.png",
  "description": "Green House Sales & Marketing is a student-run digital marketing agency",
  "founder": {
    "@type": "Person",
    "name": "Your Name Here"
  },
}
```

Why it matters

Schema Markup does not directly improve rankings, but it significantly boosts how your pages appear in search—making them more engaging, more credible, and more likely to earn clicks. It also:

- Helps Google understand your content's intent and structure.
- Supports featured snippets and voice search readiness.
- Enhances CTR with visual cues and details.
- Increases trust with visible elements like ratings, prices, or FAQs.

Websites using Schema tend to perform better in SERPs simply because they communicate more clearly with search engines and users alike.



Implementation

a. Determine if there is rich content available

Using Google's [Rich Results Test](#), ensure there are rich elements available on the domain you are implementing Schema Markup on.

b. Choose the type of schema you need

Navigate to Google's [Structured Data Markup Helper](#) and identify the type of content on your page.

c. Generate Your Schema Markup

Using Google's Data Markup Helper, click elements on your website to fill in the required fields, such as:

- Business name
- Logo
- Phone number
- Product name
- Price
- Product rating
- Questions and answers (for FAQ)

d. Copy and paste the code into your page

Once the JSON-LD code is generated:

- Paste it into the <head> or <body> section of your page's HTML.
- If you're using WordPress, many SEO plugins (like RankMath or Yoast) have built-in structured data modules.

e. Test your markup

Use Schema Validator to check your implementation and ensure it's error-free.

f. Monitor in Google Search Console

Over time, check to see if your pages begin appearing with rich results in Google:

- Go to Search Console > Enhancements.
- Watch for the specific types of structured data (like FAQs or Products) to appear and track issues.

15. Mobile usability



What is it

Mobile usability refers to how easily visitors can use and navigate your website on smartphones and tablets. This includes everything from responsive design and tap-friendly buttons to load speed and font readability.

Since over 63% of all online searches occur on mobile devices,²³ Google now uses mobile-first indexing—meaning it primarily evaluates your site based on its mobile version, not desktop.²⁴ If your mobile site performs poorly, your rankings will drop on all devices.

Google flags mobile usability issues when it detects problems like:

- Text that is too small to read.
- Clickable elements that are too close together.
- Content that does not fit the screen properly.
- Non-responsive design or horizontal scrolling.

Why it matters

A poor mobile experience can break the user journey. Users are more likely to bounce, less likely to convert, and less inclined to trust a site that feels clunky or unreadable on mobile.

Mobile usability directly impacts:

- SEO rankings (due to mobile-first indexing)
- Bounce rates and engagement
- Time on site and conversion rates
- User trust and credibility

Even if your desktop site is flawless, a poor mobile experience can drop performance dramatically.

Implementation

a. Evaluate mobile usability

To evaluate mobile usability, go to Google Search Console > Experience > Mobile Usability. This report highlights any usability issues that could impact how users interact with your site on mobile devices.

23. [“34 Eye-Opening Google Search Statistics for 2025” \(Semrush, 2024\).](#)

24. [“Mobile site and mobile-first indexing best practices” \(Google Search Central, 2025\).](#)



Common mobile usability issues are:

- Text too small to read: Body copy or headings are not legible without zooming.
- Clickable elements too close together: Buttons or links are difficult to select on mobile screens.
- Content wider than screen: Horizontal scrolling is required to view all content.
- Viewport not set: Your site lacks responsive scaling across device sizes.
- Incompatible plugins: Content relies on outdated technology not supported on mobile.

b. Fix usability issues

- Prioritize readable typography: Use a legible font size (at least 16px) and sufficient line spacing.
- Optimize spacing for tap targets: Buttons and links should have enough padding to prevent mis-taps.
- Avoid horizontal scrolling: Use flexible grid layouts and media queries to keep content within the screen.
- Use responsive design: Ensure your site layout adapts fluidly to all screen sizes.
- Test across multiple devices: Use tools like Chrome DevTools or BrowserStack to preview and troubleshoot your mobile layout and check for outdated technology.





Step 4: Implementing SEO Strategies

With fifteen high-impact tactics in place, the next step is to assess how effectively your site is performing—and where further optimization may be needed. This evaluation is based on the three core strategies of SEO: Relevance, Prominence, Accessibility.

These strategies offer a structured framework for diagnosing SEO performance. Since they directly tie to the Tactical SEO Layer (On-Page, Off-Page, Technical SEO), marketers can pinpoint weak areas, focus their optimization efforts, and drive measurable results.

On-Page	Off-Page	Technical
Relevance	Prominence	Accessibility
How well your content aligns with what users are searching for.	How much authority your site holds in the eyes of users and search engines.	How easily your content can be loaded and navigated.

This section focuses on three core metrics per strategy—nine in total—that can be tracked to monitor and improve SEO outcomes.

1. Relevance

Relevance is about how well your content matches what users are actively searching for. To evaluate this, put yourself in the shoes of your audience. When someone conducts a search—whether for general education (top of funnel) or to make a purchase (bottom of funnel)—they expect to see results that match their intent. If your content delivers, they will engage. If not, they will bounce.

This behavior is reflected in three key metrics:

Metric	Definition	Key Driver
Click-through-rate (CTR)	Percentage of users who click on your listing after seeing it in search results.	Effective keyword targeting
Time on site / Scroll depth	How long users interact on your page.	Useful and engaging content
Conversion Rate	Percentage of visitors who complete a desired action.	Leverage of the SEO funnel

According to the SEO Pyramid framework, a combination of On-Page SEO Tactics drives Relevance. If you notice a low CTR, weak engagement, or poor conversions, it likely signals an issue with On-Page optimization. In that case, revisit your:

- Keyword strategy to ensure alignment with user intent.
- Content quality to verify it meets High or Very High E-E-A-T standards.
- Metadata and structure, including title tags, meta descriptions, and headers, to boost both usability and SEO effectiveness.

2. Prominence

Prominence is all about helping your relevant results rise to the top and stand out from competitors. It is measured by both search engines and real users. Again, put yourself in the consumer's shoes: you are more likely to click on brands you recognize, trust, or see consistently across the web. Likewise, if you were a search engine, you would prioritize content backed by strong backlink profiles and positive brand signals.

This behavior is reflected in three key metrics:

Metric	Definition	Key Driver
Search ranking	A website's average position in search engine results.	Backlinks, citations and social signals
Backlinks	External hyperlinks pointing to your domain.	Helpful and high-value content
Brand mentions	Number of brand references across the web.	Brand reputation and awareness

According to the SEO Pyramid, a combination of Off-Page SEO Tactics drives Prominence. If you observe a low search ranking, a weak backlink profile, or few brand mentions, consider implementing strategies such as:

- Broken link building
- Reclaiming unlinked brand mentions
- Social media marketing
- Review management
- Strengthening branded search presence

3. Accessibility

Accessibility refers to the user's ability to easily access, load, and interact with your website content. Accessibility issues are often easy to diagnose—especially when Relevance and Prominence appear strong, but users still struggle to engage. In these cases, technical barriers are often the root cause.

For example, let's say your keyword strategy is sound, your content is high-quality, and users are clicking through from search. You may even have strong visibility on search engine results pages. But if your pages take too long to load, content shifts during loading, or users struggle to tap links on mobile, it signals serious accessibility issues.

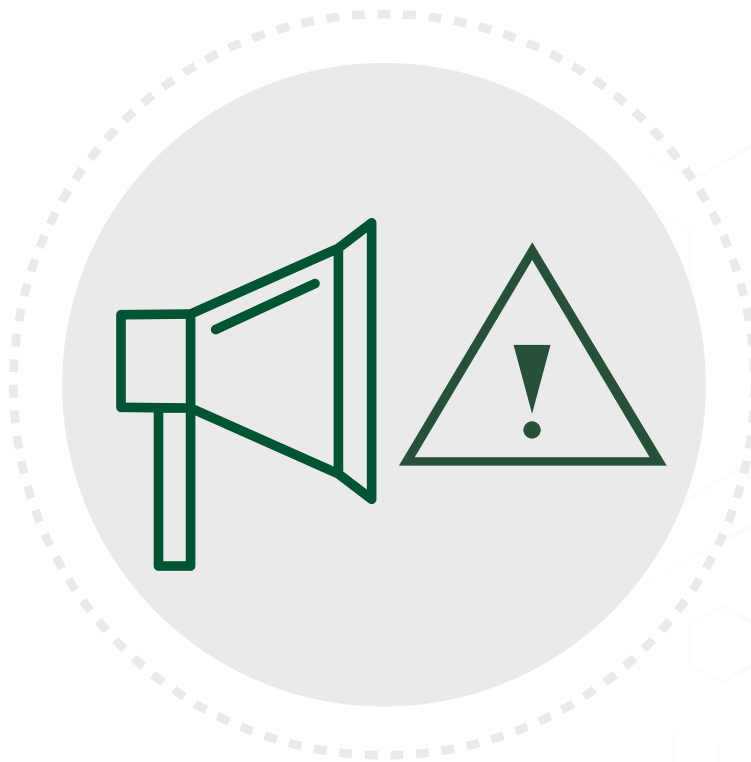
This behavior is reflected in three key metrics:

Metric	Definition	Key Driver
Bounce rate	Percentage of visitors who leave a site after viewing only one page.	User experience (UX)
First Input Delay (FID)	The delay between a user's first interaction and the browser's response.	Website responsiveness
Interaction-to-navigation ratio	Number of user interactions per page prior to page navigation.	User engagement per page

According to the SEO Pyramid, Accessibility is driven by Technical SEO. If these metrics are underperforming, audit your:

- Page speed
- Mobile usability
- Site structure
- Schema Markup
- Canonicalization

These technical foundations ensure that users—and search engines—can easily access and understand your content, no matter the device or connection.



A word of caution

While diagnostic metrics are useful, SEO is rarely black-and-white. There is often overlap between metrics and strategies, and a single issue may have multiple causes.

For example, a high bounce rate might indicate an Accessibility issue like poor mobile usability—but it could also mean your content failed to meet user expectations. Similarly, a low CTR could be caused by weak copywriting or metadata, but it might also stem from missing rich results due to lack of Schema Markup.

The SEO Pyramid is a powerful framework, but not a substitute for sound judgment. Effective SEO requires marketing insight, contextual awareness, and experience. When paired with human intuition and ongoing refinement, this model equips marketers with the clarity and confidence needed to lead.

Part 3: Your turn

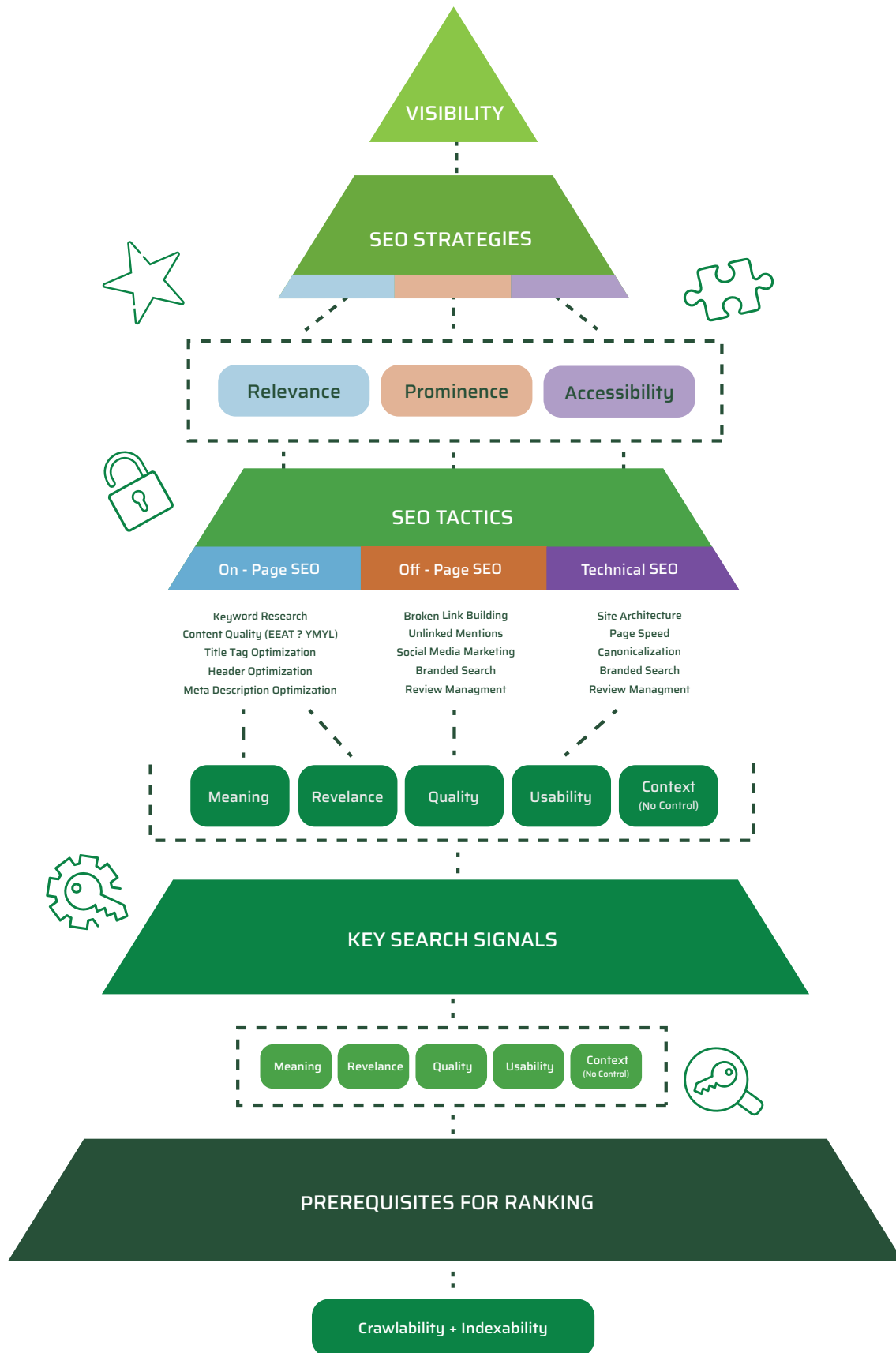
Brief recap

SEO can feel overwhelming—an ever-shifting blend of algorithms, rankings, and tactics that often seem to contradict one another. That is exactly why the SEO Pyramid exists: to bring structure to the chaos. It simplifies SEO into a powerful, repeatable framework—build with Relevance, earn Prominence, and ensure Accessibility.

Throughout this guide, you have learned:

- The **foundational prerequisites** needed to be crawlable and indexable in Google’s database.
- **Google’s Key Search Signals**, and how they are supported through **SEO Tactics**.
- How those tactics align with the three **SEO Strategies**—Relevance, Prominence, and Accessibility—that work together to increase online visibility.
- How to diagnose weak points using nine **actionable metrics** tied to those three strategies.

Most importantly, you now have a scalable, strategic system—a Pyramid that can grow with your organization, your goals, and the ever-evolving digital landscape.



What's next?

Use this guide as your reference point:

- Revisit each section as you plan campaigns, optimize pages, or train your team.
- Apply the diagnostic metrics to evaluate your progress regularly.
- Bookmark or print the SEO Pyramid and use it as a strategic touchpoint in SEO discussions.

You now have access to the SEO Pyramid—Green House’s strategic framework for scaling organic growth with confidence. Use it. Share it. Master it.

And when you are ready to go further, Green House is ready to help.



About Green House Sales & Marketing

Located in the Woodbury School of Business at Utah Valley University (UVU)—Utah’s largest public university—Green House Sales & Marketing is an expert-led, student-run digital marketing agency serving local, national, and international clients. We deliver impactful results, give students real-world experience, and help shape the next generation of marketing leaders.

Our Story

Green House began with a simple vision: to bring real-world opportunities within reach for student marketers. As the gap between education and professional experience continued to widen, our founder, David Przybyla—an innovative entrepreneur, seasoned marketing professional, and the driving force behind UVU's digital marketing program—set out to build a bridge between the classroom and the industry.

Why Green House?

Accessibility

Most marketing agencies avoid small businesses out of fear they won't be profitable or worth the hands-on effort required to build a digital footprint. We proudly break that mold. Whether you're launching a startup or scaling a growing company, Green House offers marketing solutions designed to meet you where you are.

Affordability

Our transparent pricing and flexible add-ons mean you get top-tier quality without the top-tier price tag. With a team of driven student marketers armed with cutting-edge knowledge, you'll get fresh, innovative campaigns at a fraction of the traditional cost.

Effectiveness

We combine industry-standard tools, expert guidance, and the latest marketing trends to maximize ROI. Our growing client roster and proven results show how our strategies evolve alongside your business.

Student innovation

At Green House, students lead the way. Coming from Utah's largest public university and its biggest business school, they move fast and think boldly. No red tape. No fear of failure. For our students—and our clients—better is always possible.

Need proof? This entire book—from concept to writing, design, marketing, and delivery—was created entirely by Green House student employees. If we can build industry-ready frameworks like this, imagine what we could create for your business.

What are you waiting for?

[Let's grow together.](#)

Appendix A: Glossary of Terms, Abbreviations, and Acronyms

A

Accessibility: How easily content can be discovered, loaded, and navigated.

Authoritativeness: An E-E-A-T metric reflecting if a source is recognized as credible.

Awareness: The stage when users become aware of a problem or need.

B

Branded search: A search query that includes a specific brand or company name.

Broken links: Hyperlinks that lead to nonexistent or inaccessible pages.

C

Call-to-action (CTA): A prompt that encourages users to take a specific action.

Canonicalization: A process that consolidates duplicate content into one page.

Consideration: The stage when users research possible solutions to their need.

Context: Personalized factors like location or device that influence search results.

Conversion: A desired user action, such as a purchase or form submission.

Crawl budget: The time and resources search engines allocate to crawling a site.

Crawlability: A website's ability to be found and accessed by search engine crawlers.

D

Decision: The stage when users choose a solution, provider, or product.

Distance: How physically close a search result is to the user (used in Local SEO).

Domain Authority (DA): A metric predicting how well a site is likely to rank.

E

E-E-A-T: Experience, Expertise, Authoritativeness, and Trust.

Experience: An E-E-A-T metric showing the creator has firsthand knowledge of the topic.

Expertise: An E-E-A-T metric evaluating the creator's knowledge or credentials.

G

Google Analytics 4 (GA4): A tool that tracks user behavior and site engagement.

Google Business Profile (GBP): A tool for managing how your business appears in Google.

Google Key Search Signals: Meaning, Relevance, Quality, Usability, and Context.

Google Search Console (GSC): A tool for maintaining a site's search performance.

Google Tag Manager (GTM): A platform for managing marketing tags without editing code.

H

Headings: HTML tags (H1-H6) that define page structure for users and search engines.

High-funnel keywords: Broad keywords used by people early in the buying process.

I

Indexability: A webpage's ability to be stored and shown in search engine results.

K

Keyword difficulty: How competitive it is to rank for a specific keyword.

L

Local SEO: SEO Strategies that improve rankings in geographically targeted searches.

Long-tail keywords: Highly specific search queries with low competition but strong intent.

Low-funnel keywords: Specific keywords used by people ready to make a decision.

M

Meaning: The actual intent behind a user's search query.

Meta description: Short summaries of page content shown in search results.

Mobile usability: How easily a site functions on smartphones and tablets.

O

Off-page SEO: SEO Tactics that occur outside of your website, like backlinks.

On-page SEO: SEO Tactics applied directly on your site's content and code.

P

Page speed: How quickly a webpage loads and becomes usable.

Primary keyword: The main keyword a page is targeting for search visibility.

Priority products: The services or products a business wants to promote most.

Prominence: The reputation and authority a site has in the eyes of search engines.

Q

Quality: How helpful, original, and relevant a piece of content is.

R

Relevance: How well a page matches the user's search intent.

Review management: Monitoring and responding to customer reviews to improve SEO.

Robots.txt file: A file that tells search engines which pages to crawl or ignore.

S

Schema Markup: Code that helps search engines understand and display content better.

Screaming Frog: A website crawler used to audit Technical SEO issues.

Search engine optimization (SEO): The process of improving search rankings and visibility.

Search Engine Results Pages (SERPs): Pages shown by search engines after a user query.

Search Quality Evaluator Guidelines (SQEG): Google's manual for assessing content quality.

Search engine: A system that organizes and retrieves online content in response to queries.

Search volume: The number of times a keyword is searched each month.

Secondary keyword: A supporting keyword related to the primary keyword.

SEO funnel: A model of how users progress from awareness to conversion via search.

SEO Pyramid: A five-layer framework that organizes SEO from foundational to strategic.

SEO Tactics: Specific actions taken to improve visibility in search results.

SEO Strategies: Specific categories that summarize tactical performance (Relevance, Prominence, Accessibility).

Site structure: How content is organized and linked across a website.

Social media marketing (SMM): Using social media to support brand visibility and SEO.

Social signals: Engagements like likes and shares that boost visibility indirectly.

T

Technical SEO: Backend optimizations that improve crawlability, speed, and indexing.

Title tag: The clickable title in search results that signals a page's topic.

Trust: An E-E-A-T metric indicating whether content is honest, accurate, and safe.

U

Unlinked mention: A brand mention online that lacks a backlink to your site.

Usability: How easy it is for users to interact with and understand your content.

V

Visibility: How prominently your page appears in search results.

Visual sitemap: A diagram that outlines website structure.

X

XML Sitemap: A structured file that lists important website pages to boost crawlability.

Y

Your Money or Your Life (YMYL): Content that is held to the highest quality standards.



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