

Audit & Grow a Site

Level 2 Workbook — module checklists, the capstone brief, rubric & sign-off.

SEO · AEO · GEO — Zero to Expert

Level 2 gate: Run a full site audit + a content/link plan that moves a KPI. Audit a real site end-to-end, deliver a prioritized fix list + a topic-cluster content plan + a link plan, then move one KPI over the tracking window.

2.1 Keyword research at scale

- Expanded a core topic into 100+ keywords
- Grouped keywords into a keyword map by parent topic
- Designed a pillar-and-cluster structure
- Prioritized the first 3–5 clusters to build

2.2 On-page at scale

- Optimized a page template (title/meta/heading patterns)
- Found and resolved keyword cannibalization
- Pruned or refreshed decaying content

2.3 Technical I — crawl & index

- Crawled the site with Screaming Frog
- Audited robots.txt, meta robots, canonicals
- Logged status-code issues (404/301/etc.) and a fix list

2.4 Technical II — render/speed/mobile

- Checked Core Web Vitals (LCP / INP / CLS)
- Confirmed main content is server-rendered (visible in raw HTML)
- Verified mobile-first / HTTPS

2.5 Structured data & schema

- Added valid Organization + Article JSON-LD
- Validated with Google's Rich Results Test
- Confirmed schema is server-rendered

2.6 Content & E-E-A-T

- Audited a page against Experience/Expertise/Authoritativeness/Trust
- Added author byline + credentials
- Fixed missing trust signals (contact, sourcing, dates)

2.7 Link building & digital PR

- Built a target list + a linkable asset
- Ran outreach; logged responses
- Checked anchor-text distribution; flagged any toxic links

2.8 Local SEO

- Optimized the Google Business Profile
- Confirmed NAP consistency across citations
- Set up a review-generation habit

2.9 Measurement & the audit

- Wired GA4 conversions to a KPI
- Built the prioritized audit (effort × impact)
- Reported the KPI movement

Capstone — brief, rubric & sign-off

Brief. Choose a real site. Produce: (1) a full technical + content audit with a prioritized fix list; (2) a topic-cluster content plan (pillar + clusters) from a keyword map; (3) a link plan. Execute enough of it to move one KPI — impressions, clicks, or a target keyword ranking — over your tracking window.

Not yet	Passing (the gate)	Strong
Audit is a shallow checklist; no prioritization; no measurable KPI target set.	Full audit delivered with a prioritized fix list, a real topic-cluster plan and a link plan; one KPI shows measurable movement.	KPI moved clearly (e.g. organic sessions or several rankings up); plan is sequenced by $\text{value} \times \text{potential} \div \text{difficulty}$; local + schema handled where relevant.

Project / client: _____ **Date:** _____

Evidence of the gate met: _____

Signed: _____

Checkpoint. Free external checkpoints after Level 2: Semrush SEO Fundamentals exam + Google Analytics (GA4) certification via Google Skillshop.

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