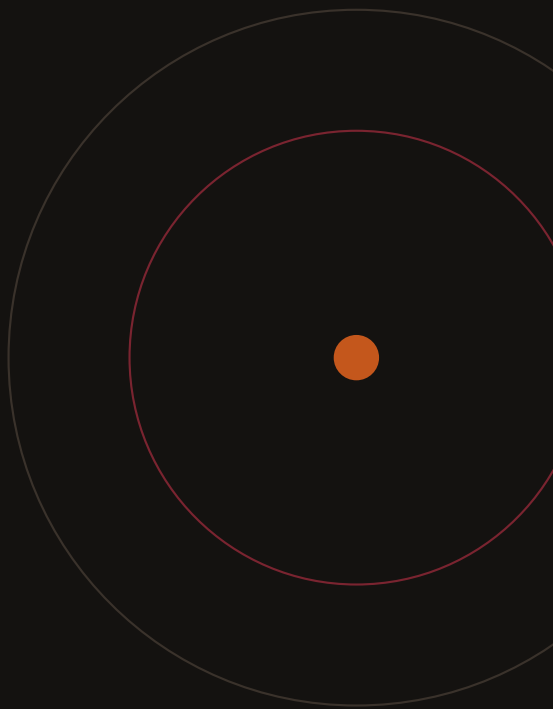
SEO PLAYBOOK / FOR WEBSITE OWNERS

How I audit and grow organic search.

A practical overview of the checks I run, the work I do and how we would work together on your website.



Saurav Sahoo

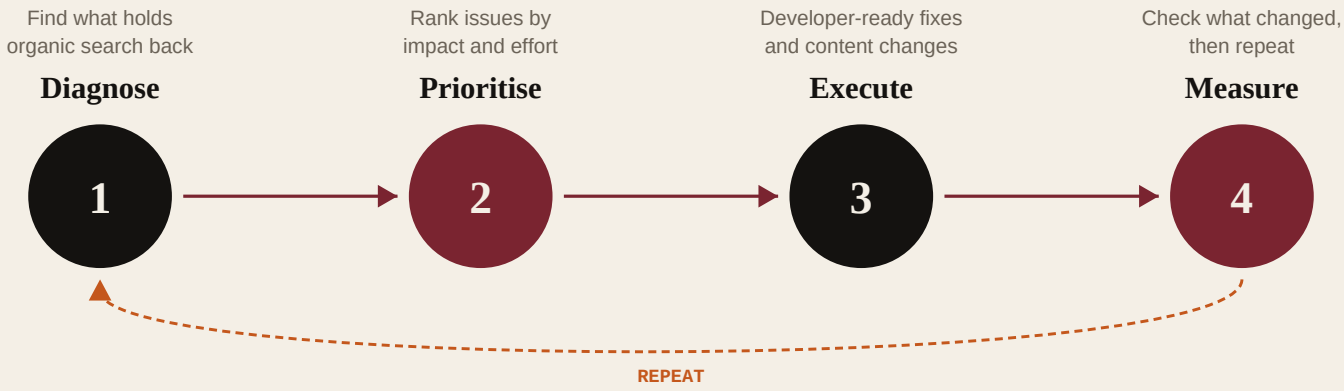
SEO and Organic Growth Strategist

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01 / HOW I WORK

A simple loop, repeated.

Good SEO work is not a one-off fix. I work through four steps, then go round again as the site and the search results change.



02 / WHERE I START

Evidence before opinions.

Every recommendation in an audit is tied to something I can show you: a crawl, a Search Console report, an analytics view or a specific page. I separate what I have observed from what I only suspect, so you know what is firm and what still needs testing.

03 / WHAT I USE

Screaming Frog, Google Search Console, Google Analytics (GA4), Looker Studio, Ahrefs, SEMrush, Moz, Microsoft Clarity, WordPress and Rank Math. I choose tools to fit the site, not the other way round.

04 / WHAT I LOOK AT

Six areas, one prioritised plan.

Each area below feeds the same plan, so you get one ranked list of work, not six separate reports.

A / 01

Technical SEO

WHAT I CHECK

Crawlability, indexation, robots.txt, XML sitemaps, canonical tags, redirects and redirect chains, status codes, internal links, site structure, page speed and structured data.

WHAT YOU GET

A prioritised list of issues with evidence, and fixes written clearly enough for your developers to act on.

A / 02

Keywords and content

WHAT I CHECK

Search intent, keyword-to-page mapping, pages competing for the same keyword, thin or outdated pages and on-page basics such as titles, headings and internal links.

WHAT YOU GET

A content plan that shows which pages to improve, merge or create first.

A / 03

Answer engine optimisation (AEO)

WHAT I CHECK

Whether your pages answer real questions directly and clearly near the top, whether FAQ content is useful, and whether structured data matches what visitors actually see.

WHAT YOU GET

A list of pages to restructure so answers are easy for search engines and AI tools to find and quote.

A / 04

AI search (GEO)

WHAT I CHECK

Whether AI crawlers can reach your content, whether your business details are consistent across your site and public profiles, and whether your content is clear enough to be quoted.

WHAT YOU GET

A baseline of how AI tools describe your business today, measured with a fixed set of questions run repeatedly.

Honest note: AI search is an evolving area that I am actively developing. Nobody can guarantee that an AI tool will mention or cite your site.

A / 05

Reporting and analytics

WHAT I CHECK

Search Console and GA4 setup, key events, pages with many impressions but few clicks, and queries sitting just below page one.

WHAT YOU GET

Clear weekly or monthly reporting that shows what changed and what to do next.

A / 06

Ecommerce and local SEO

WHAT I CHECK

Category and product templates, filters and pagination, product information, and local business profile details for businesses that serve a local area.

WHAT YOU GET

Template-level fixes first, because one change can improve many pages at once.

05 / WAYS TO WORK TOGETHER

Start small, or work together ongoing.

START HERE

SEO audit and roadmap

A one-off review of your site that ends in a prioritised plan.

- A ranked list of issues, with evidence
- Fixes your developers can act on
- A roadmap of what to do first

ONGOING

SEO consulting

Strategy, prioritisation and reporting alongside your team.

- Monthly priorities agreed with you
- Technical and content guidance
- Clear reporting on what changed

FOCUSED

AI search readiness review

A focused look at how your content and details appear to AI search tools.

- How AI tools describe you now
- Priority actions to improve it
- A repeatable way to measure it

06 / WHAT I NEED FROM YOU

- Your website address and your main goals.
- Read access to Google Search Console and Google Analytics, if you have them.
- A view of who makes changes on your site (developer, agency or in-house).
- Your priorities, and anything you have already tried.

07 / HONEST LIMITS

- Nobody can guarantee rankings, traffic or AI citations. Anyone who does is guessing.
- Results depend on your market, your competitors, your site and the resources available to make changes.
- Reports separate what changed from what caused it, so you are never told more than the evidence supports.

NEXT STEP

Request an SEO audit

Send your website and goals using the enquiry form at **sauravsahoo.com/contact**. I review the site, agree priorities with you, and you get a clear plan.