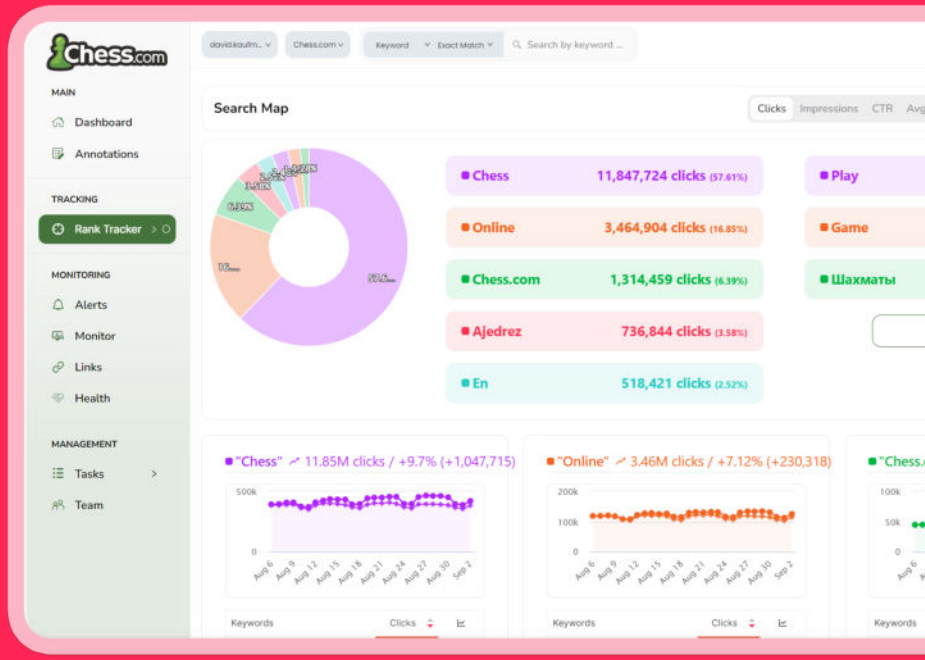
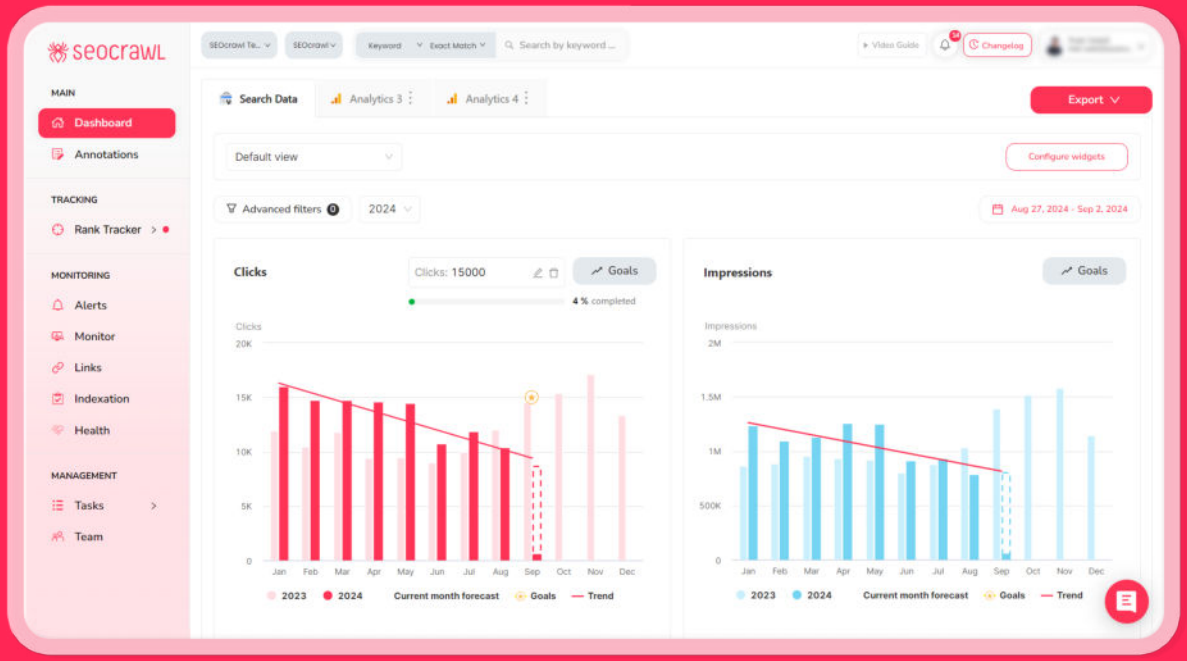
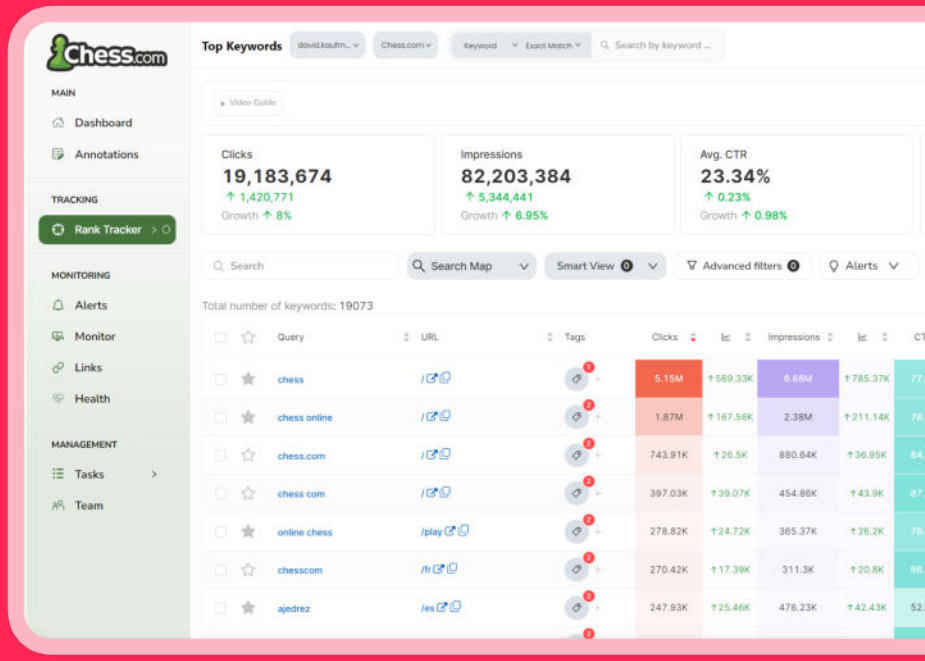
SEO REPORTING

Practical guide on how to automate reporting and manage SEO projects efficiently.







David Kaufmann

seocrawl

Not a single line in this book has been written by Artificial Intelligence (AI).

Each line, piece of advice, screenshot... has been done manually and is based on 10 years of experience and knowledge, given that the real aim of this book is to help others and serve as a basis for SEO.

The translation from Spanish into English has been done by Naia Hernando Muro.



Legal deposit: *AND.442-2024*

ISBN: 978-99920-3-454-5



About the author:

David Kaufmann, now 30 years old, has been in the world of entrepreneurship and business since the age of 16, when he started a small chess blog (David Kaufmann Chess Web). Soon after, it evolved into a more advanced chess portal (Chess Live) that managed to reach +100k users from 160 countries. This portal then merged with a German company (chess24).

Later, he started working at Chess.com, the project that changed his life. He led the SEO team and managed to get it to grow from 1M organic visits per month to +30M per month, +150M€ annual turnover, making it reach the top 100 most visited websites in the world.

Currently, alongside his wife Marta, he leads **SEOcrawl,** a software solution that began as an enhanced visualization of Search Console data and has already become a reference worldwide, serving more than 20,000 SEO professionals and agencies worldwide. His passion means you will find him thinking about the next innovation or improvement 24/7.

TABLE OF CONTENTS

0 **Why this book?** 1

1 **First steps** 4

1.1 Adding a project in Search Console

2 **SEO Dashboard** 8

2.1 Data by country
- 2.1 Performance

2.2 Insights

2.3 Top Changes

2.4 Top Performance

2.5 Keyword performance
- 2.5.1 Rank Tracker
- 2.5.2 Branded vs non-Branded
- 2.5.3 Keyword clustering
- 2.5.4 Smart Views
- 2.5.5 Keywords Map
- 2.5.6 New and lost keywords
- 2.5.7 Keyword distribution
- 2.5.8 Questions
- 2.5.9 Cannibalizations
- 2.5.10 Search Intention

2.6 The role of URLs
- 2.6.1 URL Rank Tracker
- 2.6.2 Blended Data
- 2.6.3 Clustering of URLs
- 2.6.4 Map of URLs
- 2.6.5 Top Folders
- 2.6.6 Opportunities

3 **The task system** 59

3.1 Setup
3.2 Prioritization and documentation
3.3 Follow-up

4 **Automations** 67

4.1 Annotations
4.2 Alerts
4.3 Indexing
4.4 Monitor
4.5 Links
4.6 Full Crawler

5 **SEO Report** 84

5.1 Classic options
5.2 The automator

6 **Checklist and Certification** 88

7 **The future** 97

8 **Acknowledgment** 99

0. Why this book?

seocrawl

In 2024, it will be nearly 10 years since I started working in the SEO world professionally. Up until 5 years ago, my daily life revolved mainly around Ahrefs and SEMrush — two of the biggest and most powerful SEO tools. They are competitors whom I admire and would like to congratulate. However, over the years, I have always been struck by something: although they have become an authority in keyword research, backlink research, etc., these tools seem to have overlooked what to me is the most important part of any SEO project.

Guess what it could be? **Organic traffic!**

As they cannot show real data, they base all their reports on estimates, clickstream data and their own databases. As a result, their reports do not reflect reality, despite the fact that thousands of SEO professionals and agencies base their monthly reporting to clients on these tools.

Erik Allebest, CEO of Chess.com, has kindly granted us permission to show all Chess.com data, providing a very powerful data sample and far more insightful explanations.

Transparency note: *Chess.com is at 20M organic visits per month and SEOcrawl is at 10k/month. Hence the idea of being able to work with and view dashboards with much more data.*

Let's see an example! In July 2024, Chess.com got 19,772,686 clicks (according to Search Console). That is, 20M organic visits in one month. **But what happens if we try to generate this report with Ahrefs or SEMrush?**



Traffic forecast for Chess.com in July 2024 from Ahrefs and SEMrush.

EXACTLY!

There is a difference of nearly 12M fewer clicks compared to Ahrefs and 4.5M more compared to SEMrush. This proves that what is shown on their databases does not reflect reality.

Today, the only reliable data source we could use is Search Console but using it is a slow and tedious process.

It was this frustration that led to the gradual development of SEOcrawl and made it a reality!

So, without further ado, thank you—from the bottom of my heart—for reading this book. I hope you enjoy it and more importantly, that it allows you to save time every month both in reporting and SEO management.

Transparency Note

All the explanations in this book are based on SEOcrawl as a tool, as I sincerely believe that the past 5 years of hard work have allowed us to help it become one of the most powerful tools in the market. However, this does not mean that the methods explained here cannot be implemented using Looker Studio or other tools. However, I have chosen it because I consider it the most efficient for time saving, and definitely the most robust in terms of technology and possibilities.

So that you can enjoy everything explained in this book and adjust it to your own project, I am gifting each and every reader a one-month subscription to the Enterprise Account (valued at €199)—no payment required (no credit cards, automatic renewals, etc.).

Enjoy a month of full access completely free of charge no commitment, so you can put each concept into practice

Simply scan the QR, create your free account and you will automatically receive one month of the Enterprise plan.

https://app.seocrawl.com/qr/free-trial-enterprise

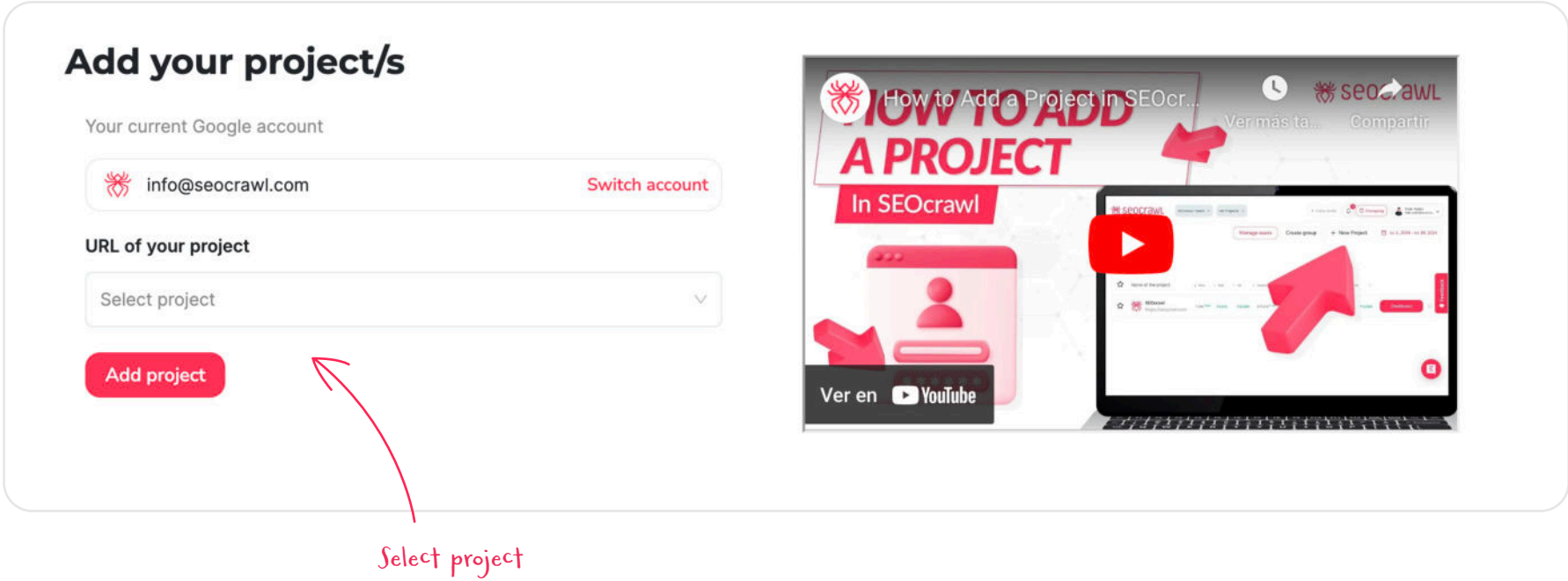
1. First steps

seocrawl

Let the good stuff begin! I hope you are motivated and full of energy, as what is coming may seem a bit intense, but I assure you that it will be absolutely worth it. The main goal is for you to save countless hours every month, and to discover numerous insights and improvements that previously went unnoticed and, above all, for you to have an ally working for you 24/7 so that there is no need for frequent tracking nor checking things day and night.

Once we have created and activated our account, let's add our project from Search Console. This way, we can count on reliable and quality data, as Search Console is nowadays the closest source to reality available—since it belongs to Google itself.

If you have created and verified the project on Search Console, adding it on SEOcrawl will be a matter of one click (Add Project, select it, and you're done).

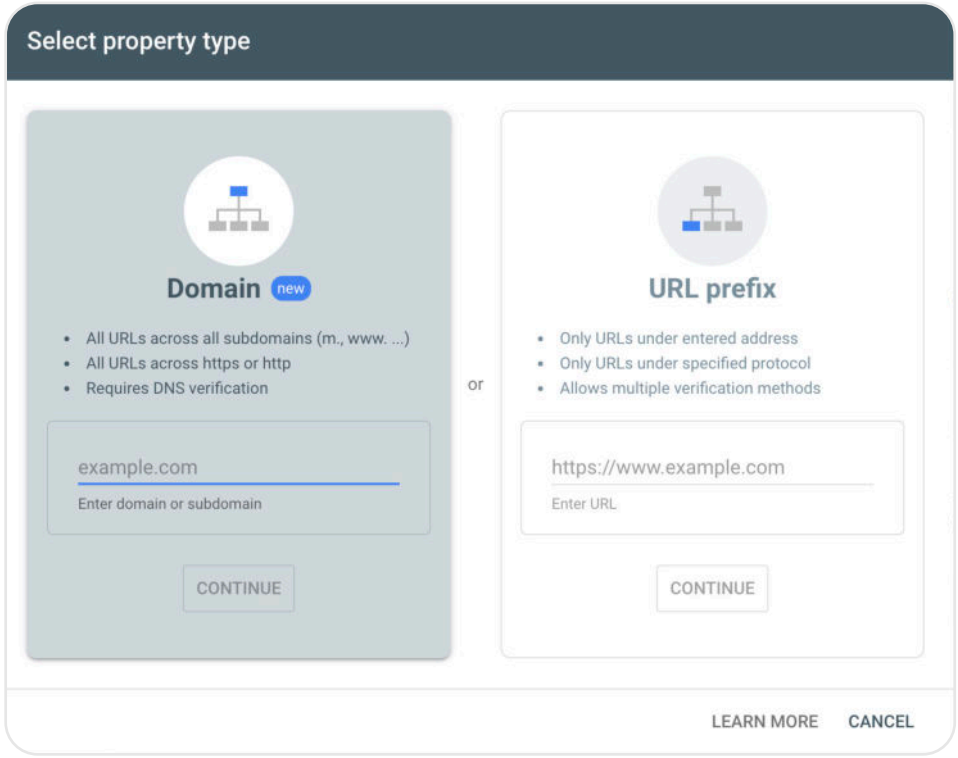


If you have not done it yet, no problem! Here is a quick guide on how to easily validate a project in Search Console.

1. Go to **Google Search Console** (https://search.google.com/search- console/about), click on “Get started” and then “Add property”.

2. If you select **“Domain”**, you will have access to much more project data (http, subdomains, subfolders...). This is the option that we recommend. The only difference is that the validation is done through DNS, which may require a little more time and effort.

3. If you select **“URL Prefix”,** it is much quicker to set up— simply upload a file or a metatag— but the amount of data available will be more limited. For example, https://www.chess.com, will not include data from http or subdomains, but it will include data from subfolders (https://www.chess.com/es).



Google Search Console project configuration screen

Once this is done, you simply need to add the project on SEOcrawl. It will automatically download the last 16 months of data and will never overwrite it, meaning you can count on unlimited data in the future—an option that, for example, Google Search Console does not offer.

We call this a **“Data Warehouse”** and it is one of the most overlooked—yet essential—topics when managing a project, as without data, there can be no analysis, strategy or results.

If you only have one project, great! But if you have 10, 20 or 100 projects, not only will you be able to create groups to segment and classify these projects, but **you will receive weekly and monthly emails with all the results** allowing you to clearly identify which projects are working and which are not.

SEO Results for 2024-06-10 - 2024-06-16

Name of the Project	Clicks	MoM	YoY	Impressions	MoM	YoY	
[redacted]	4.8K (↓114)	↓2.33%	↑179.04%	230.7K (↓11.4K)	↓4.72%	↑193.16%	View Results
[redacted]	35 (↑2)	↑6.06%	↑218.18%	6.5K (↑2.3K)	↑56.2%	↑273.13%	View Results
[redacted]	4.4K (↓112)	↓2.48%	↑53.5%	453.3K (↑9.8K)	↑2.21%	↑72.63%	View Results
[redacted]	1.9K (↑244)	↑14.31%	↑274.81%	68.9K (↑1.7K)	↑2.5%	↑68.27%	View Results
[redacted]	10.5K (↓612)	↓5.52%	↑189.36%	384.1K (↓20.7K)	↓5.12%	↑286.99%	View Results
[redacted]	702 (↑116)	↑19.8%	↑43.56%	11.8K (↑1.1K)	↑10.05%	↑36.52%	View Results
[redacted]	15.7K (↓1.2K)	↓7.11%	↓38.51%	2.2M (↑34.2K)	↑1.56%	↓38.4%	View Results
[redacted]	104 (↓12)	↓10.34%	↓28.77%	9.7K (↑583)	↑6.36%	↑7.72%	View Results

Example of the weekly report that you will receive by mail with all your projects and their main metrics

To help you complete all the steps, there is a “to-do” section in each chapter as well as a to-do check-list summary at the end of the book.

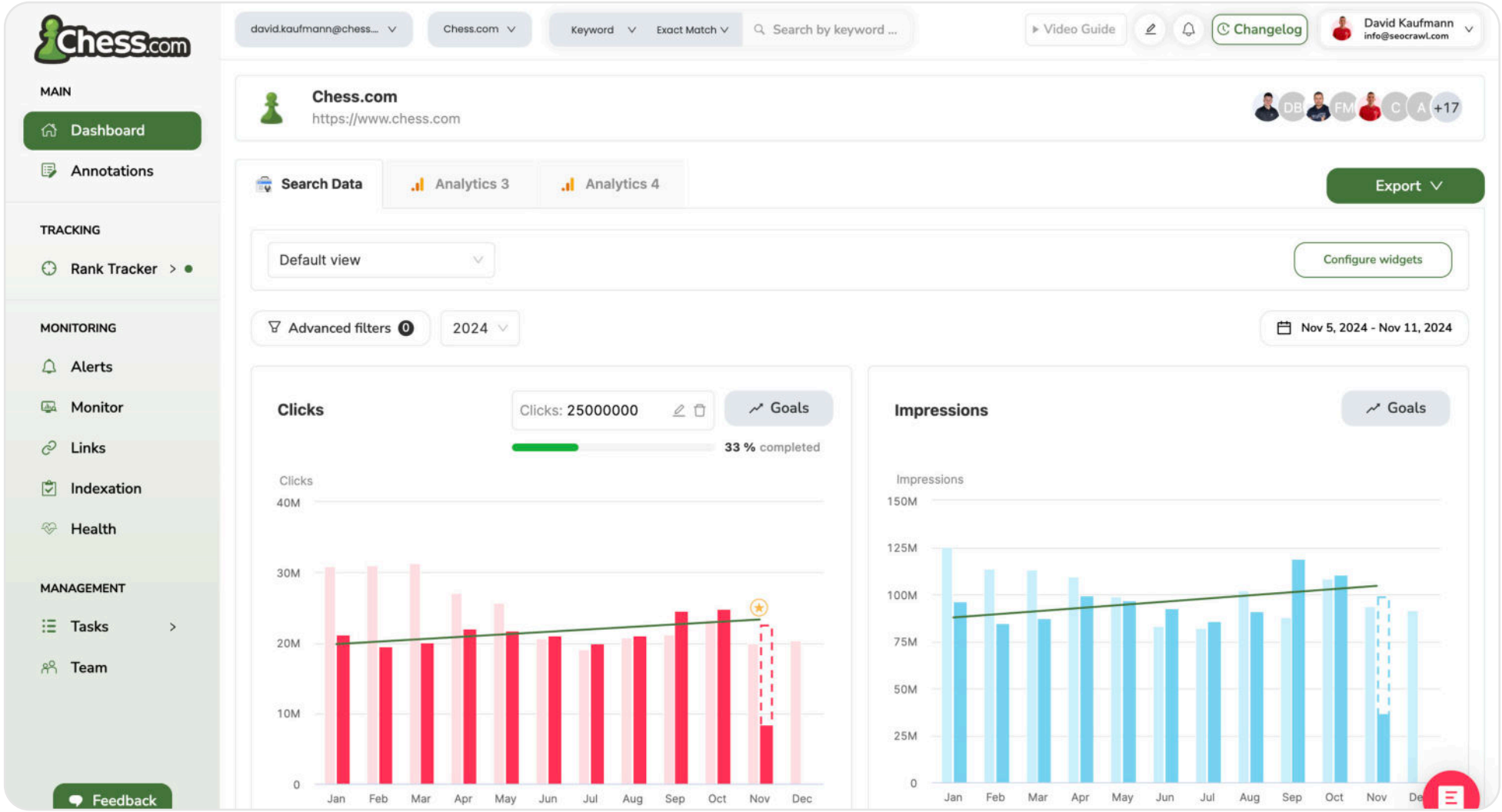
TASKS

- [ ] **1.** Add your project in Search Console or add it in SEOcrawl if it is already in GSC.

2. The SEO Dashboard

seocrawl

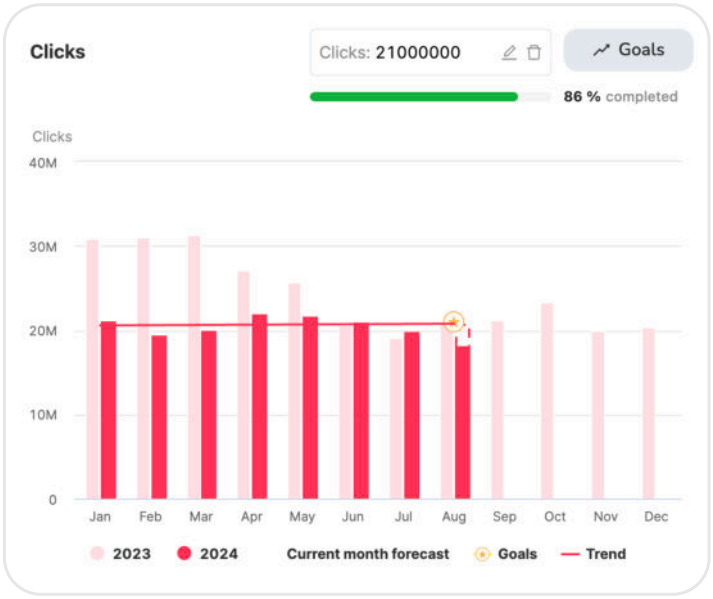
The SEO Dashboard



Overview of the Chess.com SEO dashboard

The SEO Dashboard is undoubtedly the most important tool for any SEO professional. It summarizes the status of a project, allowing us to clearly assess its health, growth and main insights in less than 5 minutes.

In this case, for example, we can see that 2023 was an incredible year for Chess.com, as it surpassed 30M monthly organic visits, while this year, the trend is more stable, achieving 20M monthly clicks.

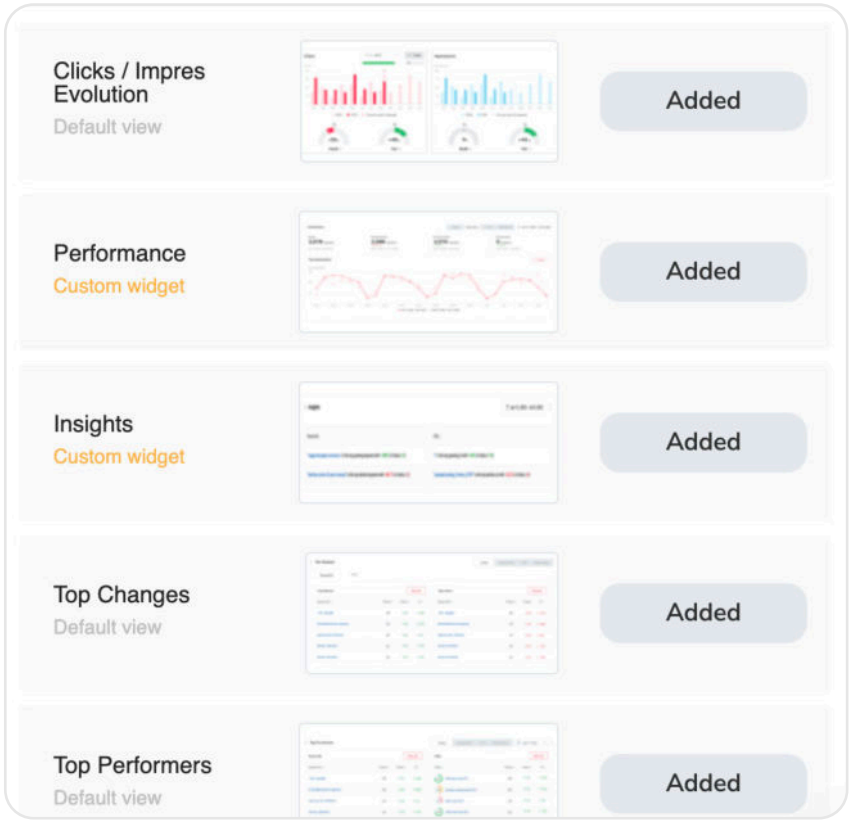


Chess.com click chart with data from the last 24 months, targets and traffic forecasts.

In these graphs, we not only see the performance of the past 24 months, but we can also:

- Set **monthly traffic targets**
- Observe the **trend** line
- View weekly **(WoW),** monthly **(MoM)** and annual **(YoY)** growth
- See the **traffic forecast** for the current month

However, this is only 5% of the information available on SEO Dashboard. Thanks to the **configurable widgets,** we can customize the information we want to see to adapt it to each project strategy (focus on local SEO, boost International SEO, etc.).

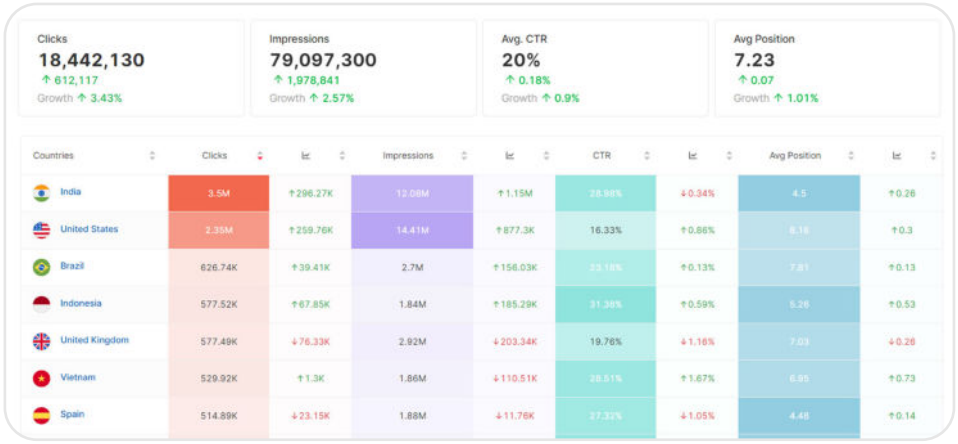


View of 5 of the 18 configurable dashboard widgets

To help you make the most of the tool, each element will be explained in depth in the following pages.

2.1) Data by country

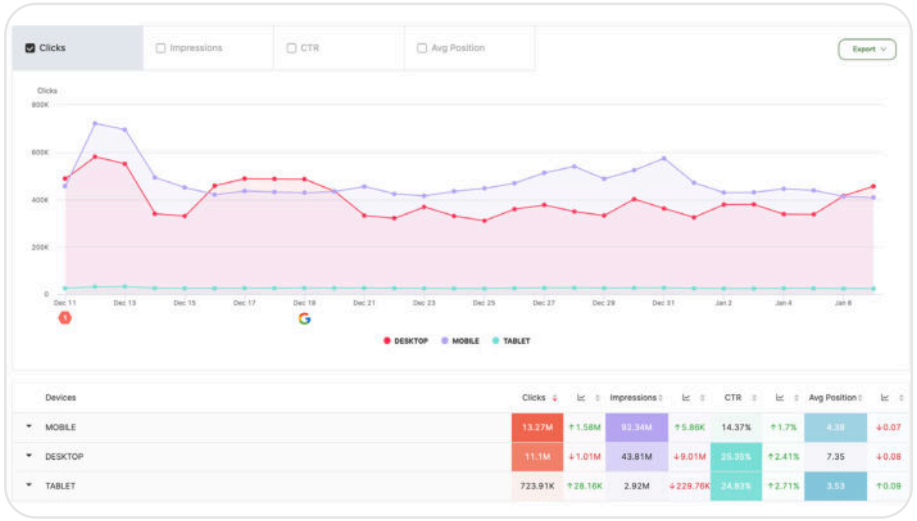
What if I need this same dashboard with all the widgets for a specific country, since my business/client only operates in a specific country? No problem! We have the **“Countries”** page at our disposal to check the traffic distribution by country. If we click on any country, the SEO Dashboard will reload, showing only data from the selected country.



Traffic dashboard by country with all the main metrics

2.2) Devices

We can also check the distribution of traffic by device type, as the design, content and structure will vary significantly between desktop, mobile, tablet.



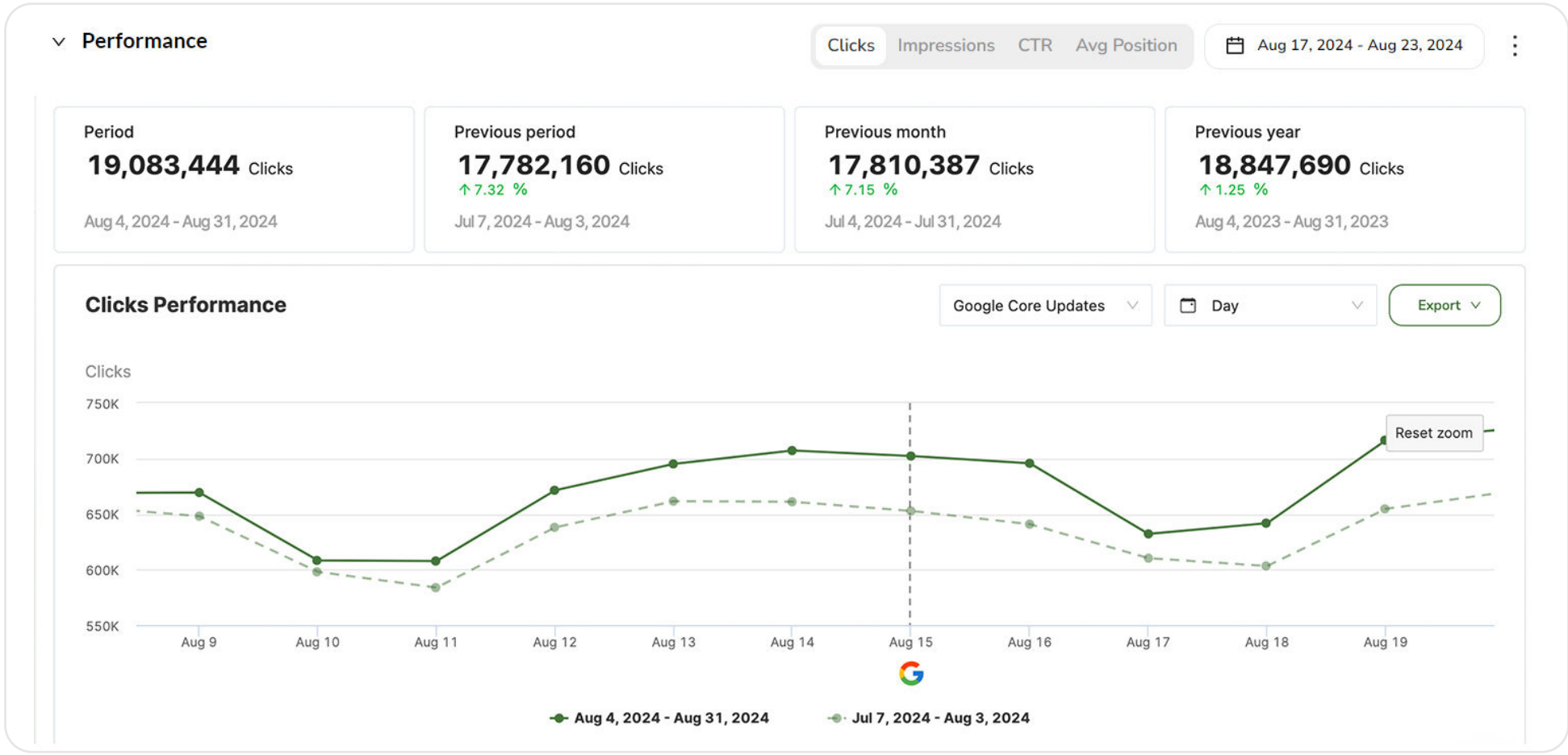
Traffic distribution by device (desktop, mobile and tablet)

TASKS

- [ ] 2. Check whether the project is seasonal and whether it has dropped or grown significantly in recent months.
- [ ] 3. Define a monthly organic traffic target both in terms of motivation and results.
- [ ] 4. Review traffic projection for the current month.
- [ ] 5. Customize the widgets you need according to the characteristics of the project.
- [ ] 6. Take a look at the distribution of traffic by country and the performance data for a specific country.
- [ ] 7. Review the distribution of traffic by device type.

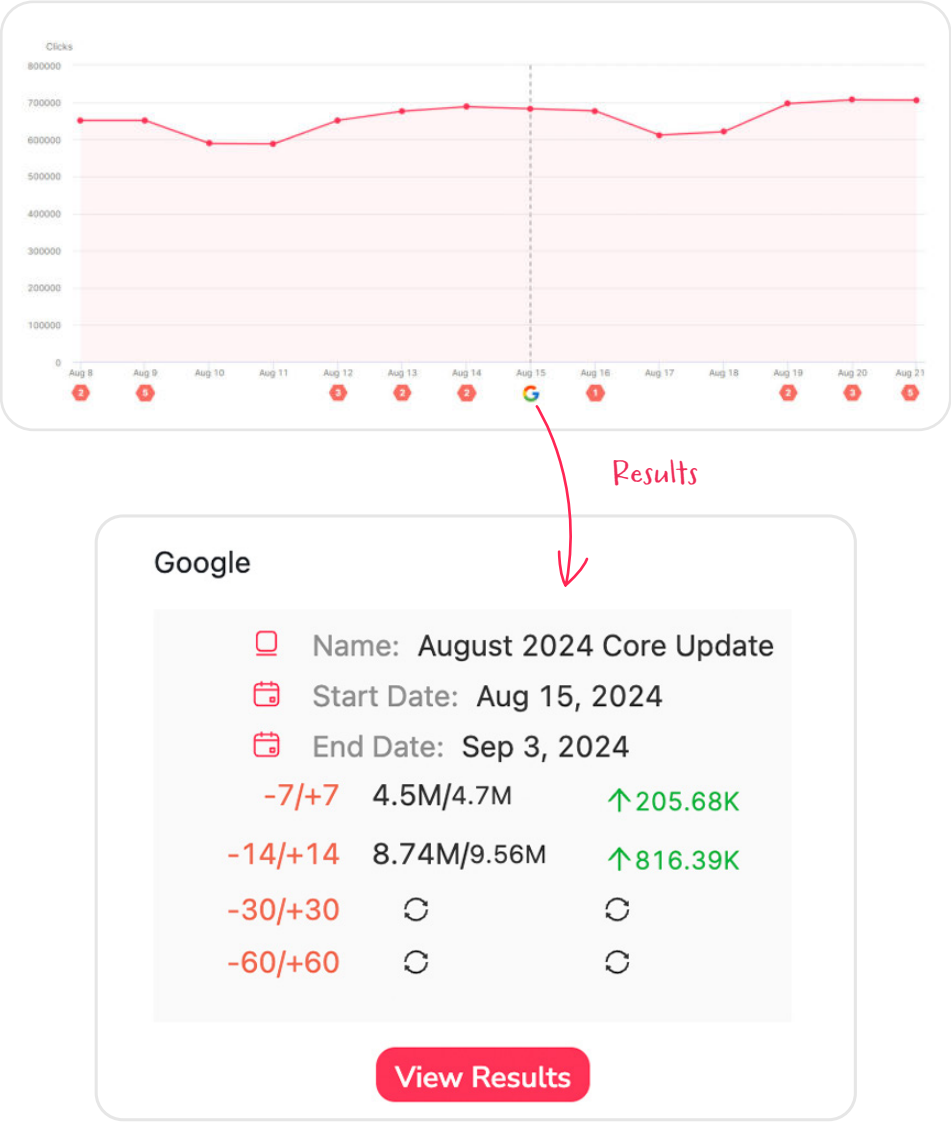
2.3) Performance

The performance system will give us a short-term view of how the project is evolving, comparing the last 7/28 days with the previous period. At first glance, it looks quite similar to Search Console, but it will not only give us the comparative metrics automatically; **it also allows us to see two key elements.**

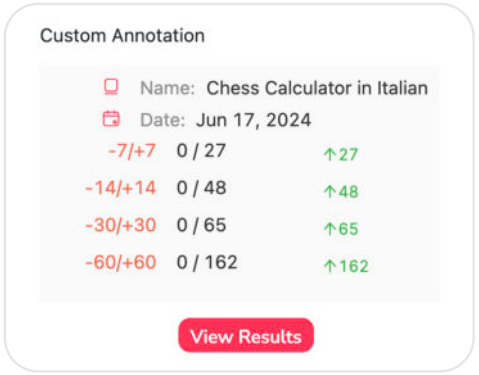


Click performance graph for past 28 days compared to the previous 28 days, where we see the start of the "August 2024 Core Update"

The first is whether there have been **Google Core Updates** (Google algorithm updates).



The second element shows when we have made **implementations on the web and the impact they have had thanks to the annotation system**—which I explain in detail in a dedicated chapter later in this guide. This is currently the most important feature of SEOcrawl and could radically change the way we manage projects. For example, on June 17, the Chess.com team translated the "Chess Calculator" page into Italian and this generated 27 clicks in 7 days, 48 in 14 days, 65 in 30 and 162 in 60 days.



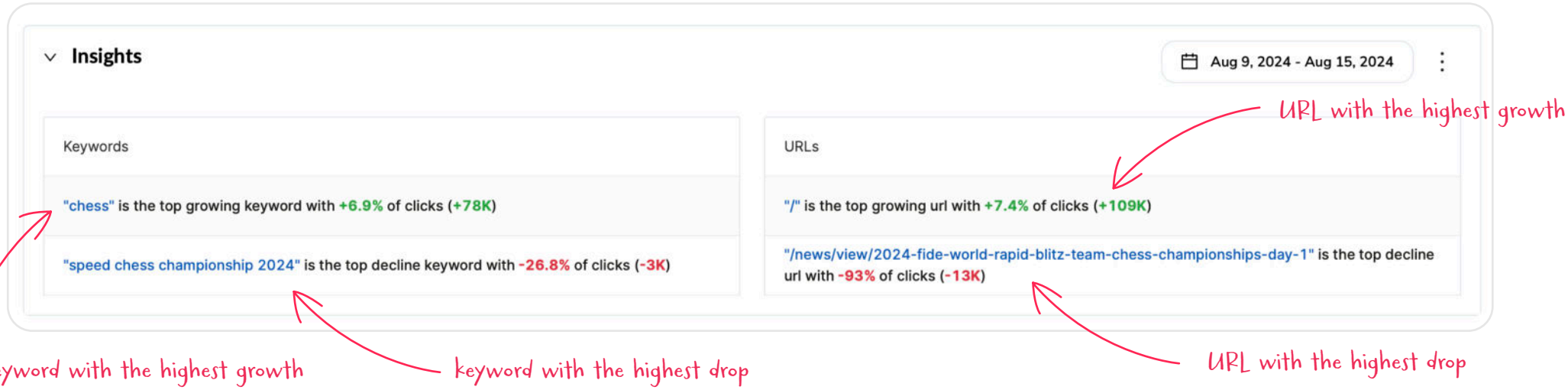
It does not only show a preview of the results—by clicking on **"View results"** a complete report comes up.

TASKS

- [ ] 8. Check for Google Core Updates and their impact.
- [ ] 9. At the end of each week/month, review all the tasks implemented and, above all, the impact of each one to understand the effort-results relationship.

2.4) Insights

While the graphs above gave us a more global vision of the performance of the web—showing monthly graphs and annual comparisons—the following sections, starting with Insights, aim to provide a short-term vision and, primarily, to understand the movements that are occurring without the need for extensive analysis. This section will highlight the top growing and top declining keywords and URLs.



In this case, we see that the keyword "chess" has the highest growth, along with the homepage (https://www.chess.com), while "speed chess championship 2024" is the keyword with the biggest decline, losing almost 27% of traffic., Additionally, the URL (2024-fide-world...) has experienced a 93% drop in traffic. It is important to check and consider the absolute and relative value, as losing 13,000 clicks may not seem significant but losing 93% of traffic is substantial.

To understand why these changes occur, let's combine SEOcrawl data and business insight.

1. In the first case, "chess" is growing despite maintaining the 1st position, simply because there is a greater demand for this term, which we can observe if we enter the keyword report.



TIP

If both impressions and clicks grow while maintaining the average position, this means that there is a higher demand for searches. That is why it is normal for CTR to sometimes drop a little.

2. In the case of the "speed chess championship 2024", it is an event whose first phase has been already completed; therefore, a drop in searches is completely understandable.
3. In the case of the URLs, the home page upload corresponds to the keyword "chess" which is the most significant.
4. Lastly, the URL that dropped the most corresponds to an article on an event whose interest has since waned.

Therefore, we can conclude that all changes in these keywords and URLs are "expected" and reflect a positive project trend.

To close the "Insights" section, I would like to point out that I believe this feature will likely expand the most in the coming years, incorporating content ideas, suggestions for technical improvements, potential A/B tests and much more.

Now, **what happens if we want to dig deeper into those keywords and URLs because something doesn't feel right or we think shouldn't be happening?** There is a dedicated page for each keyword and URL so that we can understand their performance.

Keyword View

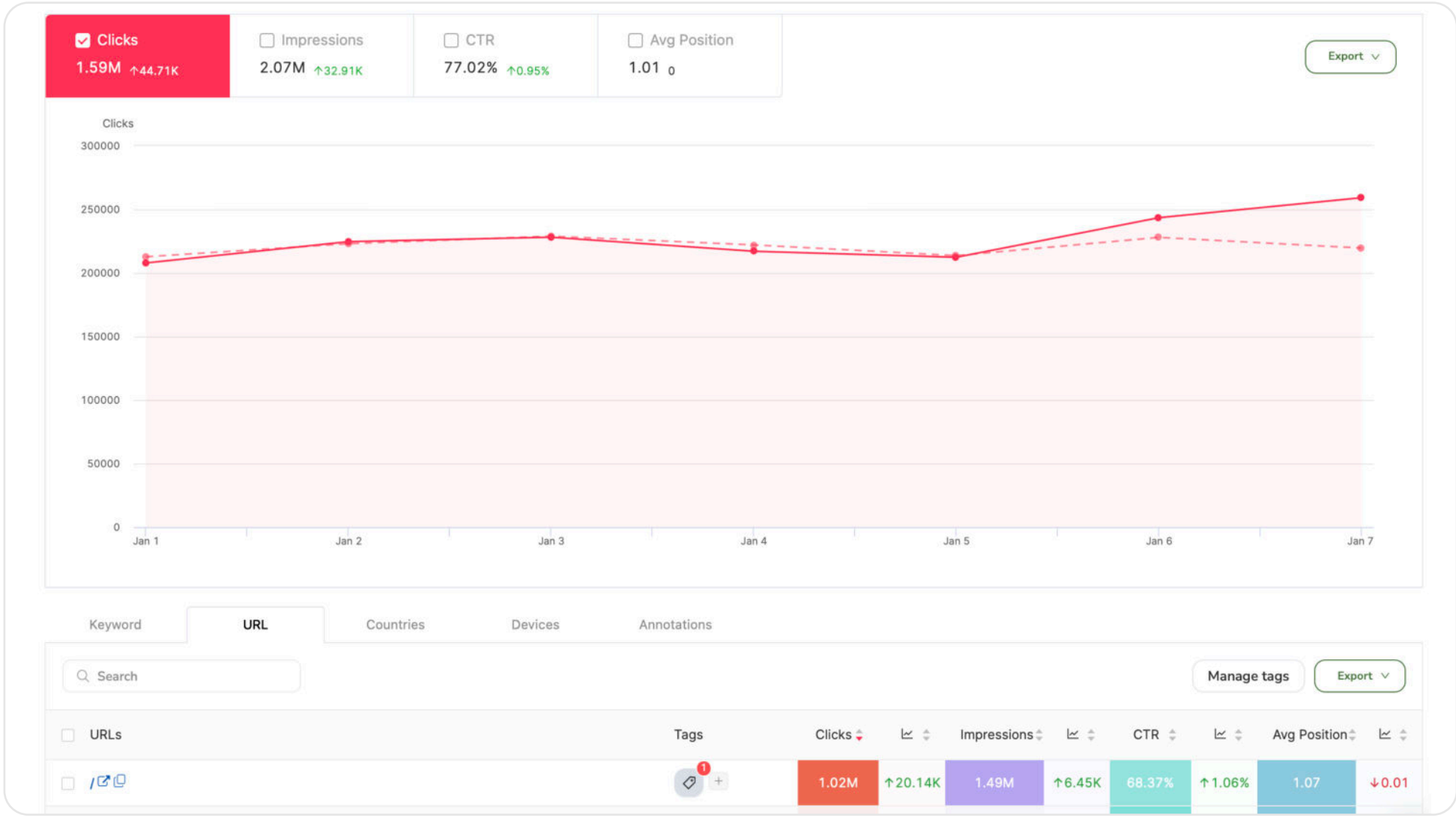
IMPORTANT INFO

The keyword view reveals a lot of important information to understand performance.



The first graph shows us the potential market share. That is, if a keyword is in the top 10, we will see that the total impressions are equal to the total number of searches. In this case, there are more than 6M searches per month and Chess.com has a market share of 76.99%. Next, it shows the progression of clicks, impressions, CTR and average position by month, along with information for previous years, meaning we can also check the seasonality of searches. And, lastly, it gives us the related keywords.

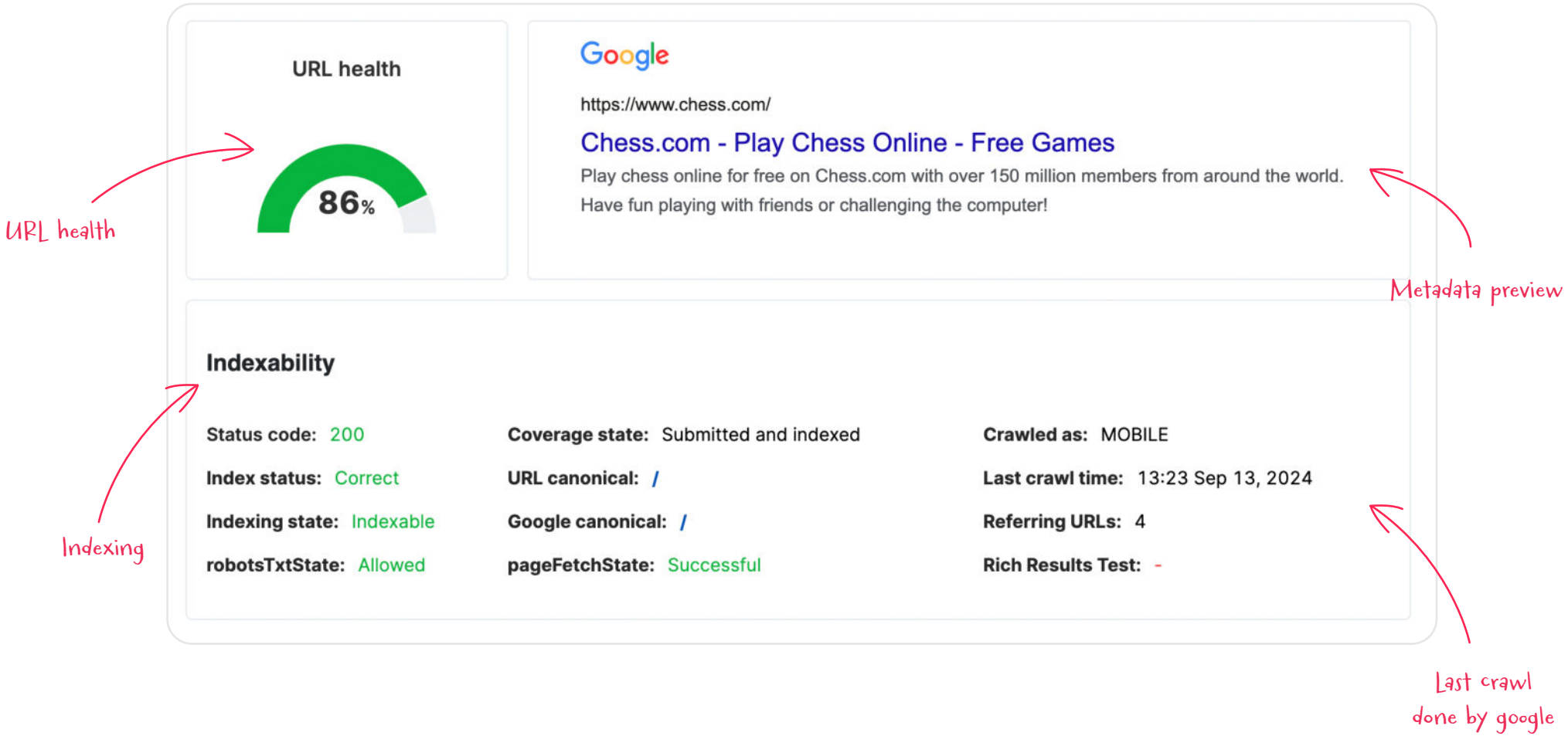
Additionally, if we continue analyzing the page, we will find the short-term traffic development of the keyword and all the related information: ranking URLs, countries, devices and much more.



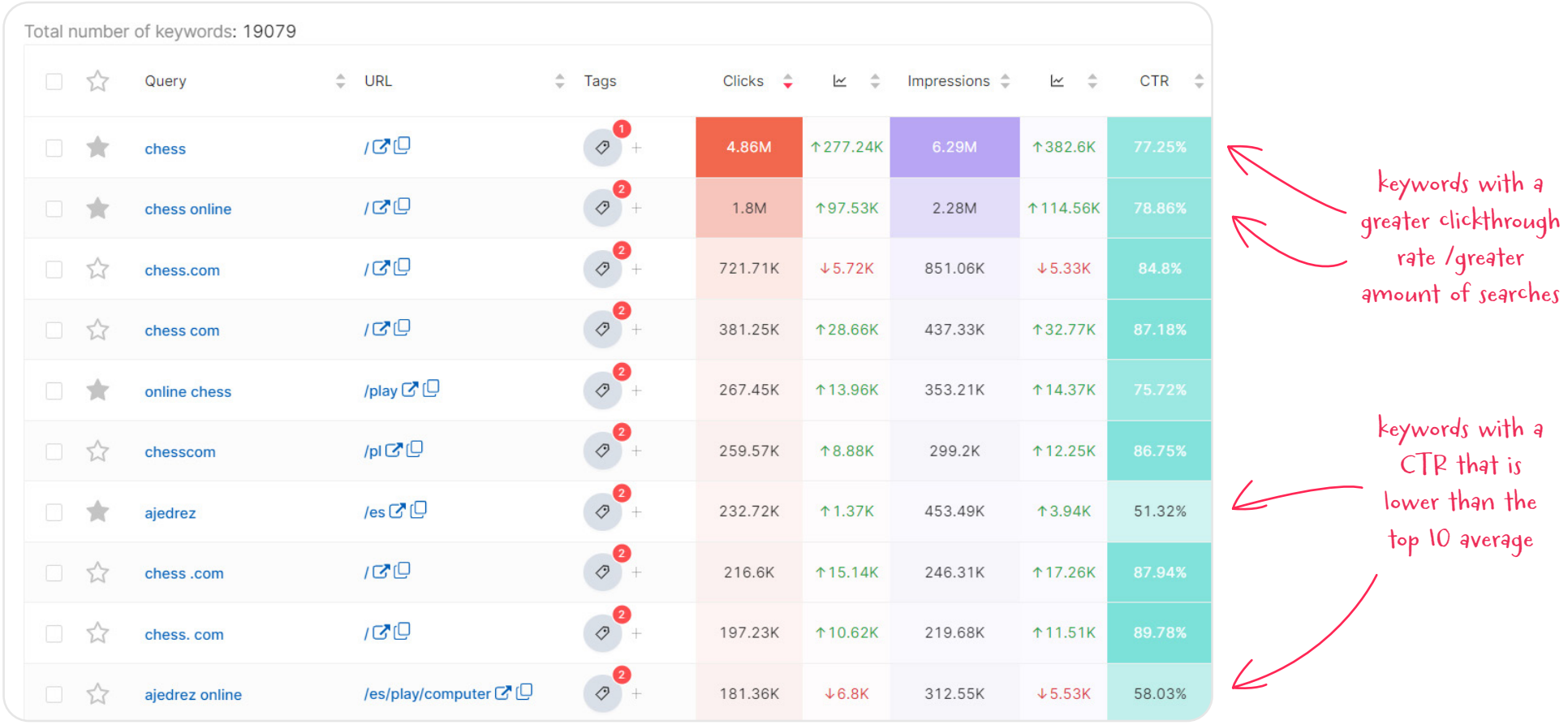
URL View

There is also the URL view, which is one of the most important ones, as it provides us with all the information about that page.

To start, we can check how the metadata is previewed to see if a title is too long or too short. Directly below that, we will find all the information—updated in real time—about the indexing status of that URL, whether the canonical is correct, the last time Google crawled the page, and much more.



Next, it gives us the performance information for the last few days and the most important section, the keywords section with a heat map, which will allow us to see the potential for improvement.

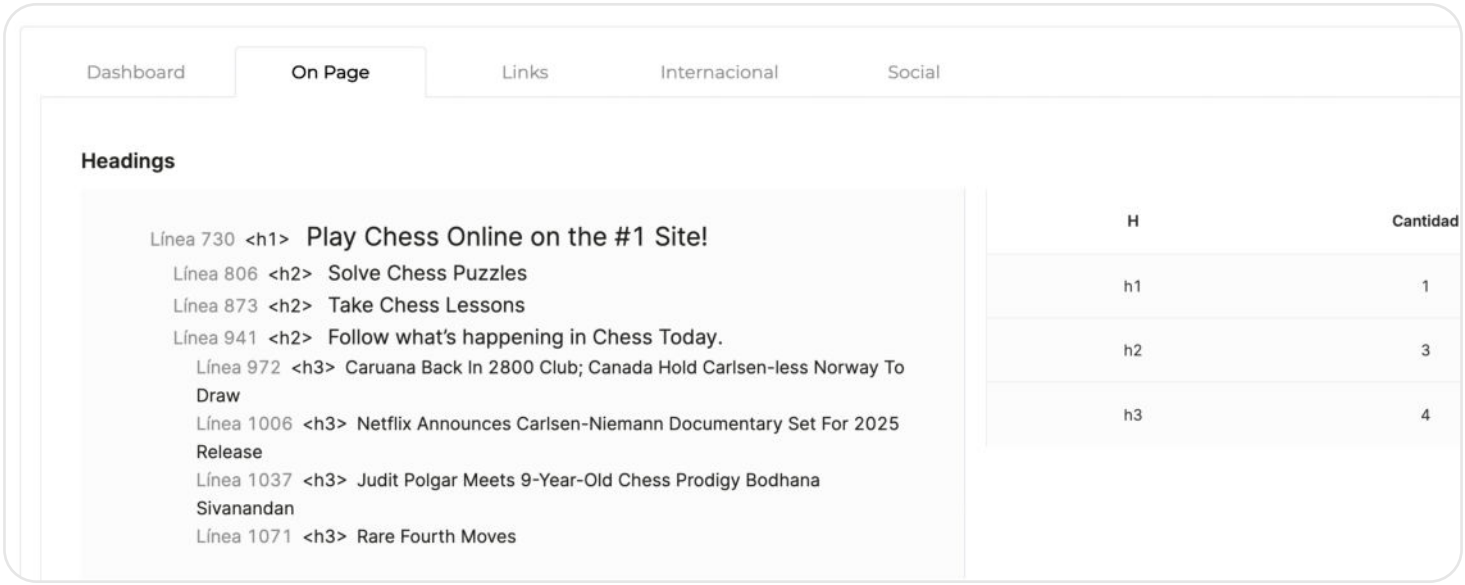


Rank Tracker with 100% of the keywords for which the URL is positioned and its heat map with opportunities

Thanks to the **heat map**, we can identify important insights such as:

- Keywords with a high level of impressions and low click-through rate
- Keywords with a CTR that is below average

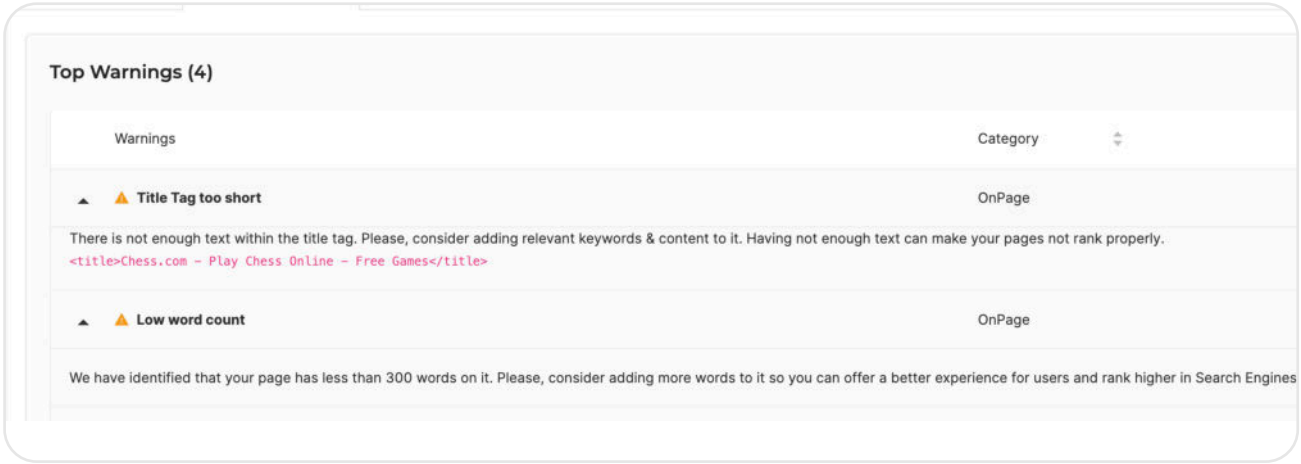
That's not all! All the SEO part in terms of headers, linking, hreflang, etc. will be accessible from the **"SEO Extension"** section.



Structure of article headers and lines of code where they have been found

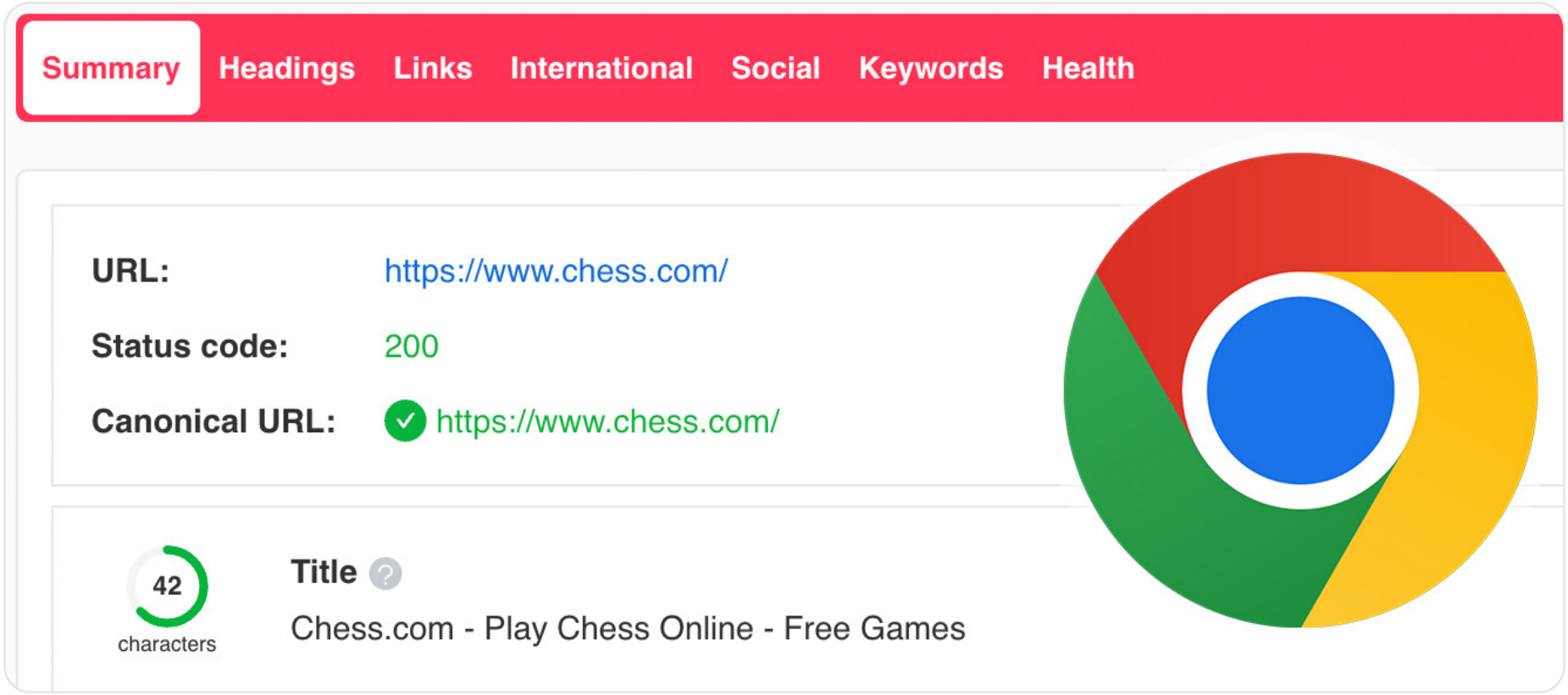
And finally, it also offers a very comprehensive analysis of the technical part of the web.

Are there http links, duplicate headers or missing SEO titles?



Alerts report of the URL analyzed

We will be able to see all this from each URL analysis and from the browser if we use the **free extension for Chrome.**



Preview of Chess.com SEO metadata with SEOcrawl SEO extension

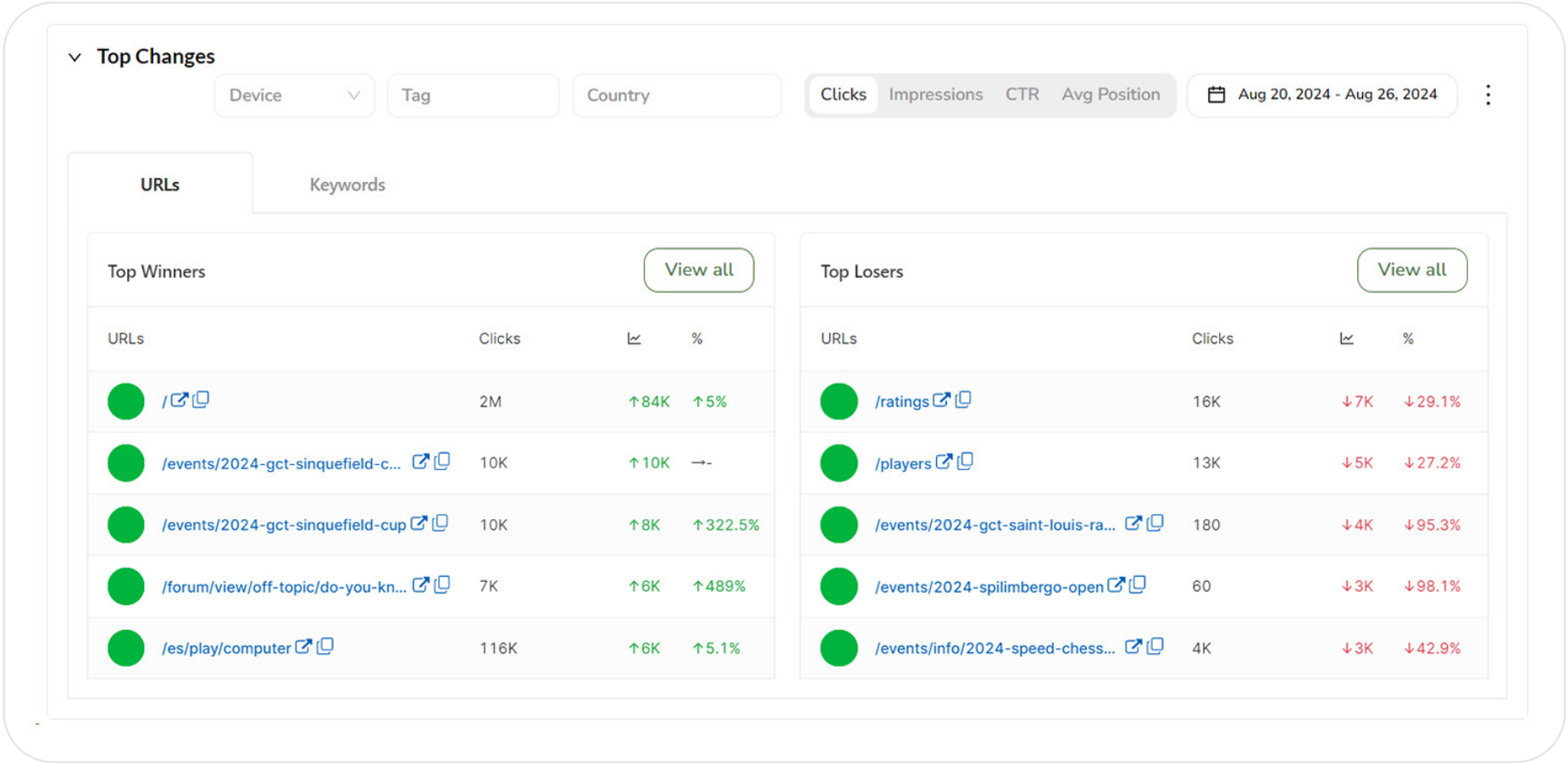
TASKS

- [ ] 10. Check the URL that grew the most and the one that dropped the most.
- [ ] 11. Check the keyword that grew the most and the one that dropped the most.
- [ ] 12. Look at the seasonality of a keyword and its market share.
- [ ] 13. Review the URL's health and figure out how it can be optimized based on the technical suggestions and the keyword heat map.

2.5) Top Changes

While in the “Insights” section we saw the URL that dropped the most and the one that grew the most, in this section we will see the top 5 URLs with greatest growth and decline across the 4 most important categories—clicks, impressions, CTR, and average position.

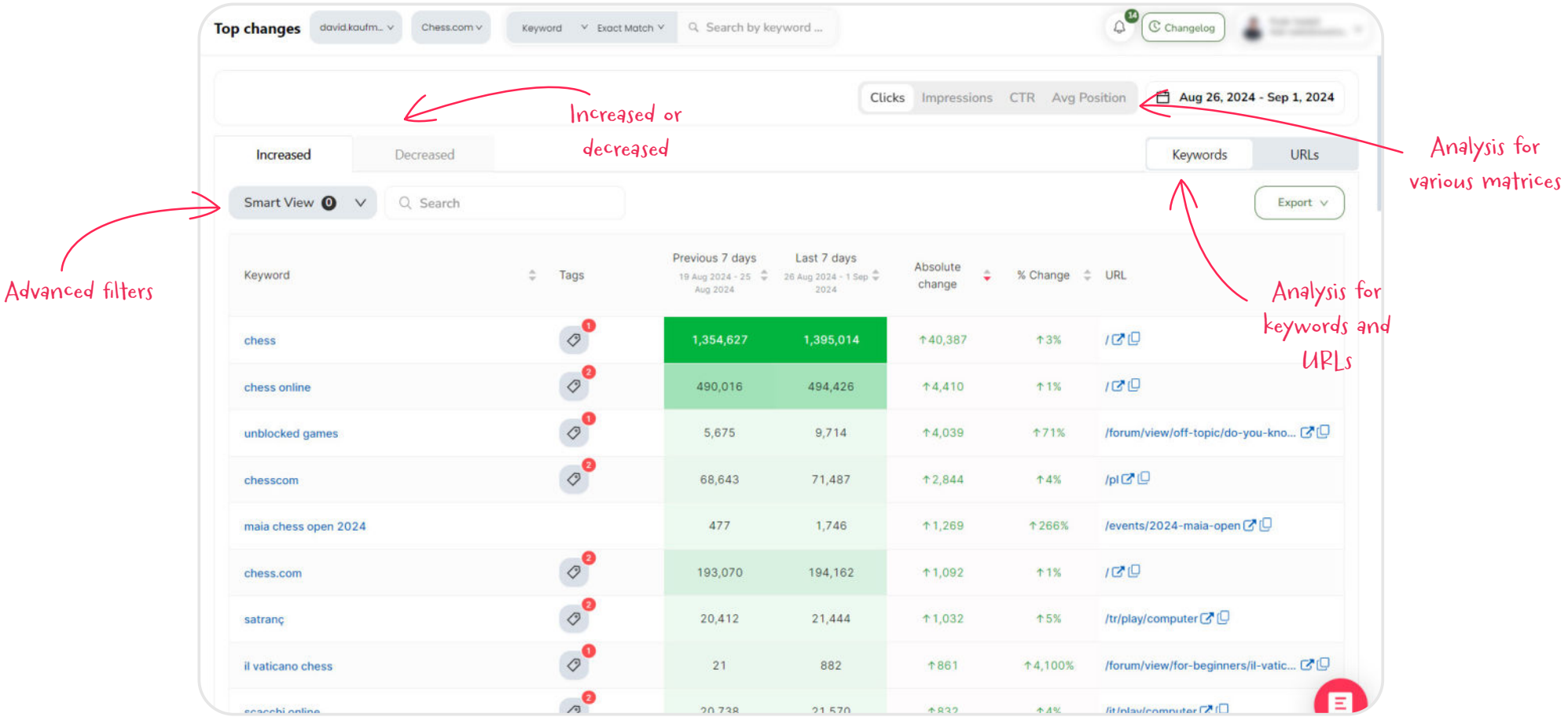
We now have the data, **but what do we do with it?**



View of the 5 URLs that grew the most and that dropped the most for the entire web in the last 7 days.

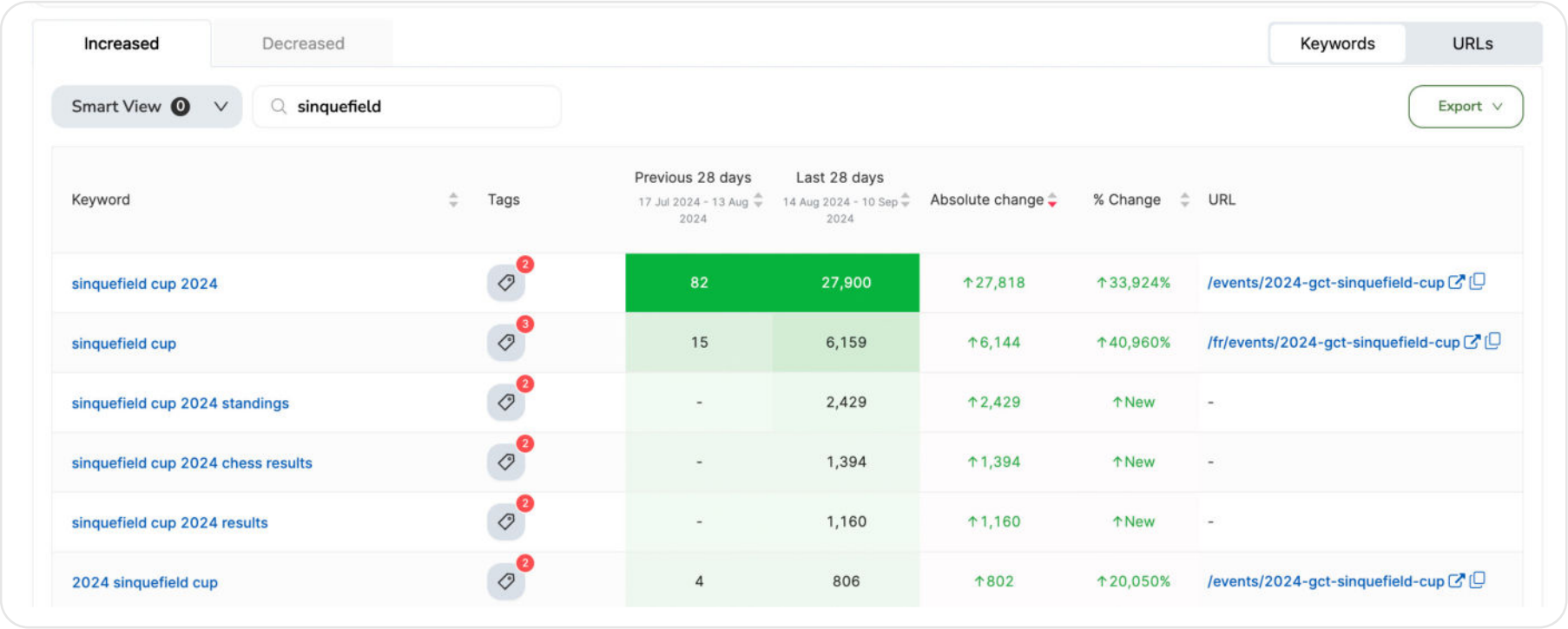
Regarding clicks:

- Depending on what you select, you will see the top-performing keywords or URLs in order to detect **trends or URLs with a lot of potential.**
- In the impressions module, you will find **URLs that "Google is favoring"**—both by keyword and by URL— meaning that if you keep improving them, they will soon attract much more traffic.
- On the other hand, the "Decreased" module allows you to **monitor whether the losses** are due to it no longer being the "the moment" of the event—this could happen with a news item—or if they are caused by issues with those URLs.



Page dedicated to the most important traffic and visibility changes for all keywords and URLs

If we choose to analyze the “Sinquefield Cup”—one of the most prestigious chess tournaments in the United States— we will see the metrics and URLs that are getting traffic.



Keyword	Tags	Previous 28 days 17 Jul 2024 - 13 Aug 2024	Last 28 days 14 Aug 2024 - 10 Sep 2024	Absolute change	% Change	URL
sinquefield cup 2024	2	82	27,900	↑27,818	↑33,924%	/events/2024-gct-sinquefield-cup
sinquefield cup	3	15	6,159	↑6,144	↑40,960%	/fr/events/2024-gct-sinquefield-cup
sinquefield cup 2024 standings	2	-	2,429	↑2,429	↑New	-
sinquefield cup 2024 chess results	2	-	1,394	↑1,394	↑New	-
sinquefield cup 2024 results	2	-	1,160	↑1,160	↑New	-
2024 sinquefield cup	2	4	806	↑802	↑20,050%	/events/2024-gct-sinquefield-cup

Chess.com has increased its traffic for all keywords related to the “Sinquefield Cup” tournament thanks to its live coverage of the event.

TASKS

- [ ] 14. Ensure that you are gaining more traffic than you are losing for the top 5 keywords and URLs to guarantee the growth of the project.
- [ ] 15. Promote all the keywords and URLs that are gaining a lot of impressions.
- [ ] 16. Check whether there are any urgent actions needed for the keywords and URLs losing clicks.

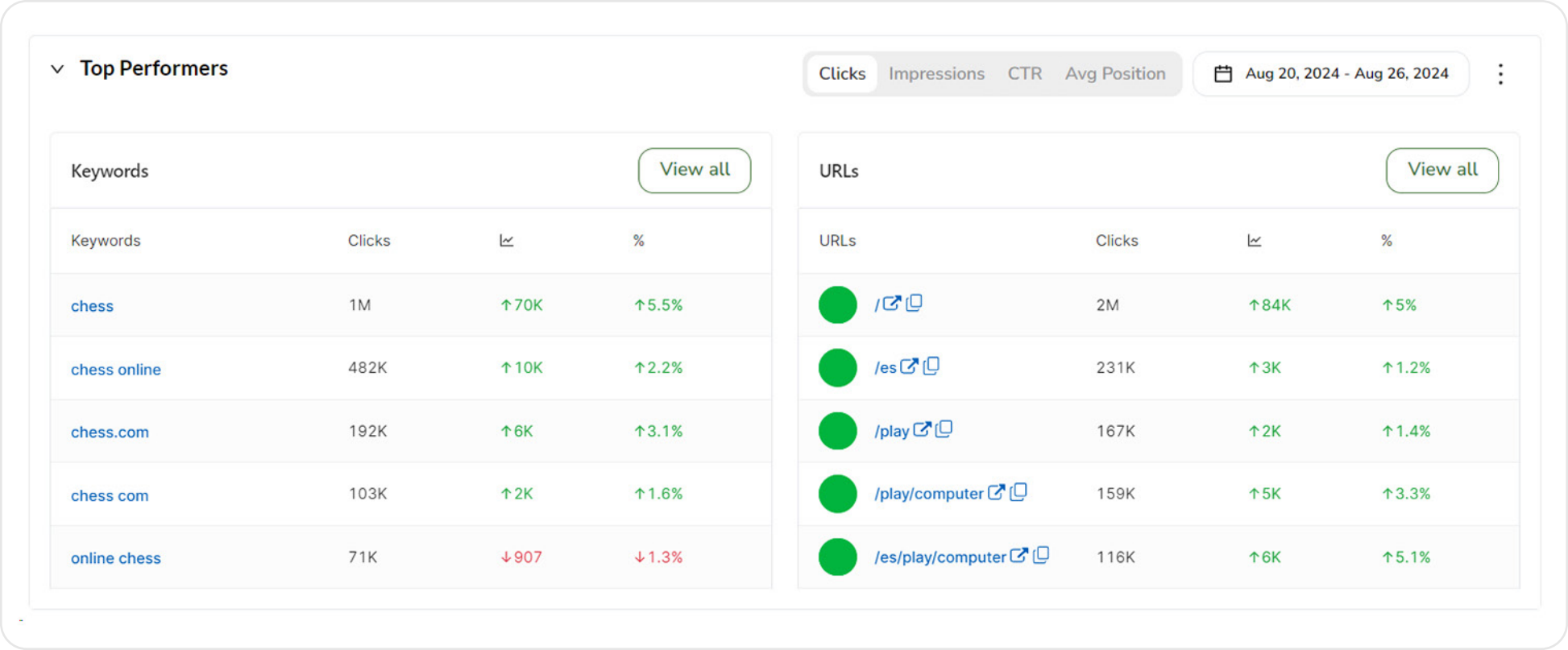
2.6) Top Performance

IMPORTANT INFO

In “Top Changes”, we looked at the five keywords and URLs with the most significant changes. In this section, we can find the five keywords and URLs with the highest performance. This is the “sacred” part of a website—the success of an entire business could be jeopardized if it is affected.

Adding some percentages, the current highest performing part of Chess.com is represented as follows:

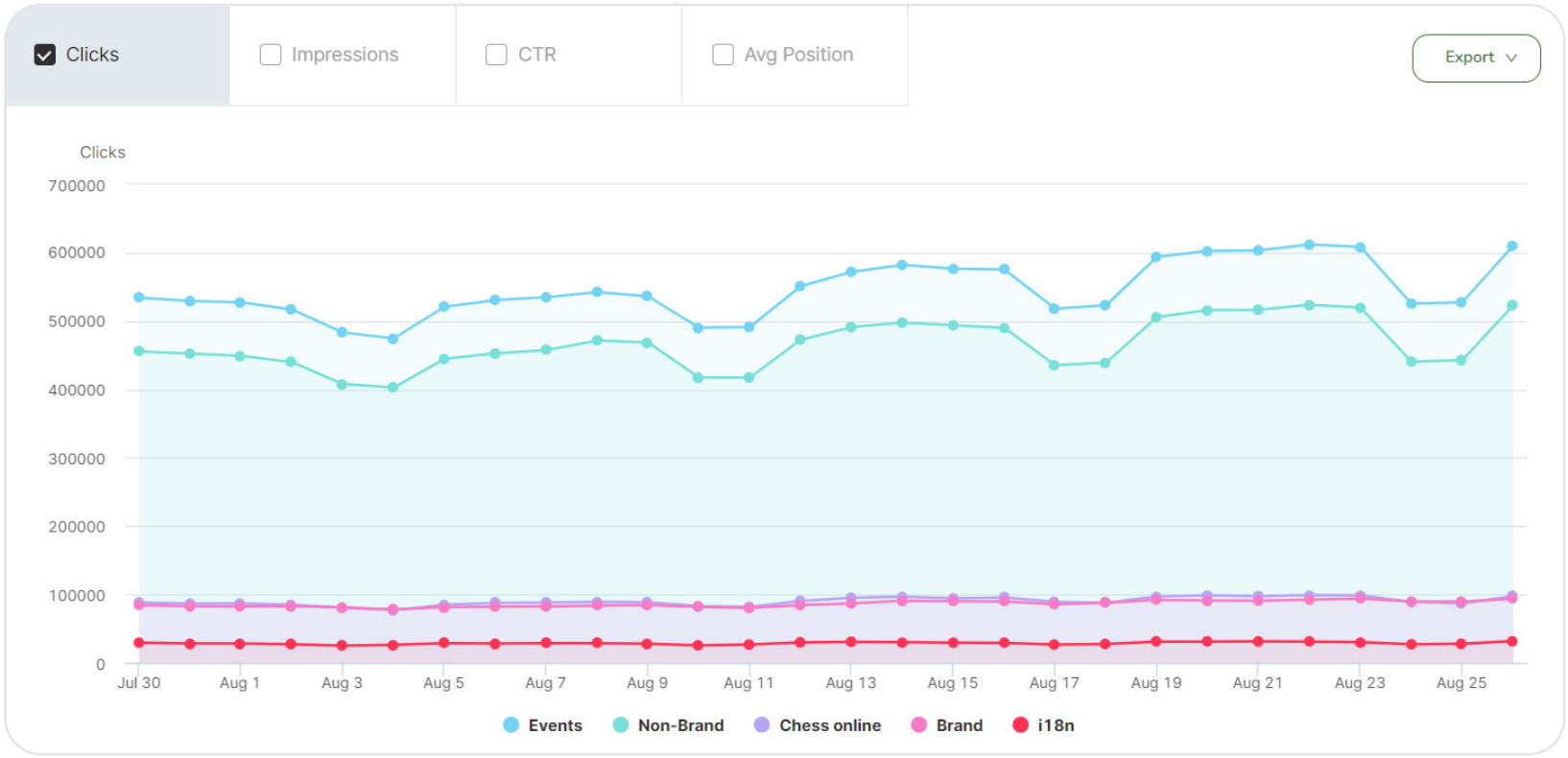
- **Top 5 Keywords:** 1.8M clicks out of 20M (9%)
- **Top 5 Urls:** 2.67M clicks out of 20M (13.4%)



View of the 5 most important keywords and URLs in terms of traffic for the entire website

2.7) The Role of Keywords

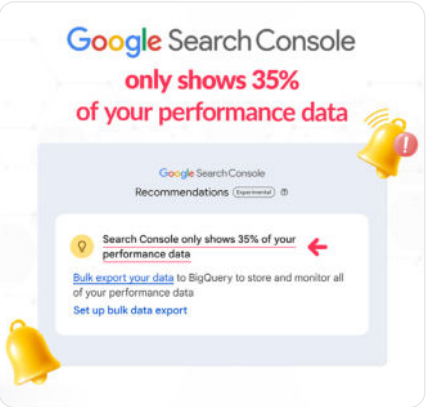
I believe this is the chapter where the magic really begins! In large projects such as Chess.com, the classification of keywords and URLs by verticals or groups plays a fundamental role in managing millions of data points. However, it is also key for small projects and can make the difference between success and failure. To help you carry out the procedure step by step and get the most out of the tool, let's go through everything in detail. Although we don´t usually put the cart before the horse, in this case I will show you the final result first, so we know what our objectives are:



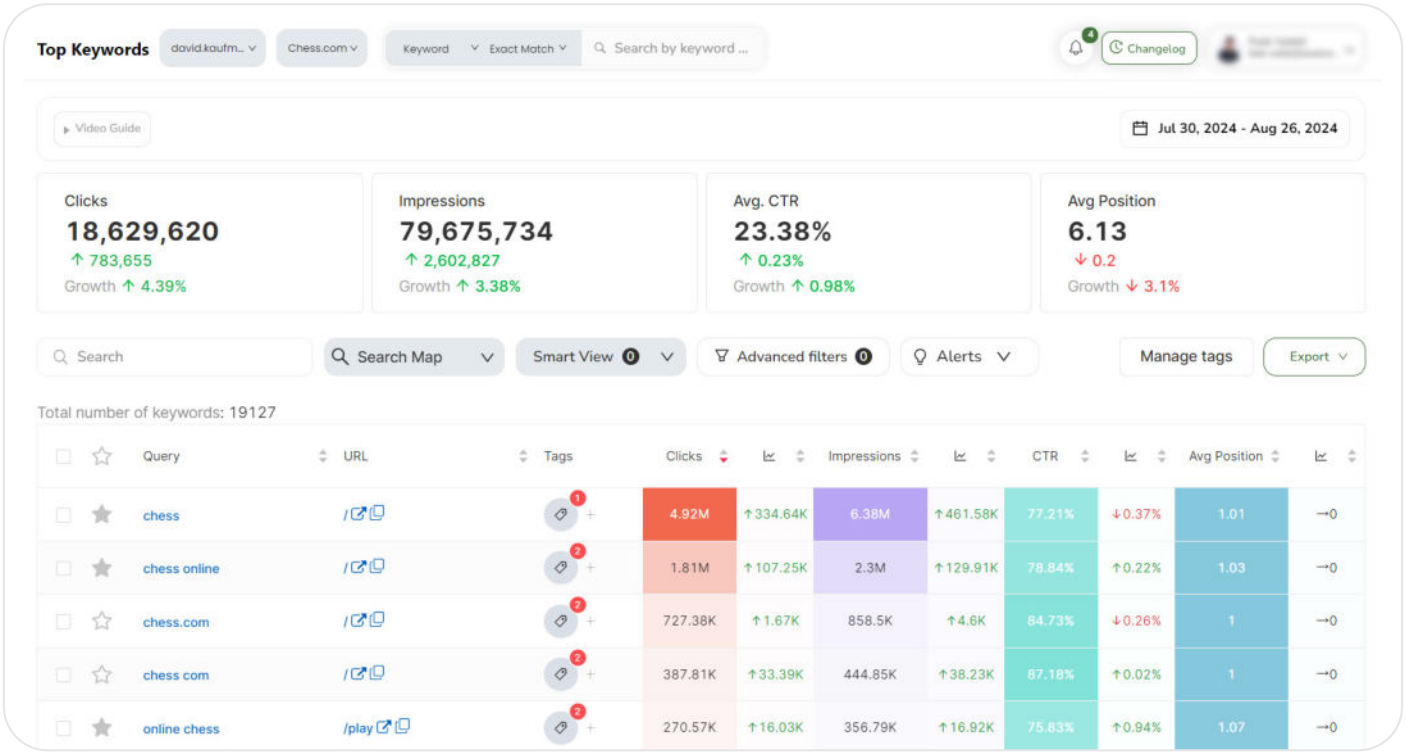
Development of clicks for the main important business verticals by keyword

2.7.1) Keyword Rank Tracker

We will start by reviewing the **keyword rank tracker,** which gives us **100% of our performance data.**



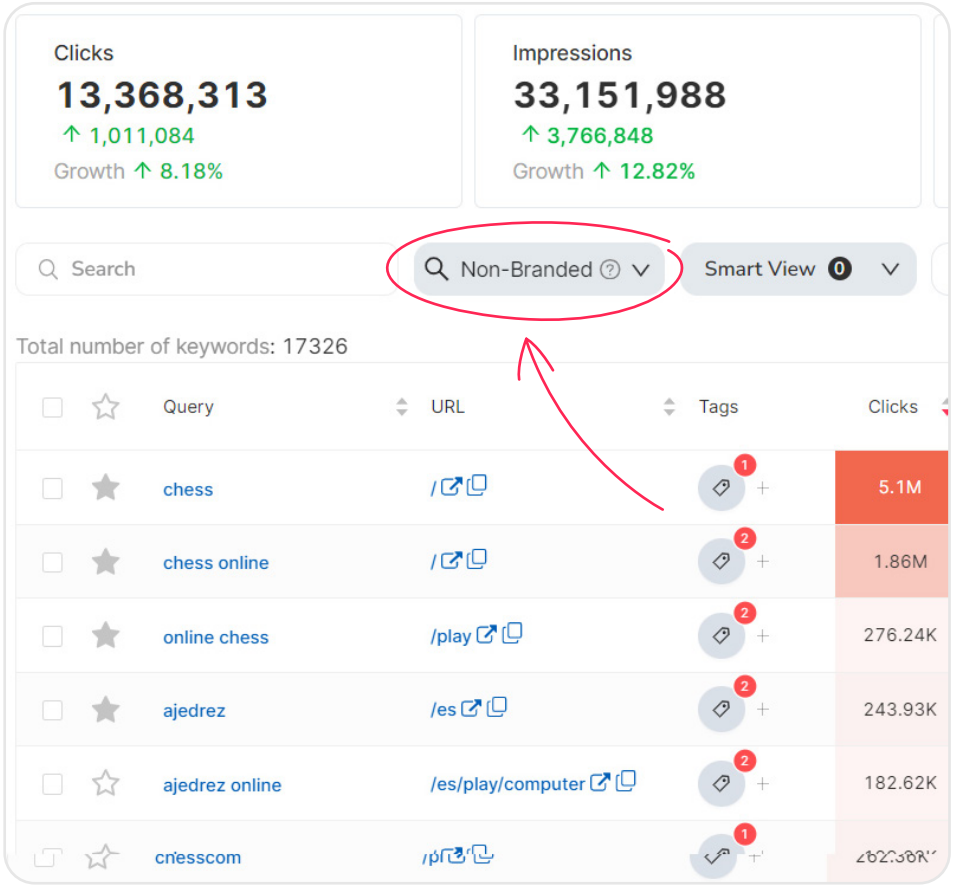
Transparency note: *Why is there so much emphasis on 100%? Because right now, if we work directly in Search Console, in many cases we may only see 35% of the data. At SEOcrawl—by working with the API—we can obtain 100% of data, thus guarantee the accuracy of your analysis.*



Chess.com keyword rank tracker with 100% of data collected and ready for analysis

2.7.2) Branded vs non-Branded

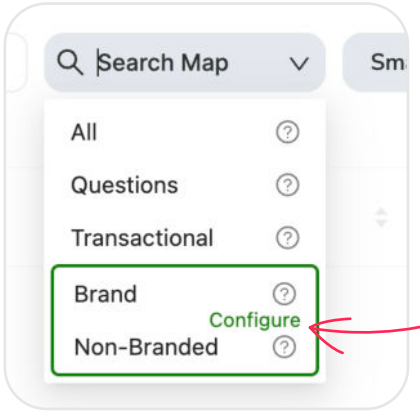
The first step is **to classify branded vs non-branded keywords.** This allows us to breakdown the 18M clicks per month over the last 28 days into completely different data.



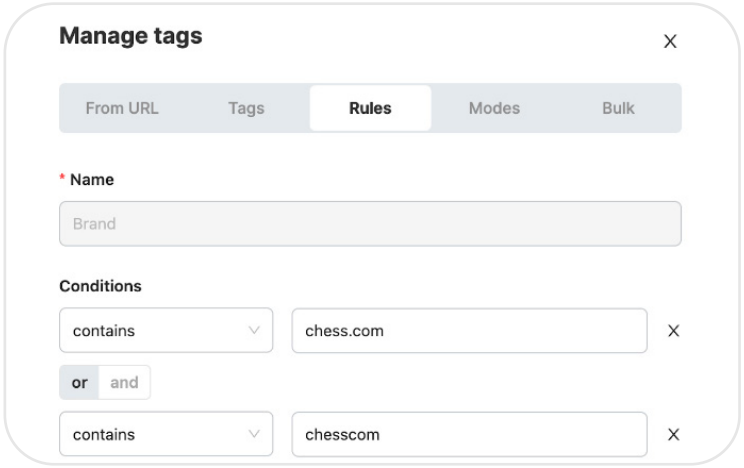
Keyword rank tracker and performance KPIs filtered by non-branded keywords only (excluding Chess.com)

How do we do this? It´s very simple!

1. Search Map
2. "Configure"

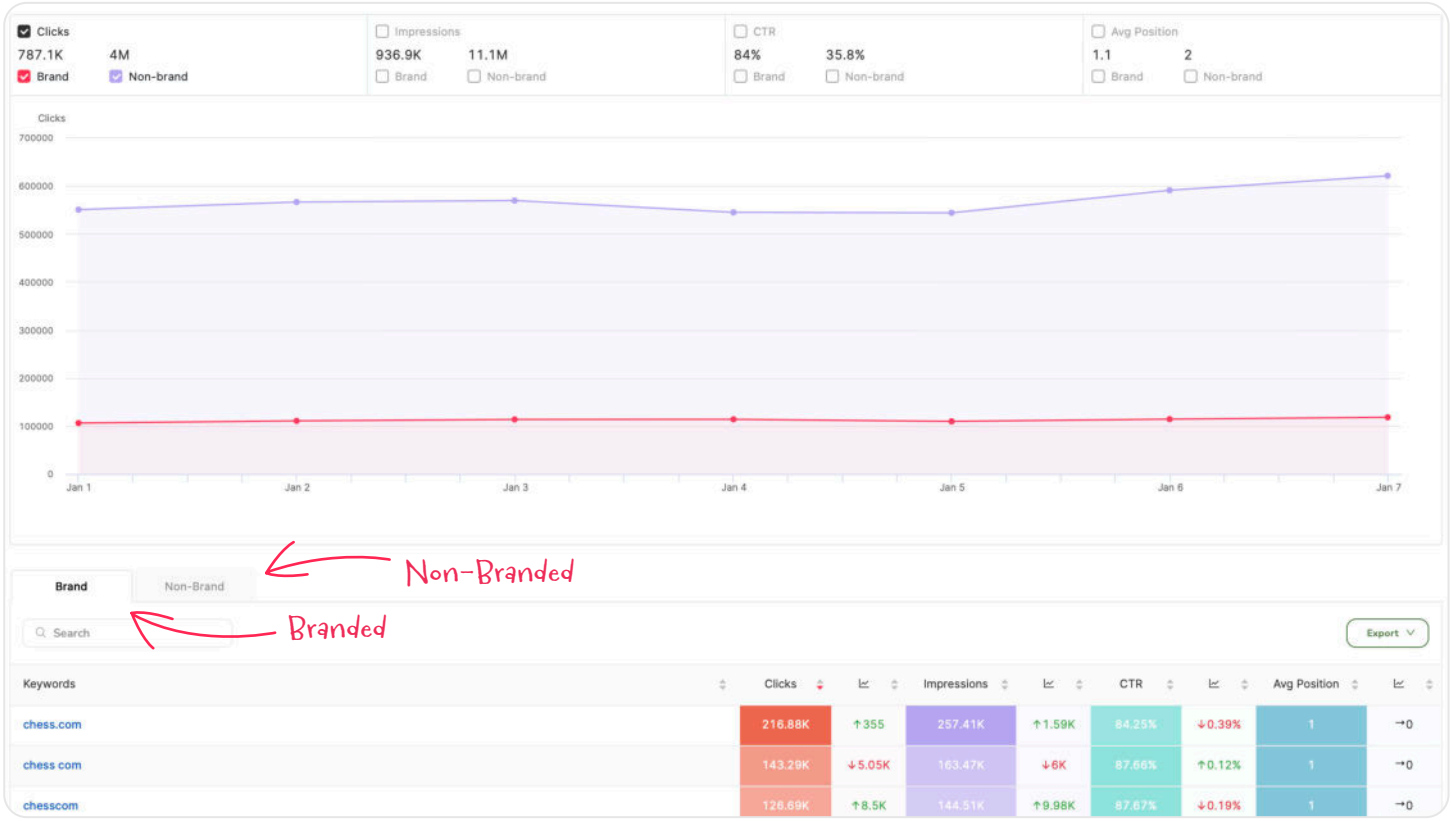


3. On there, you will be able to define all the variants for your brand.



Main variants of the Chess.com brand so that the system understands everything as "Branded"

And most importantly, if there is a decrease or an increase in traffic in the future, in just a few seconds you can check which group it belongs to thanks to the **“Branded vs Non-Branded”** page.



Daily development of clicks for branded vs. non-branded traffic and a list of all the keywords that belong to each group

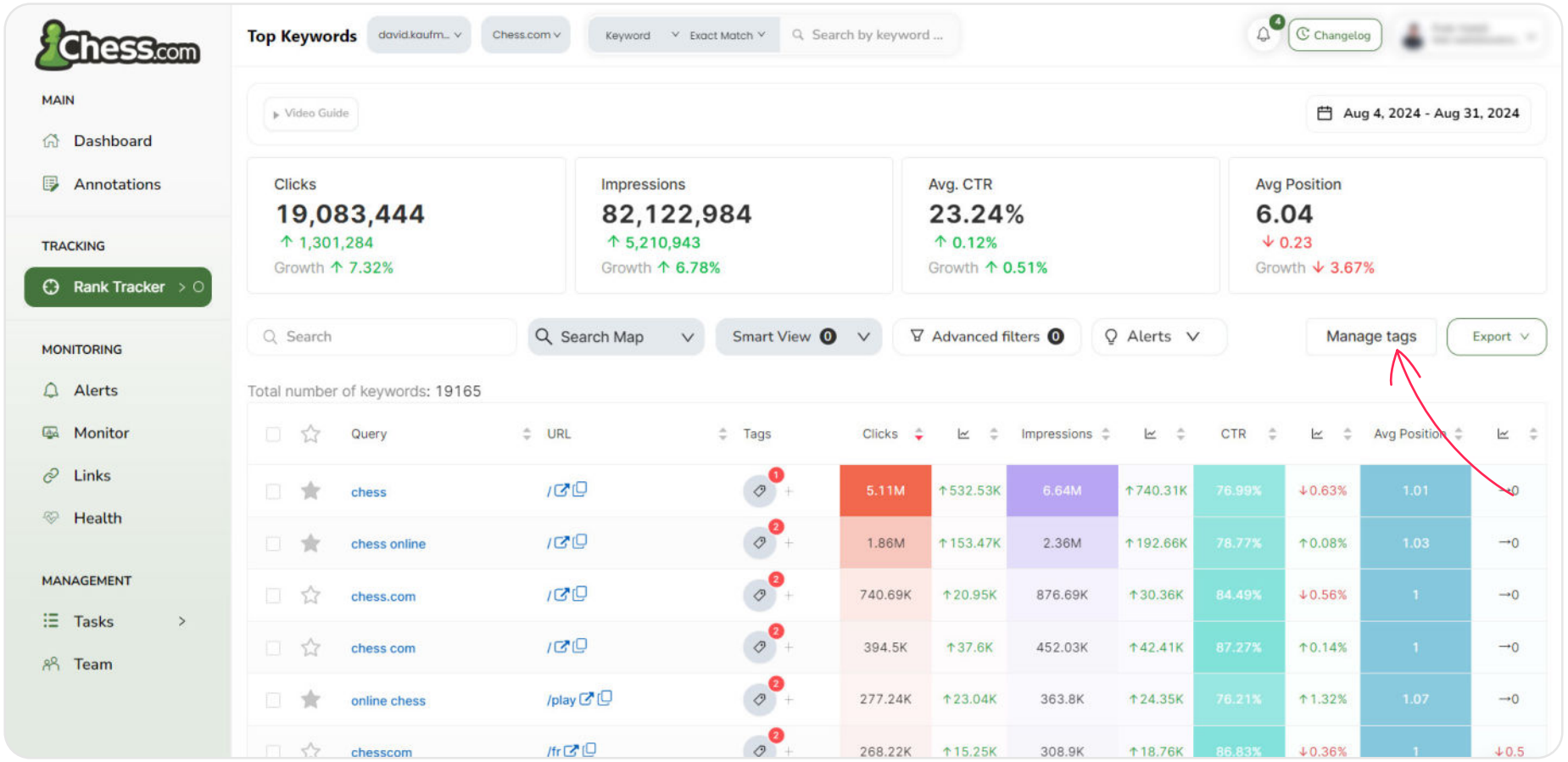
TASKS

- [ ] 17. Go to the Keywords Rank Tracker, “Search Intent” - Configure” and add your brand name to classify Branded vs Non-Branded.
- [ ] 18. Once configured, review the temporal development of the main metrics on the dedicated “Branded vs non-Branded” page.

2.7.3) Clustering of keywords and business verticals

IMPORTANT INFO

However, the analysis would be too simple if we limited ourselves to distinguishing between branded and non-branded only, wouldn't it? This is why we have "mass tagging" at our disposal. What does this mean? The goal is to be able to **track all the business verticals and groups of keywords** that make up our website. This way, we can classify them and therefore measure their performance more accurately and—most importantly—without having to invest time in the process, as the whole process is automated.
Let's take a detailed look at how it works!



Inside the Rank Tracker, go to "Manage Tags"

There are several options available, and all of them allow great customization:

1. **From URLs:** This allows us to automate **the tagging of all keywords that are part of a URL.**

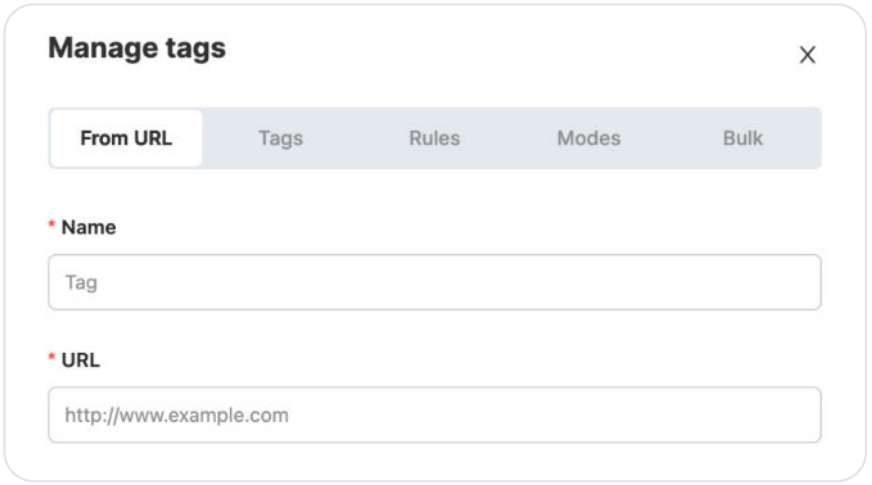
For example, we can specify that everything under example.com/blog should be tagged as “Blog” or everything under example.com/shop should be tagged as “Shop.”

Blog Products Store

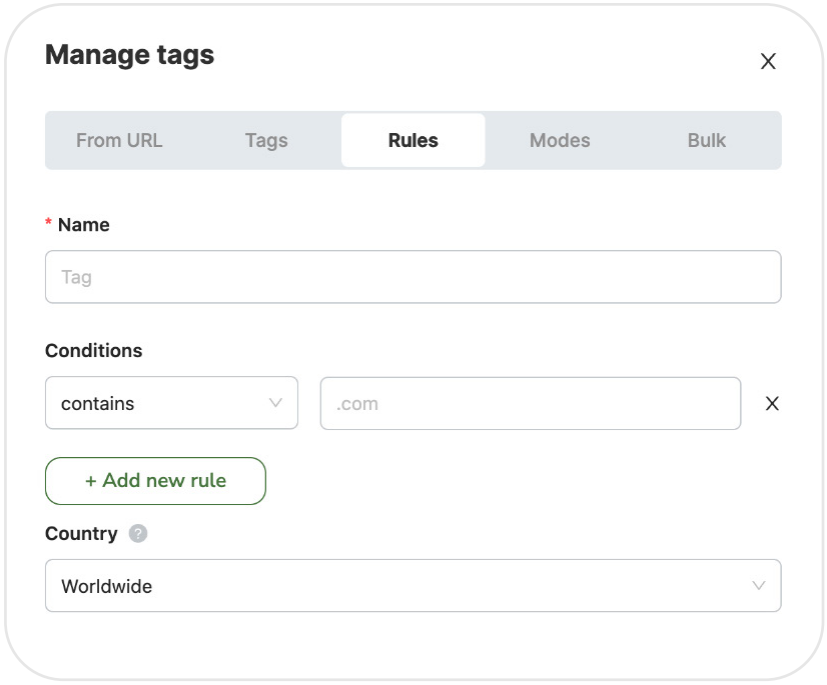
2. **Rules:** This tool is probably the most important one and the one we will use the most.

The aim of this system is to create tag automations so that this process only needs to happen once in the lifetime of a project, and then we never have to worry about it again.

Example: Add the tag “Business” or “Core” if the keyword contains “software”.

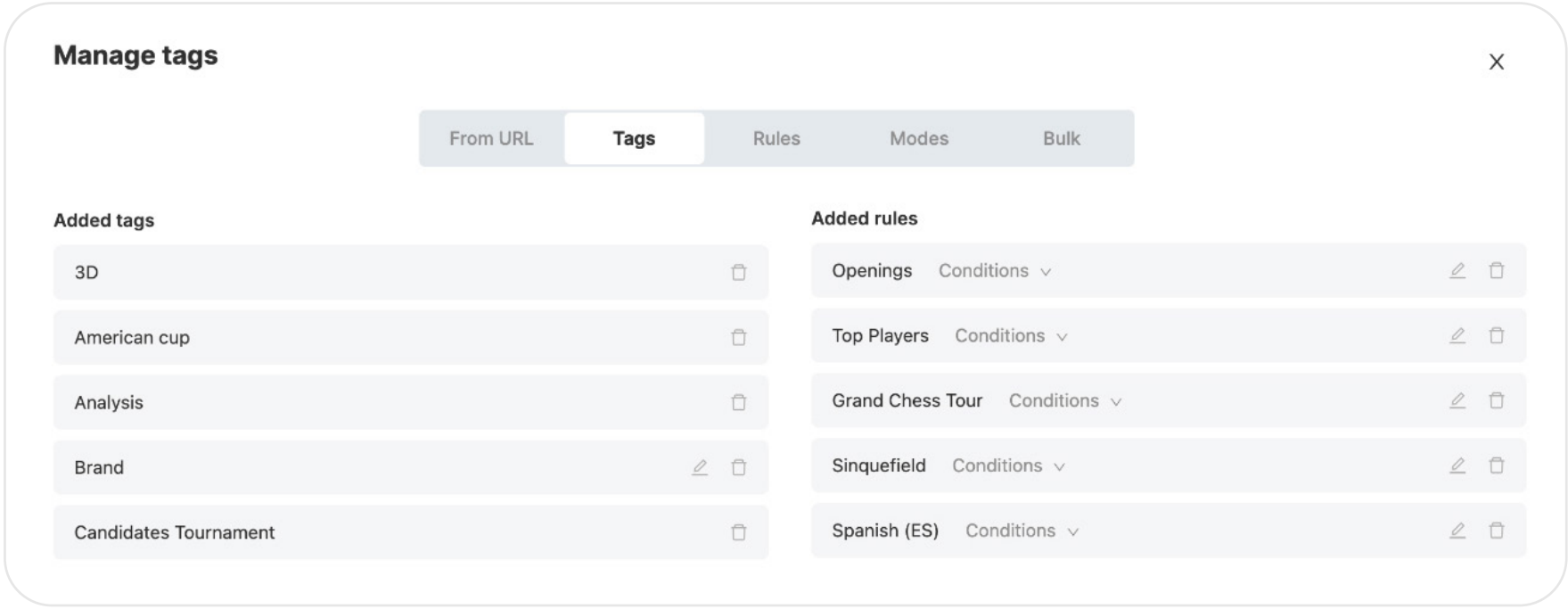


Keyword tagging system through URLs.



Automatic tagging system through rules.

3. **Tags:** This tab allows us to see all the tags and rules created so that we can edit or delete them if necessary.



List of tags and rules created for editing and organization.

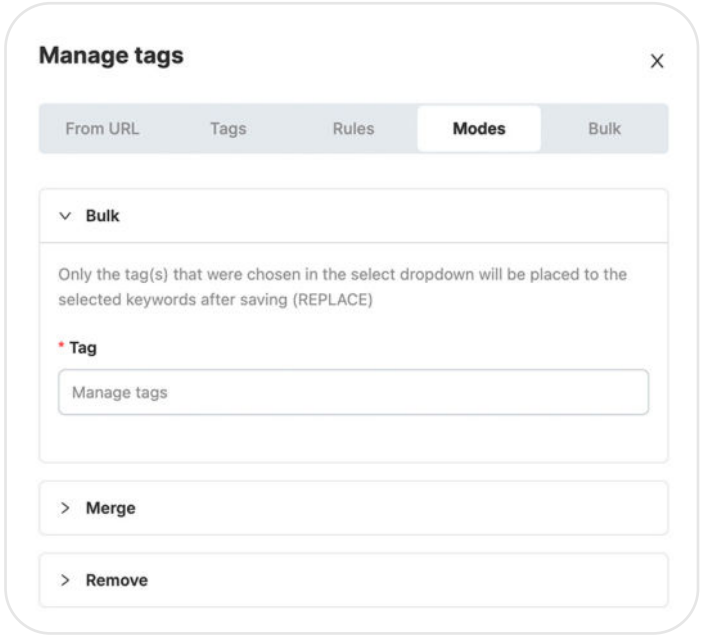
Below are some examples from different industries and sectors to give you ideas to implement in your project.

- **"Core" keywords for an agency:** All keywords that contain "agency", "seo services", "hire", "prices".
- **"Assessment" Keywords for an E-commerce:** "opinion", "opinions", "reviews", "ratings".

Another very clear and representative example is the real estate world. We can create tags by countries, cities, type of apartments, renting vs. buying... in order to build all the business verticals.

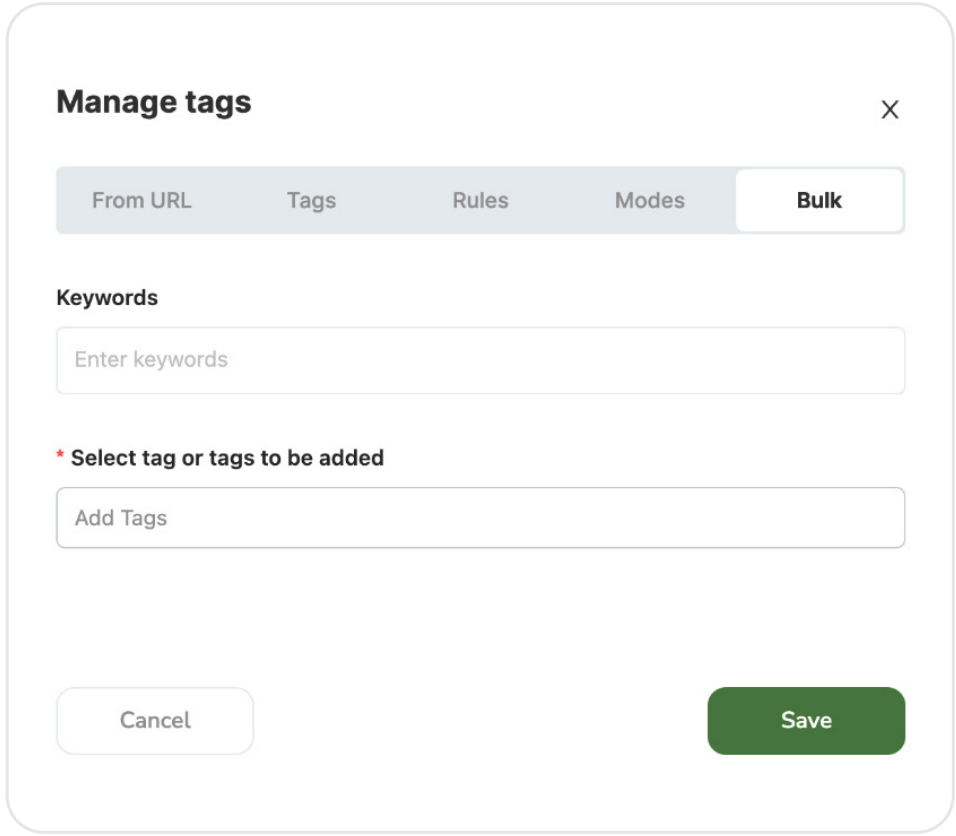
4. **Modes:** This option allows you to assign tags manually should you realize that a variant of the brand has been missed or you simply wish to add some keywords to a specific tag. To do this, select the keywords you want to tag and apply one of the 3 modes:

    a. **Bulk:** will assign the labels in bulk.
    b. **Merge:** will respect existing tags and add new ones.
    c. **Remove:** will remove the selected tags.



Manual keyword tagging system, including several "modes"

5. **Bulk:** Lastly, there is the bulk option, which will allow you to copy and paste the list of keywords—if you already have them in another file—and apply a label. For example, if you have a list of business keywords in Excel, you can simply copy and paste them here and add the tag "Business".

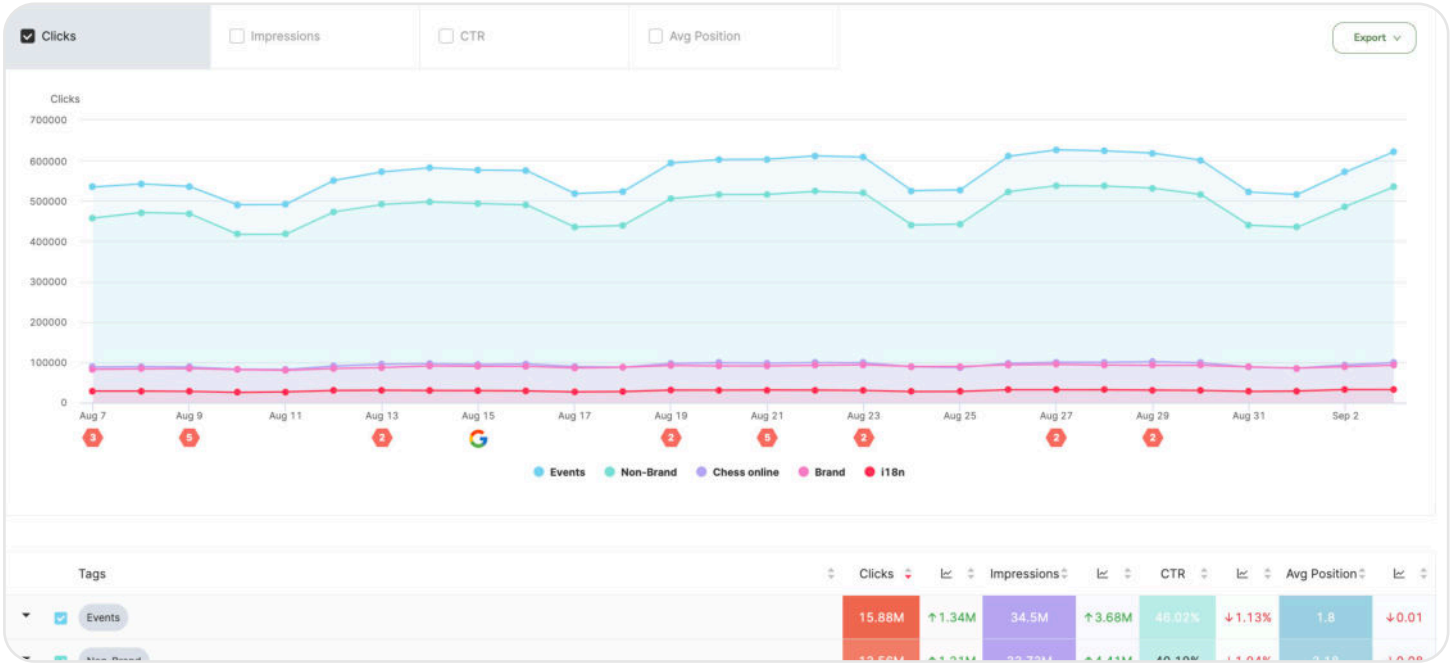


Bulk tagging for a list of keywords

IMPORTANT INFO

One of the most important points I would like to highlight about our tool is that the system is intelligent. Therefore, if you add a rule that says to mark keywords containing “software” as business keywords, the system will automatically identify and tag any new matching keywords in the future, **without you having to do anything manually.**

Once we have created this whole tree of tags, it would be a pity to stop there, wouldn´t it? Of course! That’s why we have the **“Top Tags”** page at our disposal, to measure the daily development of all keyword tags in a single graph. If we want to check the performance details or which keywords are part of each group, we can find the information below:



Traffic development of the main keyword tags

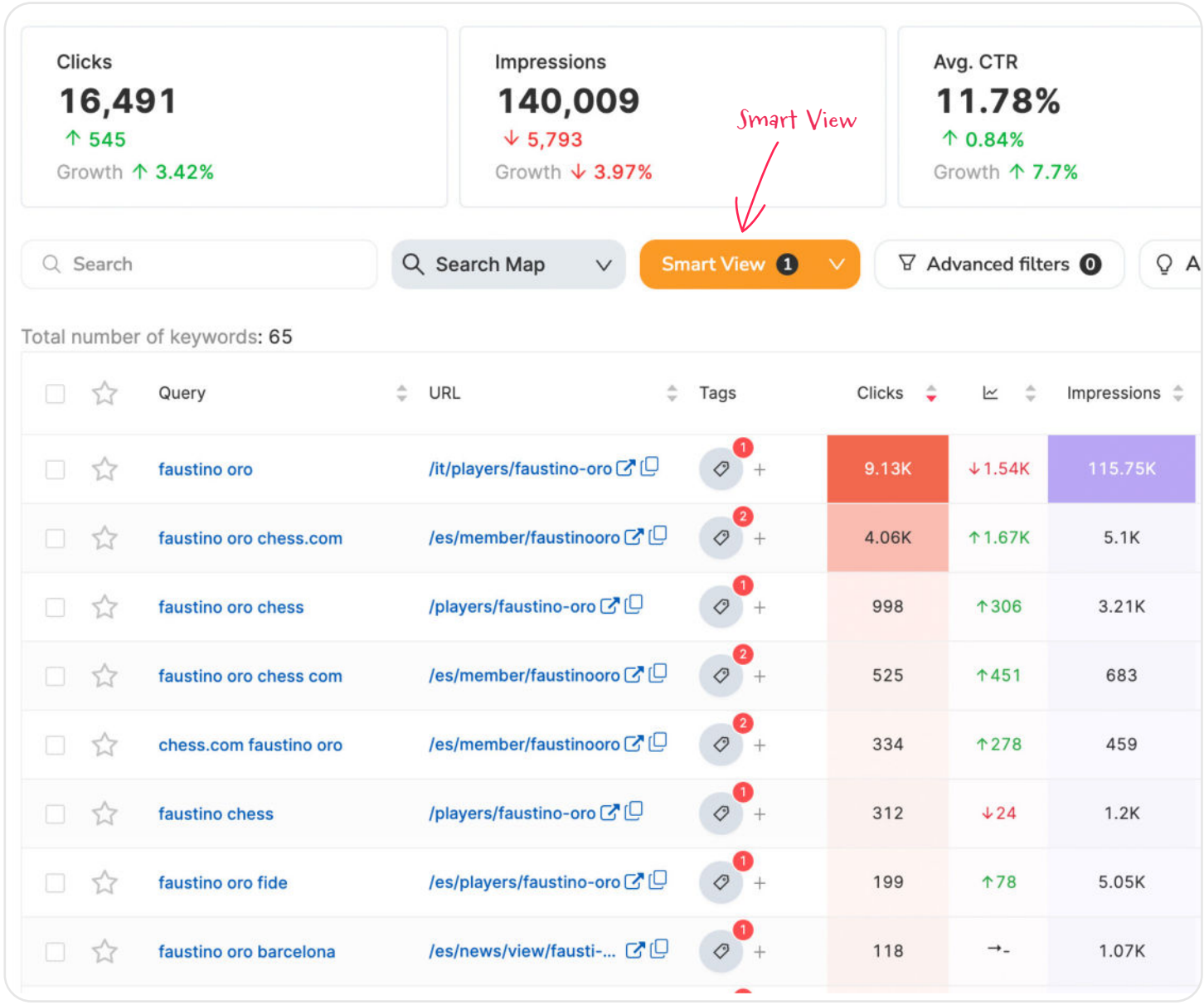
TASKS

- [ ] 19. Create the main tags for your business taking into account your verticals.
- [ ] 20. Check the progress of each keyword vertical on the “Top tags” page.

2.7.4) Smart Views

Once we have created the keyword tags, it is time to take advantage of this wealth of high-quality data that has been classified and prepared for us to see the best insights. Now is when the **“Smart Views”** come into play—filtered keyword lists that we will create using the automated tags.

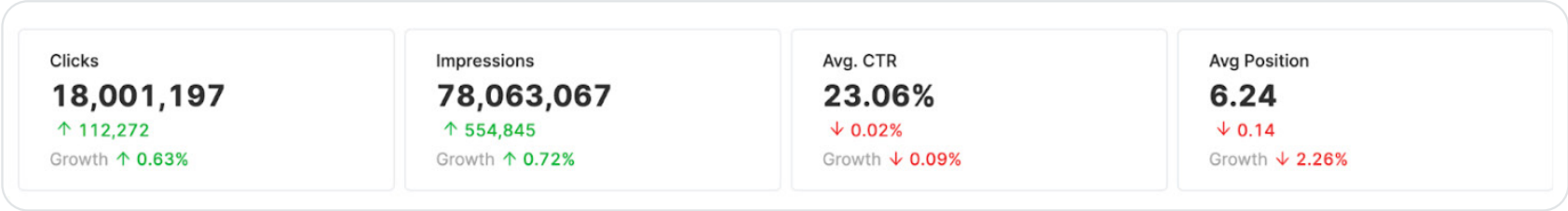
For example, a few months ago “Faustino Oro”, a 10-year-old Argentinean chess prodigy, made headlines. Right away, the Chess.com team created a smart view to gather all related keywords and write about it.



Smart view applied to display only keywords related to “Faustino Oro.”

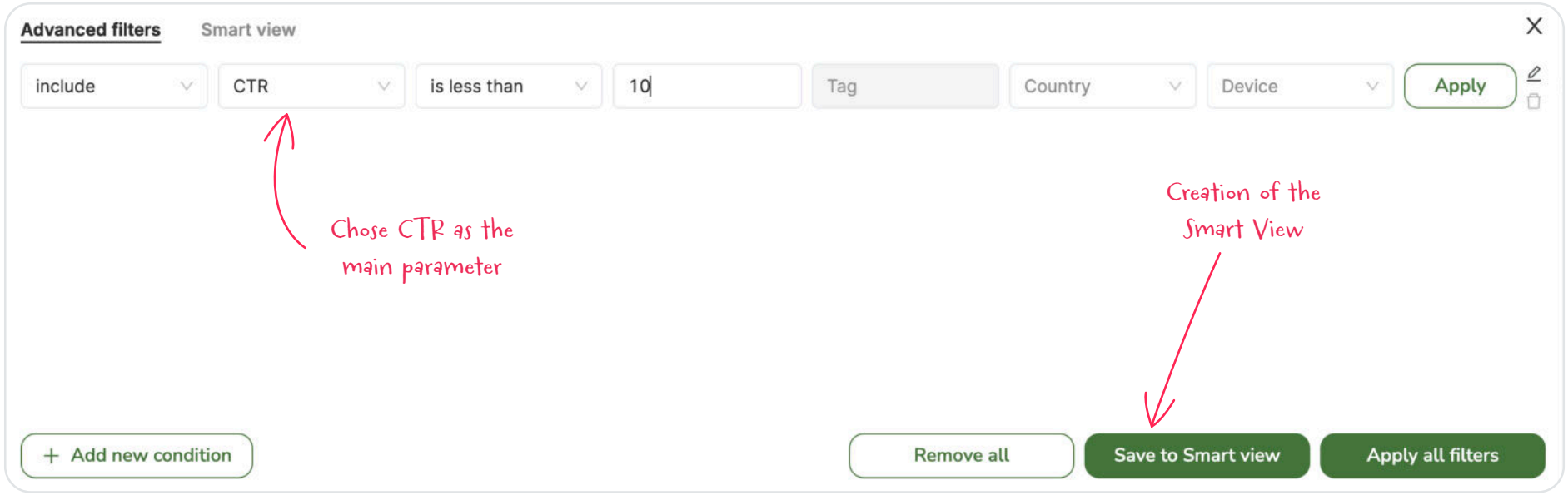
How is a smart view created and what is the difference between a content smart view and a performance smart view?

In content smart views, the goal is to display a group of keywords under a theme such as “Faustino Oro”, in the case of the chess talent, or “Norway Chess 2024”, in the case of a chess tournament. However, in the **performance smart view,** the goal is not to filter by theme, but rather by performance potential. For example, if the general metrics are as follows:

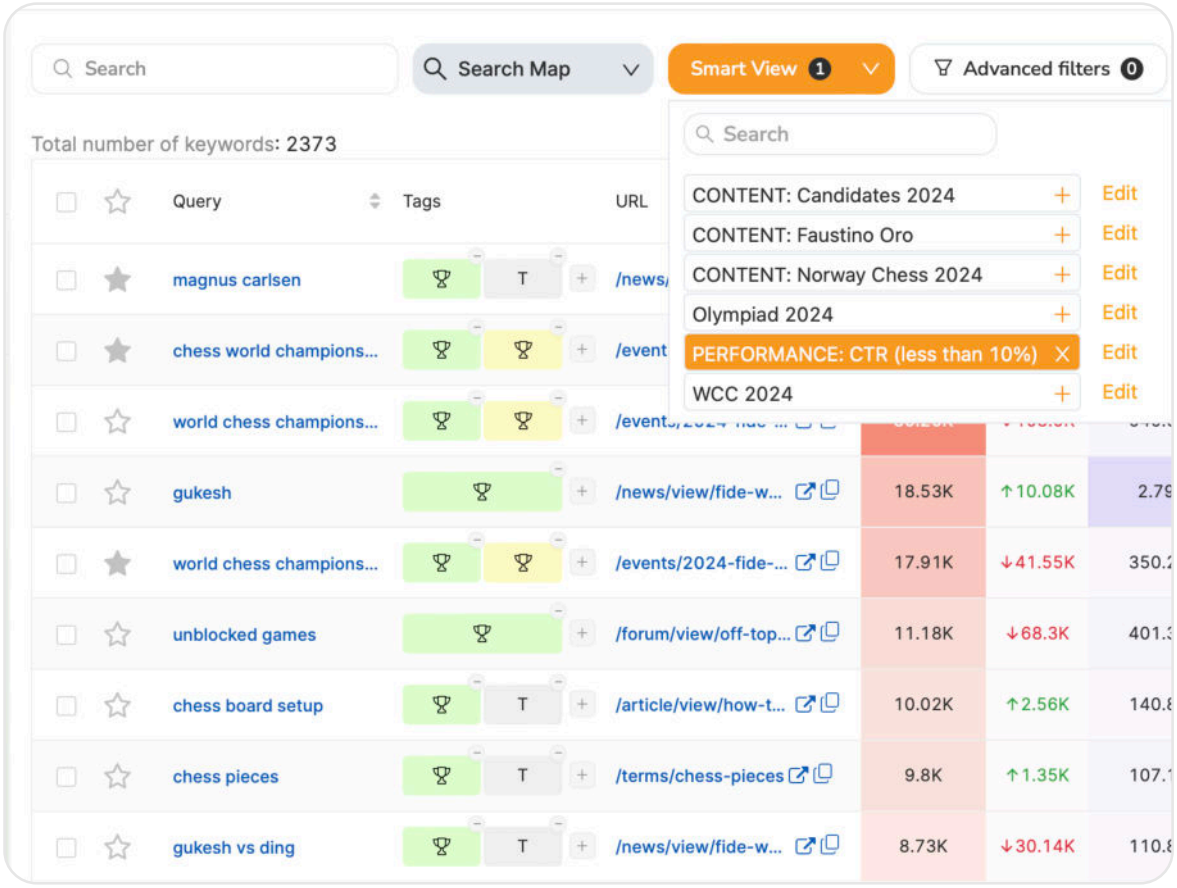


Chess.com main KPIs.

We want to identify the keywords that have a CTR below 10% in order to find those performing well below average. To do this, we need to choose “Advanced Filters” and “Include”, and then “CTR” below 10%”. Instead of clicking “**Apply**”, go straight to “**Save as Smart View”.**



If we translate this image into numbers, those numbers tell us that there are just over 230,000 clicks for keywords with a potential of almost 11.5M clicks. In other words, we are taking advantage of only 2% of the total number of clicks, which is crazy!



List of keywords filtered by the performance smart view (CTR <10%)

Imagine the number of possibilities to explore!

Regarding keyword smart views:

- Business Keywords
- Branded
- Non-branded (excluding branded)
- Keywords from each vertical

Regarding performance smart views:

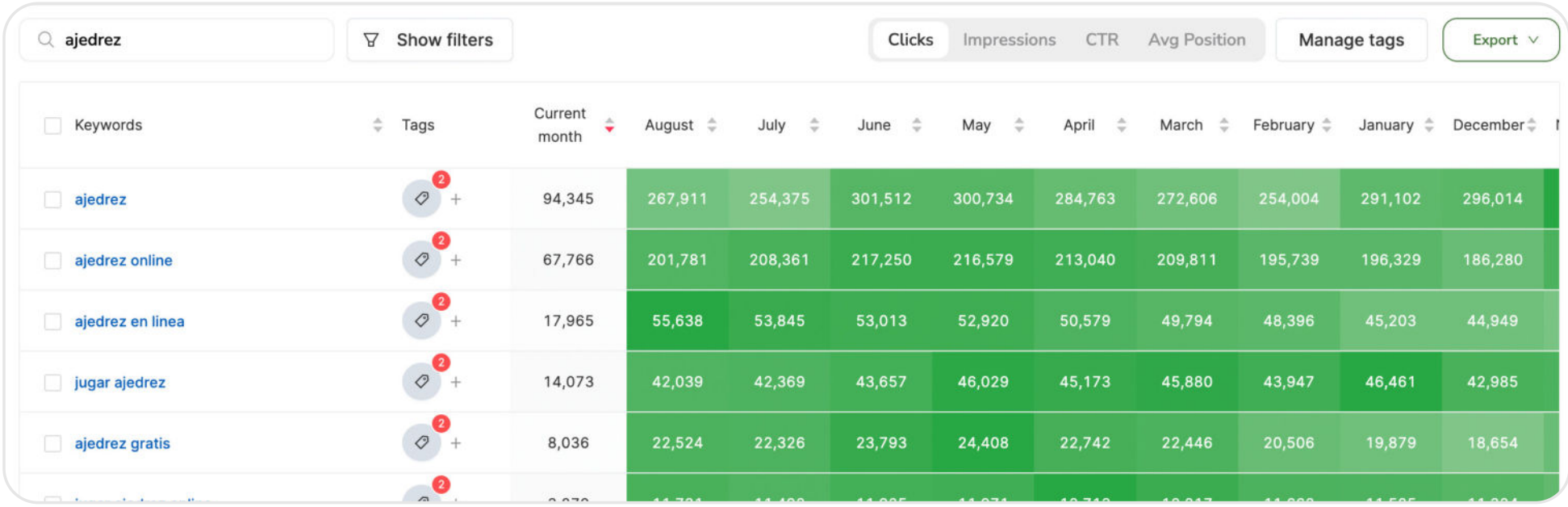
- Keywords with below average CTR
- Keywords with an average position between 3-10 (potential of being in top 3)
- Keywords with many impressions and few clicks
- Keywords with highest growth or greatest drop

TASKS

- [ ] 21. Create several content smart views for the main keywords.
- [ ] 22. Create multiple smart views based on performance.

2.7.5) Keywords Map

Being able to view data is extremely important, as it allows us to understand the situation quickly and easily and, more importantly, to build action plans based on that data. The **keywords map** shows the **traffic development of all our project keywords over the past 12 months** and includes an intensity heat map that allows us to see if the keywords are improving or worsening.



Keywords	Tags	Current month	August	July	June	May	April	March	February	January	December
ajedrez	2	94,345	267,911	254,375	301,512	300,734	284,763	272,606	254,004	291,102	296,014
ajedrez online	2	67,766	201,781	208,361	217,250	216,579	213,040	209,811	195,739	196,329	186,280
ajedrez en linea	2	17,965	55,638	53,845	53,013	52,920	50,579	49,794	48,396	45,203	44,949
jugar ajedrez	2	14,073	42,039	42,369	43,657	46,029	45,173	45,880	43,947	46,461	42,985
ajedrez gratis	2	8,036	22,524	22,326	23,793	24,408	22,742	22,446	20,506	19,879	18,654

Keyword map with the development of clicks for the most important keywords.

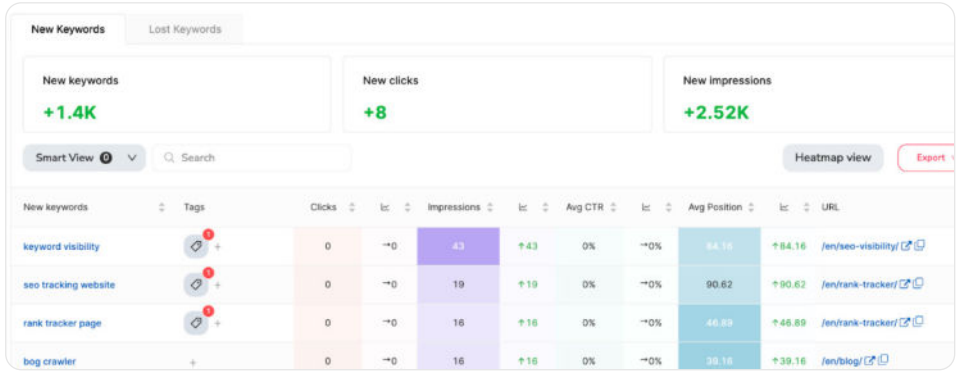
It works for both keyword and tag searches, allowing us to quickly generate the same report for the segment we want and reuse all the tagging work we have previously done.

TASKS

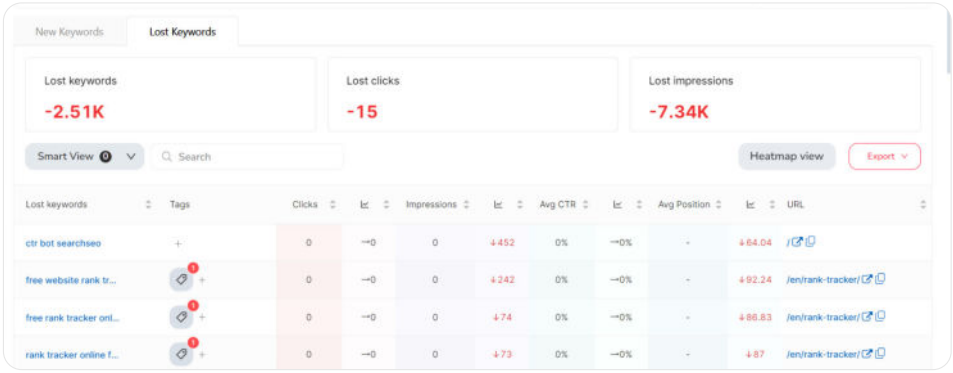
- [ ] 23. Analyze the development of the main keywords of the project and the main tags to see the changes over the past 12 months.

2.7.6) New and Lost Keywords

It is no secret that search results represent a maelstrom of constant changes. Every day, millions of new keywords appear and millions disappear and never searched for again. In our projects, this can result in either capturing significantly more traffic or losing a large part of our visits. The **new and lost keywords report** shows all the keywords that previously had no impressions—and therefore did not exist for Google users—and now do, and vice versa, the keywords that had impressions (and possibly traffic) but have now disappeared from the search results.



In SEOcrawl 1,400 new keywords have appeared and have generated 8 clicks and just over 2,500 impressions.



On the other hand, we lost 2,500 keywords in SEOcrawl, which only accounted for 15 clicks and 7,340 impressions.

What kinds of “next steps” can we create based on this data?

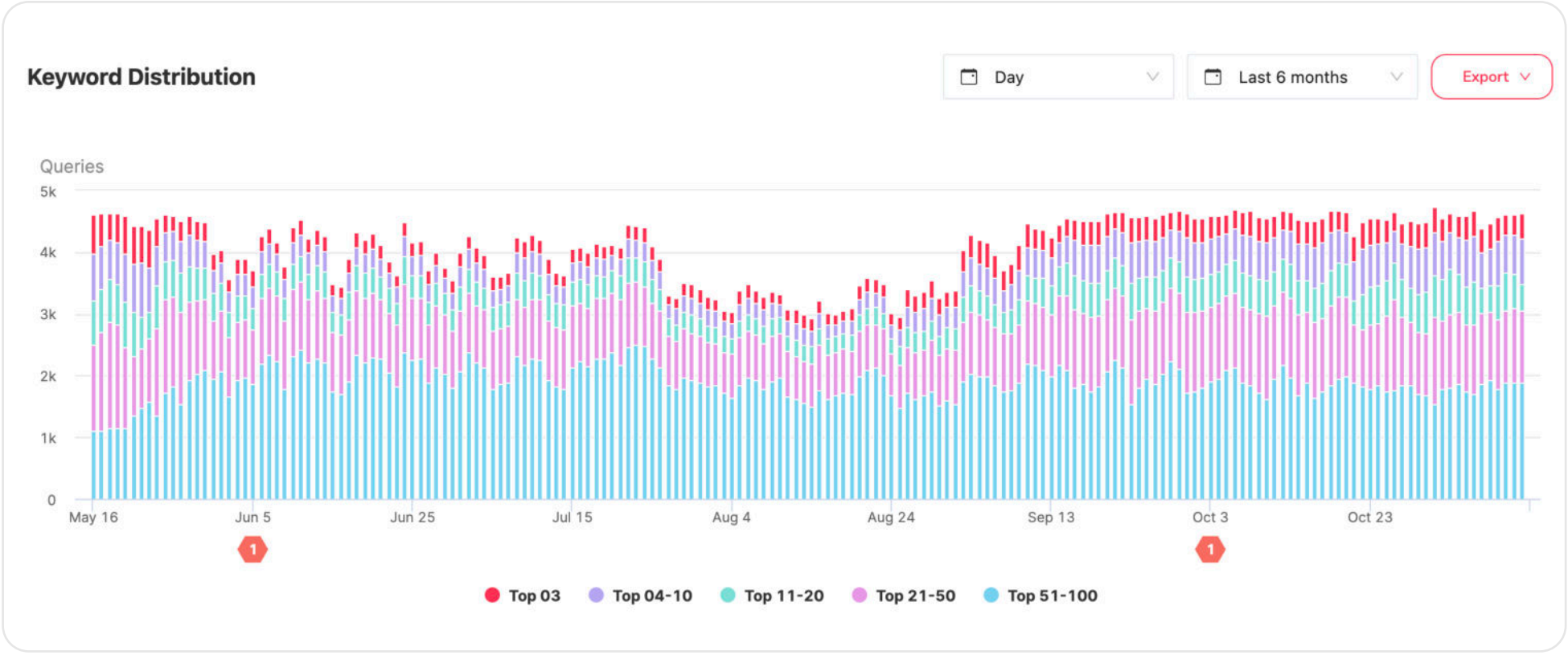
There are certain keywords that simply fluctuate and can be left to do their thing and perform naturally. However, we must try to promote the keywords that work well, as well as try to recover those that have been lost and add value to our project.

TASKS

- [ ] 24. Strengthen the keywords that are gaining impressions with on-page improvements, link building campaigns, internal linking improvements, etc.
- [ ] 25. Recover the quality keywords that have been lost by improving metadata, internal linking from important pages, etc.

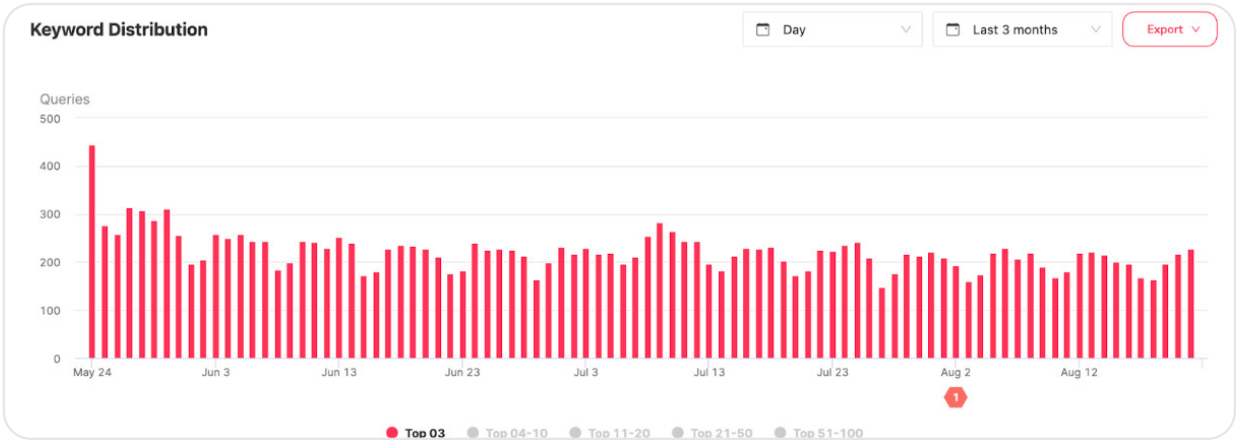
2.7.7) Keyword Distribution

The ultimate goal for most websites is to generate visibility and achieve objectives, whether they are leads, sales, demos, etc. To accomplish this, we need to position our keywords at the top. Understanding how many keywords are in each position and how they fluctuate will tell us if our project is on the right track.



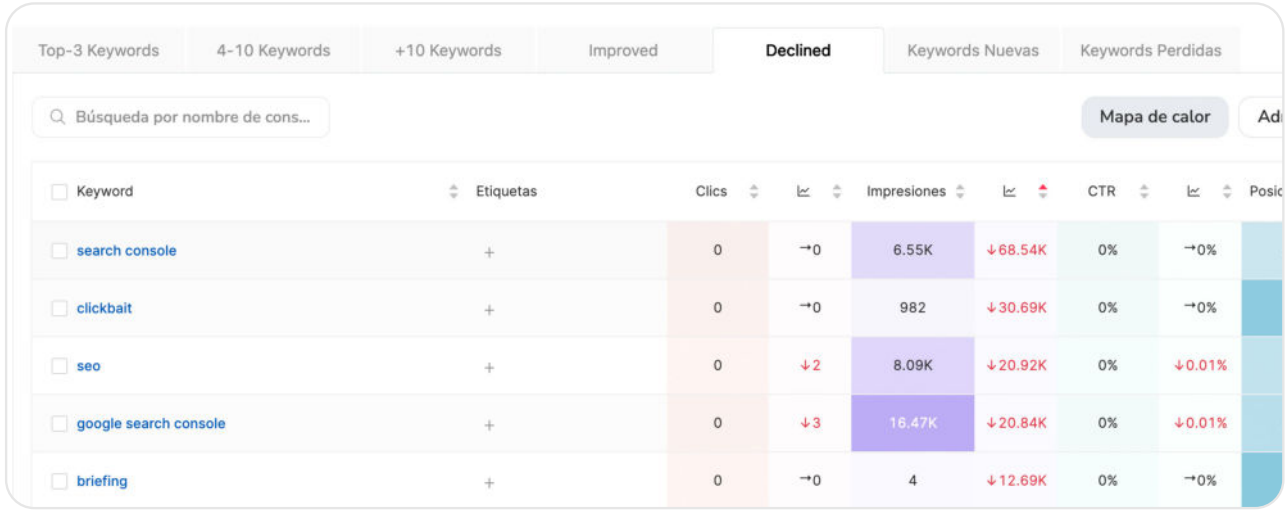
Distribution of keywords in each position and their development over time

In this project, for example, there was a significant decrease from over 400 keywords in the top 3 at the end of May to just over 200 at the end of August.



Development of the number of keywords in the project that are in the top 3.

This could result in a significant drop in organic traffic and consequently, a decline in the company´s turnover. We can identify the keywords in a matter of seconds. Simply select the affected date and go to the “Declined or Declining” tab.



Keywords that have suffered a significant drop in terms of ranking and visibility (impressions).

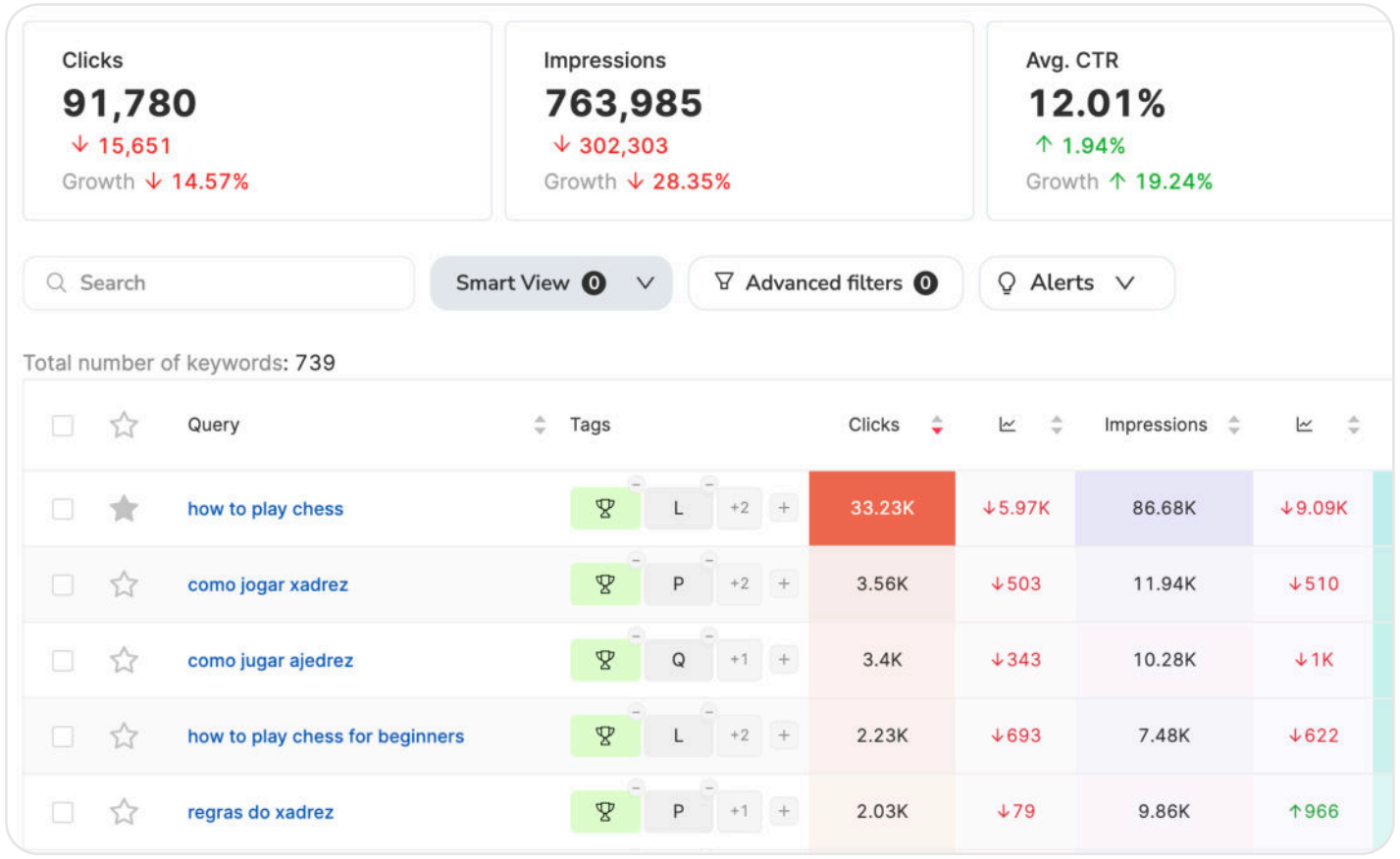
TASKS

- [ ] 26. Review the number of keywords you have positioned and more importantly, the distribution for each position. If you observe an improvement or decline in a group, you should check the lower tabs to see which keywords have been affected.

2.7.8) Questions

While there are trending topics—such as news, rumors, trends, —that generate a lot of traffic, a large amount of traffic is “evergreen”. This means that it is generated every month and can create a large amount of traffic.

The “**Questions**” report allows us to identify all the keywords that contain a question (what, how, where, etc.) and determine what kind of keywords are identified and if we can create content for them.



Query report showing all the keywords and their corresponding performance

With just over 10 URLs and translations, we can generate about 100,000 visits per month and a traffic potential of about half a million visits per month. This translates into generating more than 1M visits annually with just a few articles (how to play chess, how to set up a chessboard, etc.), as is the case for Chess.com, for example.

TASKS

- [ ] 27. Research frequently asked questions to create targeted content and generate recurring evergreen traffic.

2.7.9) Cannibalizations

There will be projects in which the search intent is clear, and we have created only one article or a landing page to target it. In those ases, the traffic will be well differentiated, and there will be no issues. However, in many cases, we may try to attack a keyword from multiple angles, which often lead to cannibalizations—confusing both users and Google, and not always positioning the URL we want. Making the best decisions in this regard (unifying content, redirecting the URL, etc.) will be key to ensure success.

Query	Total clicks		Clicks share	Total impressions		Impressions share	Total CTR		Avg Position	
chess	7.06M	↓475.84K	100%	105.81M	↓42.07M	100%	6.31%	↓2.91	2.08	↓0.21
chess online	2.09M	↑268.58K	100%	15.84M	↑3.24M	100%	6.45%	↓2.63	1.83	↓0.27
chess.com	897.67K	↑59.49K	100%	4.97M	↑533.43K	100%	7.26%	↓4.48	1.67	↑0.21
chess com	571.89K	↑70.61K	100%	2.87M	↑492.22K	100%	6.21%	↓2.54	1.72	↑0.15
chesscom	454.89K	↑133.85K	100%	1.97M	↑738.34K	100%	19.38%	↓1.98	1.28	↑0.03
online chess	320.89K	↑64.05K	100%	2.73M	↑858.27K	100%	9.78%	↓3.64	3.64	↓0.18
chess .com	268.75K	↑47.7K	100%	1.35M	↑273.34K	100%	11.7%	↓5.83	1.15	↑0.05

Cannibalization report with all affected URLs, their performance and traffic distribution.

The cannibalization report shows all the keywords that suffer URL cannibalization and in particular, the distribution of traffic and impressions. This allows us to determine whether it was just a one-day occurrence where Google chose to display a different URL, or if there is an ongoing issue.

How do we know if there is cannibalization or not?

This is a critical question, and the system allows us to easily find the answer.

In the case of “chess online” as a keyword, we see that the home page URL accounts for about 80% of clicks. Therefore, while Google may occasionally “play” with the URLs, there will not be any significant cases of cannibalization.

Query	Total clicks		Clicks share	Total impressions
chess	7.06M	↓475.84K	100%	105.81M
chess online	2.09M	↑268.58K	100%	15.84M
/	1.64M	↑235.58K	78.5%	2.44M
/play/online	89.87K	↑7.7K	4.3%	1.95M

Cannibalization report for the keyword “online chess”.

However, it shows an exemplary case of cannibalization for the keyword “chess game”. On the one hand, there is the home page which shows all the information about the game, and on the other, a page where you can play chess versus the computer.

chess game	141.38K	↑29.24K	100%
/	92.85K	↑28.11K	65.7%
/play/computer	38.07K	↓877	26.9%

Cannibalization report for the keyword “chess game”

Here, business knowledge and conversion data will be key in deciding what to do:

- Leave the situation as it is
- Think about potential improvements or redirects

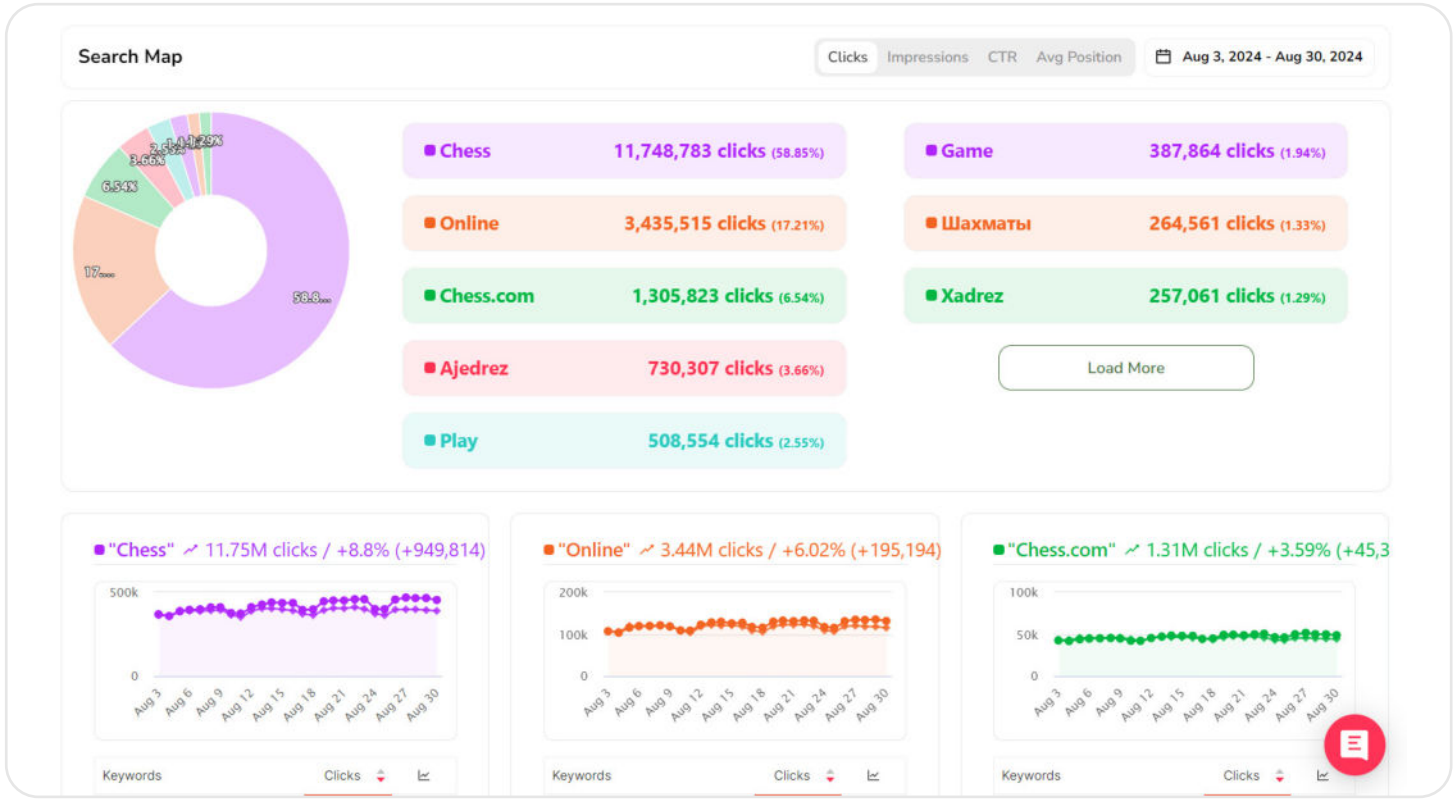
TASKS

- [ ] 28. Analyze if there are keywords with significant cannibalization of URLs and decide if these keywords are important for the business.

2.7.10) Search Intent

IMPORTANT INFO

Although the Rank Tracker shows all the keywords and the “Smart View” filters lists of selected keywords, this entire process is manual. However, in the **Search Intent** page, without having to do anything, we will find a list of the main keyword clusters in our project—this will allow us to understand how traffic is distributed without even lifting a finger.



Distribution of all the main keyword groups and their associated traffic.

Not only can we see which groups account for the largest amount of traffic, but it also shows us all the keywords in each group and the trends they are experiencing.

TASKS

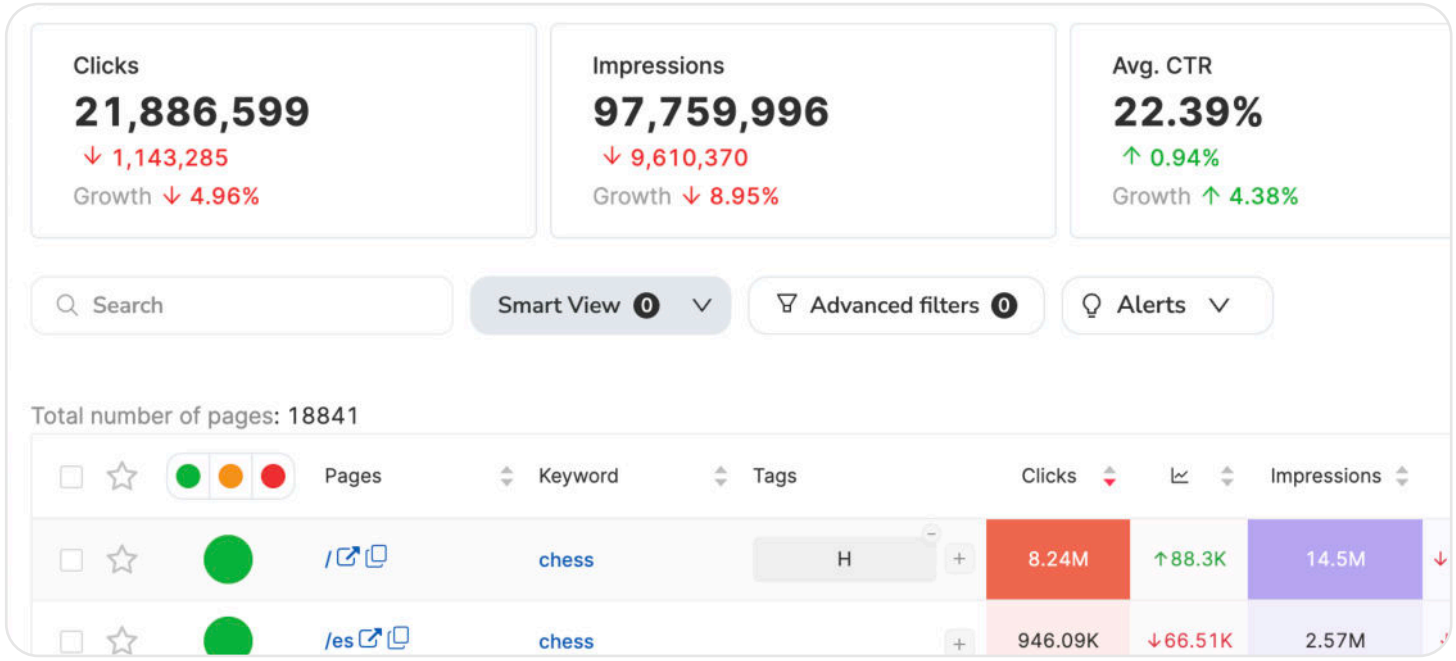
- [ ] 29. Identify the main groups of keywords, analyze their search intent and observe the percentage of traffic they represent.
- [ ] 30. Look at different metrics, such as “Impressions” and find out if you are capturing most of the organic demand or if there is still potential for growth.

2.8) The Role of URLs

In the previous chapters we focused on keywords, and in the following chapters we will focus on URLs. We will learn not only how to identify the most visited pages, but how to create action plans and strategies to improve and drive traffic to our website. The first step is to check the **Rank Tracker - Pages** to identify which URLs are currently bringing in the most organic traffic.

2.8.1) URL Rank Tracker

This page not only shows us the main project metrics (clicks, impressions, CTR and average position), but also the "**status code**" of each URL. This indicates whether a URL is functioning correctly (green), has a redirect (orange) or is responding with a 404 or a server error (red).



Rank Tracker with detailed performance of all URLs

In addition, it gives us the most important keyword for each URL and—thanks to the heat map—we can easily identify the URLs with:

- High traffic potential (based on impressions) but few clicks.
- CTRs that are above average or below average

2.8.2) Blended Data

If, in addition to Google Search Console, we have also connected Google Analytics 4 (GA4) on the Dashboard, this page will show us what we call **“Blended Data,”**—that is, Search Console and Analytics data on the same page. With this, not only can we see organic data, but also business data such as conversions, engagement rate, and much more.



URL Rank Tracker with enriched data thanks to joining GSC + GA4

This enables us to answer important questions such as:

- **Which URL is generating the most conversions?**
- **Which URLs have a very high bounce rate despite having a lot of organic traffic (clicks)?**

This information allows us to optimize the pages in a more holistic way, considering not only clicks and impressions data but also broader business metrics.

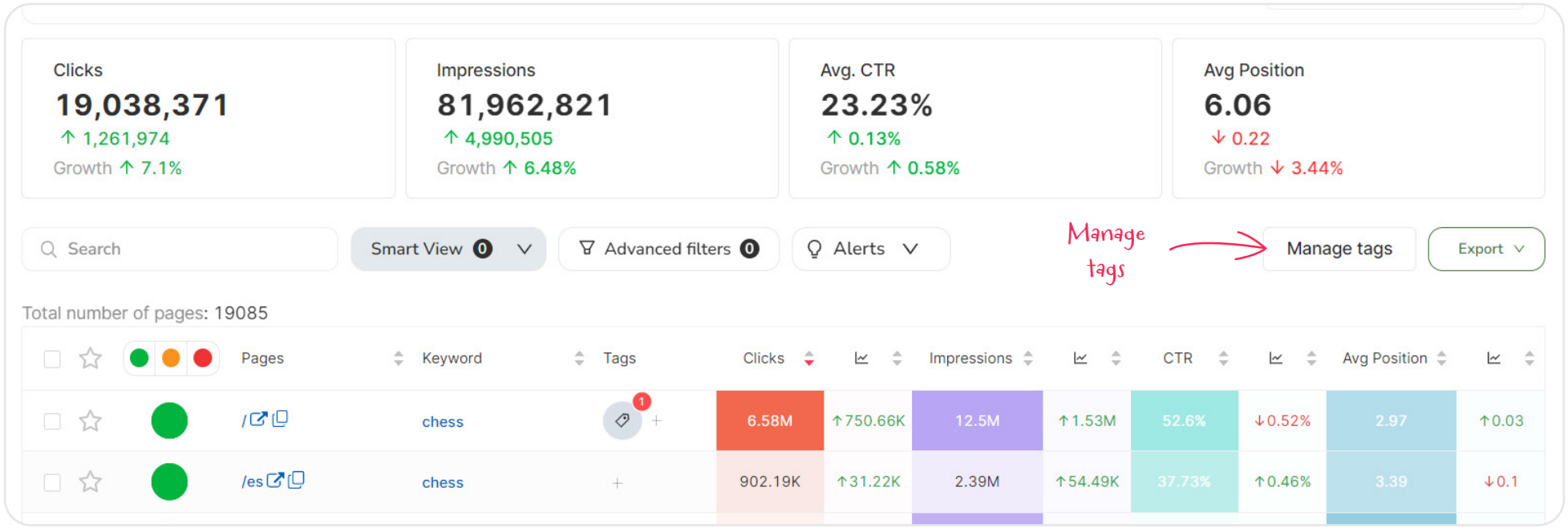
TASKS

- [ ] 31. Find out which URLs generate the most organic traffic (clicks).
- [ ] 32. Find out which URLs have the highest traffic potential (impressions).
- [ ] 33. Cross-reference Search Console data with Google Analytics 4 to identify the best URLs in terms of business, usability improvements and user retention to access a much more detailed view of performance.

2.8.3) Clustering of URLs

In the same way that we differentiate the branded vs. non-branded traffic in the keywords, it is very important to differentiate the URL traffic, to identify exactly which percentage of traffic comes to the blog (likely more informational), which is directed to the landing pages (with a higher chance of conversion), and which may be unqualified (simply landing on our website and bouncing). Please note that the way your website is organized (folders, URLs hanging from the root, etc.) will influence the setup you need. However, there are options to suit everyone, so this will not be an issue.

To perform this ranking, go to the **Page Rank Tracker** and select **“Manage Tags”.**



All URLs tags configuration will be done from the Page Rank Tracker

As you can imagine, Chess.com has thousands of URLs, so analyzing them one by one would be impossible. This is why the automatic tagging tool is so useful.

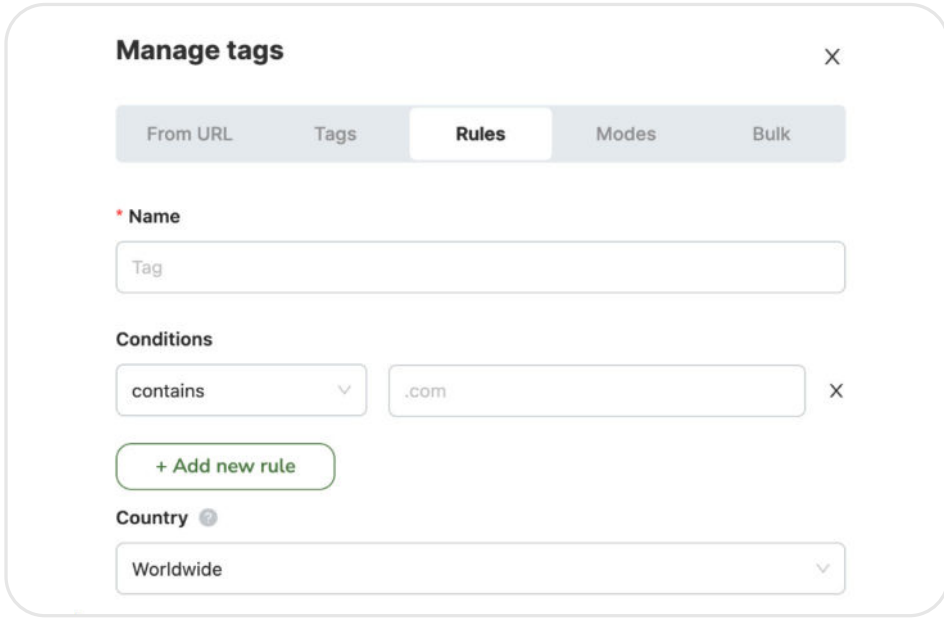
Certainly, the logic and aim of the business will dictate the tags we wish to create. As inspiration, here are the details for Chess.com.

1. **Labels by language**
   A. Spanish (contains https://www.chess.com/es)
   B. German (contains https://www.chess.com/de)
   C. Italian (contains https://www.chess.com/it)

2. **Label by product type**
   A. Chess terms (contains “/terms”)
   B. Chess players (contains “/players”)
   C. Online game pages (contains “/play”)
   D. Online events (contains “/events”)
   E. Articles (contains “/article”)
   F. News (contains “/news”)
   G. Videos (contains “/video”)

This way, it shows all traffic well-classified by language and by type of product. By using the formula contains “/ terms”, it will show us the version in English: https://www.chess.com/terms, as well as in any other language “https://www.chess.com/es/terms”.

The process of creating these tags is exactly the same process as for keywords:



Automated massive URLs tagging system.

The **“Tag”** tab displays the tags and rules that have been created, the **“Rules”** tab allows us to create new rules, the **“Modes”** tab offers manual configuration of URLs, and **“Bulk mode”** is always available for copying and pasting 10, 20, or as many URLs as needed to assign them a tag.

As was the case for keywords, on the **“Top Tags”** page, by selecting **“Pages”** instead of keywords, it will show us the most important tags in the project, meaning we will be able to control their daily development. To check each group’s details, simply look below:



Performance of the different URL groups and details regarding which URL belongs to each group are below the graph in the dropdown menu.

TASKS

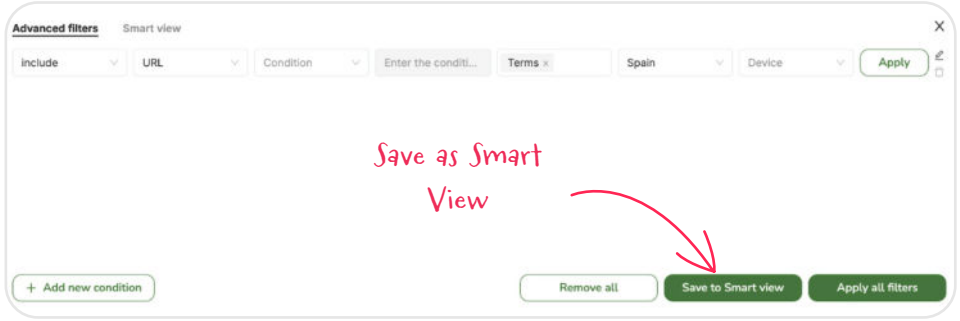
- [ ] 34. Classify the URLs using automatic rules, taking into account the most important groups for your business (language, type of product, page search intent, etc.).
- [ ] 35. Check and monitor your performance on the “Top Tags by URL” page.

2.8.4) Smart Views Based on Content or Performance

The most complex part of the labeling is already done. Congratulations! Now it's time to automate everything to make the data easily accessible, so we don't need to spend time searching for it. Just like we did for keywords, we will now set up **Smart Views for both content and performance.**

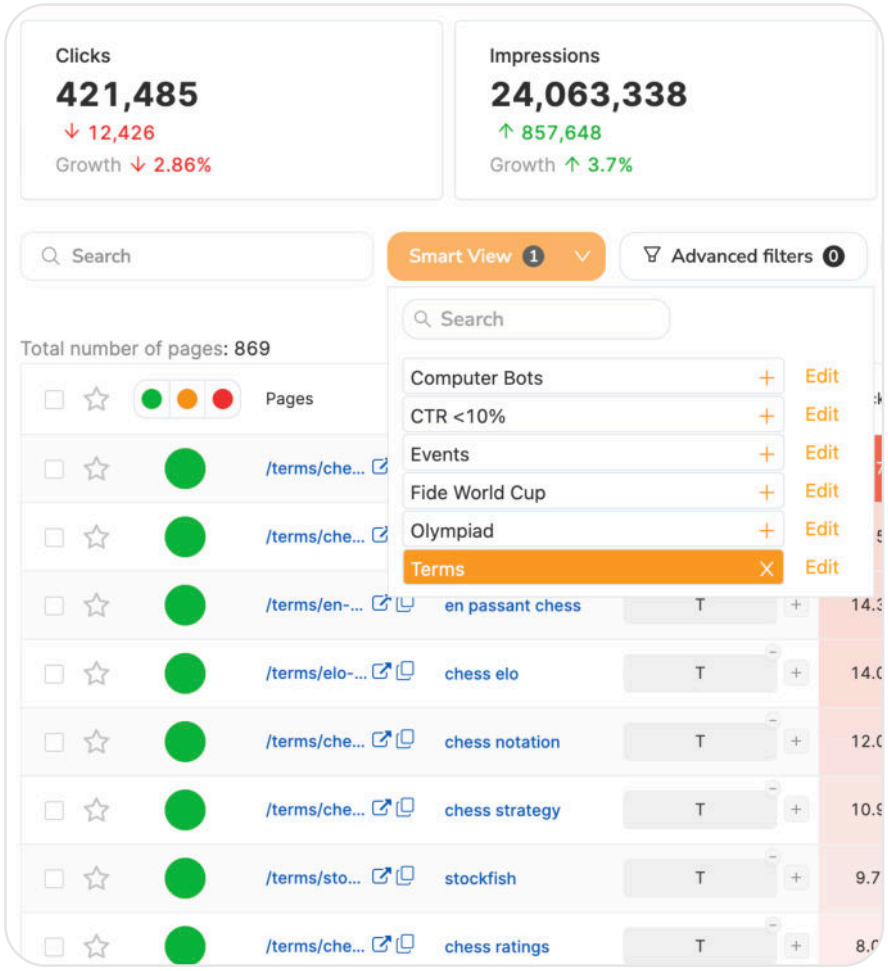
This process is very simple:

1. Advanced Filters
2. Include - "URL"; we have two options here:
   A. Add the text directly with "Contains" and the word "X"
   B. Select the URL tag
3. And finally, "Save as Smart View" instead of "Apply" and done



Creation of a URL Smart View

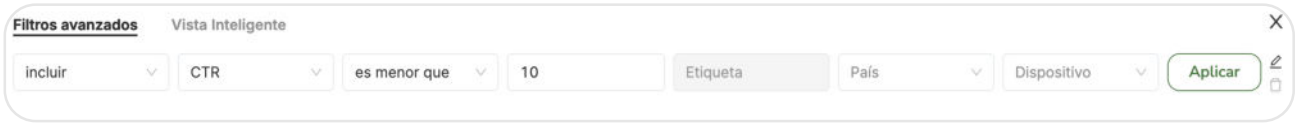
As shown in the example, we have now saved a Smart View for "terms" that will show us all URLs (in all languages) containing "/terms". This way, we will not only see how they perform, but also be able to analyze the individual URLs that make up the group.



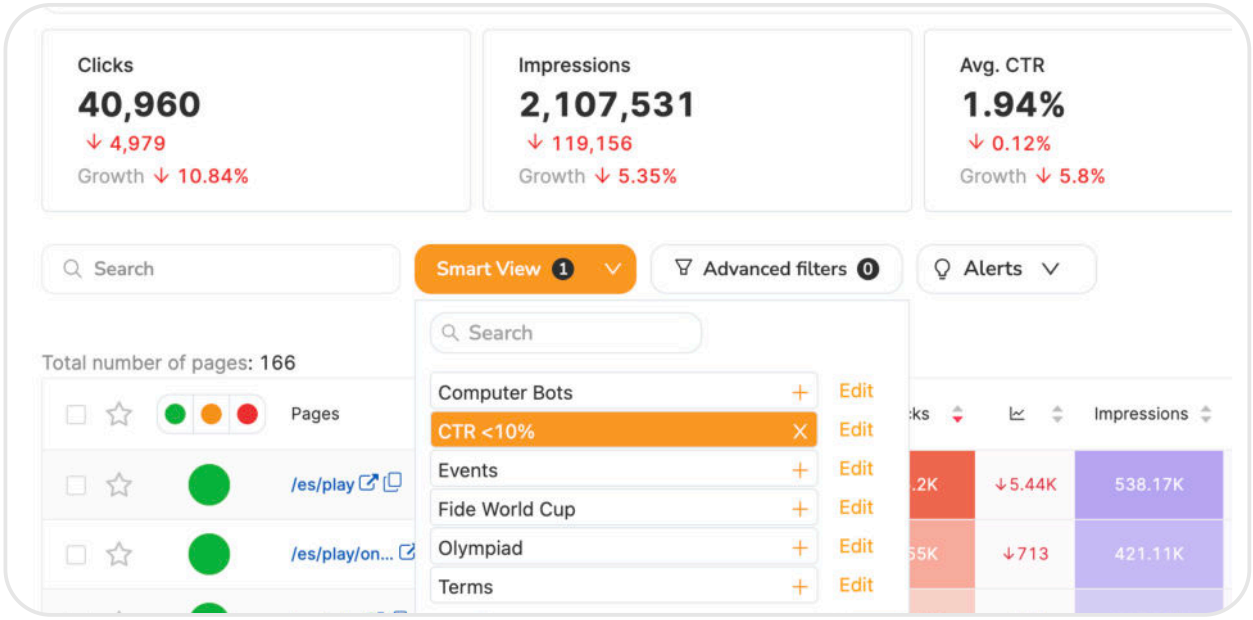
"Terms" Smart view applied in the URL Rank Tracker

If, on the other hand, we want to create a **Smart View of URLs based on performance,** the process is very similar:

1. Advanced Filters
2. Include - CTR (equal to or less than 10%)
3. Save as Smart View



Although we are now talking about URLs instead of keywords, this analysis will help us identify which URLs are getting a lot of visibility and have traffic potential but are not getting a high volume of clicks. As you can see, there are about 2.1M impressions for these URLs but only 41k clicks.



Rank Tracker of URLs with the smart performance view (CTR <10%) applied.

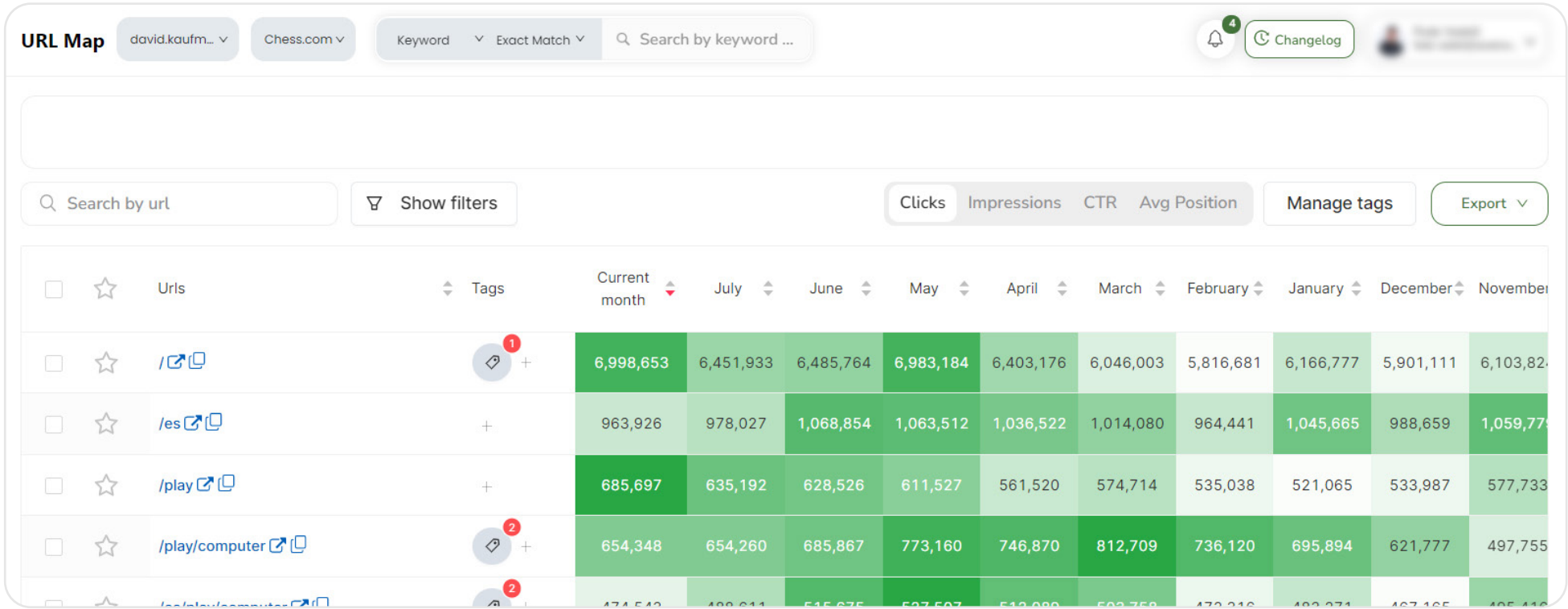
Now, if we want to perform a deeper analysis, we simply click on the URL, check the keywords for which it ranks, and use the heat map to figure out why the URL has so many impressions but so few clicks.

TASKS

- [ ] 36. Create Smart Views based on content (a specific sector of the web).
- [ ] 37. Create a Smart View based on performance (clicks, impressions, CTR or average position).

2.8.5) Map of URLs

Now that we have classified and sorted the URL Rank Tracker for our analysis, it´s always helpful to review the development of all our project's URLs or of a specific vertical (tag) over the past 12 months. To do this, we need to check the URL map, and thanks to the heat map, we can observe the development and determine whether there is any seasonality in the traffic.



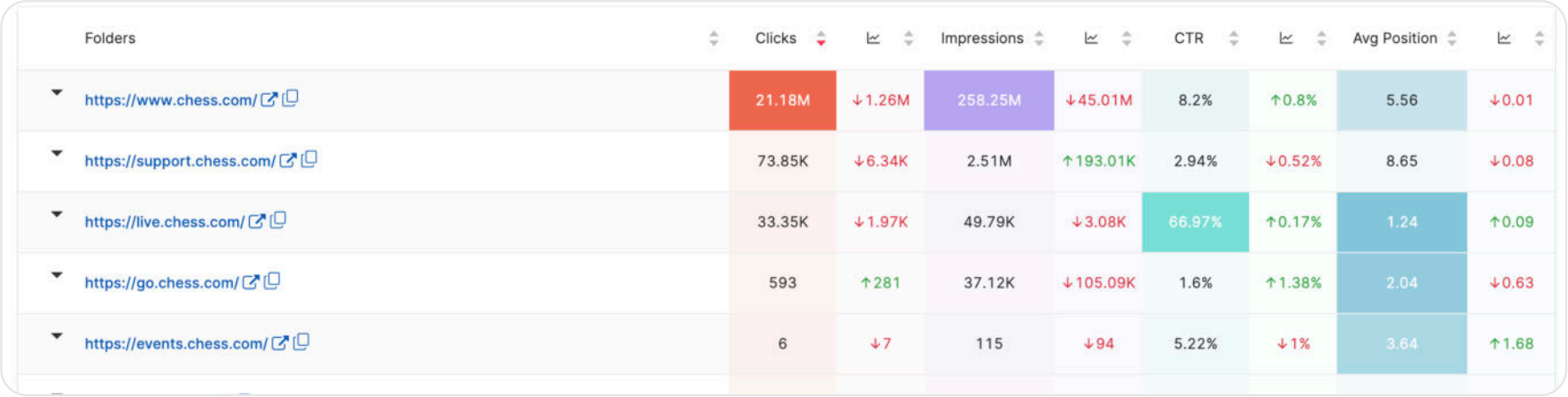
Heat map of URLs with the traffic received from each URL in the last 12 months.

TASKS

- [ ] 38. Review the development of traffic and visibility of URLs over the past 12 months to check for seasonality or trends.

2.8.6) Top Folders

You probably don't remember, but at the beginning of the book we recommended configuring the Search Console property using domain ownership. Why? Mainly because by configuring the domain ownership, Google offers us data of all subdomains, subfolders, and http. Thanks to this, we can obtain a much more detailed report. However, if we chose the property configuration, we would only see data from subfolders and nothing else.



Folders	Clicks		Impressions		CTR		Avg Position	
https://www.chess.com/	21.18M	↓1.26M	258.25M	↓45.01M	8.2%	↑0.8%	5.56	↓0.01
https://support.chess.com/	73.85K	↓6.34K	2.51M	↑193.01K	2.94%	↓0.52%	8.65	↓0.08
https://live.chess.com/	33.35K	↓1.97K	49.79K	↓3.08K	66.97%	↑0.17%	1.24	↑0.09
https://go.chess.com/	593	↑281	37.12K	↓105.09K	1.6%	↑1.38%	2.04	↓0.63
https://events.chess.com/	6	↓7	115	↓94	5.22%	↓1%	3.64	↑1.68

Traffic distribution on all Chess.com subdomains

Now then.... What do we do with this report? There are so many actionable steps available.

- Start by addressing a fundamental issue, such as **http vs https traffic.** Make sure that your security certificate is perfectly installed and that you are managing the massive redirect of **http** traffic to **https**.

- The same goes for **www vs. non-www traffic.** Make sure that only one version exists, and that the other version redirects correctly.

- Next, **check that no test environments**—such as https://staging.domain.com or others — **are being indexed,** as this could create a very severe duplicity and security problem.

Once the subdomains have been analyzed, let's move on to the most important analysis: **the main domain and its subfolders.**

Folders	Clicks		Impressions		CTR		Avg Position	
https://www.chess.com/	24.28M	↑481.73K	415.02M	↓33.92M	5.85%	↑0.55%	5.06	↑0.24
/play/	1.17M	↑20.12K	47.93M	↓16.27M	2.43%	↑0.65%	4.9	↑0.39
/forum/	864.67K	↓109.57K	25.97M	↓11.12M	3.33%	↑0.7%	5.34	↑1.19
/es	848.1K	↓148.99K	2.34M	↓2.41M	36.28%	↑15.27%	2.84	↑0.02
/news/	765.84K	↓43.14K	52.35M	↑7.71M	1.46%	↓0.35%	6.38	↓0.11
/play	688.91K	↑73.97K	21.04M	↓5.97M	3.27%	↑1%	1.54	↓0.09
/es/	680.27K	↓92.36K	16.25M	↓16.42M	4.19%	↑1.82%	4.75	↑0.21
/events/	597.77K	↓98.34K	25.67M	↑9.01M	2.33%	↓1.85%	5.22	↓1.87
/article/	523.11K	↑205.44K	19.69M	↑7.41M	2.66%	↑0.07%	7.35	↓0.3
/vi	521.97K	↓245.73K	911.9K	↓1.68M	57.24%	↑27.65%	2.22	↑0.25
/ru	424.52K	↑21.13K	1.12M	↓153.73K	37.84%	↑6.22%	4.85	↑0.99

View of the main folders that make up the Chess.com domain by traffic

In my opinion, this is the primary view that should be used to manage any International SEO project, e-commerce or similar project that is well-structured in terms of folders. In less than 10 seconds, it allows us to understand **how the traffic is distributed throughout the web and, in particular, see what works and what does not.**

Which sections of the websites are growing the most?

In just one click (sorting by click growth), it shows us which sections are growing the most.



https://www.chess.com/	17.64M	↑502.44K
/events/	197.28K	↑52.42K
/play	612.09K	↑40.41K
/id/	221.89K	↑39.43K
/play/	999.76K	↑34.25K
/news/	171.59K	↑29.52K
/ru	355.77K	↑22.22K
/players	54.21K	↑19.8K

Folders with the highest increase in clicks

To see more details, we can check which are the URLs inside /events/.



Folders	Clicks	
https://www.chess.com/	17.64M	↑502.44K
/events/	197.28K	↑52.42K
/info/	85.74K	↑48.91K
/events/2024-botez-chess-camp	7.62K	↑7.17K
/2024-botez-chess-camp/	6.89K	↑6.53K
/events/2024-gct-sinquefield-cup	5.55K	↑5.43K
/events/2024-gct-saint-louis-rapid-blitz	4.96K	↑4.92K

URLs within /events/ with the highest growth

Which sections are dropping the most?

In this case, if we sort by traffic drop, we will see which sections of the web dropped the most.



Folders	Clicks	
https://www.chess.com/	17.64M	↑502.44K
/ko	102.09K	↓36.59K
/it	178.41K	↓35.33K
/es/	737.03K	↓24.84K
/es	872.28K	↓20.45K

Folders on the highest decrease in clicks

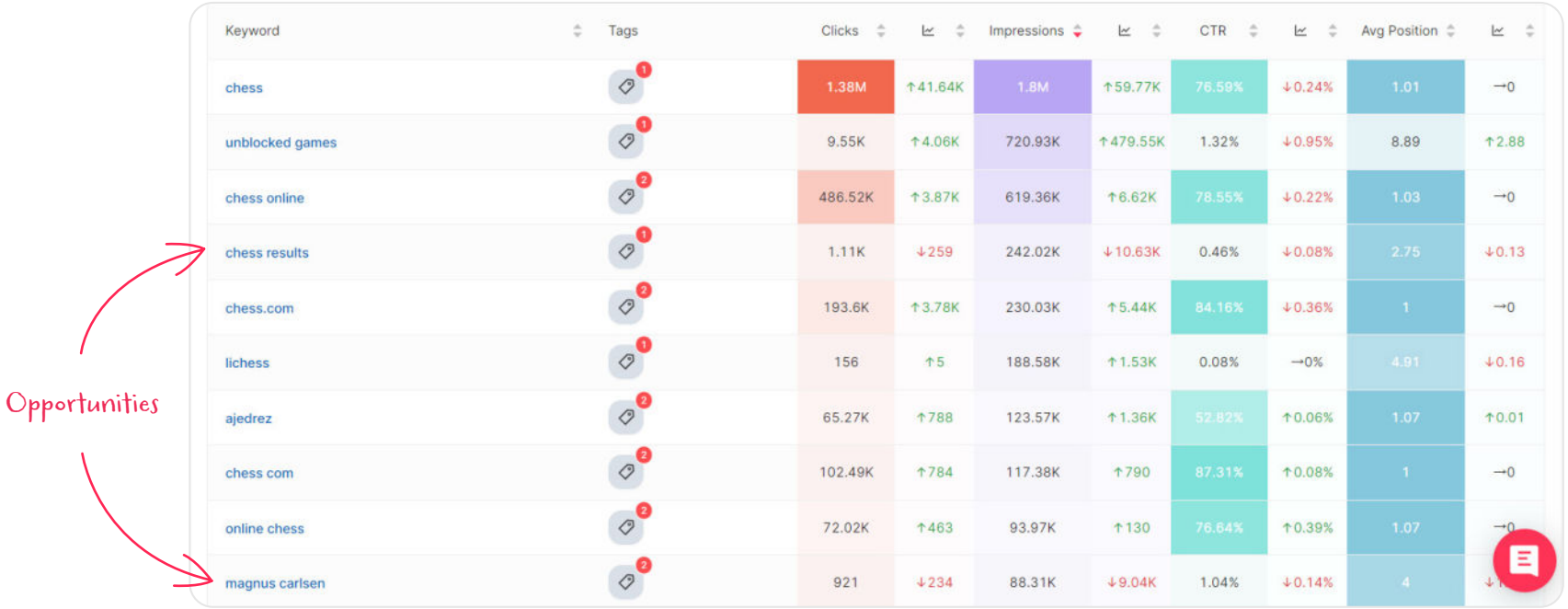
In conclusion, we can see performance by language and by section, review subdomains and **make business decisions in a matter of minutes** thanks to data visualization.

TASKS

- [ ] 39. Check the http vs https configuration.
- [ ] 40. Review the www vs. non-www configuration.
- [ ] 41. Assess the languages and main folders on the webpage.
- [ ] 42. Check which folders grew the most and the least.

2.9) Opportunities

To finish analyzing the keywords and URLs, let's take a look at one of the most interesting pages for brainstorming content and improvement ideas: **the Opportunities page.**



Keyword	Tags	Clicks		Impressions		CTR		Avg Position	
chess		1.38M	↑41.64K	1.8M	↑59.77K	76.59%	↓0.24%	1.01	→0
unblocked games		9.55K	↑4.06K	720.93K	↑479.55K	1.32%	↓0.95%	8.89	↑2.88
chess online		486.52K	↑3.87K	619.36K	↑6.62K	78.55%	↓0.22%	1.03	→0
chess results		1.11K	↓259	242.02K	↓10.63K	0.46%	↓0.08%	2.75	↓0.13
chess.com		193.6K	↑3.78K	230.03K	↑5.44K	84.16%	↓0.36%	1	→0
lichess		156	↑5	188.58K	↑1.53K	0.08%	→0%	4.91	↓0.16
ajedrez		65.27K	↑788	123.57K	↑1.36K	52.82%	↑0.06%	1.07	↑0.01
chess com		102.49K	↑784	117.38K	↑790	87.31%	↑0.08%	1	→0
online chess		72.02K	↑463	93.97K	↑130	76.64%	↑0.39%	1.07	→0
magnus carlsen		921	↓234	88.31K	↓9.04K	1.04%	↓0.14%	4	

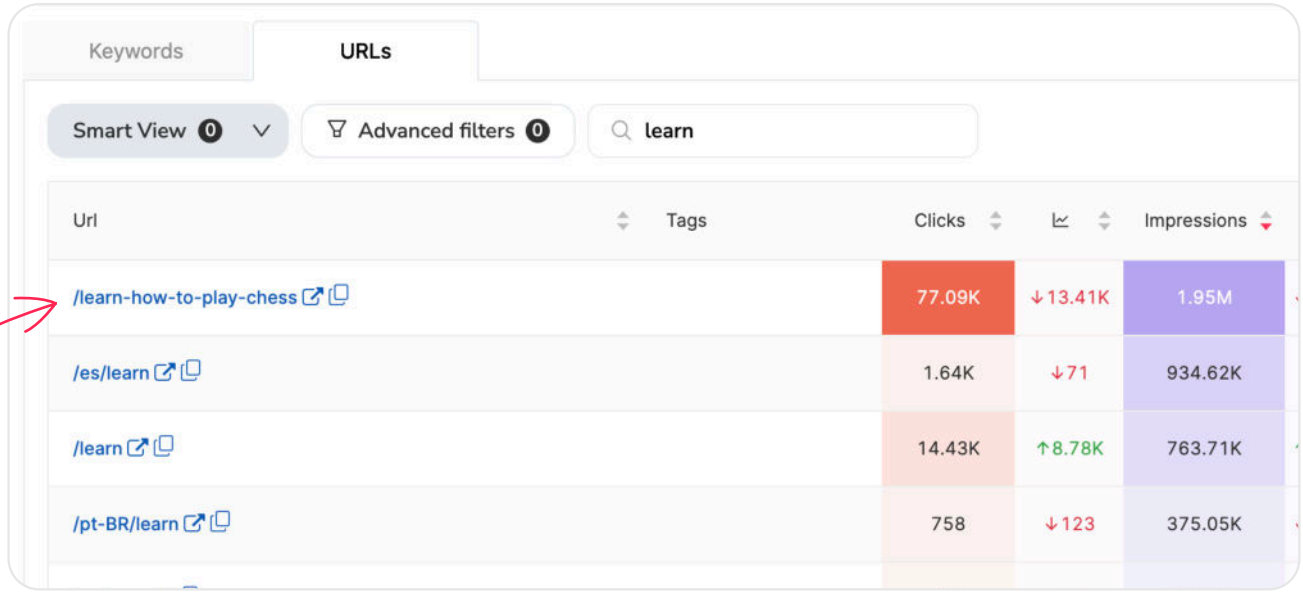
List of the main opportunities in terms of keywords

What are we seeing on the screen? Right now, there are two keywords:

- "chess results" with about 250,000 monthly searches but only generating 1,100 clicks.
- "magnus carlsen" with about 90,000 monthly searches but only generating 921 clicks.

Chess.com is trying to beat a major competitor (chess-results.com) with its own chess results system: https://www.chess.com/events/results, while for "Magnus Carlsen": https://www.chess.com/players/magnus-carlsen is competing against Wikipedia to become No. 1.

We can analyze the URLs the same way we analyzed the keywords.



List of URLs containing "learn" with the highest growth potential according to volume of impressions and CTR.

In this case, Chess.com has a very powerful chess guide: https://www.chess.com/learn-how-to-play-chess. Despite already attracting a lot of traffic (about 77K clicks in the last 28 days), the potential is even greater, as it currently generates 1.95M impressions.

These are the cases where we should consider projects to improve this URL, such as A/B testing the title to improve CTR, enhancing internal linking from the homepage or main menu, link-building campaigns, or adding infographics and videos.

TASKS

- [ ] 43. Identify the top 3 keywords with the highest growth potential and create a plan for them.
- [ ] 44. Identify the top 3 URLs with the highest growth potential and create a plan for them.

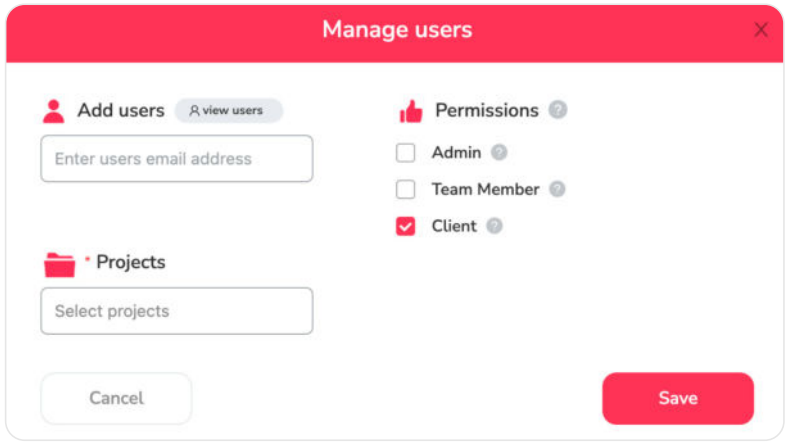
3. Task Management

seocrawl

Nowadays, an SEO consultant's computer and browser set up can look like a spaceship, with the number of open tabs, computer processing (RAM) demands and numerous tools running simultaneously. This often creates **efficiency issues, entails high costs and definitely adds a lot of complexity when managing projects.** That´s why we integrated SEO task management into the reporting system, from the start. Thanks to this, it can all be managed from a single place, —including automated measurement of results—very quickly and efficiently.

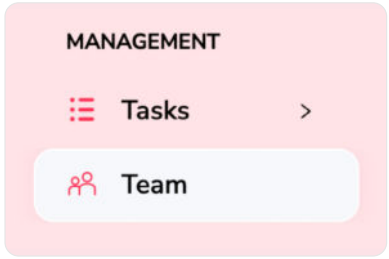
3.1) Teamwork

While you can manage your tasks autonomously for your own projects, real task management starts when working with colleagues or clients. For this, simply invite the person or group of people to each project from the main Dashboard "Manage Users":



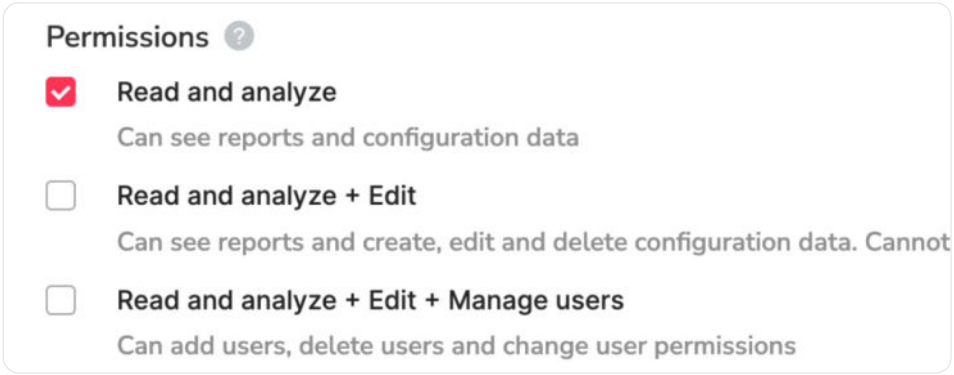
User invitation system with several access permissions.

Or directly from the Team tab inside each project.



This tab offers three options to invite users:

- **Read and analyze:** For clients to be able see everything, but not modify anything.
- **Read, analyze and edit:** For team members to be able to see everything, create tags, modify dashboards...
- **Administrator:** Can do all of the above, plus manage users.



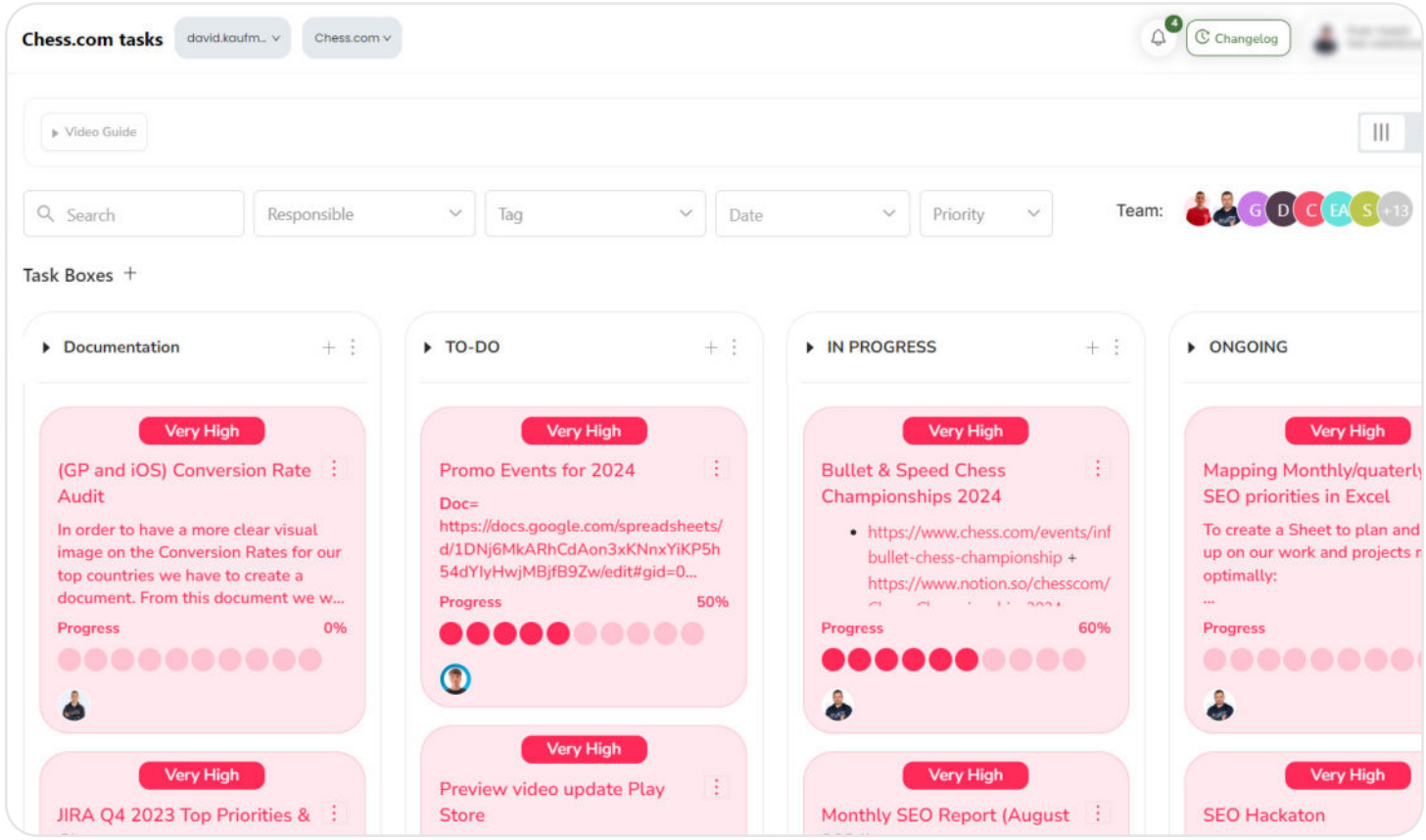
Permission system by type of access.

With colleagues and clients on board, **we are now ready for the next steps!**

3.2) Integral SEO Management

I believe that no project can start without a phase of study, setup, audit, strategy, or whatever we want to call it, but we need to thoroughly understand the project, review its data, and plan the actions...

To document this and be able to set deadlines, my recommendation is to create a column in the Tasks system named **“Documentation”.**



View of tasks in Kanban format (columns)

As you will see, the task system offers both a **Kanban view** and a list view, displaying all the information in a simple, quick and highly visual way.

This is where we can create a ticket for each deliverable:

- Keyword Research
- Competitor Analysis
- SEO Strategy
- Roadmap
- Content Analysis
- Link Building Study
- And whatever else we need...

When working alone, your name will appear on all the tasks, but when working as a team, you will be able to see who is responsible for each project, which is very helpful.

What we are most interested in is the status of each task. That is why **we need to create columns to represent the different possible status of a task.**

In this particular case, something like this would be ideal:

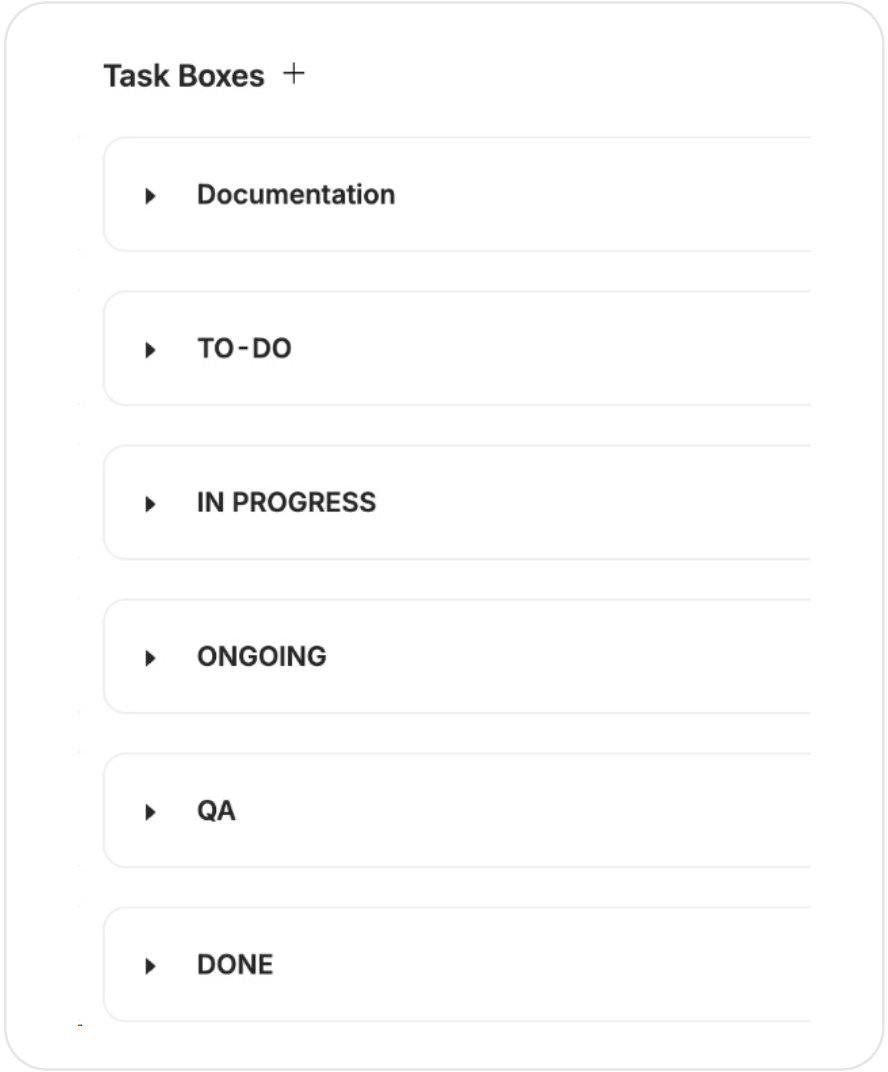
- To-do
- In progress
- QA
- Done

However, one of the most powerful things about this system is that it is 100% customizable to the needs of your business.

Below are some examples of potential uses:

- **Content Creator:** To do - Content Outline - Drafting in progress - QA - Delivered
- **SEO Programming:** Backlog - To do - In Progress - QA - Staging - Production

The possibilities are endless!



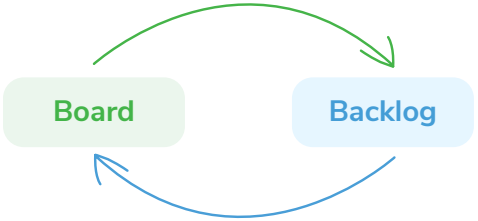
List format task view

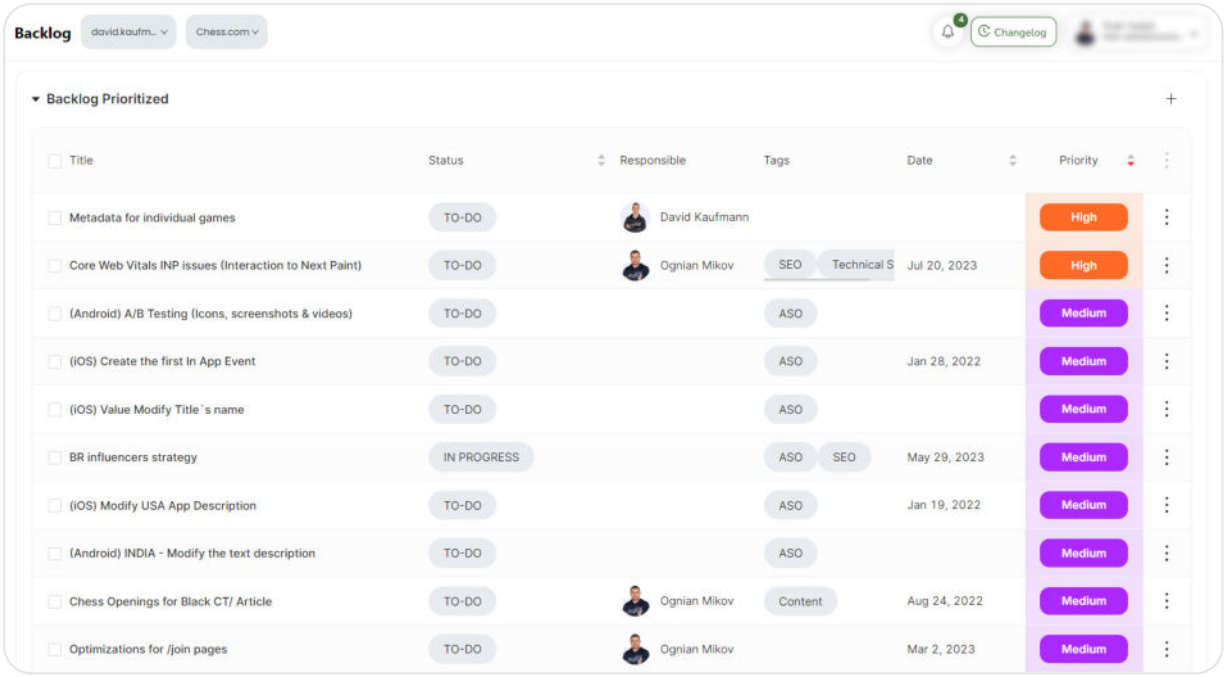
3.3) Documentation and Prioritization

Once we have created the columns or task categories, it is time to start documenting and prioritizing our efforts so that everything is organized and we know exactly what tasks need to be completed. With 4 or 5 tasks, everything is straightforward, but what if we happen to have 100 tasks on the go?

To this end, we should divide into two sections:

- **Backlog** (list of tasks)
- **Board** (objectives)





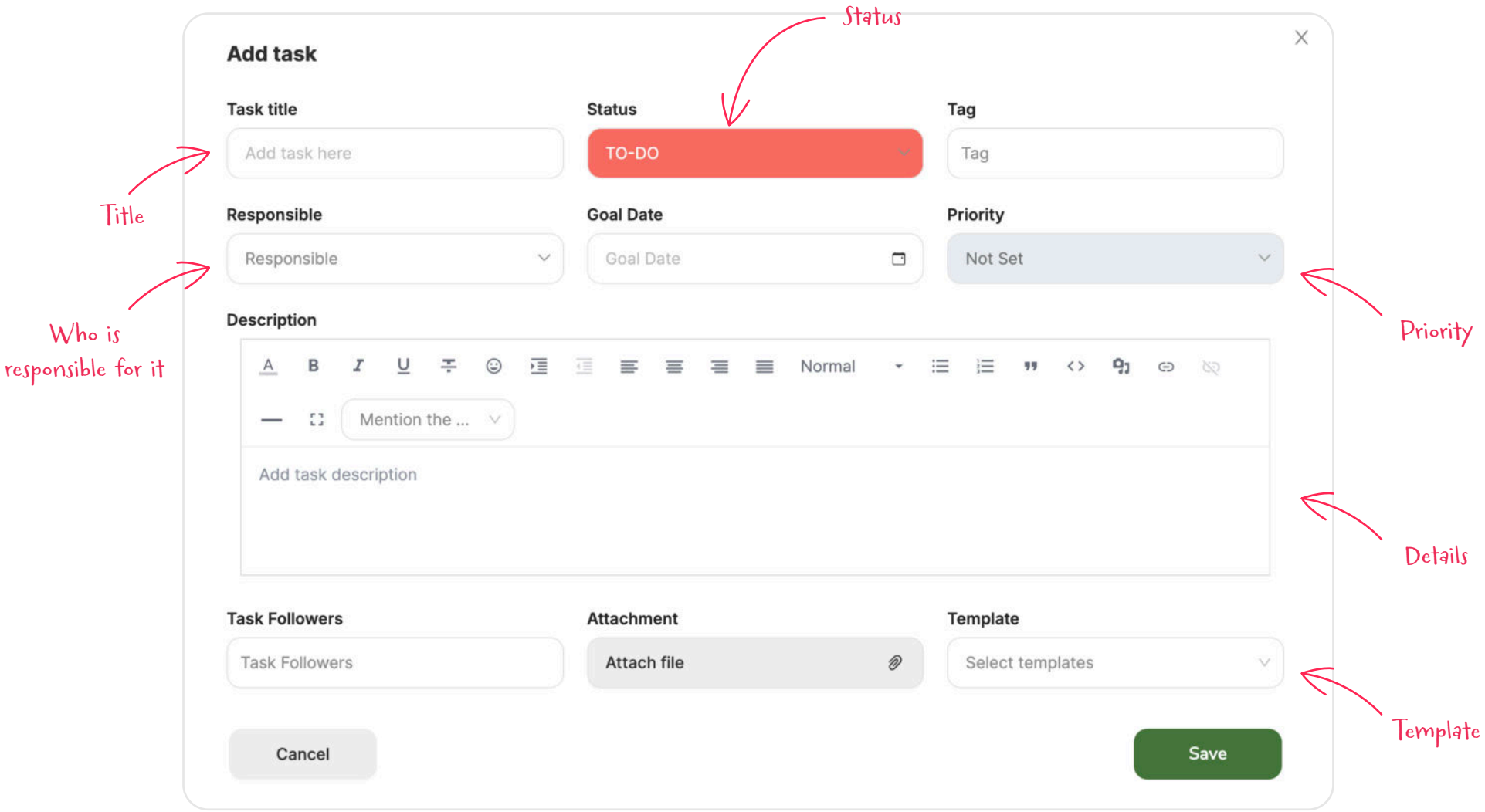
List of tasks in the backlog in list format

The **backlog** will show us all of the ideas, and we need to prioritize the most important ones. As the saying goes, “he who grasps too much, grasps too little”.

That is why we need to transfer the main tasks to the **“Board”** (target board), where we will document what is most important and move tasks from one place to another. If a task is not relevant or a priority, it will go in the backlog.

However, if it is important and we would like to work on it in the short term, it will go on the task board.

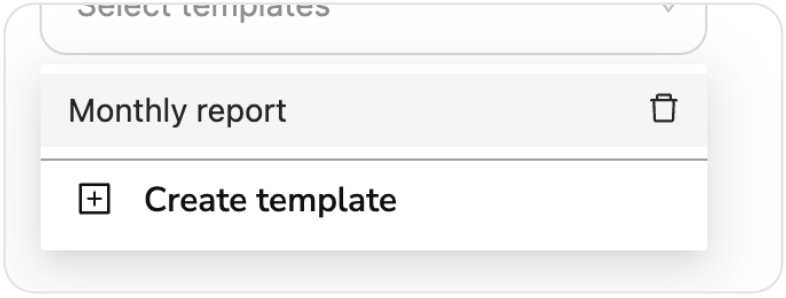
When creating tasks, the objective is to **provide as much detail as possible in order to successfully complete the task** once we start implementing it.



View of the options for creating a task

Each time you create a task, you will find the fields shown in the image:

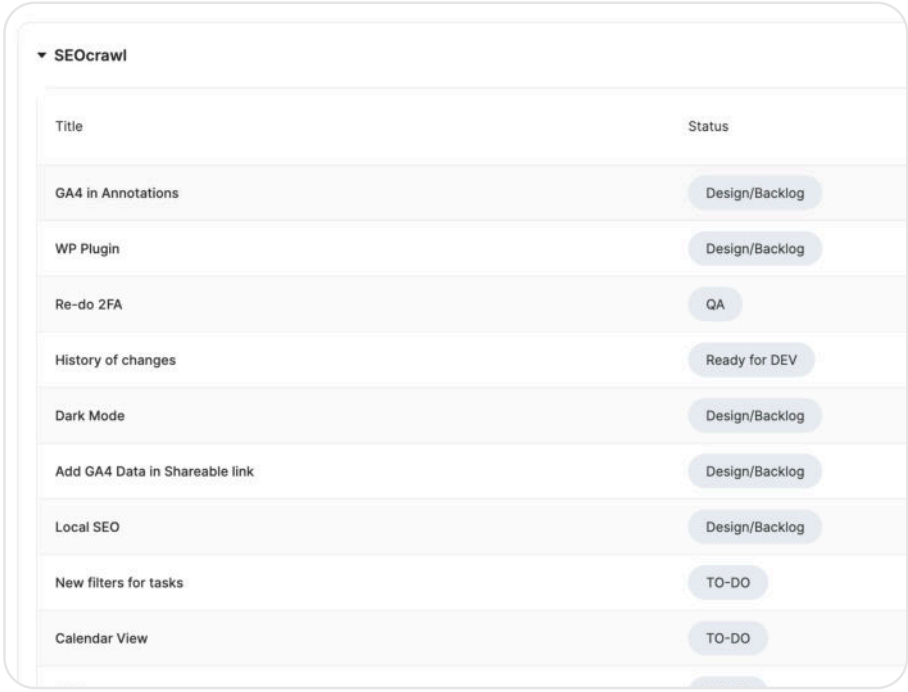
- **Task title:** Short and descriptive (eg.,"H1 home change")
- **Status:** Task status ("to do", "in progress", etc.)
- **Label:** Category (Content, Development, WPO, Technical SEO...)
- **Head:** The person in the team who should receive this task to provide feedback or implement it.
- **Target date:** When we would like this task to be completed.
- **Priority:** This field sorts tasks in Kanban and list view (Low, Basic, Medium, High and Very High).
- **Description:** Add as much detail as possible to make the task useful and clear.
- **Followers:** Team members who should receive e-mail notifications of changes and new developments in the task.
- **Attachments:** PDF, Excel or any other documents
- **Templates:** Helpful for saving types of tasks as templates (e.g., content outlines, keyword research examples).



Option of creating a new task with templates available

As we take part in more projects with more people, the complexity will increase. Luckily, you will have two pages at your disposal to make sure you are always up to date.

1. **My Tasks:** This page will contain all your tasks from all the projects you are involved in.



List of "My Tasks" classified by project

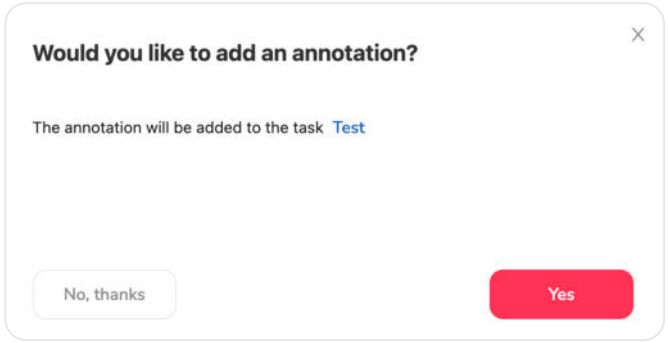
2. **Tasks - Organization:** This page displays the tasks of any coworkers, clients... essentially, the workloads of any person in the team.

3.4) Details and Follow-up

As weeks go by and we start to complete the first tasks, we now want to measure the results of our actions. So, how do we proceed? My recommendation is to organize projects as follows.

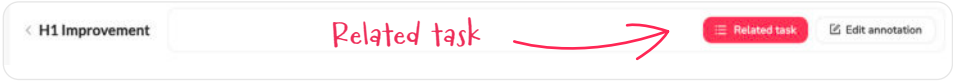
1. **“Done”:** Always have a column for completed tasks, and at the end of each month, after running the SEO report with all the tasks delivered, archive them. This way, you will clean up the main task board, have a record of everything that has been completed and, more importantly, not lose information that you might need later. **The Archive** folder will always be available.

2. **Annotations:** Every time you complete a task and move it to “done”, you should add an annotation. In this way, not only will you know when the change was made, but the system will automatically tell you if it has been successful or not.



The system will always remind us to add an annotation

Thus, every time you check the results of a task in the Annotations Dashboard, you can see which task they refer to.



TASKS

- [ ] 45. Invite your team/clients to work with you
- [ ] 46. Create the main project tasks and category columns (in progress, QA., etc.).
- [ ] 47. Divide the tasks appropriately between the “Backlog” and the “Dashboard” to improve prioritization.
- [ ] 48. Add as much detail as possible to the tasks you document in order to facilitate their implementation.
- [ ] 49. Create a couple of templates to automate processes.
- [ ] 50. Review the “My Tasks” and “Organization” pages.
- [ ] 51. File all completed tasks and add an annotation for every change.

4. Automations

seocrawl

You might be thinking “this is all manual and I have to log in and look at it.” Correct, because the idea is to answer all your questions in a matter of seconds: how branded vs non-branded performs, where can you improve traffic and visibility, etc.

However, the key to SEOcrawl really lies in the **automation system.** A 24/7 system that does not stop working so that you and your team don’t miss anything, and no one has to keep checking whether something on the web is working or not.

4.1) Annotations

Undoubtedly, **the annotation system** is SEOCrawl´s number one feature and what will radically change your SEO project management.

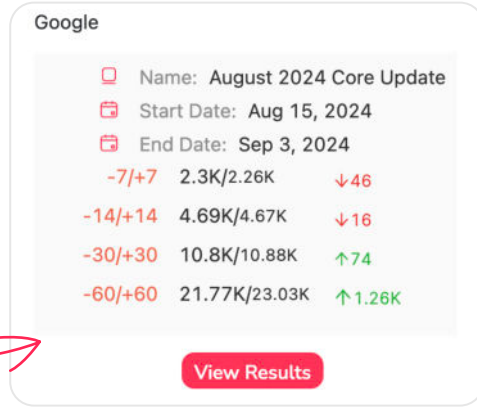
Currently, there are two major groups of annotations:

- **Google Core Updates** (Google algorithm updates)
- **Custom Changes** (manual changes that we implement on the web).

In the case of Google’s algorithm updates, the process is really simple, as you will automatically see the start and end date of the Core Updates and how they have impacted your results, without needing to do anything.

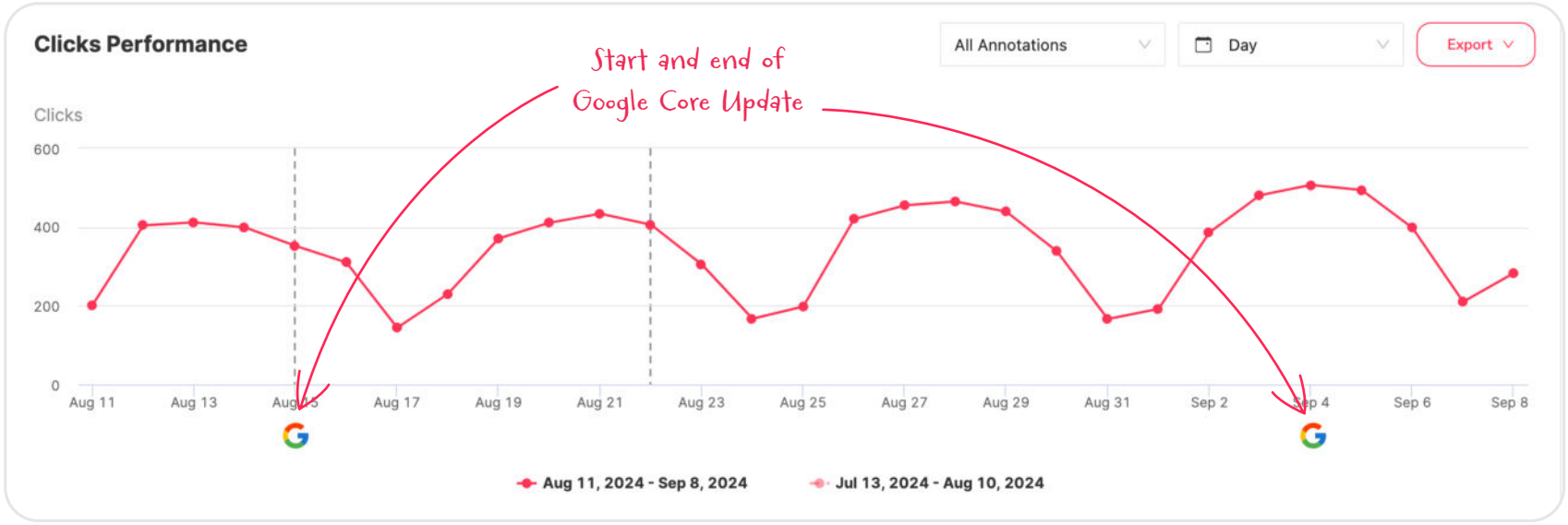


Performance graph with Google Core Update added in the key



Preliminary results of the August 2024 Core Update

The overview graph shows every detail as to **when the Google Core Update started and ended.**



Not only will the graph show you the impact of the update on your results, but you will also automatically receive these results every 7, 14, 30 and 60 days.

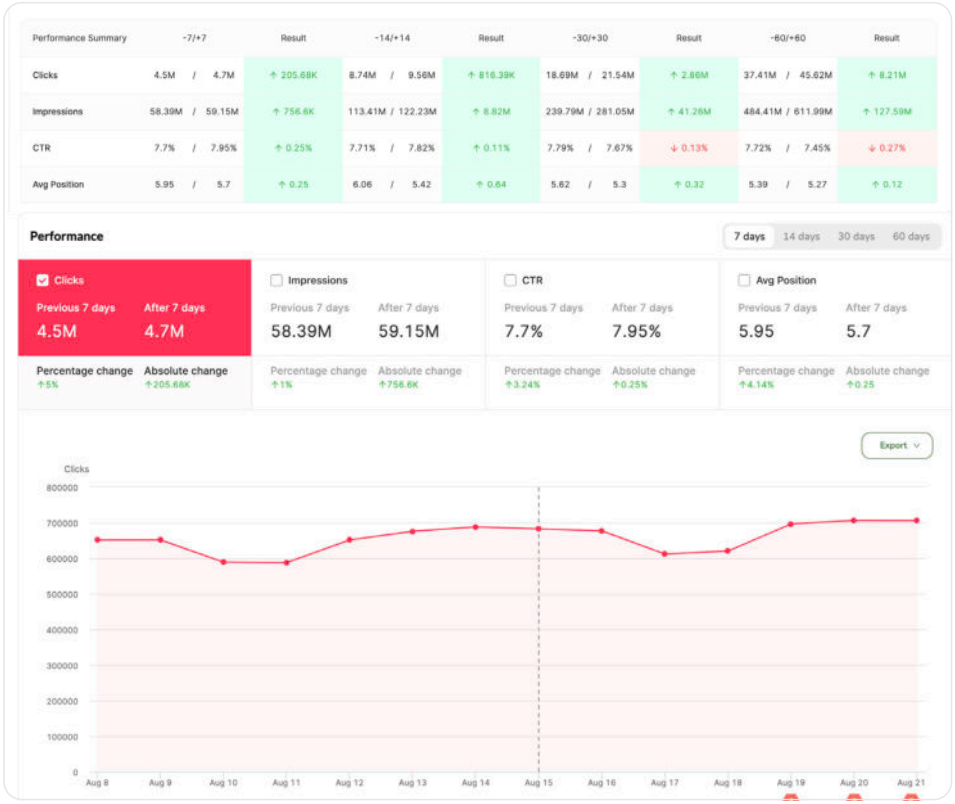
Annotation results report after 7 days

Note	Project	Clicks	Impressions	CTR	Avg Position	
August 2024 Core Update (start)	chess.com	↑ 205.7K	↑ 756.6K	↑ 0.25%	↑ 0.24	View
August 2024 Core Update (start)	seocrawl.com	↓ 46	↑ 5.7K	↓ 0.05%	↓ 0.61	View

Impact that the Google Core Update has had on Chess.com and SEOcrawl automated in our email

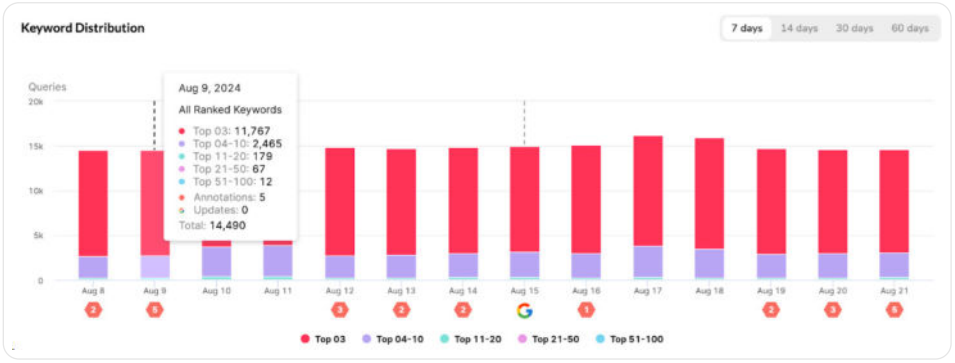
However, general metrics often do not give us all the details we need.

For further details, go to **annotation**. It will show you every detail (general metrics, impact on keywords, URLs, countries, devices and much more).



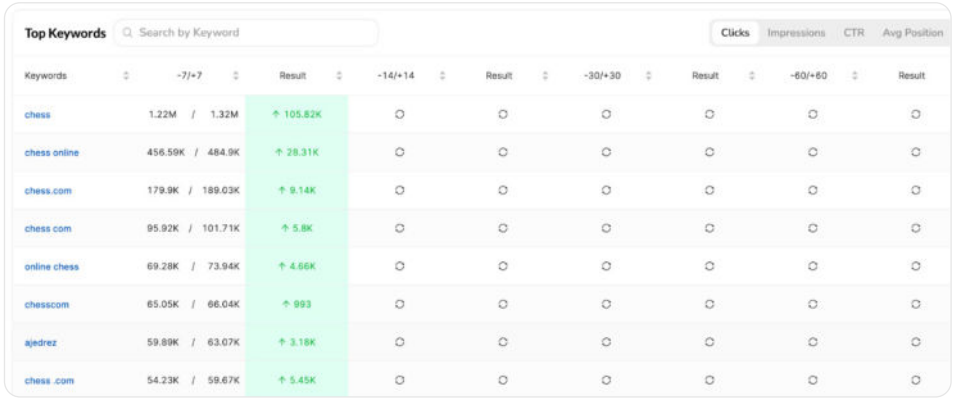
Detailed view of the results of the impact of the Core Update

If you continue exploring, you will find the **distribution of keywords** in each group of positions, and more importantly, how it has fluctuated after a core update. One of the most recurrent issues is that the average position suddenly changes, leading to significant fluctuations.



Development of keyword distribution by position

For more details, you can simply check the table below to find out about the impact of each of these keywords, URLs, countries and devices.



Keywords with the highest impact on traffic

Urls

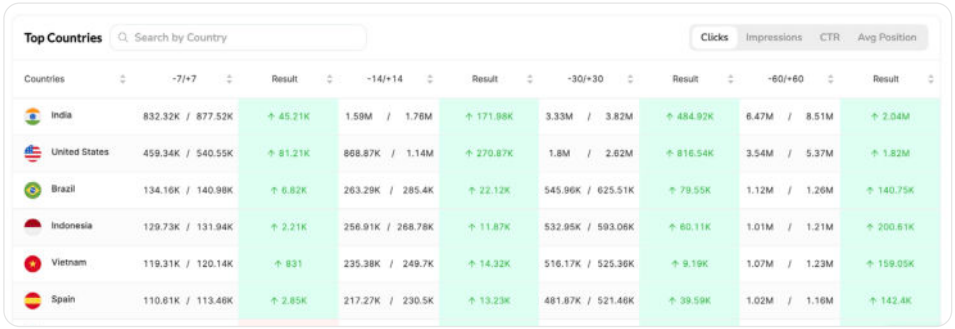
Top URLs Search by URL

Clicks | Impressions | CTR | Avg Position

URLs	-7/+7	Result	-14/+14	Result	-30/+30	Result	-60/+60	Result
/	1.56M / 1.69M	↑ 133.38K	3.02M / 3.45M	↑ 434.37K	6.39M / 7.69M	↑ 1.3M	12.63M / 16.31M	↑ 3.68M
/es	221.94K / 229.07K	↑ 7.12K	429.71K / 462.06K	↑ 32.35K	933.25K / 1.03M	↑ 100.83K	1.93M / 2.11M	↑ 179.45K
/play	155.35K / 166.12K	↑ 10.76K	300.77K / 334.95K	↑ 34.18K	629.54K / 716.04K	↑ 86.5K	1.26M / 1.47M	↑ 215.1K
/play/computer	147.26K / 156.14K	↑ 8.88K	288.86K / 316.8K	↑ 27.93K	631.03K / 708.75K	↑ 77.72K	1.27M / 1.47M	↑ 199.66K

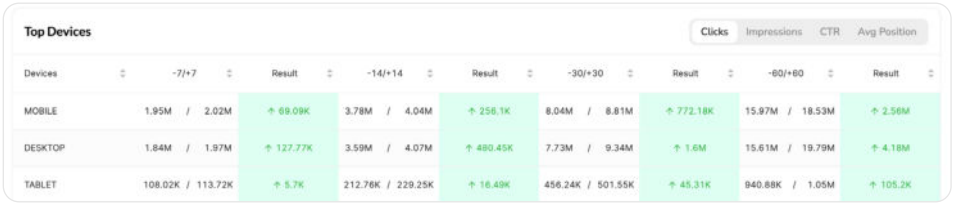
URLs that were affected the most by the update.

Countries



Impact of the update in the main countries.

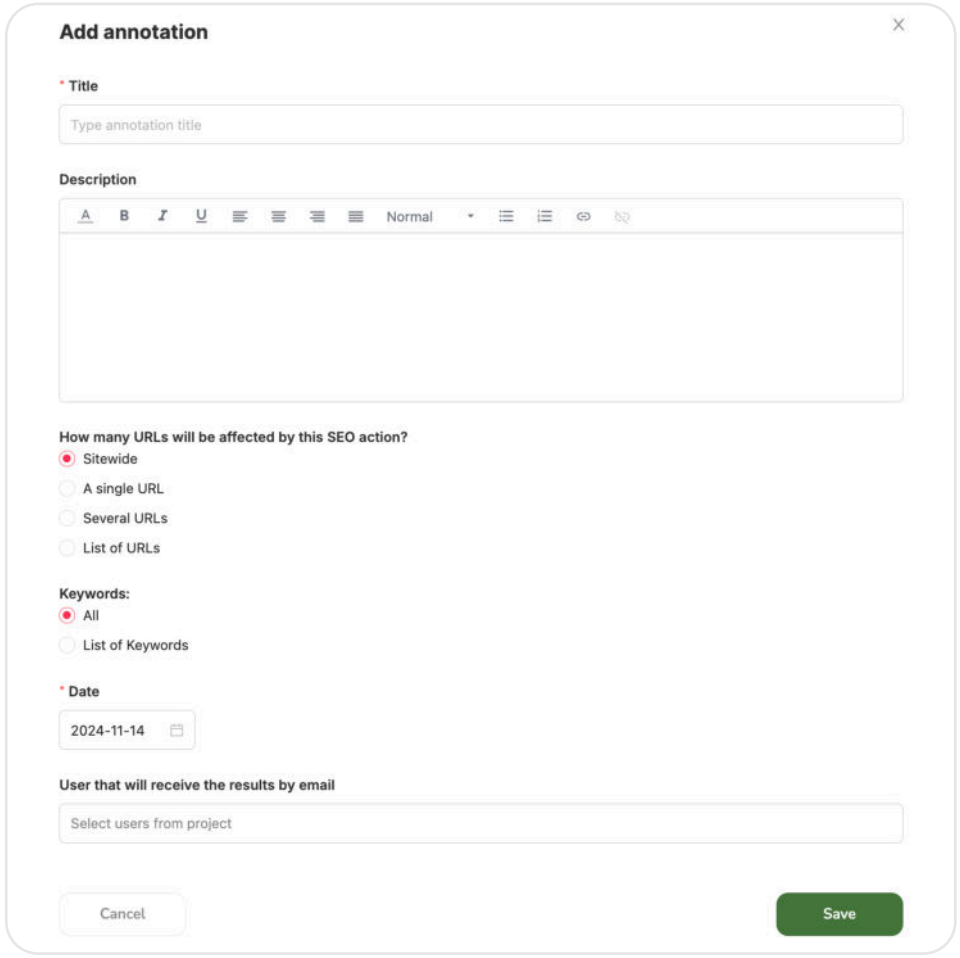
Devices



Impact of the update on the three groups of devices.

However, real value lies in **custom annotations,** which allow us to measure all the changes we make to our website—from the smallest ones, such as a SEO title, to the biggest, such a as a new website hierarchy or a new internal linking system.

Doing this is very simple! Go to the Annotations page and choose **“Add Annotation”.** IMPORTANT INFO



System to create a personalized annotation with all the details

- **Title:** Add a descriptive title to the change, so you can identify the record of what you have done. E.g., “SEO title change”.

- **Description:** The SEO title was “X” and now it is “Y”.

- **What part of the website has been affected?**
  A. **Entire web** (migrations, http vs https...)
  B. **A single URL** (optimization of an article/landing page)
  C. **Multiple URLs** (contains /blog, /shop or any other pattern)
  D. **List of URLs** (with an option to paste the URLs if you wish)

- **Keywords**: Choose whether you want to measure only specific keywords or all. My recommendation is to always leave it on “all”.

- **Date**: When the improvement was implemented.

- **Users**: Team that will receive the results by email after 7, 14, 30 and 60 days.

What actions can we measure in the annotation system?

Now that we have learned about the system in detail, let's take an in-depth look at what types of changes can be tested and measured automatically.

1. New SEO Title

If the current title is too short, too long, or does not include the main keyword at the beginning, this experiment will be great to check if the URL traffic improves. Additionally, if we want to do this for multiple pages within the same category (as in the case of stores), we can create an A/B test by applying the new title to 50% of the URLs while leaving the original title for the other 50%. This will allow us to determine the winning variant.

2. New Header Structure

Good organization and hierarchy of headings can not only help improve rankings, but also improve the user's reading and comprehension.

3. URL Changes or Redirects (Individual or Massive)

How can we find out if we have gained or lost traffic after a redirect? It's very simple! By loading the old and new URLs into the annotation, the system will add up the traffic, and we can check whether it has improved or worsened.

4. New Content

Every time we publish an article, we should add it as an annotation to monitor the metrics it achieves, and more importantly, to identify which keywords it is starting to rank for.

5. Link Building

If we carry out a Link Building campaign and add this as an annotation, we will be able to see its individual impact on the average position of the keywords used as "anchor text". With this, we can more or less check if the campaign has been successful.

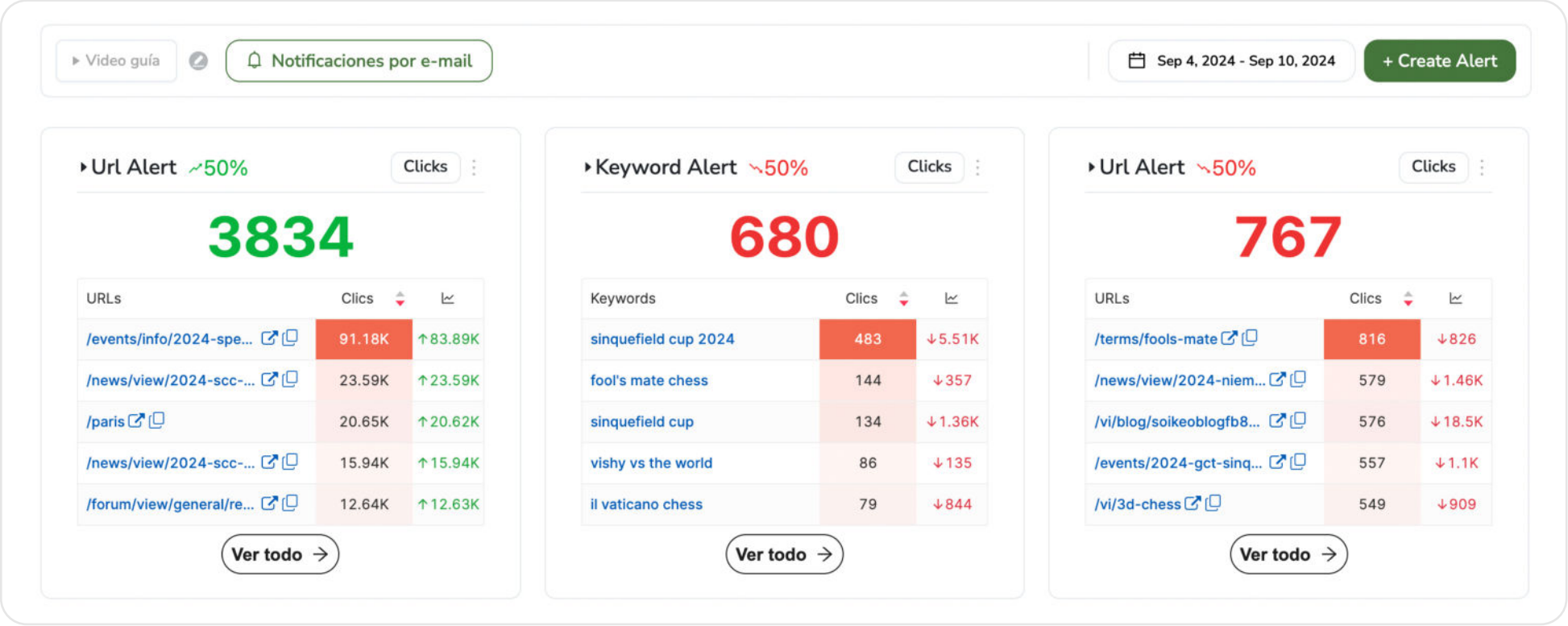
TASKS

- [ ] 52. Review the Core Updates that have been made and the effect they have had to figure out which area of your website needs more attention (links, spam, content, etc.).
- [ ] 53. Add an annotation for each change you make to your website.
- [ ] 54. Carry out a weekly review of all the actions you are implementing to find out which actions have the best return in terms of effort, time spent and results.

4.2) Alerts

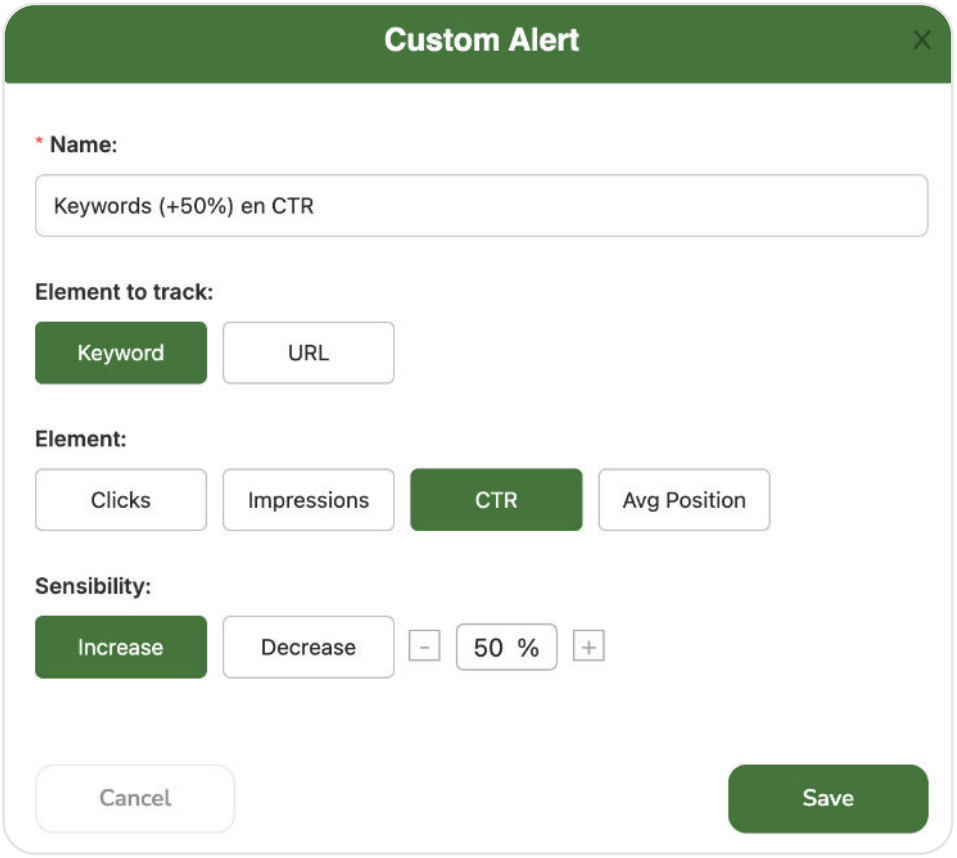
For the past 10 years, I have always tried to have a proactive attitude towards projects—whether its technical monitoring, results tracking, etc. However, there have been times where I have missed issues that have led to a drop in a website´s traffic, as it is impossible to keep up with everything.
If we notice the drop from the start, we can step in quickly to identify the reasons and find a solution. But... **What happens if we discover it two weeks later?** By then, Google may well have chosen better results, making it very difficult for us to regain the rankings and traffic that we worked so hard to achieve.

To prevent this from happening again, the "**Alerts**" system is at our disposal.

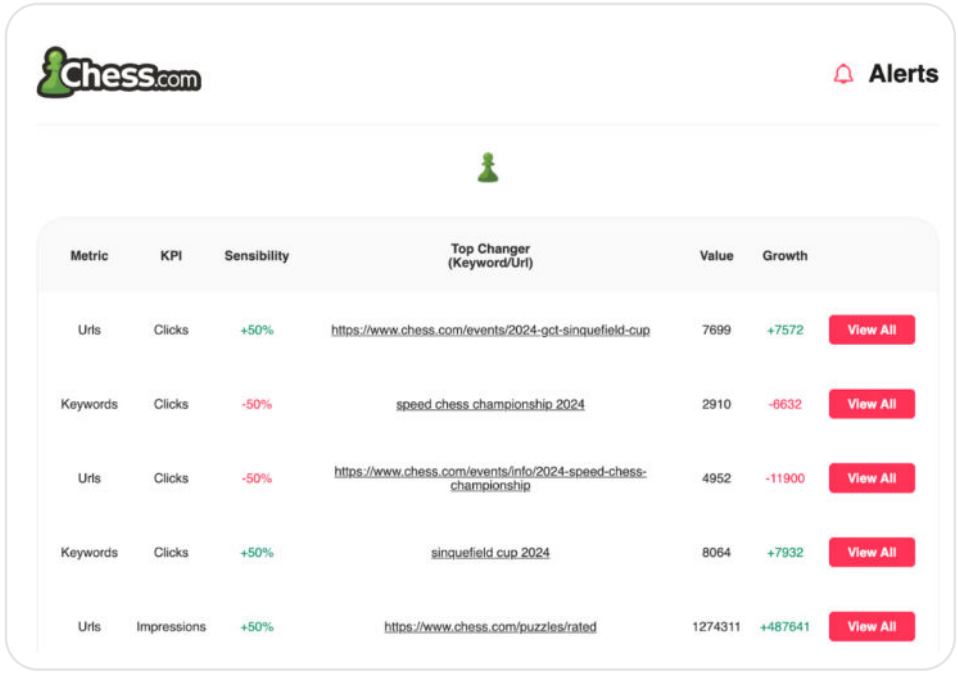


Automated alerts system for keywords and URLs

By default, it will show us all the keywords and URLs that are suffering a significant growth or drop (50%), and allow us to create **our own alerts** (by keywords or URL) in the main metrics (clicks, impressions, CTR, and average position). We can automate these alerts so that we receive them by email at our desired frequency (daily, every 3 days, weekly or monthly).

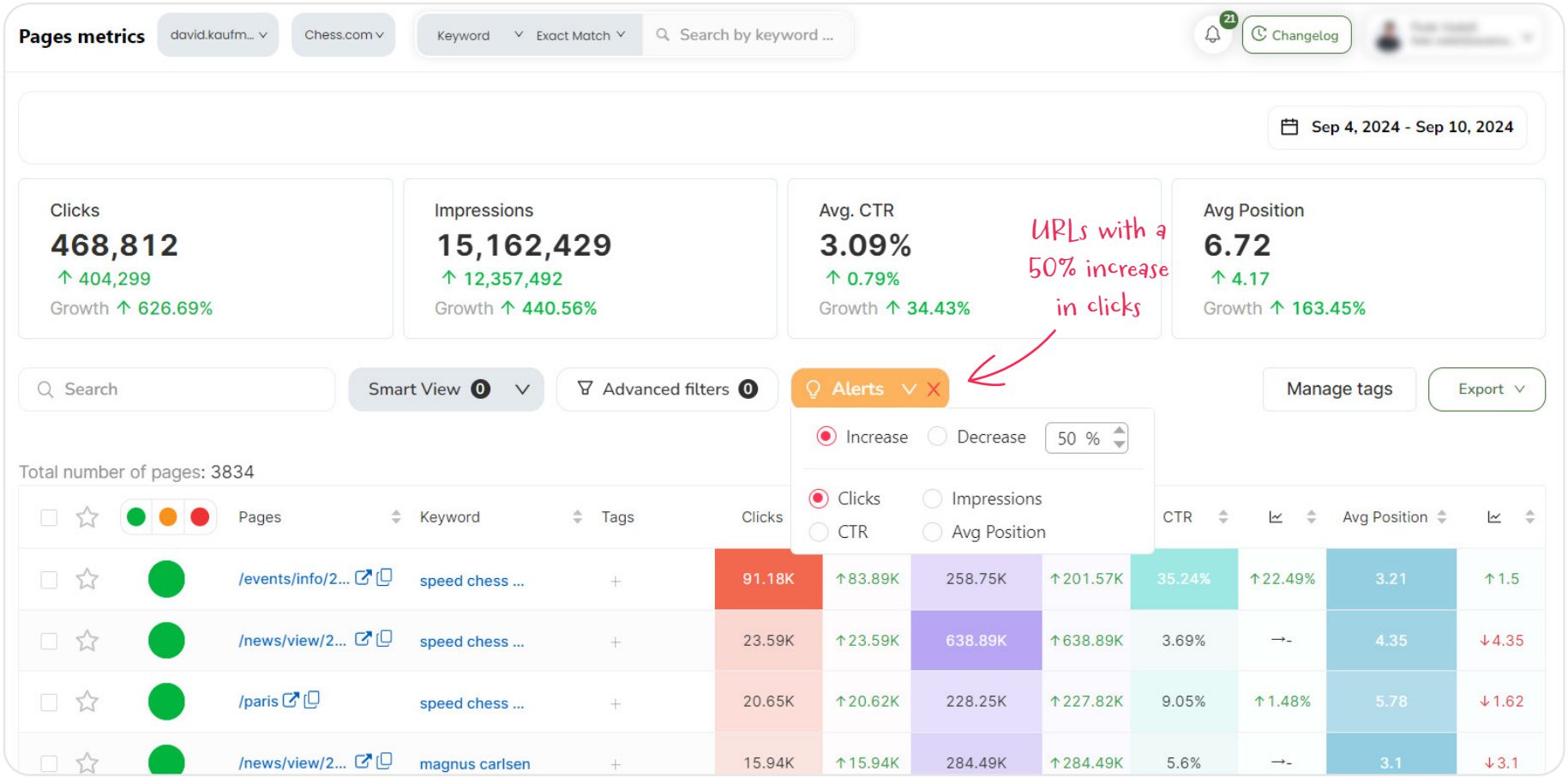


Creation of a personalized alert of 50% growth in keyword CTR



Email with all the alerts by keyword and by URL in Chess.com.

Additionally, if we click on “View all” in each alert line, it will take us to the Rank Tracker and those keywords or URLs will be automatically filtered for us to analyze them in depth.



Rank Tracker of URLs in filtered view for the URLs that have had a 50% increase in clicks

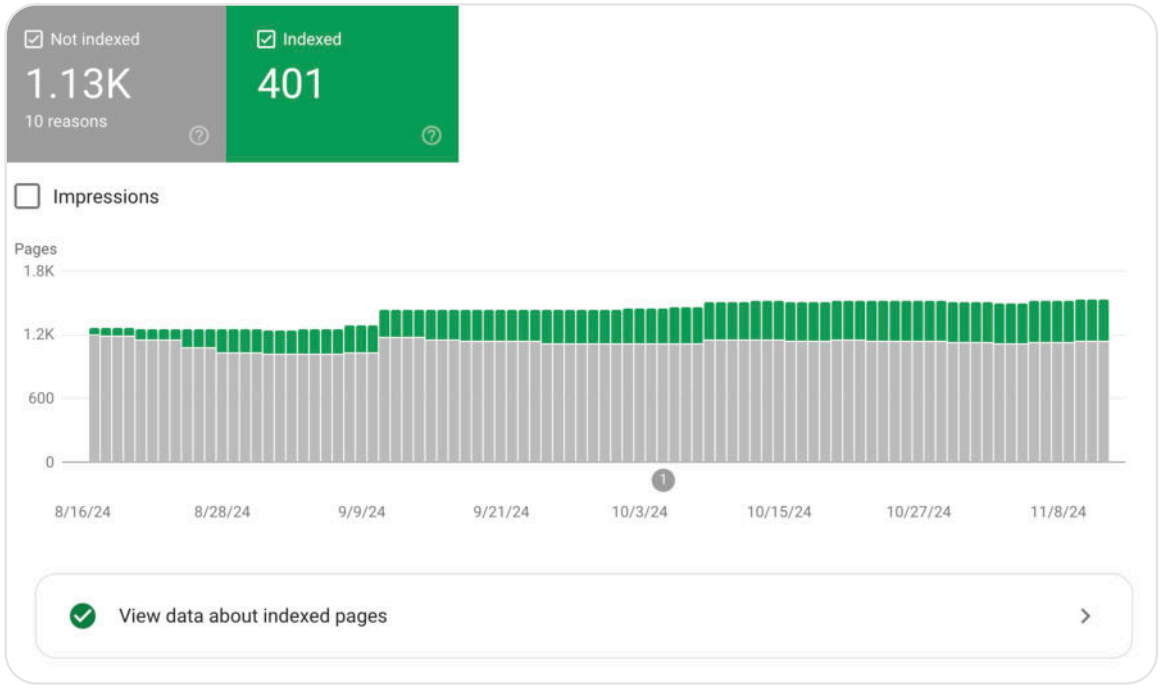
TASKS

- [ ] 55. Review the 4 alerts created by default (+- 50% in keywords and URLs).
- [ ] 55. Create your own alerts based on your needs.
- [ ] 55. Define the frequency at which you would like to receive these email alerts.

4.3) Indexing

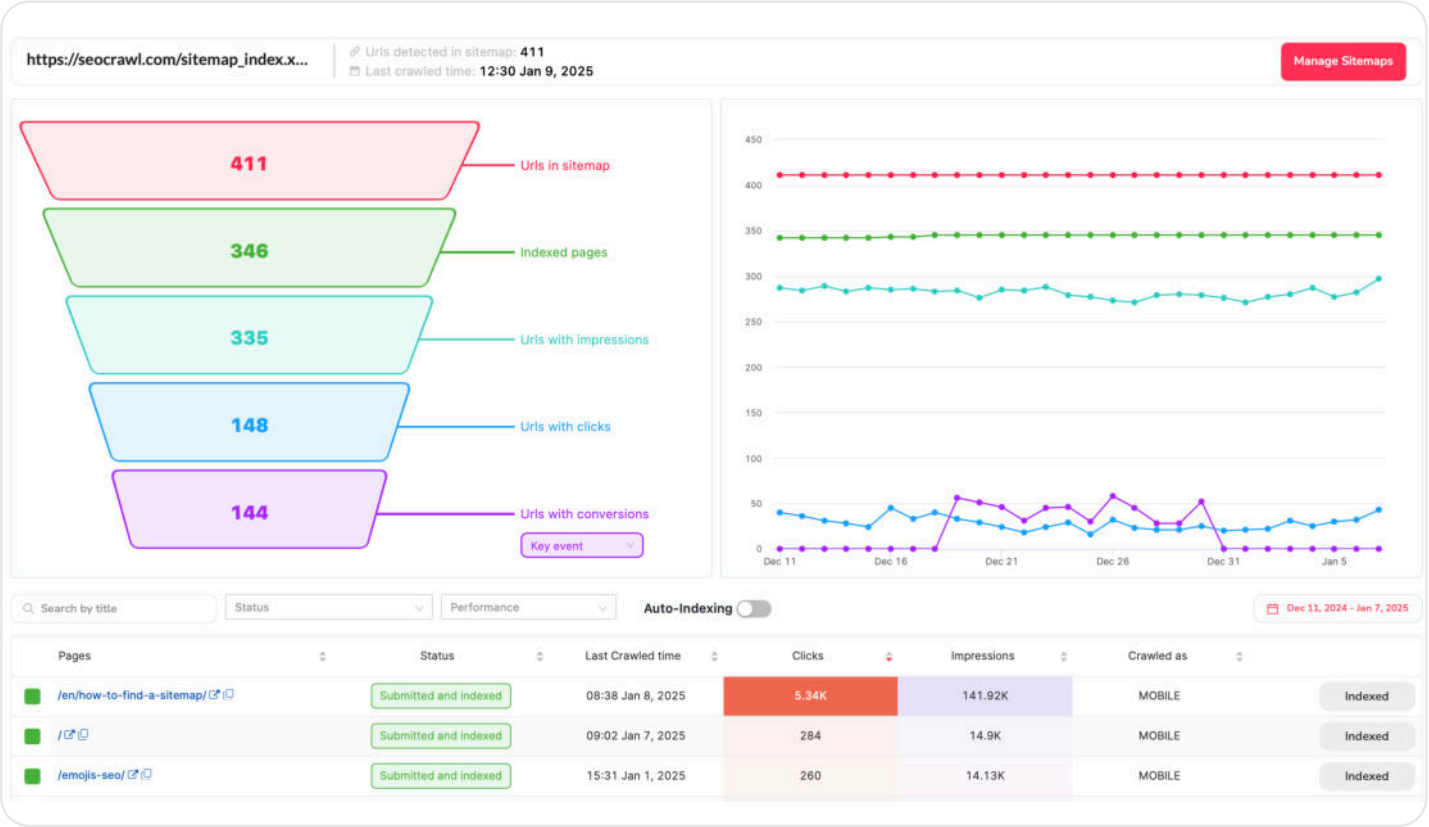
We work very hard to position our website, our company's website or our client's. However, despite our efforts, Google does not always reward this work. Furthermore, if after a hard climb to reach the summit, and secure a spot in the top 3, we know that any mistake can suddenly push us down to page 20.

Currently, the process of monitoring the indexing of a website is done in the "Indexing" section of Search Console.



Indexing tool on Google Search Console

However, it is quite a cumbersome procedure, as it requires checking each report one by one to find the insights and affected URLs. That is why we created the Indexing report, which allows us to quickly and easily see the indexing status of each URL, the percentage of indexed pages relative to the total and, most importantly, to force the indexing of all URLs that should be indexed and are not, especially the most recent ones.



SEOcrawl indexing analysis and forcing system

TASKS

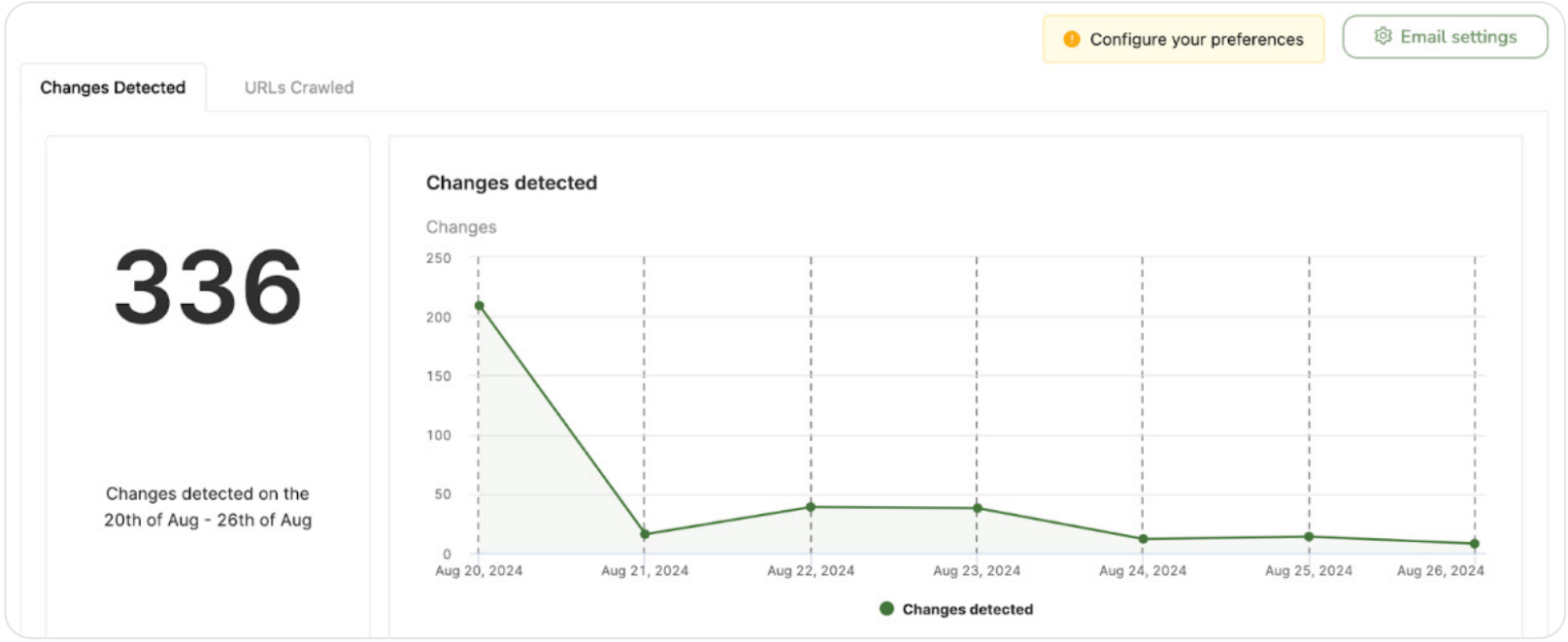
- [ ] 58. Configure the sitemap so that the indexing system can read all the URLs of the web.
- [ ] 59. Configure the “service account” so that SEOcrawl can read the indexing status and send the unindexed URLs.

Indexing may seem quite straightforward with sitemaps, robots.txt, hreflang... but there are very complex issues such as javascript rendering or IP redirects (for the web to send the user to their language), which if not implemented well, can destroy the entire indexing and traffic of a website.

4.4) SEO Monitor

As with the alert monitor, a change in the code can often go completely unnoticed and create a very serious problem. Who hasn't experienced this?

A top URL suddenly becomes a 404, a SEO title breaks and some default information appears in its place, the Tag Manager or Analytics code is lost.... These issues are often discovered—a few days or weeks after they occur—in the following periodic crawl. To prevent this from happening and to implement a proactive methodology that does not rely on "waiting", we should use **the SEO Code Monitor, which will monitor our website 24/7 and will report any differences in the code it detects.**



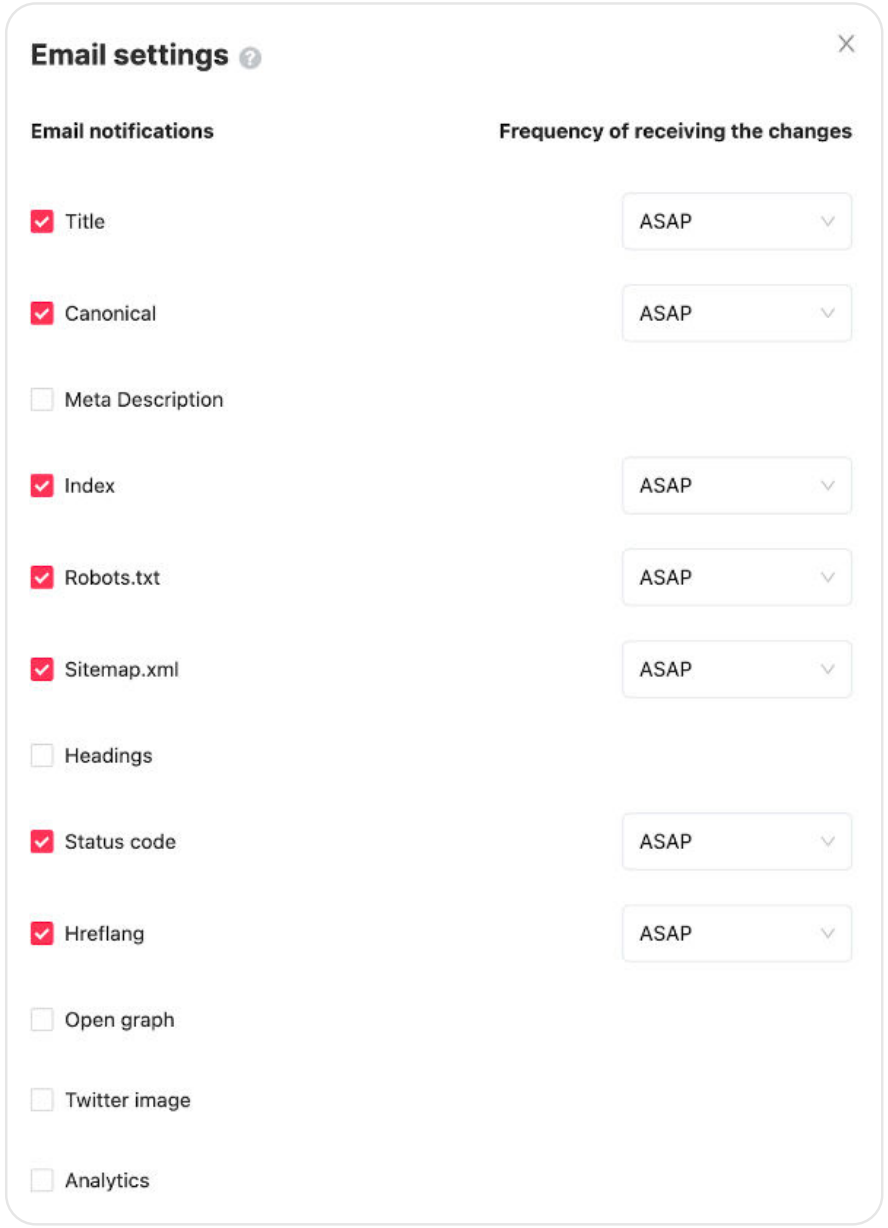
Number of changes detected by the SEO Monitor.

We will not only be able to see all the changes that have been detected, sorted by type, but also the URLs where the changes have been found. This way, we can decide if they are expected, planned changes or if they should not be happening and require a solution ASAP.

One of the most important things about this system is that it is 100% customizable, both in terms of monitoring URLs and analyzing parameters. You simply need to follow the onboarding guide.

The first thing it will ask you is whether you want to monitor the top URLs by organic traffic or use a manual listing. Usually, the “Best URLs” option works well, but there may be cases where we only want to monitor a series of manually selected URLs.

Here you can define the parameters to be monitored and set the notification frequency (ASAP, daily, weekly or monthly).

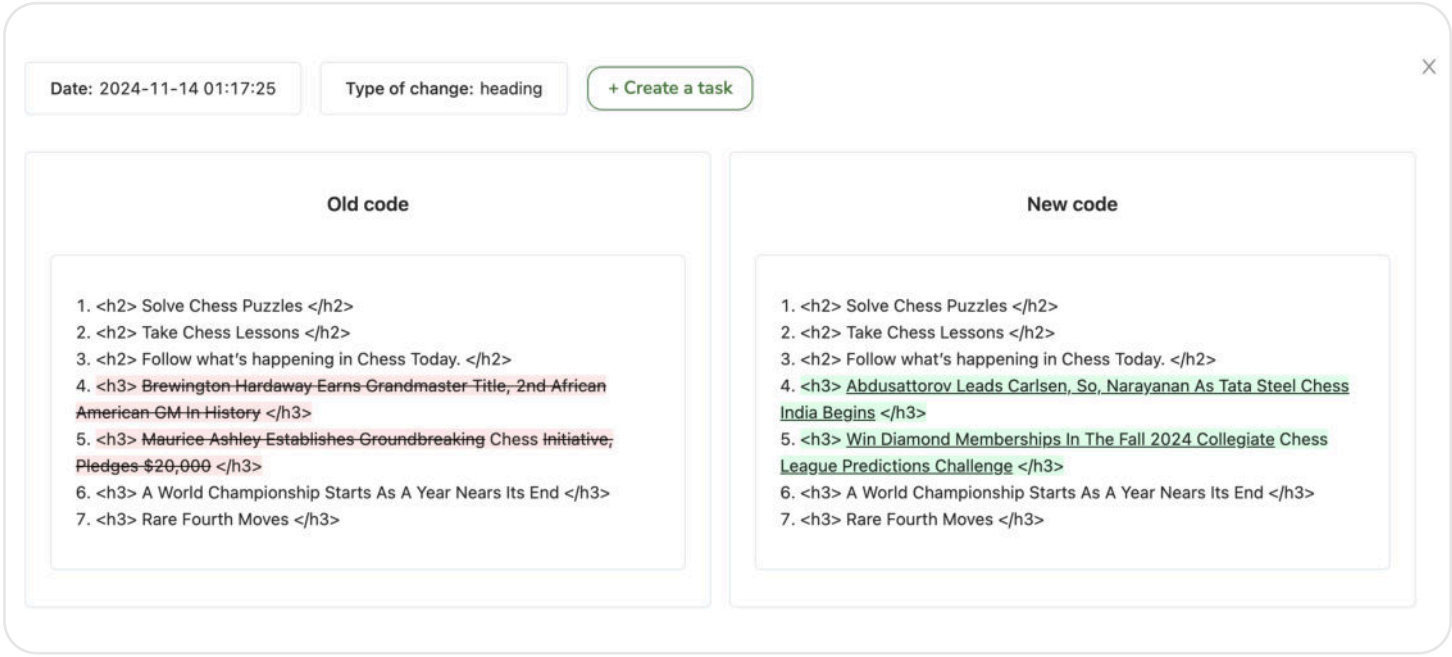


Available parameters for analysis and monitoring in the SEO Monitor.

As you can see, it offers comprehensive monitoring and will show us any differences in:

- Title
- Canonical
- Metadescription
- Indexing status
- Robots.txt
- Sitemap.xml
- Headings
- Status Code (200, 3xx, 4xx, 5xx)
- Hreflang
- Social networks preview
- Google Analytics
- Tag Manager

Once everything is configured, the monitor will start working and will notify us of any changes in the code as follows:



Changes detected by the SEO monitor with code comparison and lines modified, deleted or added

TASKS

- [ ] 60. Select the URLS you wish to monitor (top for organic traffic or manually)
- [ ] 61. Define the monitoring parameters and how often you would like to receive alerts.
- [ ] 62. Analyze whether the changes we see are as expected or may be occurring due to an error.

4.5) Link Monitor

With each of these steps, we are strengthening our strategy and our reporting. However, there is one area that we have not yet tackled: **authority and link building.** Although Google keeps telling us that links are not important and are not taken into account, we all know they remain a fundamental factor for improving rankings and organic traffic for almost any website.

Nowadays, many tools, agencies, and media offer these campaigns but we often come across a crucial aspect that is often overlooked.

The process is as follows:

- Define your budget for link building
- Establish the minimum metrics for the media to meet
- Carry out manual outreach or use any Link Building tool
- Buy the articles or links and manage their publishing
- Measure the impact of these links have on your authority
- Then what?

Often, after X number of months or years, media outlets clean up their links, delete them or change them to nofollow, creating a loss of money and authority for the buyer.

Monitoring this manually is quite time-consuming. Fortunately, SEOcrawl provides a quick and easy way to do this.

1. Go to the Link Monitor
2. Download the Excel file to perform a bulk upload
3. Paste all the links where you have published articles and specify where they link to on your website
4. And that's it!



Example of the Excel file for uploading links in bulk.

SEOcrawl will automatically identify what type of link it is (follow, nofollow, sponsored...) and detect the anchor text. If the links are removed or modified in the future, you will receive an email so that you can act accordingly.

TASKS

- [ ] 63. Add all the Link Building and PR campaigns you have carried out so that they are automatically monitored.

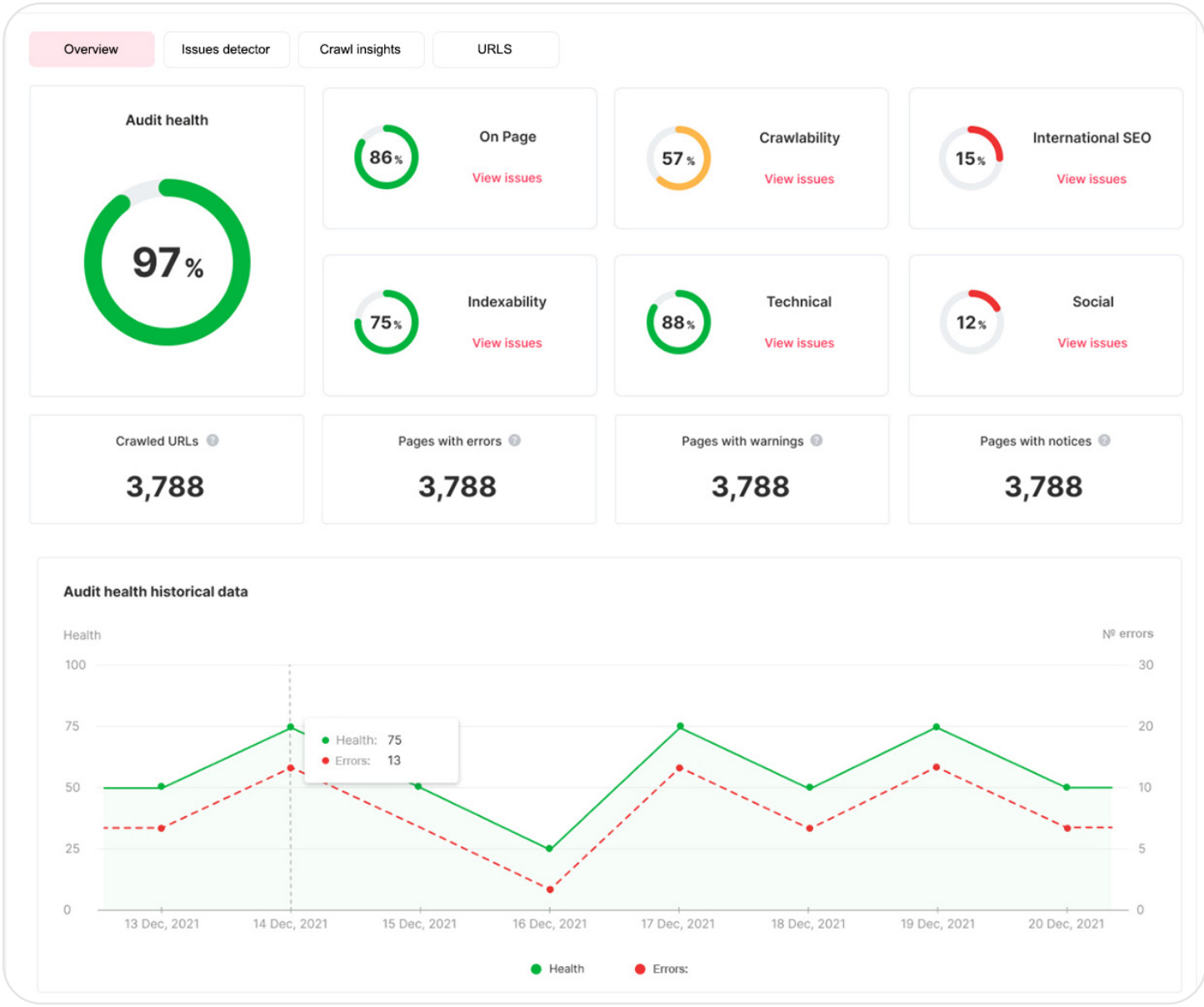
4.6) Full Crawler BETA

Many of the previous reports show us each URL´s health analysis, however, checking each URL one by one to see the Insights sometimes takes time.

The Health Dashboard provides insights for all URLs on our website, and more importantly, the health status and all necessary technical improvements in a powerful and visual way.

TASKS

- [ ] 64. Review the website´s health in each category and delve into the main errors in order to improve Google's ability to understand your web and user experience.



Web health dashboard with classification by categories and insights

5. SEO Reports

seocrawl

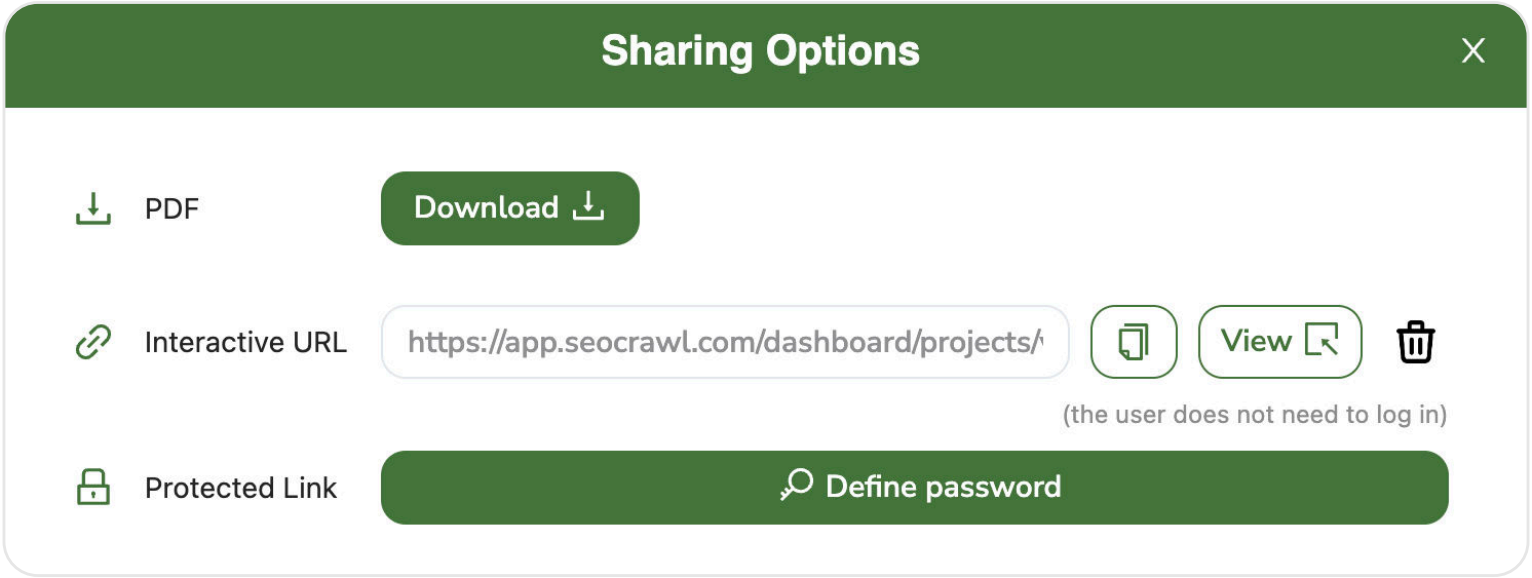
The crowning moment is here! We have created our dashboard, prepared the automations and implemented all the main tasks along with the client. The end of the month is approaching, and we have to prepare the **SEO report.** Normally, this is a very time-consuming task, and we don't always manage to achieve the desired structure and results, making the process inefficient.

There are several options to solve this problem:

1. **Create a user for your client** in SEOcrawl from the "Team" tab and give them access as a "Reader", allowing them to see everything, but not modify your work.

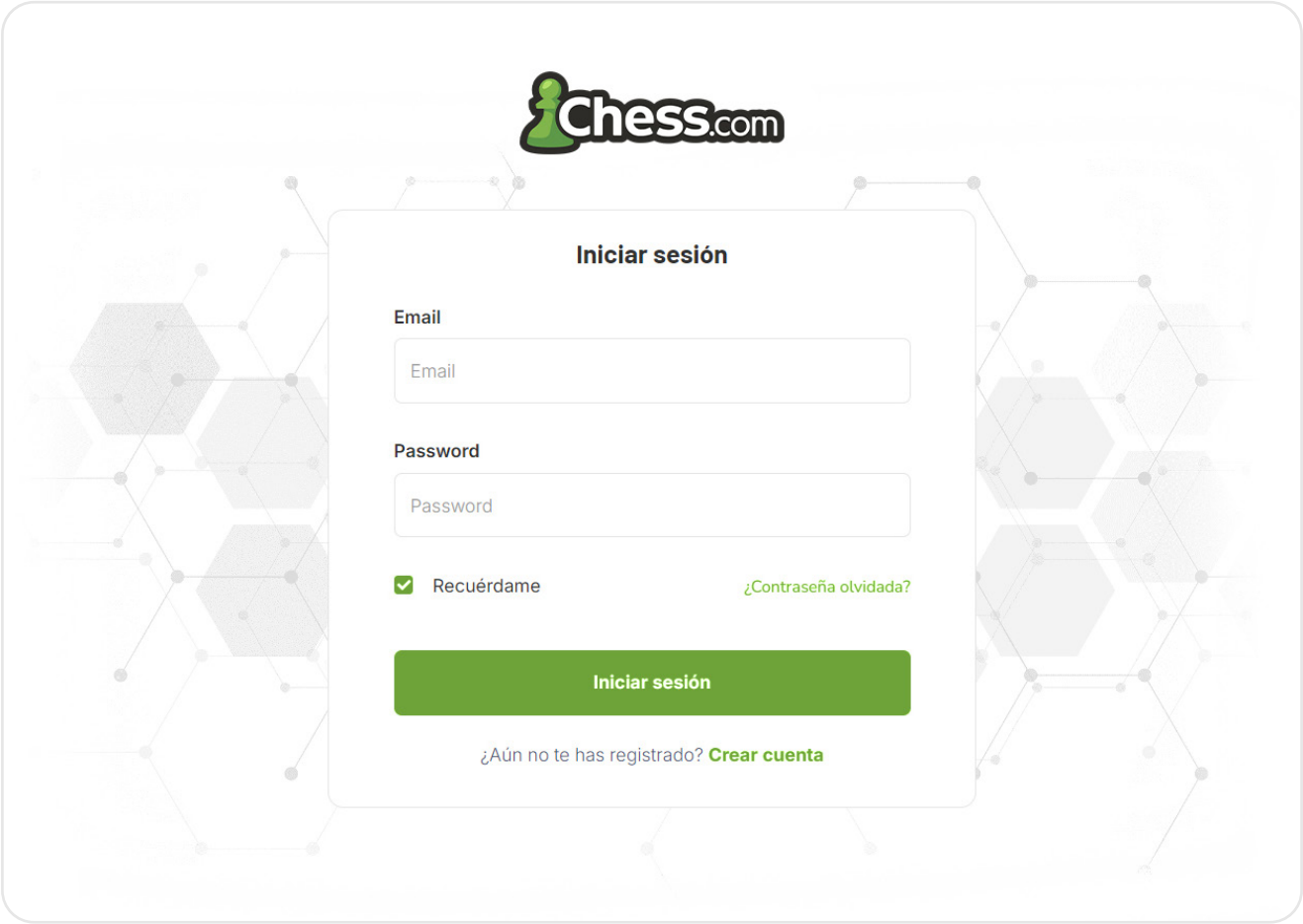
2. **Export the initial Dashboard as a PDF** and share this file via email or messaging app (Slack, Teams...).

3. **Export the initial Dashboard with an interactive link** that can also be password protected, so the client only sees that Dashboard.



View of the different options for sharing the SEO Dashboard

4. **Perform the CNAME integration** to create seo.yourdomain.com and give the client access, allowing them to see all the data with your branding and own domain.

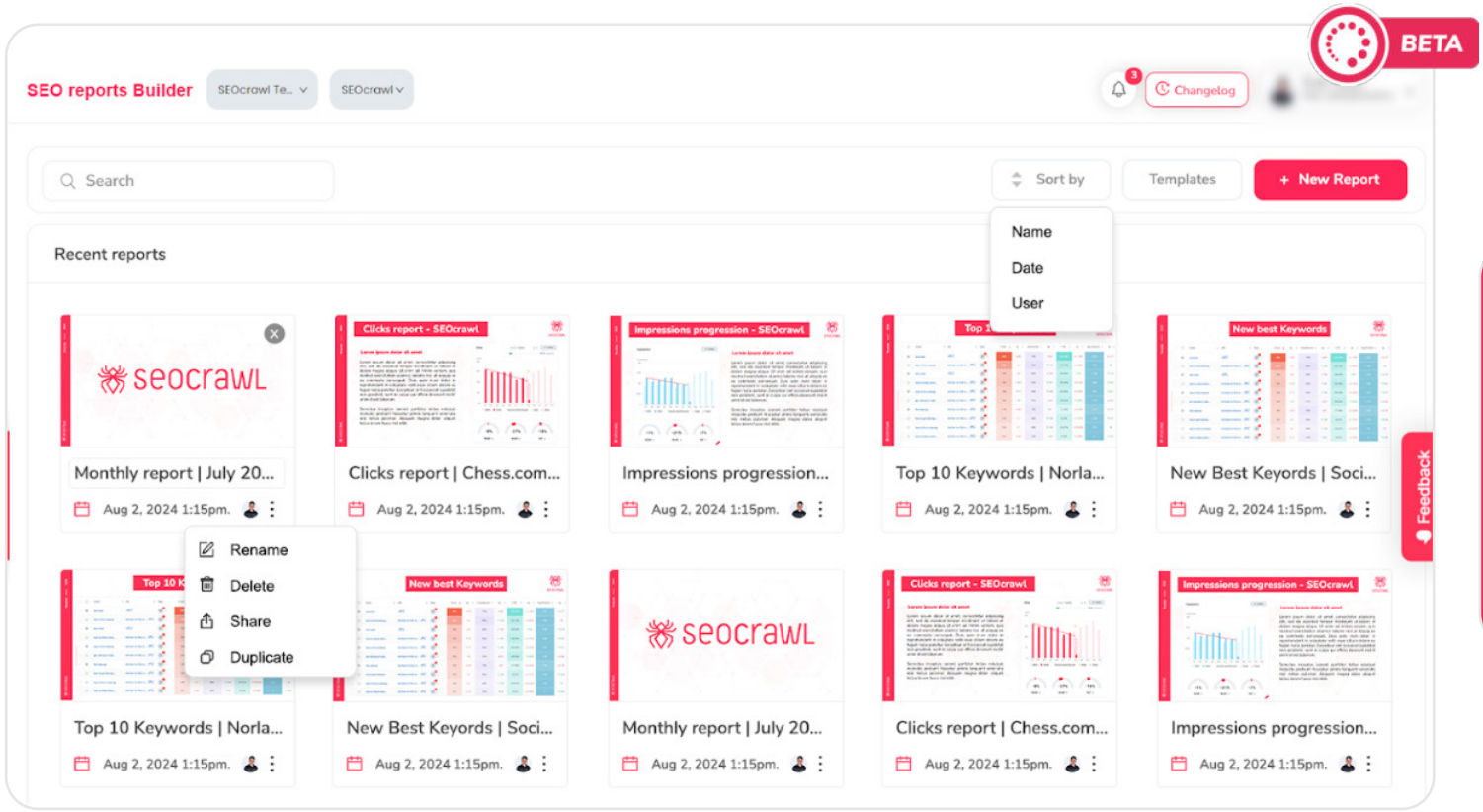


Example of CNAME integration (own domain) for Chess.com.

5. **Record a screen-sharing video** (with any tool) to explain everything in depth, from the Dashboard SEO to the tasks section or any specific area.

All these options are 100% viable and as we have already done a great job structuring dashboards, smart filtering keywords... it will be quite easy for us to prepare or record the report.

However, as you know, the whole book is focused on being efficient and automating our work as much as possible. That´s why we wanted to go a step further and create **the future reporting.** What does it mean? **Can you imagine only having to create a SEO report once and having it automatically generated each time? Or being able to use a template and simply add our insights and comments?**



View of the SEO report automator with all available templates

TASKS

- [ ] 65. Create or reuse a template to create your SEO report and automate it so that it is generated every month.

Amazing, isn't it? In just one click, we can create the best SEO report we need, and in another click, it will be generated automatically every month.

6. Checklist and Certification

seocrawl

Congratulations!

You've given it your all in every part of the book! It is now time to review every concept, so that you don't forget anything. Below, you will find the most important elements of each chapter and the page they refer to. Open your project in SEOcrawl, grab a pen and check each step off the checklist as you complete them to make sure you don't miss anything!

INITIAL CONFIGURATION

- [ ] 0. Create a free SEOcrawl account.

FIRST STEPS

- [ ] 1. Register your project on Search Console or add it on SEOcrawl if we already have it in GSC.

SEO DASHBOARD

- [ ] 2. Check whether the project is seasonal and whether it has dropped or grown significantly in recent months.
- [ ] 3. Define a monthly organic traffic target both in terms of motivation and results.
- [ ] 4. Review traffic projection for the current month.
- [ ] 5. Customize the widgets you need according to the characteristics of the project.
- [ ] 6. Take a look at traffic distribution by country and the performance data for a specific country.
- [ ] 7. Review the traffic distribution by device type.

PERFORMANCE

- [ ] 8. Check for Google Core Updates and their impact.
- [ ] 9. At the end of each week/month, review all the tasks that have been implemented, and more importantly, the impact of each one in order to understand the effort-results ratio

KEYWORD AND URL VIEW

- [ ] 10. Check the URL that grew the most and the one that dropped the most.
- [ ] 11. Check the keyword that grew the most and the one that dropped the most
- [ ] 12. Look at for a keyword's seasonality and its market share.
- [ ] 13. Review the URL's health and figure out how it can be optimized based on the technical suggestions and the keyword heat map.

TOP CHANGES

- [ ] 14. Ensure that you are gaining more traffic than you are losing for the top 5 keywords and URLs, to guarantee the growth of the project.
- [ ] 15. Promote all the keywords and URLs that are gaining a lot of impressions.
- [ ] 16. Check whether any urgent actions are needed regarding keywords and URLs that are losing clicks.

BRANDED VS NON-BRANDED

- [ ] 17. Go to the Keyword Rank Tracker, "Search Intent" - Configure" and add your brand name to classify Branded vs Non-Branded.
- [ ] 18. Once configured, review the temporal development of the main metrics on the dedicated "Branded vs nonBranded" page.

TOP LABELS

- [ ] 19. Create the main tags for your business taking into account your verticals.
- [ ] 20. Check the progress of each keyword vertical on the "Top tags" page.

SMART VIEWS

- [ ] 21. Create multiple content Smart Views for the main keywords.
- [ ] 22. Create multiple Smart Views based on performance.

KEYWORD MAP

- [ ] 23. Analyze the development of the project´s main keywords and main tags to see the changes over the past 12 months.

NEW AND LOST KEYWORDS

- [ ] 24. Strengthen the keywords that are gaining impressions with on-page improvements, link-building campaigns, internal linking enhancements, etc.
- [ ] 25. Recover the high-quality keywords that have been lost by improving metadata, internal linking from important pages, etc.

KEYWORD DISTRIBUTION

- [ ] 26. Review the number of keywords you have ranked and more importantly, the distribution for each position. If you notice an improvement or decline in a group, check the lower tabs to see which keywords have been affected.

QUESTIONS

- [ ] 27. Research frequently asked questions to create targeted content and generate recurring evergreen traffic.

CANNIBALIZATIONS

- [ ] 28. Analyze if there are keywords with significant cannibalization of URLs and decide if these keywords are important for the business

SEARCH MAP

- [ ] 29. Identify the main groups of keywords, analyze their search intent and observe what percentage of traffic they represent.
- [ ] 30. Look at different metrics such as “Impressions” and find out if you are capturing most of organic demand or there is still potential for growth.

BLENDED DATA

- [ ] 31. Find out which URLs generate the most organic traffic (clicks).
- [ ] 32. Find out which URLs have the highest traffic potential (impressions).
- [ ] 33. Cross-reference Search Console data with Google Analytics 4 to identify the best URLs in terms of business, usability improvements, and user retention, and to access a much more detailed view of performance.

URL RANK TRACKER

- [ ] 34. Classify the URLs using automatic rules, taking into account the most important groups for your business (language, type of product, page search intent, etc.).
- [ ] 35. Check and monitor your performance on the “Top Tags by URL” page.

SMART URL VIEWS

- [ ] 36. Create Smart Views based on content (a specific sector of the web).
- [ ] 37. Create a Smart View based on performance (clicks, impressions, CTR or average position).

URL MAP

- [ ] 38. Review the development of traffic and the visibility of URLs over the past 12 months to check for seasonality or trends.

TOP FOLDERS

- [ ] 39. Check http vs https configuration
- [ ] 40. Review the www vs. non-www configuration.
- [ ] 41. Asses the main languages and folders of the web.
- [ ] 42. Check which folders grew the most and the least.

OPPORTUNITIES

- [ ] 43. Identify the top 3 keywords with the highest growth potential and create a plan for them.
- [ ] 44. Identify the top 3 URLs with the greatest growth potential and create a plan for them.

TASK MANAGEMENT

- [ ] 45. Invite your team/clients to work with you
- [ ] 46. Create the main project tasks and category columns (in progress, QA., etc.).
- [ ] 47. Divide the tasks appropriately between the “Backlog” and the “Dashboard” to improve prioritization.
- [ ] 48. Add as much detail as possible to the tasks you document in order to facilitate their implementation.
- [ ] 49. Create a couple of templates to automate processes.
- [ ] 50. Review the “My Tasks” and “Organization” pages.
- [ ] 51. File all completed tasks and add an annotation for every change.

ANNOTATIONS

- [ ] 52. Review the Core Updates that have been made and their effect to identify which area of your website needs more attention (links, spam, content, etc.).
- [ ] 53. Add an annotation for each change you make to your website.
- [ ] 54. Conduct a weekly review of all the actions you are implementing to identify which actions have the best return in terms of effort, time spent and results.

ALERTS

- [ ] 55. Review the 4 alerts created by default (+- 50% in keywords and URLs).
- [ ] 56. Create your own alerts based on the criteria you need.
- [ ] 57. Define the frequency at which you would like to receive these email alerts.

INDEXING

- [ ] 58. Configure the sitemap for the indexing system can read all the URLs on the web.
- [ ] 59. Configure the “service account” so that SEOcrawl can read the indexing status and send the unindexed URLs.

SEO MONITOR

- [ ] 60. Select the URLs you want to monitor (top for organic traffic or manually).
- [ ] 61. Define the parameters you want to monitor and the frequency with which you wish to receive alerts.
- [ ] 62. Analyze whether the changes received are expected or are occurring due to error.

LINK MONITOR

- [ ] 63. Add all the Link Building and PR campaigns you have carried out so that they are automatically monitored.

FULL CRAWLER

- [ ] 64. Review the health of the website in each category and address the main errors to improve Google’s ability to understand your website and enhance user experience.

SEO REPORTS

- [ ] 65. Create or reuse a template to create your SEO report and automate it so that it is generated every month.

What happens if you have more than one project and have already filled out this checklist?

Don’t worry! Simply download the digital version and print it out in high quality by scanning the QR code.

Diploma

Remember that this checklist is not the last step. If you have followed each step and completed every setup, you have truly taken your SEO reporting and project management o the next level. To acknowledge this, I would like to grant you the following certification diploma.

To get your diploma, simply book a 15-minute meeting using this link, so that we can check the account setup together and make sure nothing is missing. We will then send you a diploma with your name and the official certification seal.

https://seocrawl.com/en/certificate/


seocrawl
SEO REPORTING
AND PROJECT MANAGEMENT
This certificate is proudly presented to:
DATE / /
OFFICIAL CERTIFICATE
David Kaufmann
CEO & Co-Founder

7. The future

seocrawl

More than 20,000 SEO professionals and agencies from all over the world—including the United States, Spain, Australia and parts of Africa—use SEOcrawl. This is a great responsibility for us, but it also fills us with enthusiasm, pride, and motivation to keep improving every day. And I'm sure you're wondering... **What's next for SEOcrawl?**

Our roadmap is public and is updated every year to include our main plans= https://seocrawl.com/en/roadmap/

Month/Feature	Priority	January	February	March	April	May	June	July	August	September	October	November	December
2025 ARTICLE (VIDEO + ARTICLE)	This year, you can **VOTE and leave feedback** on each item directly in our Board= https://seocrawl.canny.io . Thank you so much!! ❤️												
Automated Reports	Very High												
Full Crawler	Very High												
REGEX	High												
AI Insights	High												
A/B Testing	High												
GA4 (New Dashboard)	High												
GA4 in Annotations	High												
Time Tracker & Profit	Normal												
WP Plugin	Normal												
Migrations	Normal												
Advanced Filters (All Pages) + Download	Normal												
Google Discover	Normal												
Google Images + Other Formats	Normal												
Google My Business API	Normal												
Google News	Normal												
WPO Dashboard (global launch)	Low												
Log Analysis	Low												
Google ADS API	Low												
Docs (Notion)	Low												

2025 Roadmap with all the products we would like to develop and their corresponding timeframe

We do this because we love being connected to the community and receiving your feedback and suggestions.

8. Acknowledgments

THANK YOU!

Thank you, from the bottom of my heart! I really mean it. My team and I have been tirelessly 24/7 for the past 5 years to improve SEOcrawl. By improving, I don't only mean adding new features. We have transformed 10 years of SEO experience, challenges I've faced and real needs into products that allow all SEO consultants to have more free time for themselves and their families—because SEOcrawl will have taken care of the work!

I sincerely believe this **marks a turning point** in SEO project management and I would like to thank you for being a part of it. Thank you for your time, trust, and for reading this book. I have given it my all and have tried to pour everything I have learnt into it. It would mean a lot to me to know if it has helped you.

Please write to me at **info@seocrawl.com** with your feedback, suggestions, improvement ideas for the book or SEOcrawl... and I will personally make sure to respond to each and every message. I cannot close this thank-you chapter without mentioning Fede, the talented artist who has brought color, life, and structure to every page of this book and has made sure that every detail is perfect. Thanks for doing such a great job!

And thank you, of course, to my wife Marta and my little Amelie. Thank you for your strength and love, and for the warmth you bring to my heart every single day of our lives! ❤️



For years, SEO reports have been the Achilles' heel and a nightmare for many SEO consultants. The drive and energy to create something amazing often clashed with time constraints, technical limitations, and scalability issues—like trying to produce the same report for 10 other clients.

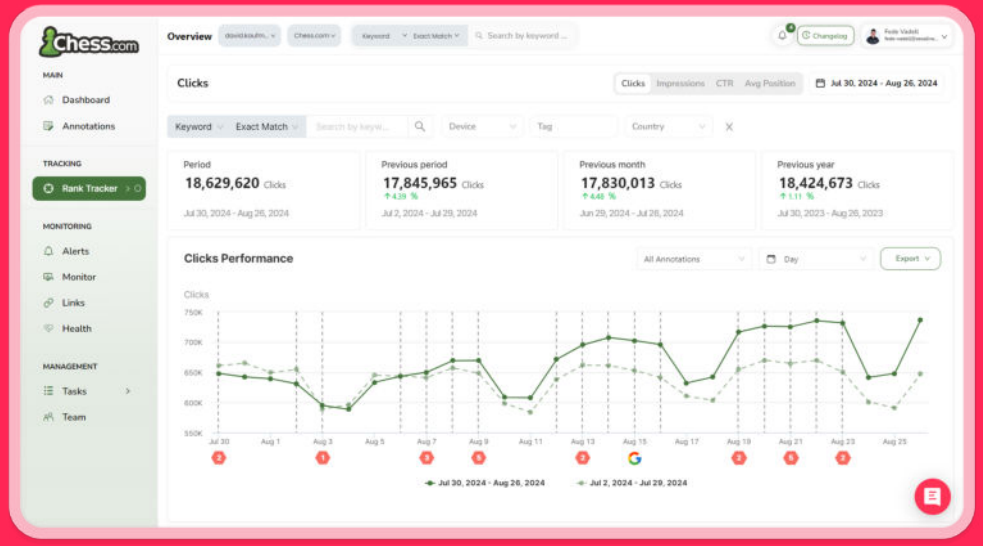
Without a doubt, the creation of SEOcrawl five years ago was a game-changer, marking a turning point in Chess.com's growth. Hours spent analyzing results, generating reports, crawling, and conducting research were now minimized. Instead, that time was redirected toward strategies, implementations, and tasks that added far more value than before.

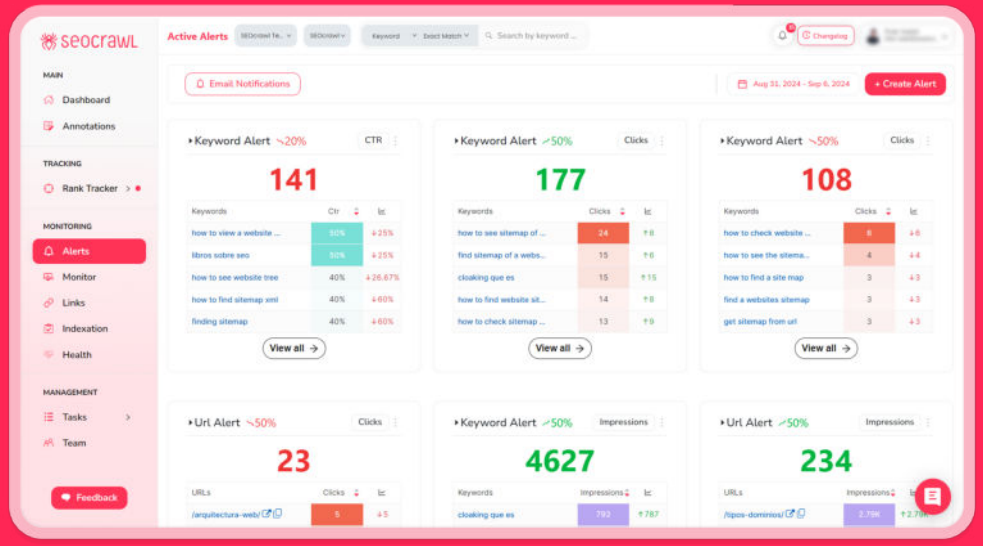
It's this success and my 10 years of SEO experience that I've poured into this book. It's a step-by-step guide on how to fully automate SEO reporting (reports, alerts, research, opportunity tracking...) as well as how to manage an SEO project from its early stages to its most advanced phases.

I sincerely hope you enjoy it and, above all, that it helps take your SEO results to the next level.

Warm regards,

David Kaufmann





seocrawl