

GROWTH UNLOCKED

THE SEO FRAMEWORK FOR FIXING WHAT'S ACTUALLY BLOCKING TRAFFIC

5 Steps to diagnose SEO bottlenecks, build a 90-day plan, and execute without burnout.

Built from real client audits – not theory.

HOW TO USE THIS FRAMEWORK

How to Use This Framework (→ Read This First)

This is not a checklist to complete all at once. It's a decision-making system.

Step 1 – Diagnose First (Pages 1-2)

Find what is actually blocking growth before planning content or links.

Step 2 – Choose ONE Priority (Page 2)

You are not fixing everything – you are fixing the biggest bottleneck.

Step 3 – Execute in 90-Day Sprints (Page 3)

SEO works when execution is focused, measured, and repeatable.

Step 4 – Measure & Refocus (Page 3)

Step 5 – The Optimization Loop (Page 4)

💡 Rule: If everything feels important, you are doing SEO wrong.

STEP 1: DIAGNOSTIC AUDIT

Diagnostic Audit - Find the Bottleneck

Your goal is to identify what is stopping growth, not to fix every issue.

⚠️ FIX THESE FIRST (BLOCKERS)

These prevent rankings no matter how good your content is.

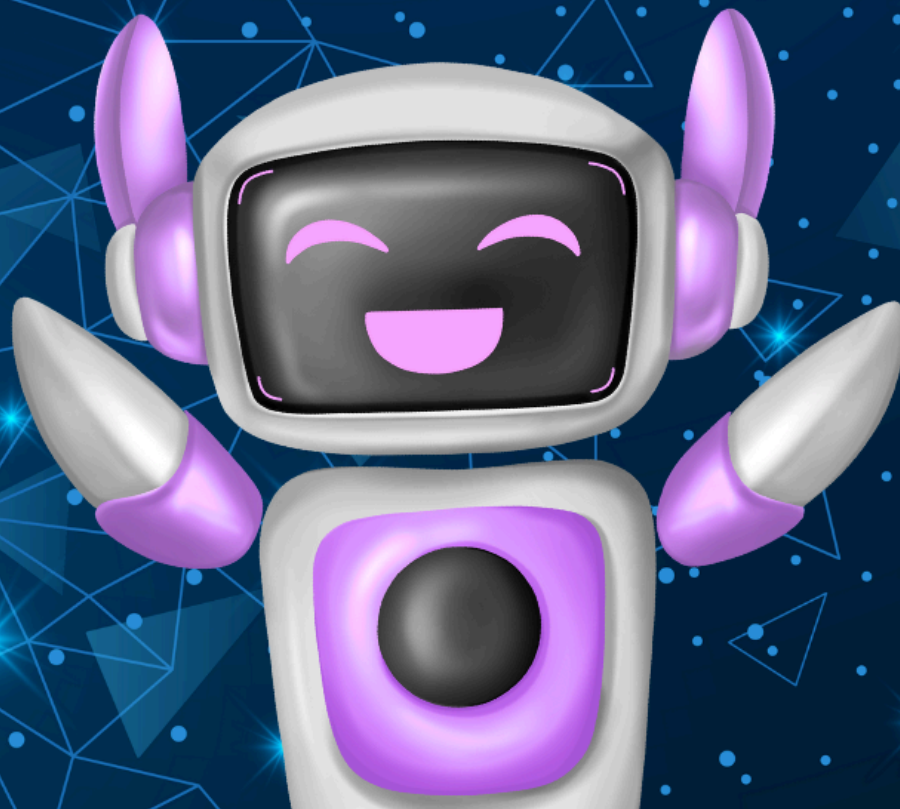
- Run a site crawl (Screaming Frog, SEMrush, or similar)
- Check Google Search Console: • Coverage issues (indexed vs not indexed) • Enhancements (mobile usability, speed) • Security issues or manual actions
- Confirm important pages are indexable

✅ IMPROVE LATER (OPTIMIZERS)

These help performance after blockers are fixed.

- Internal linking improvements
- Content depth and formatting
- Minor technical warnings

💡 Priority rule: Blockers before optimizers – always.



SITE STRUCTURE & CONTENT CLARITY

Site Structure

- Important pages are reachable within 3 clicks → If not, simplify navigation or add internal links
- No orphan pages → Add internal links OR redirect to a stronger related page
- Pages are grouped into clear topics or services

Content Check

- Thin content → If the page has no clear intent or CTA, rewrite or redirect
- Duplicate content → Keep the strongest URL, merge or redirect the rest
- Outdated content → Refresh, merge, or redirect – do not let weak pages drag rankings.

Goal: Fewer, stronger pages – not more content

STEP 2: STRATEGY BLUEPRINT

Strategy Blueprint — Your 90-Day Direction

This page defines what you will focus on – and what you will ignore.

Understand User Intent

Map pages to intent:

- Informational – “I want to learn”
- Commercial – “I’m comparing options”
- Transactional – “I’m ready to buy or book”

Build Topical Clusters

- Choose ONE main pillar page
- Create supporting pages that link back to it

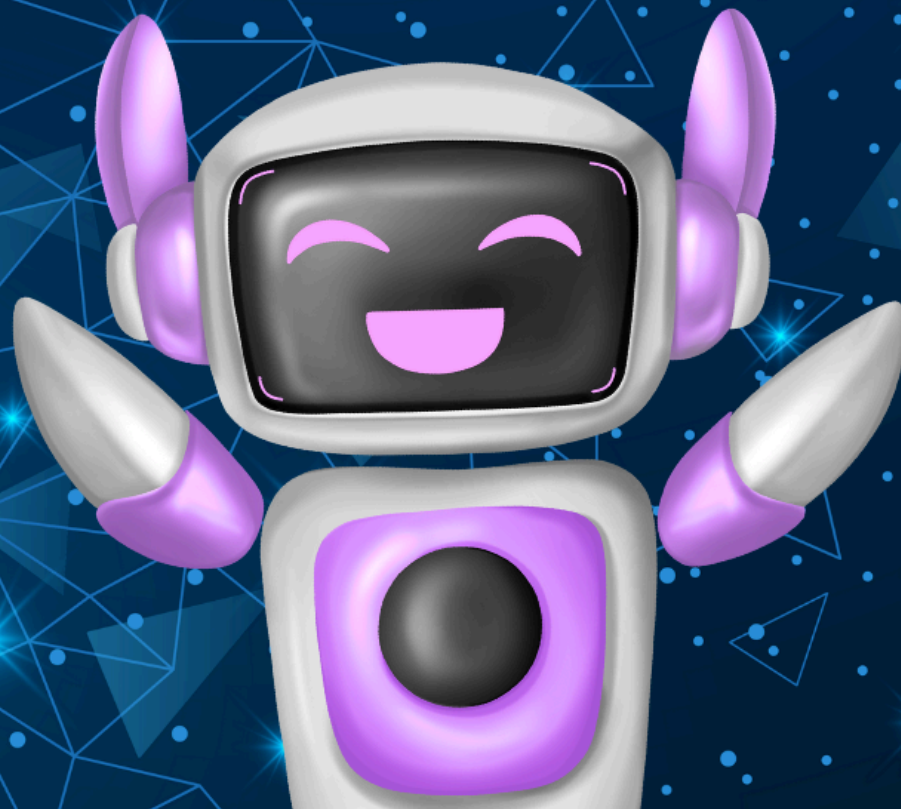
One Page = One Job (IMPORTANT)

Every page must have one primary goal: • Lead • Demo • Booking • Email signup

If a page has multiple goals, conversion will suffer.

Choose the Right Keywords

Prioritize keywords where: • Intent matches your offer • Ranking is realistic within 90 days • Conversion value is higher than search volume
Likely to lead to a booking – **even if fewer people search it.**



STEP 3: IMPLEMENTATION SPRINT

Implementation Sprint — Optimize → Publish → Track

This is how work actually gets done without chaos.

- ❌ No more than 2 new content pieces per week
- ✅ Every page gets optimized before publishing

OPTIMIZE

- ❑ Improve titles & meta descriptions (match search intent)
- ❑ Rewrite thin content (aim for clarity and usefulness, not word count)
- ❑ Fix internal links using natural anchor text

PUBLISH

- ❑ Add basic schema (Article, Breadcrumb, Product/Service)
- ❑ Remove outdated schema (e.g. unused FAQ schema)
- ❑ Submit important pages for indexing

TRACK

- ❑ Set up event tracking (forms, clicks, bookings)
- ❑ Monitor indexing and rankings in Search Console

STEP 4: MEASUREMENT & REPORTING

Measurement — Data That Actually Matters

- ❌ Traffic alone is not success
- ✅ Rankings + conversions = progress

Track These KPIs (In Order)

1. Conversions (leads, demos, bookings)
2. Keyword movement (top 10 → top 3)
3. Organic traffic trend
4. Search Console impressions & CTR

Sprint Review

- ❑ Wins this sprint
- ❑ What didn't work / blockers
- ❑ Top 3 priorities for next sprint

💡 Deliver updates as a simple 1-page summary - not long reports



STEP 5: THE OPTIMIZATION LOOP

The Optimization Loop — How Growth Compounds

Audit → Fix → Measure → Refocus → Repeat

Ongoing Actions

- Review low-performing content
- Expand on clusters that are already working
- Refresh internal links quarterly
- Remove or stop topics that do not perform
- Stay aligned with Google core updates

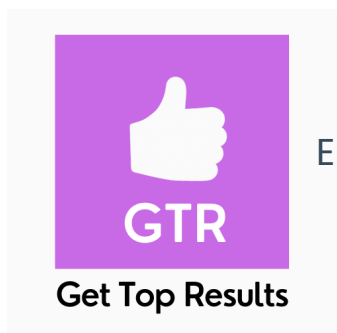
Why this works This framework removes overwhelm and forces focus - which is what sustainable SEO growth actually needs.

IF YOU ONLY DO 3 THINGS

If You Only Do 3 Things This Month

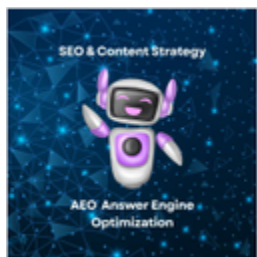
1. Fix indexation errors in Search Console
2. Build one clear topic cluster
3. Track one conversion per important page

Small actions. Compounding results.



Empowering Businesses Digitally

www.gettopresults.com



Ranking, Traffic & Growth

Get Top Results SEO helps local businesses rank #1 on Google, drive qualified traffic, and grow revenue. Be found. Be chosen.

👍 Top Results SEO /

Contact

- contact@gettopresults.com
 - [+596 696 73 55 74](tel:+596696735574)
-