HOW TO CREATE A SUCCESSFUL SEO ROADMAP

Gus Pelogia | SEO Product Manager

THERE'S ALWAYS SOMETHING SHINY IN SEO



Search Labs | Al Overview

The agentic era represents a shift towards AI systems that can autonomously act, make decisions, and adapt to complex situations, rather than solely focusing on task execution.

Here's a more detailed breakdown of the agentic era:

Definition:

"Agentic" refers to the concept of agency, or the ability to act and make decisions independently. In the context of AI, it describes systems that can pursue goals, decisions, and adapt to changing conditions without constant human

Show more V

Google adds member pricing beta type to Merchant listing pricing structured data

Google also clarified the priceType property for active prices, sale prices, strikethrough prices, and member prices.

Barry Schwartz on February 13, 2025 at 2:13 pm | Reading time: 2 minutes

X 🗷 in 🕳 Chat with SearchBot

Google has updated its Merchant listing structured data guidelines to add a new beta for

Google is further cracking down on sites publishing 'parasite SEO' content



/ The search giar spam policy, this websites that ho to take advantag

December 2024 spam update

December 2024 core update

19

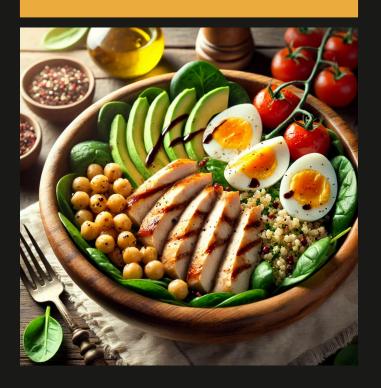
 \odot

) 23 days, 13 hours

SHINY



HIGH-IMPACT





WORKING AS A PRODUCT MANAGER, I BECAME A BETTER SEO

ONE OF THE THINGS I LEARNED:

HOW TO CREATE A ROADMAP

LET'S CREATE ONE NOW

A ROADMAP IS A HIGH-LEVEL REPRESENTATION OF YOUR PLANS. THE BIG THINGS YOU PLAN TO DO AND WILL MOVE THE BUSINESS FORWARD.

OR... THE THINGS YOUR BOSS WILL CARE ABOUT.

SEO ROADMAP (PERSONAL) ESSENTIALS



BIG BETS
(3 TO 5,
QUARTERLY)



WORK ON TOPICS, NOT TASKS



WRITE DOWN A
BUSINESS CASE
AND MAKE IT
PUBLIC

WHY?

Clear priorities

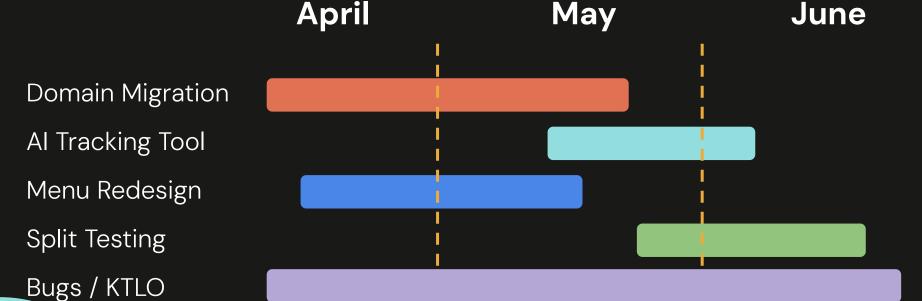
Keep you in route

Clear deadlines

Public, open for collaboration

THINK BIG PICTURE AND HOW THE BUSINESS CARES ABOUT A CERTAIN PIECE OF WORK

ROADMAP - TASKS AND DATES



WORK ON TOPICS - NOT TASKS

Topics	Split Testing	Domain Migration
Task #1	Explore hypothesis and tests	Create staging environment
Task #2	Find testing tool / methodology	Map redirect URLs
Task #3	Run tests / make changes	Compare old vs new structure
Task #4	Measure results, expand/rollback	Update Robots.txt



Gus Pelogia | Sep 28, 2022

0.0 Background
0.1 Purpose
1.0 Situation
1.1 Format
1.1 Products
1.3 Technical Debt
2.0 Objectives
3.0 Requirements
5.0 Rollout & Measurement
6.0 Open questions
7.0 Documentation

0.0 Background

0.1 Purpose

Internal linking is one ranking factor that is entirely under our control. Using the right anchor text helps us to send the right ranking signals to Google. For instance:

Anchor / Target keyword: best paying jobs in finance
Article:
https://www.indeed.com/career.advice/finding-a-

BUSINESS CASE

- What is it
- How impacts KPIs
- Who needs to be involved and how
- Deadlines
- How you'll measure impact

MOST OF YOUR TEAM'S WORK WILL BE THESE [FOUR] INITIATIVES

EXAMPLE 1 MENU REDESIGN

WHAT IS IT

A new top navigation that includes updated links. It's a **mix** of new product features, lead gen pages with high **SEO** traffic potential and mandatory pages (legal, contact)

THIS IS MOSTLY A BUSINESS CASE. MULTIPLE TEAMS WILL HAVE A SAY YOUR JOB IS TO NAVIGATE ALL ASKS

HOW WILL YOU MEASURE IMPACT?

Set a benchmark on (1) link clicks by users and (2) organic KPIs driven by these pages

Increase in KPIs generated by these pages

HOW COMPLEX IS IT?

Team	Task
Leadership	To approve the change
UX	To redesign menu
Product	To define which product features should be highlighted
SEO	To define which "SEO links" should appear
Dev	To code new design

CAN YOU SHOW PROGRESS?

- Agreement in new design
- Definition of links to be displayed
- Benchmark before / after KPIs

OUTPUT vs OUTCOMES

New menu is in production (published)

Improvement in user behaviour (direct) and organic traffic (indirect)

TRACKING VISIBILITY IN AI SEARCH

WHAT IS IT

Understand how to track prompts, visibility and citations in Al Search platforms (Google and ChatGPT). Choose a platform, collect client feedback and rollout tracking.





AT THIS STAGE, WE'RE
JUST FIGURING OUT
HOW TO TRACK, NOT HOW
TO OPTIMIZE

HOW COMPLEX IS IT?

Task	Detail
Platforms	ChatGPT and Google (Al Overviews and Al Mode)
Tracking Tools	Profound, Peec, SEMRush, SEO Monitor
Prompts	How many prompts and how to tag them into unique categories?
Meetings	Demo calls, trial versions

FIND THE RIGHT AI TRACKING TOOL

Is the cost affordable?

Does it track all platforms you need?

Can you control and expand prompts easily?

Can you group prompts into categories?

What tools are worth getting a demo or trial?

Do I already pay for an SEO tool that tracks AI?

ROADBLOCKS I'VE FOUND













CAN YOU SHOW PROGRESS?

- Researching each tool, demo calls
- Generating reports
- Get client feedback

THIS INITIATIVE IS MOSTLY
LEGWORK FOR THE REAL
WORK - GETTING
MENTIONED IN A POSITIVE
WAY IN AI SEARCH

A COUPLE MORE ROADMAP TIPS

"SELL" YOUR INITIATIVES TO EACH STAKEHOLDER INDIVIDUALLY AND INCORPORATE THEIR FEEDBACK

OPPORTUNITIES FOR INTEGRATION

That I stumbled upon by taking to other teams

UX

Built internal link features for SEO

ENG

Had their own page speed improvement goals

(I did nothing, cashed the results)

PR

Sent press releases to studies where the full research was on an indexable page

MONTHS LATER...

HOW YOU PRESENT YOUR SUCCESS STORY?

HOW DO YOU EXPECT STAKEHOLDERS TO REACT TO IT?

SOME MORE PRODUCT PRINCIPLES USEFUL FOR SEO

USE AGILE AND SCRUM

Small, regular improvements instead of one "big release" after months of work

Work in two week sprints. **Break big** plans into small tasks

complex each task ask is.
Executing is usually harder than we think

BUILD MVPs (MINIMUM VIABLE PRODUCT)

Al Tracking Tool: test just a few tools. Get feedback from engaged clients, not all.

New menu: just change links, skip redesign

STICK TO YOUR PLAN

AI TRACKING TOOL

MENU REDESIGN

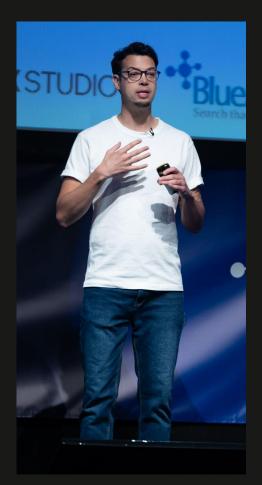
DOMAIN MIGRATION

SPLIT TESTING



Several months of work

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Template: <u>SlidesCarnival.com</u>