



LEANSUMMITS · SEO & GEO FRAMEWORK

SEO Strategy Template

From keywords to revenue — a complete SEO system built for AI-era search.

For

SEO Managers · Content Leads · Founders investing in organic growth

"SEO is no longer just rankings. It's about dominating search intent — across both traditional search and AI-generated answers."

1 SEO Foundation

Intent Type	User Goal	Content Format	Conversion Potential
Informational	Learn something	Blog, guide, explainer	Low → nurture
Navigational	Find a specific brand/page	Brand page, landing page	Medium
Commercial	Research before buying	Comparison, case study	High
Transactional	Ready to act	Product/service page, demo	Very High

Topic Clusters vs. Keyword Lists

Build authority around topics, not individual keywords. Each pillar page anchors a cluster of supporting content that collectively signals deep expertise to search engines.

Keyword Lists	Topic Clusters
Scattered, keyword-by-keyword targeting	Pillar page + 8-15 cluster articles
Easy to build, low compound value	High domain authority in a topic area
Vulnerable to algorithm changes	Resilient — entity and semantic depth

2 Content Strategy (SEO + GEO)

Layer	Approach	Output
Pillar Content	1,500–3,000 word definitive guide per topic cluster	Authority + ranking anchor
Cluster Content	800–1,500 word articles targeting sub-intent queries	Traffic + internal linking
AI-First Content	Structured for LLM retrieval — FAQs, definitions, lists	GEO / AI answer visibility
Entity SEO	Consistent brand + topic mentions across web properties	Knowledge panel + trust signals

3 Technical SEO Layer

✓ XML sitemap — submitted and up to date in GSC

✓ Crawl budget — block low-value URLs via robots.txt

✓ Canonical tags — prevent duplicate content dilution

✓ Core Web Vitals — LCP < 2.5s, CLS < 0.1, INP < 200ms

✓ HTTPS + mobile-first indexing

✓ Structured data (Schema.org) — Organization, Service, FAQ

✓ Internal linking — distribute authority to priority pages

✓ Redirect management — no redirect chains or 404s

✓ Indexation check — confirm key pages are indexed in GSC

4 Authority Building

Signal	Action	Impact
Backlinks	Earn links via data studies, guest posts, tools	Domain authority
Brand mentions	PR, podcast, community activity	Entity recognition
Thought leadership	Original research, strong POV content	EEAT signals
Social proof	Case studies, reviews, testimonials	Trust + CTR

5 AI / GEO Optimization

Generative AI is changing how content is discovered. Structure your content to be retrieved by LLMs and featured in AI-generated answers.

GEO Tactic	Implementation
FAQ schema	Add FAQ structured data to key pages — directly feeds AI answer boxes
Semantic depth	Cover related entities and subtopics within each piece of content
Direct answer blocks	Open articles with a clear, 2–3 sentence direct answer to the query
Brand in AI engines	Monitor brand mentions in Perplexity, ChatGPT, Gemini responses
Structured data	Deploy Organization, Service, and FAQ schemas site-wide

6 Measurement Framework

Stage	Metric	Tool
Traffic	Organic sessions by topic cluster	GSC + Analytics
Leads	Organic form fills, demo requests	CRM + Analytics
Revenue	Pipeline from organic, Closed-Won attribution	CRM
AI Visibility	Brand mentions in AI engines, AI answer appearances	Manual + Brand24
Performance	Keyword positions, topic share of voice	Ahrefs / Semrush

TEMPLATES INCLUDED

Keyword + Intent Sheet	Map every target keyword to search intent, cluster, and funnel stage
Content Calendar	Plan pillar + cluster content with publishing schedule and owner
Technical Audit Checklist	25-point technical SEO checklist for site health
GEO Optimization Checklist	AI-readiness audit — schema, FAQ structure, semantic coverage

Build an SEO engine that drives pipeline, not just traffic.

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