

BE FOUND. BE UNDERSTOOD. BE CHOSEN.

A practical starter guide to SEO + GEO

Search connects a question to a useful answer. Start by making your website accessible, your content clear and your next action easy to take.

This workbook gives you a first-pass review and a 30-day plan. Use it to choose priorities, then validate them against your own website and customer needs.

YOU WILL LEAVE WITH

A foundations checklist, a content brief and a focused action plan.

Make the right pages reachable.

Start with five important pages.

Choose your homepage, a main service or collection page, a product or service detail, a useful guide and your contact page. Review each one on a phone as well as a desktop.

Check the essentials

- Does the page load successfully, with its main text and images visible?
- Can you reach it through normal navigation or a relevant internal link?
- Does its title clearly describe its purpose?
- Does the page answer the question its headline promises to answer?
- Is there an obvious, working next step?

Then check discovery

Use your search engine webmaster tools to inspect important URLs and review reported indexing issues. Compare intended visibility with observed visibility before changing technical settings.

WRITE DOWN

Page / observed issue / evidence / proposed fix / owner.

Start with problems that prevent customers reaching or using key pages.

Make the answer easy to follow.

One audience. One question. One useful page.

Search engines and answer systems need to interpret what your business offers. Clear language, consistent business details and useful evidence are a practical starting point; they do not guarantee rankings or AI citations.

A simple content brief

- **Audience:** Who needs this answer, and what do they already know?
- **Question:** What specific decision are they trying to make?
- **Answer:** Explain the main point early, then add the necessary detail.
- **Evidence:** Include first-hand examples, methods or sources you can substantiate.
- **Next step:** Link to a genuinely useful related page or action.

Example: a running store

“How to choose trail shoes” can explain terrain, fit and grip, show the trade-offs and link to appropriate collections. Avoid padding the page with repeated keywords or unsupported product claims.

EDITORIAL CHECK

Could a customer use this page to make a better decision without contacting you for the missing basics?

Your first 30 days.

A small, accountable plan beats a long wish list.

Week 1 — Establish the baseline

Review your five pages. Record the questions customers ask. Save current search performance and relevant business outcomes where measurement is available.

Week 2 — Remove the obstacles

Fix the most consequential access, navigation and clarity issues. Check each change on mobile and desktop. Keep a dated change log.

Week 3 — Improve one important answer

Use the content brief to update or create one page. Add relevant links from existing pages and test the next step yourself.

Week 4 — Review and choose the next action

Inspect the updated pages, review available data and ask whether visitors can complete the intended task. Identify what remains uncertain before expanding the work.

YOUR COMMITMENT

Priority: _____

Owner: _____

Review date: _____

Find the signal. Keep learning.

Measure what supports a decision.

Keep three views together

- **Discovery:** What queries and pages bring visibility or visits?
- **Experience:** Can people find the answer and use the page?
- **Business:** Are relevant enquiries, purchases or other useful actions occurring?

Compare consistent time periods and note seasonality, campaigns and website changes. A short-term movement alone does not prove that a particular edit caused it. Thirty days is a working cadence, not a promised deadline for results.

Review questions

What changed? What evidence supports the explanation? What else could explain it? What is the smallest useful next test?

NEED A SECOND PAIR OF EYES?

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atlas-seo.dev/contact/

ATLAS Field Notes · Free starter edition

Educational guidance, not a promise of search performance. Adapt the checklist to your business and technical setup.