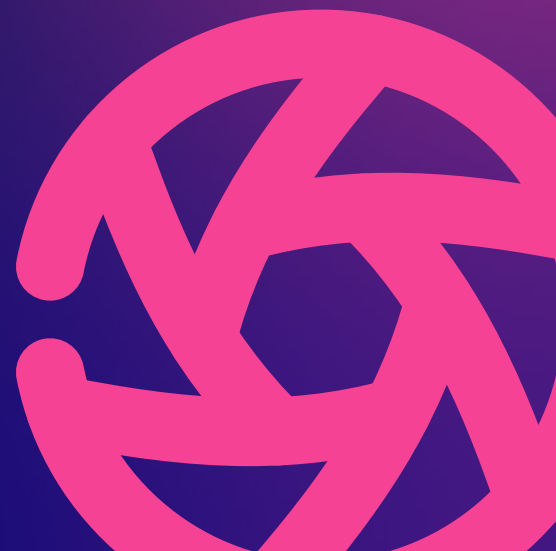


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The 30-day SEO transformation playbook

Week 1:

Build your SEO foundation with the Crawl Discovery Lens



Find what's blocking your visibility

47,000 pages. 4,000 indexed. Where did the other 43,000 go?

When you have invested a lot of time and energy into building a comprehensive website with quality content, it can be disconcerting to find that your rankings tell a different story. Without better visibility into your site's crawl health, you're optimizing in the dark.

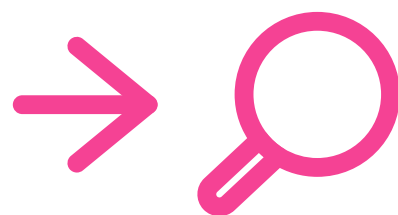
What's really at stake

Certain SEO issues aren't merely technical nuisances, they can directly impact your bottom line. You could be experiencing:

- Traffic loss you can't explain
- Wasted optimization efforts on pages that can't be reached
- Growing technical debt that blocks new content
- Diminished competitive advantage



On average, enterprise sites lose 30-35% of their potential crawl budget to easily fixable issues.



The challenge

Example use case: The multi-brand e-commerce platform

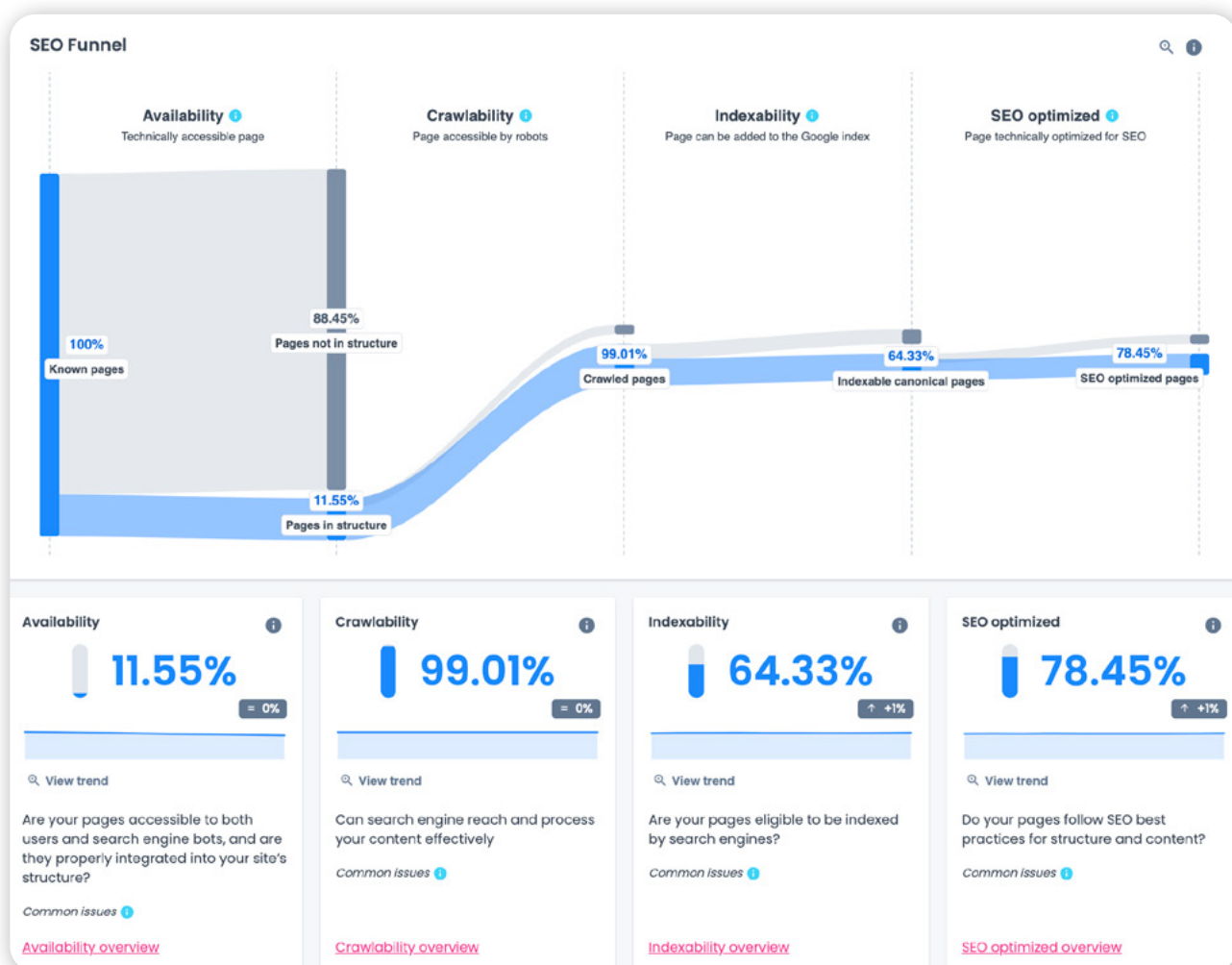
- **Total URLs:** 47,000
- **Current organic traffic:** 185,000 visits per month
- **The problem:** Impressions have declined 15% over the past three months, but you don't know why. Manual audits are too slow, but you need to know where crawl gaps occur.

You can't optimize what search engines can't find.

The solution: The Crawl Discovery Lens

Visualize your site's health. Eliminate the guesswork.

- Map your **SEO funnel** from availability to engagement
- Highlight **crawlability and indexability gaps**
- Prioritize your fixes by **severity + business impact**
- Create **executive-ready reports** with no technical jargon

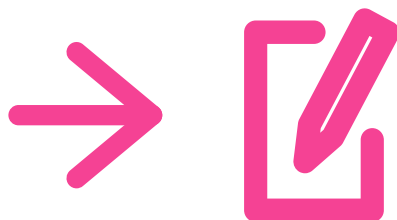


From setup to insights in minutes



The 5-day playbook

Day	Focus	Actions	Pro Tips
1-2	Discovery	<ul style="list-style-type: none">• Launch Crawl Discovery Lens• Connect GSC + Analytics• Add scraping rules	Integrating GSC + GA4 with your crawl data facilitates cross-analysis.
3-4	Analysis	Review your SEO Funnel : <ol style="list-style-type: none">1. Availability2. Crawlability3. Indexability4. Optimization	Look for trends like orphan pages, blocked URLs or low index ratios.
5	Action planning	<ul style="list-style-type: none">• Prioritize P0/P1 issues• Assign owners• Build a timeline	Fix for impact, not volume. Focus on revenue pages.



Sample action plan for the e-commerce case:

Priority	Issue	Action
P0	Orphan pages	<ul style="list-style-type: none">• Identify orphan pages• Reintegrate high-value pages• Update XML sitemap
P1	Low indexability	<ul style="list-style-type: none">• Audit canonical and noindex tags• Remove unnecessary “noindex” directives
P2	Partial optimization	<ul style="list-style-type: none">• Prioritize key pages• Add missing structured data• Enhance metadata

✓ The outcome

By the end of week 1, you should have four concrete deliverables:

- ☐ **Complete structural audit** with baseline metrics documented
- ☐ **Top 3-5 issues identified** with affected page counts
- ☐ **Prioritized action plan** with clear owners assigned to each issue
- ☐ **Executive-ready summary** for stakeholder communication

These aren't theoretical exercises. You should now have a roadmap for the next 30 days of optimization work.

💡 Pro tips

1. **Segmentation is very useful** → You'll get actionable insights faster.
2. **Connect GSC** → See which invisible pages get impressions.
3. **Focus on business pages** → Fix what drives revenue.

✗ Common mistakes to avoid

- Trying to fix everything all at once
- Skipping stakeholder communication



Ready to get started?

Week 1 is about establishing your foundation so the optimization work in weeks 2-4 can actually deliver results.

Discover the Crawl Discovery Lens



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