

# 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.

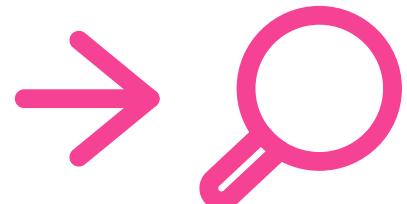
### What's really at stake

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

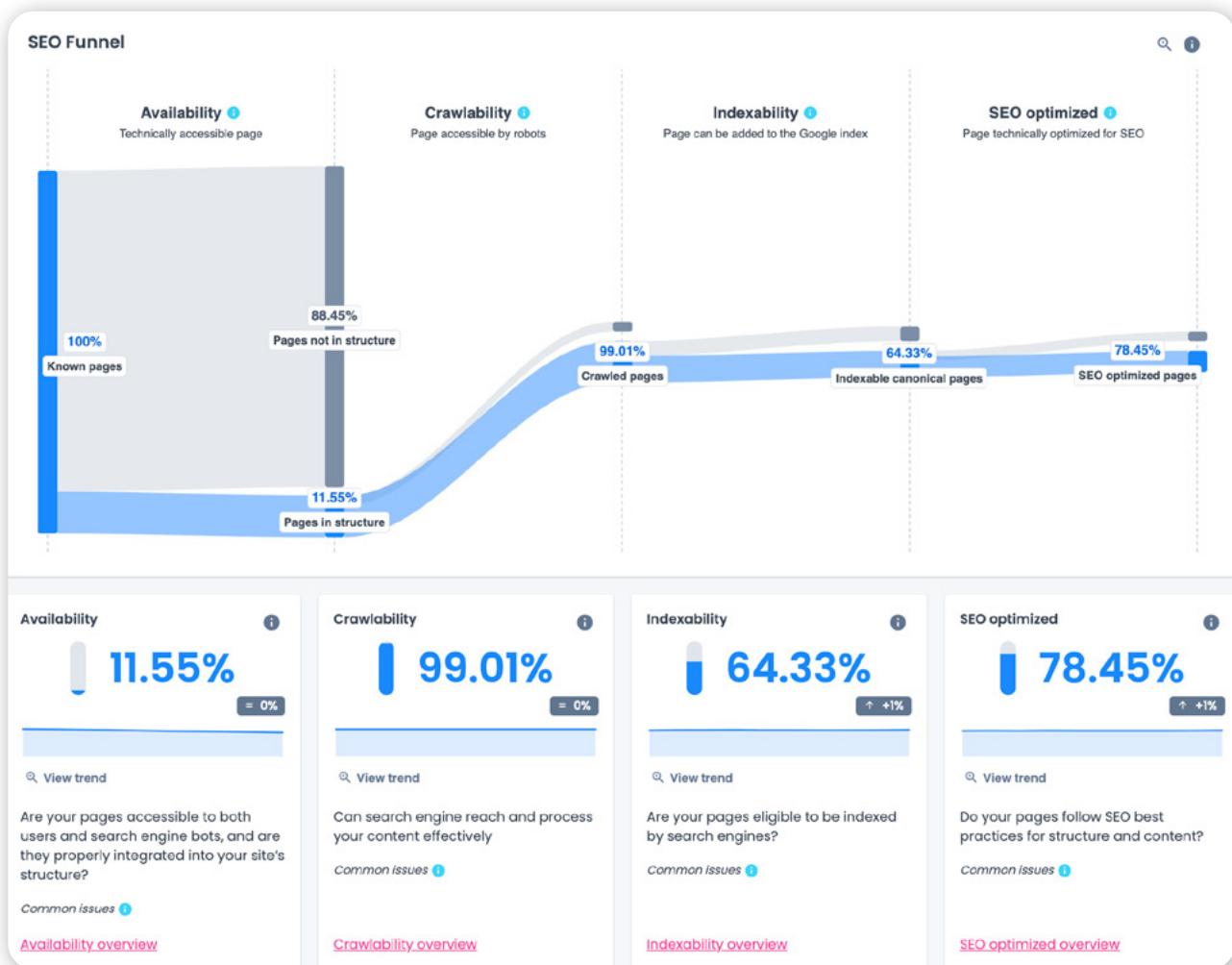
- **Total URLs:** 47,000
- **Current organic traffic:** 185,000 visits per month
- **The problem:** Impressions have declined 15% over the past three months, but you don't know why. Manual audits are too slow, but you need to know where crawl gaps occur.

*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

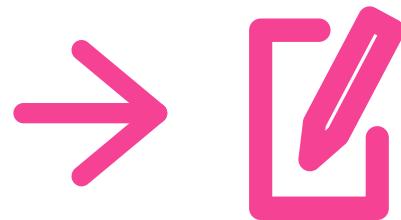


From setup to insights in minutes



## The 5-day playbook

Day	Focus	Actions	Pro Tips
1–2	Discovery	<ul style="list-style-type: none"><li>• Launch Crawl Discovery Lens</li><li>• Connect GSC + Analytics</li><li>• Add scraping rules</li></ul>	Integrating GSC + GA4 with your crawl data facilitates cross-analysis.
3–4	Analysis	<p>Review your <b>SEO Funnel</b>:</p> <ol style="list-style-type: none"><li>1. Availability</li><li>2. Crawlability</li><li>3. Indexability</li><li>4. Optimization</li></ol>	Look for trends like orphan pages, blocked URLs or low index ratios.
5	Action planning	<ul style="list-style-type: none"><li>• Prioritize P0/P1 issues</li><li>• Assign owners</li><li>• Build a timeline</li></ul>	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"><li>• Identify orphan pages</li><li>• Reintegrate high-value pages</li><li>• Update XML sitemap</li></ul>
P1	Low indexability	<ul style="list-style-type: none"><li>• Audit canonical and noindex tags</li><li>• Remove unnecessary “noindex” directives</li></ul>
P2	Partial optimization	<ul style="list-style-type: none"><li>• Prioritize key pages</li><li>• Add missing structured data</li><li>• Enhance metadata</li></ul>

## ✓ 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](#)



**oncrawl**