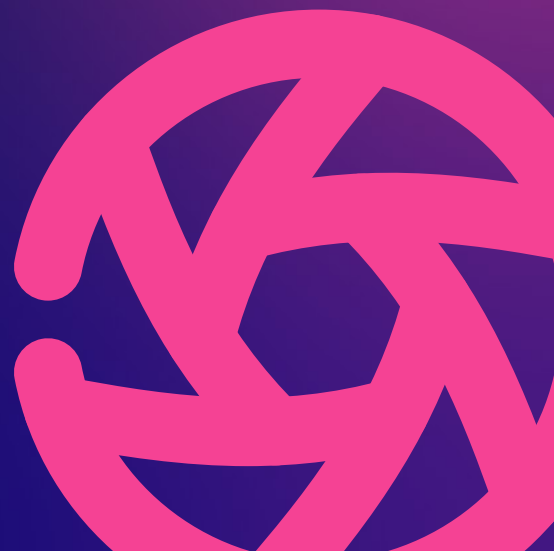# oncrawl

The 30-day SEO transformation playbook

Week 2:

Optimize what matters with the Content Lens

See your content clearly

You've fixed the structural issues uncovered in week 1 and your pages are now crawlable and indexable.

But here's the catch...being visible isn't the same as being valuable.

Google can find your pages, but will it choose to rank them? In week 2, it's time to focus on content quality and prove that what's now visible is actually worth ranking.

What's really at stake

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

- Wasted crawl budget on low-quality pages
- Thin or duplicate content diluting your topical authority
- Missed ranking opportunities

> *If your site contains thin, poorly optimized, or cannibalized content, it won't appear in AI Overviews or expanded results, even if your site's technical SEO is flawless.*
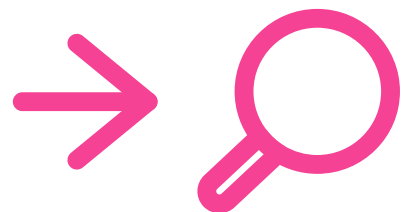
The challenge

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

Now that your key pages are technically accessible, you're discovering quality issues:

- Product pages with minimal descriptions
- Inconsistent title tag formats across categories
- Missing or poorly optimized meta descriptions
- Grammar and spelling errors signaling low authority

A manual audit at this scale isn't realistic. You need a better way to identify which content needs improvement and how to prioritize fixes.

The solution: The Content Lens

The Content Lens was designed to help you diagnose content quality at scale, using AI-driven insights to turn your analysis into action.

- Discover your site's **average content global score** and the **average scores by pillar.**
- Visualize how different segments perform with the **Content quality scores distribution by page group** chart.
- Identify what percentage of your pages score as **"strong," "needs improvement,"** or **"weak"** across the five pillars.

The 5-day playbook

Day	Focus	Actions	Pro Tips
1	**Discovery**	• Launch the Content Lens	Rethink your segments so they align with your content strategy.
2–4	**Analysis**	• Review your **content quality dashboard** • Identify patterns across segments • Drill down into individual pages	Identify trends and correlate content scores with performance data.
5	**Action planning**	• Prioritize P0/P1 issues • Assign owners • Build a timeline	Focus on scalable solutions first.
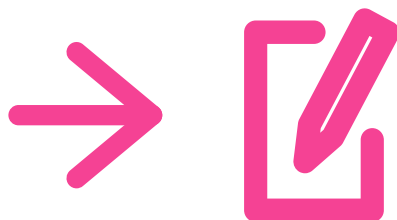
Sample action plan for the e-commerce case:

Priority	Issue	Action
P0	Product pages with thin content	• Create a product description template • Brief content teams • Prioritize top 500 by revenue
P1	Missing meta descriptions	• Write a template for meta descriptions • Bulk generate • Review and refine top 100 manually
P1	Keyword gaps	• Conduct keyword research per category • Update category page content
P2	Poor title structure	• Audit brand page titles • Create a consistent title template • Implement across all brand pages

☑ The outcome

By the end of week 2, you should have five concrete deliverables:

- ☐ Complete **content quality audit** with scores across five pillars

- ☐ List of **systematic content issues** by template or segment

- ☐ Page-level **diagnostics for priority pages**

- ☐ **Prioritized** optimization roadmap

- ☐ Executive-ready summary

💡 Pro tips

1. **Use the recommended improvement actions chart** → It will help you prioritize your next steps.

2. **Correlate content scores with performance data** → Pages with decent traffic but low content scores are your quick wins.

3. **Focus on fixing templates** → Focus on scalable solutions first.

✕ Common mistakes to avoid

- Focusing too much on scores

- Not tracking your baseline metrics

Want to learn more?

Week 2 is about making sure the pages that search engines and AI search can find are actually worth ranking.

Optimize your content with AI insight

oncrawl