

oncrawl

# The 30-day SEO transformation playbook

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## **Week 3:**

Protect your progress with the Sanity Check Lens



## Making sure your SEO improvements last

We've arrived at the halfway point in our transformation journey. We've made a lot of progress in terms of fixing structural issues and optimizing content quality, but those SEO gains are fragile.

As such, this week's focus is proactive monitoring; it's an important part of the process that protects SEO progress and catches issues before they cost you traffic.

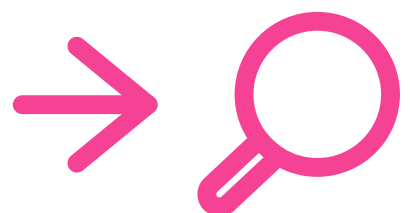
### What's really at stake

The work you've done in weeks 1 and 2 has real business value, but if you aren't continuously monitoring your site, you're vulnerable to:

- **Silent regressions:** A deployment or CMS update can undo weeks of optimization work before anyone notices.
- **Cascading technical issues:** A small change in one area can ripple across your entire site structure.
- **Delayed detection:** Without active monitoring, problems that would take minutes to fix on day one can cost you weeks of lost traffic by the time they surface in your analytics.



*Considering that we operate in an industry where algorithm updates can throw you for a loop or where AI-powered search visibility depends on consistent technical health and content quality, you can't afford to fly blind.*



## The challenge

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

Now that you've started making improvements and seeing positive results, you want to make sure you keep seeing progress. To do so, you need to identify:

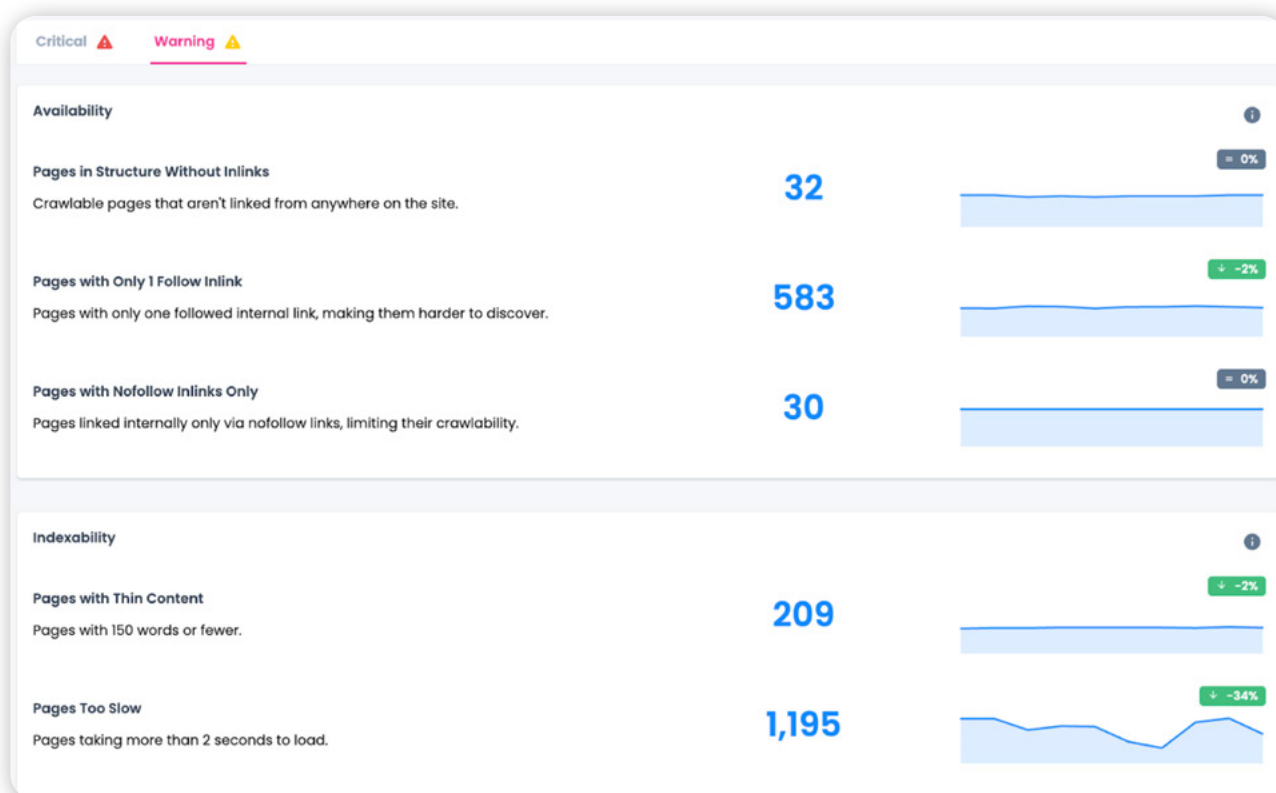
- How to monitor your URLs without drowning in data
- Which pages deserve priority monitoring
- What changes could undo your recent gains
- How to catch issues before they impact revenue

Much like with your content, manual spot checks aren't sustainable at scale. You need a structured process to help you focus on your key pages.

## The solution: The Sanity Check Lens

The **Sanity Check Lens** transforms monitoring from a reactive chore to a proactive strategy. Traditional monitoring tends to treat all pages equally.

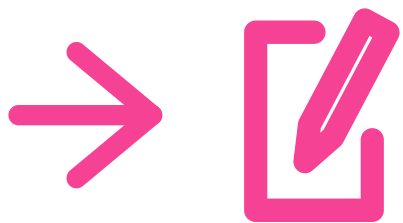
The Sanity Check Lens, however, lets you define your **business-critical pages** and run **quick checks** to catch and fix technical issues before they escalate.





## The 5-day playbook

Day	Focus	Actions	Pro Tips
1	Planning & identification	<ul style="list-style-type: none"><li>• Define which pages to monitor</li><li>• Determine monitoring parameters</li></ul>	Don't try to monitor everything. Be very clear about your priority pages.
2	Setting thresholds	<ul style="list-style-type: none"><li>• Update baseline metrics</li><li>• Set up alert thresholds</li></ul>	Track your starting metrics to help measure progress.
3-4	Implementation	<ul style="list-style-type: none"><li>• Run Sanity Check crawl</li><li>• Validate monitoring system</li></ul>	Test alerts to make sure they catch what you are looking for.
5	Process creation	<ul style="list-style-type: none"><li>• Create response playbook</li><li>• Set up monitoring dashboard and routine</li></ul>	A monitoring dashboard will make it easier to share your insights across teams.



### Sample weekly monitoring routine:

Check Type	Owner	Action Timeline
Thin content alerts (Tier 1)	Content Team	Within 24 hours
Internal link health trends	SEO Lead	Within 24 hours
Page speed trends across segments	Technical SEO	Within 24 hours
Missing H1 tags (Tier 1)	SEO Team	Within 48-72 hours
Missing meta descriptions audit	SEO Team	Within 48-72 hours
Comprehensive trend analysis	SEO Manager	Friday review

## ✓ The outcome

By the end of week 3, you should have:

- ☐ **Identified and prioritized** your important pages for monitoring
- ☐ Updated **baseline metrics** for what normal performance looks like
- ☐ Configured alerts for **priority issues**
- ☐ Created a **response playbook** for common problems
- ☐ Implemented a **sustainable monitoring routine**

## 💡 Pro tips

1. **Use comparative crawls strategically** → Compare crawls over time to be able to spot trends.
2. **Integrate with your development workflow** → Share your monitoring insights with your development team to help prevent risky site updates.
3. **Focus on high-value pages** → Monitor pages that matter to your bottom line.

## ✗ Common mistakes to avoid

- Alert fatigue – setting thresholds too low
- Fixing an alert without understanding why it happened
- Ignoring larger patterns and just focusing on individual alerts



## Maintain your hard-won SEO results

Your SEO improvements from weeks 1 and 2 are only valuable if they last.  
What you set up in week 3 ensures they do.

**Ready to set up your monitoring framework?**

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