

SEO Operations Manager Roadmap & SOP (2026)

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Integrated Senior SEO Delivery Framework

Modern SEO Strategist 19 years experience | AEO-GEO Aligned

Executive Summary

SOP for managing Local and Non-local SEO operations at scale. This roadmap combines Technical SEO, Local SEO, Entity SEO, AEO, GEO, SXO, Retrieval Engineering, SOP management, KPI tracking, QA, and growth.

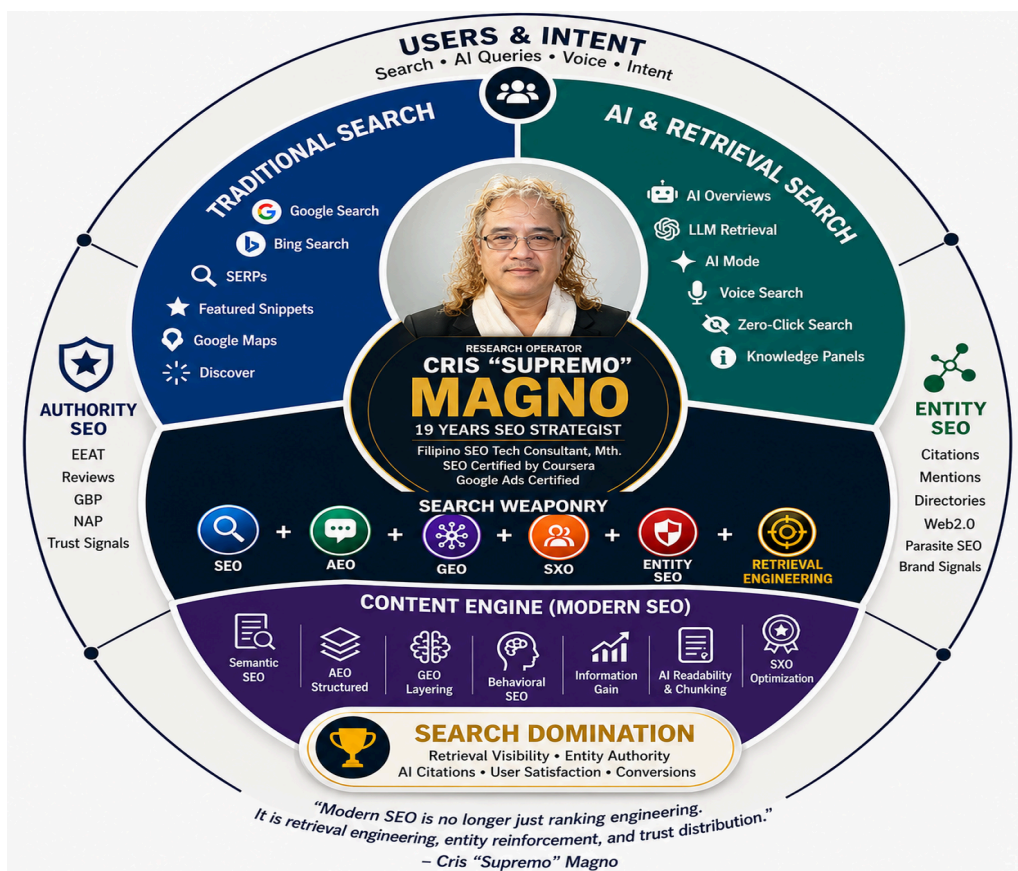
Core Philosophy

Modern Search = SEO + AEO + GEO + SXO + Entity SEO + Retrieval Engineering.

Objective: Increase qualified organic traffic, Map Pack visibility, conversions, and entity authority rather than rankings alone.

Tactical Goal : Adapt Modern SEO Ecosystem

Modern Search Operations Framework



90-180 Day Delivery Roadmap

Phase 1 (Weeks 1-2): Technical audit, GSC/GA4 review, crawlability, indexing, schema, keyword mapping, revenue page prioritization.

Phase 2 (Weeks 2-6): Content optimization, semantic clustering, topical authority, internal linking, Local SEO enhancements.

Phase 3 (Months 2-3): Citations, GBP optimization, entity reinforcement, GitHub/Substack/Medium & LinkedIn assets, outreach.

Phase 4 (Months 4-6): Authority expansion, Web2, Digital PR, contextual backlinks, topical cluster scaling, reporting and continuous optimization.

Operational SOP

1. Weekly GSC & GA4 review
2. Prioritize highest-converting pages.
3. Emergency technical fixes.
4. Entity & topical reinforcement.
5. Content QA (AEO/GEO/SXO).
6. Local SEO (GBP, NAP, citations).
7. Authority campaigns.
8. Monthly reporting and next sprint planning.

SOP 01 – Search Intelligence & Keyword Engineering

Objective

Develop a sustainable keyword ecosystem that captures traditional search demand, AI search queries, buyer intent, and topical authority opportunities before any content is created.

Procedure

1. Search Console Intelligence

Extract:

- Highest Impression Keywords
- Low CTR Keywords
- Position 4–20 Keywords
- Revenue Pages
- Winning Queries
- Declining Queries

2. Keyword Mapping

Assign primary and supporting keywords to every page.

Deliverables

✓ Keyword Mapping Sheet

3. Keyword Clustering

Group keywords into topical clusters.

4. Intent Classification

Every keyword gets classified.
Information – PAA for AI retrieval ranking
Commercial Investigation - targets
Transactional - targets
Local - targets
Comparison – Semantic keywords
Navigational
AI Answer

5. AI Intent Discovery

Collect
AI Overview Keywords
Conversational Queries
Long-form Questions
Voice Search
Prompt-style Searches

6. People Also Ask Mining

Extract
Google PAA

7. Semantic Expansion

Expand
Entities
Synonyms
Related Topics
Context
Semantic Bridges
Vector Relationships

HABST™

Now comes the engine.

HABST™ – Hybrid Authority Bridging System

Hybrid – Connect legacy ranking keywords with conversational AI queries.
Authority – Build topical depth through silo clusters.
Bridging – Connect legacy pages, FAQs and supporting assets.
System – Continuously refine clusters using GSC, competitors and AI search trends.

Deliverables:

Excel Tracker
Content Brief – for the SEO and writing team

SOP 02 – Authority SEO

Objective: Strengthen EEAT, Google Map Pack visibility and trust signals.

Procedure:

- Audit GBP completeness.
- Verify NAP consistency.
- Monitor and respond to reviews.
- Build branded citations and profiles.
- Reinforce authorship and trust pages.
- Validate Organization/LocalBusiness Schema.
- Track branded searches monthly.

Deliverables:

GBP Audit

Citation Tracker

SOP 03 – Entity SEO

Objective: Expand Google's understanding of the brand.

Procedure:

- Audit Brand SERPs.
- Publish GitHub repositories.
- Publish PDFs and infographics.
- Build Web2 properties.
- Publish Medium and LinkedIn articles.
- Participate in Reddit/community discussions.
- Build contextual citations.
- Reinforce schema and internal links.

Deliverables:

Entity Tracker

Authority Asset Tracker

Brand SERP Report

SOP 04 – Semantic SEO

Objective: Engineer semantic completeness.

Procedure:

- Expand context and meaning.
- Improve topical relevance.
- Match user intent.

- Optimize retrieval alignment.
- Build semantic completeness using related entities and semantic bridges.
- Avoid keyword stuffing.

SOP 05 – Authority backlinks Acquisition

Objective: Increase authority to boost rankings

Procedure:

- Local or national citations
- NAP Consistency
- Repurpose and refurbish old blogs for Medium & LinkedIn posts
- Githubs repositories building backlink ecosystem
- Parasite SEO or web2 content syndication
- Authority hub network
- Hybrid Multi-tier network
- Entity Authority network
- Infographics
- Videographics
- Google authority stacking

SOP 06 – Technical Fixes (Regular)

Procedure:

- Crawl entire website through Screaming Frog
- crawl issues and errors with Search Console
- check unhealthy broken links,
- HTML tags
- GTM, GA4, GSC fixes ,Sitemaps ,Robot txt
- Fix onsite h1, h2, duplicate headings,
- Cannibalized content, pages
- Alt-txt
- Metadata modifications
- Internal linking architecture, hubs & spoke, pyramid & contextual interlinks
- Schema sitewide, install structured data, schema each page
- Optimize loading, caching, images, minify JS & CS
- Mobile friendliness

Modern Content Engineering Framework™

A. Topical Authority Map

Create GPT-assisted topical clusters using GSC, AI Overview keywords, PAA, buyer intent and competitors.

B. Semantic Architecture – Vector relevance, related entities and contextual bridges.

C. Entity Reinforcement – Supporting topics and entity relationships.

D. Brand Entity Building – Consistent branded mentions.

E. AEO Structure – Answer-first sections, H2s, FAQs and QDF layering.

F. GEO Structure – Localized context and AI citation bait.

G. Behavioral SEO – Above-the-fold UX and anti-pogo-sticking.

H. SXO – Faster user satisfaction.

I. Information Gain – Unique insights.

J. Easy Chunk Extraction – Standalone value.

K. Natural Language Flow – Human and AI readable.

L. AI Readability – Structured formatting.

M. FAQs – 4–5 conversational FAQs.

N. Technical Reinforcement – Schema validation then GSC indexing.

Modern Content Execution Framework™

1. Intent Discovery

2. Semantic Mapping

3. Apply HABS™

4. Content Engineering

5. Entity Reinforcement

6. Schema Validation

7. QA Review

8. Google Search Console Request Indexing

Team Management

- Guide & Assist SEJ staff
- Maintain SOP library.
- QA before publishing.
- Weekly KPI meeting.
- Monthly client roadmap review.

KPIs (Se Ranking Tool)

Primary:

- Qualified Organic Traffic
- Organic Leads / Calls
- Google Map Pack Visibility
- Revenue Pages Improved

Secondary:

- Impressions
- Clicks
- CTR
- Average Position
- Indexed Pages
- Referring Domains
- Entity Mentions

Tools used:

Se Ranking

Ubersuggest

Screaming Frog SEO Spider

GSConsole

GA4

MS Clarity

Chrome DevTools (Network, Console and Elements)

Google PageSpeed Insights

Schema.org Validator

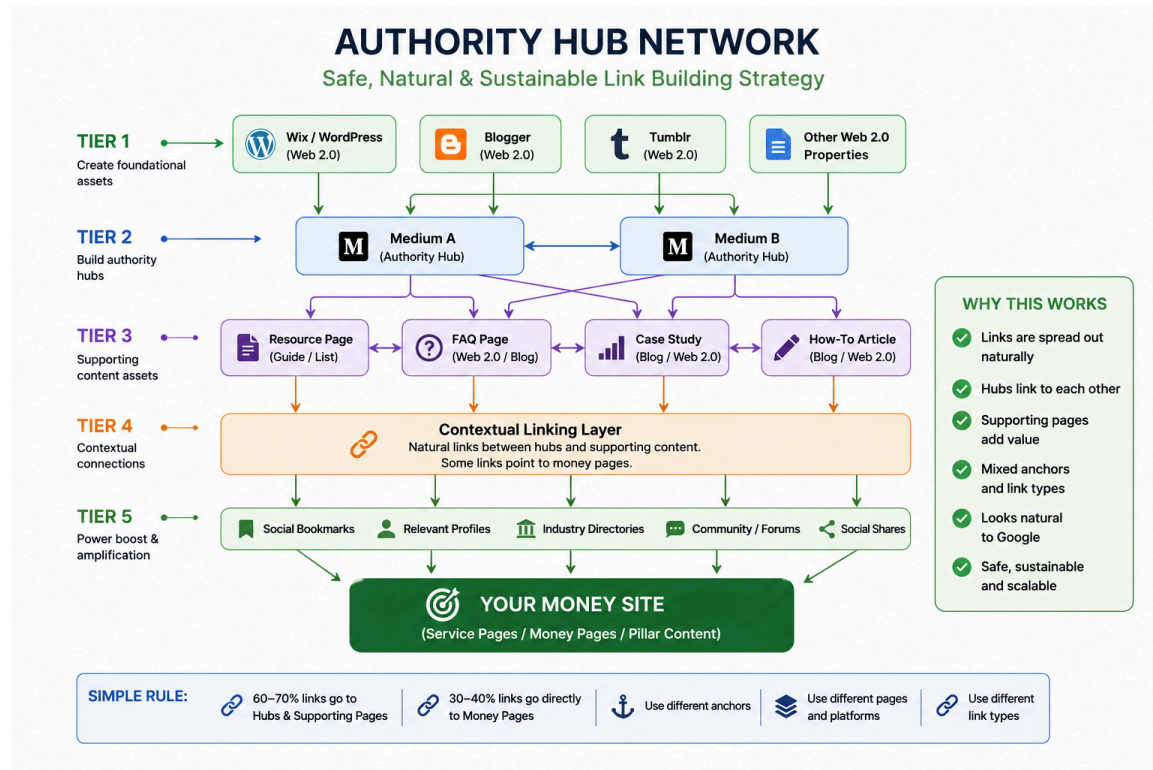
Detailed SEO extension

Looker Studio

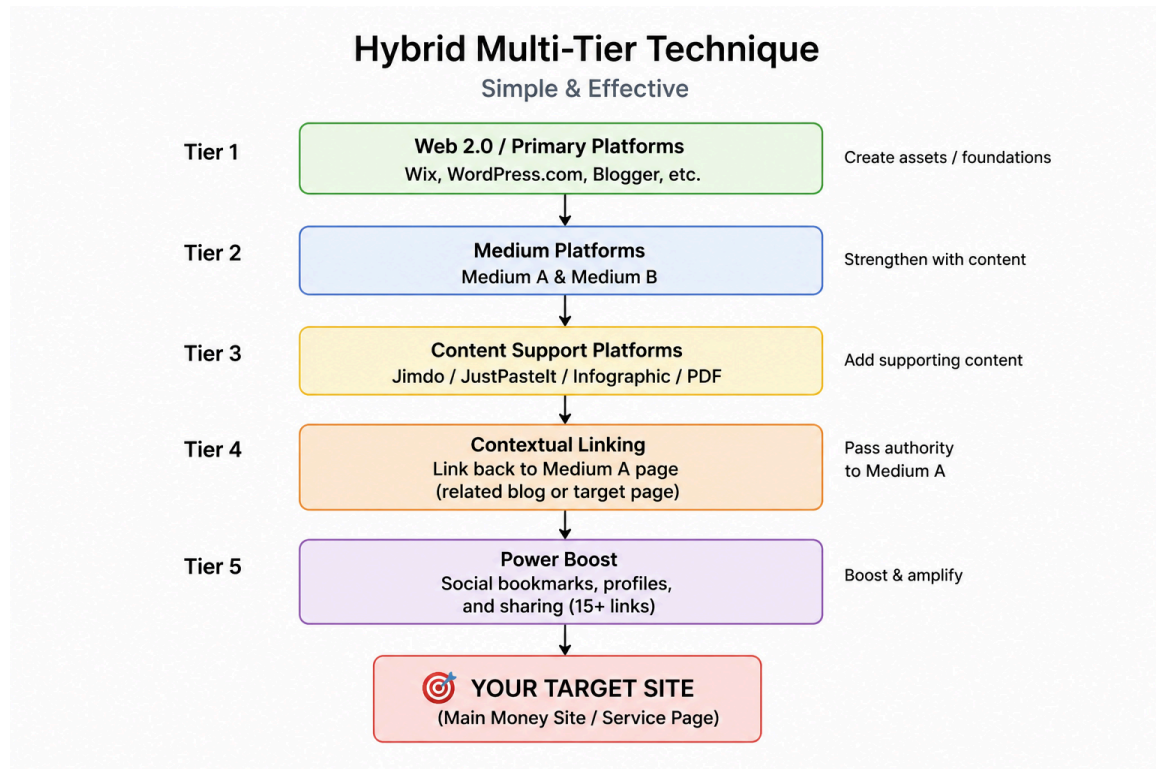
Closing

Designed as an SEO Operations Manager playbook suitable for agencies managing hundreds of Local SEO clients. Focus is sustainable growth, repeatable SOPs, and measurable business outcomes.

Authority hub network



Hybrid multi-tier network



Google Stack Ecosystem





GOOGLE ENTITY ECOSYSTEM

Fast. Easy. Connected. Built for *Entity, Authority & Rankings*.

1 LINKEDIN ARTICLE
15-20 mins



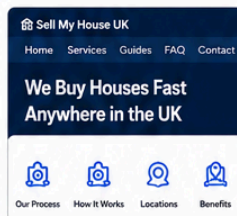
LinkedIn Article

- Share valuable content about selling houses fast in the UK.
- Add link to Google Site (Entity Hub) or Website.
- Build brand authority and visibility.

LINK DESTINATION

Links to **Google Site (Entity Hub)**

2 GOOGLE SITE (ENTITY HUB)
10-15 mins



Google Site (Entity Hub)

- Central hub that connects all assets.
- Include links to Website, Doc, PDF, Drive, and more.
- Optimized with keywords, locations & services.

INTERNAL LINKS TO

- Google Doc
- PDF Guide
- Google Drive
- Website Pages

3 GOOGLE DRIVE (PUBLIC FOLDER)
10 mins



Google Drive (Public Folder)

- Store all supporting assets.
- Make folder **PUBLIC VIEW**.
- Add images, logos, infographics, PDFs.
- Drive link goes to PDF.

LINK DESTINATION

Links to **PDF Guide**

4 PDF GUIDE (FROM DRIVE)
5 mins



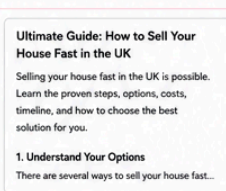
PDF Guide

- Convert Doc to PDF.
- Upload to Drive.
- Optimized file name (ex. sell-house-fast-uk-guide.pdf)
- PDF link goes to Google Doc.

LINK DESTINATION

Links to **Google Doc**

5 GOOGLE DOC (PILLAR CONTENT)
10-15 mins



Google Doc (Pillar Content)

- Create detailed pillar content.
- Include FAQs, locations, services, internal links.
- Link to Website and Google Site.

LINK DESTINATION

Links to **Google Site**

6 MAIN WEBSITE (SELL MY HOUSE UK)
Done! 🚀



Main Website (Sell My House UK)

- Receives all link power from the ecosystem.
- Optimized location pages, service pages, and blogs.
- Converts visitors into leads and cash offers.

YOUR MONEY SITE



Convert traffic into Leads & Cash Offers

ECOSYSTEM BENEFITS

- ✓ Entity Layering
- ✓ Authority Signals
- ✓ Brand Combination
- ✓ AI Citation Potential
- ✓ Topical Relevance
- ✓ Better User Trust
- ✓ Higher Conversion Potential

*Simple Stack
Big Impact!*

HOW THE ECOSYSTEM WORKS



LinkedIn Article



Google Sites (Entity Hub)



Drive (Public Folder)



PDF Guide



Google Doc (Pillar Content)



Main Website

Powerful Content Flow = Stronger Entity = Higher Rankings

WHY THIS ECOSYSTEM WORKS



Builds Entity & Trust



Improves Rankings



AI & Search Visibility



Strong Interconnection



Quick to Set Up

★ A SIMPLE, SAFE & EFFECTIVE SEO ECOSYSTEM THAT DRIVES REAL RESULTS.

