

Everything that proved to matter. Then only what matters for the website.

One system does the technical SEO, the AI search work (GEO and AEO) and the content work of a website together, and a person stays in charge of every decision.

The record is the raw material. For 15 years I've kept everything that proved to matter: patents read in full, every update Google announces and what its own people say, case studies and best practices, and the data from 3 crawls of every URL, the logs and 28 sources. More than 22,000 elements today, and it keeps growing.

Most of it does not apply to the website in front of me. The system holds every page against the record and keeps what matters for the website: no noise, straight to the source, page by page. Knowing what applies, and what goes first, is the work.

From there it is a chain: the reviews, with the source behind each finding; the strategy, from what the reviews show and what the business is after; the priorities, worked out with the team; then the tickets and the briefs to the developers and the writers, and a dashboard for each role. It is not here to replace SEOs, it makes the work more efficient and the work stays hands-on. In the end, it recommends, and a human decides.

22,000+ elements in the record every finding answers to	21 groups of named checks, run on every page	28 sources compared, element by element
110,000,000 checks on a 5,000 page site, each verified a second time	40+ fields already filled on every ticket	19 sections in the live dashboard

What actually gets analyzed.

THE WEBSITE'S PAGES	Every one the website owns, against the full list of named checks.
THE COMPETITORS	Rebuilt per market and per language, crawled the same way, full text extracted.
THE GAP	What the pages that rank say, and the website does not say yet, at the level of the claim rather than the keyword.
THE ORDER	One ranked queue, one score fed by traffic decay and index status, re-scored every week.
GEO AND AEO	Whether the AI assistants can reach the website, what share of the answer it holds, and whether that answer is correct.

THE 21 GROUPS: indexation · crawlability · rendering · canonicals · redirects · status codes · sitemaps · robots directives · internal linking · structured data · metadata · headings · content depth · entities · experience signals · core web vitals · mobile · hreflang · images · security · AI readability

Eight steps, and the order is the whole point.

Step 4 is only possible because step 2 ran. Step 7 is only defensible because step 3 did.

01 · INPUT	A domain name. A list of competitors if there is one, and if there is not, the set is rebuilt from live results anyway.
02 · THE CRAWLS	Every URL gets crawled 3 ways, and when the crawlers disagree it gets fetched again, so nothing ships on a single source.
03 · THE LIST	A fixed list of named checks, in 21 groups, run on every page rather than on a sample.
04 · THE RECORD	Every finding answers to a record of more than 22,000 elements: granted patents read in full, sworn testimony on NavBoost, and every update Google announces.
05 · THE MARKET	The competitive set, crawled the same way, next to what people actually ask in their own words.
06 · THE ANSWERS	What the AI assistants say about the website today, measured so the next reading can be compared to this one.
07 · THE COMPARISON	28 sources that disagree get compared, element by element. Every check is verified a second time, and when 2 sources disagree, it comes back to me to review by hand.
08 · THE OUTPUT	A strategy, sourced reviews, tickets with the fix already written, and a live dashboard. I check each one.

Every recommendation traces back to a [primary source](#).

When someone asks why a fix matters, the answer is a source they can go and read for themselves.

GRANTED PATENTS

Read in full

A patent shows what Google designed, not what runs today. I use them to decide what to check, never to claim how Google ranks.

[US7346839B2](#)

[US11354342B2](#)

[US9031929B1](#)

[US9558233B1](#)

[US8577893B1](#)

[US8150842B2](#)

SWORN TESTIMONY

NavBoost

How click data is used, described under oath rather than guessed at. Pandu Nayak, United States v. Google, 2023.

GOOGLE'S OWN RECORD

Every announced update

Google changes Search thousands of times a year, 4,781 launches in 2023 by its own count, and announces only a few. Every announced update goes into the record the day it lands, compared with the website's own traffic.

THE LIVE MARKET

Rebuilt, not assumed

Competitors found from live results per market and per language, crawled the same way, on the same day.

GEO and AEO, and the difference.

For GEO, Generative Engine Optimization, I first check that the AI crawlers can reach the page at all, then I measure the website's share of the answer on a fixed set of prompts, with a control. For AEO, Answer Engine Optimization, I check whether the answer about the website is correct, because **being described wrongly is worse than absence**.

And I say what cannot be answered: no one can tie an AI mention without a click to a sale today. It is reported as not answerable rather than estimated.

This is not vibe coding. Every part of it was built on purpose, over thousands of hours, and proven in production: 2 years of building, 1 year in production at enterprise level. The record keeps growing: I read the news, the announcements and the new tools every day, and what holds up goes in.

4 things, and I check **each one**.

STRATEGY

What to do, in order

Ranked by what it costs now, rather than by what is quickest to fix.

REVIEWS

Every claim sourced

Each number carries where it came from, how many things were looked at, and when.

TICKETS

40+ fields filled in

The business objective first, the expected result, and how we confirm the fix. Jira, Asana, ClickUp, Monday, Trello, Linear, Notion: any tracker reachable through MCP can be connected.

DASHBOARD

Live, 19 sections

From search performance and technical health to content, AI visibility and competitors, with Core Web Vitals analyzed every week, and Claude built in for the common questions.

Hands-on, **through the release**.

I work closely with the dev team through the release, and I follow up on every ticket. With the writers, the view is completely customizable: I adapt it to their workflow and their methodology, so nobody gets overwhelmed. Every change is logged with its date, and I wait 8 weeks before I read the result, the time a change needs to show up in search.

The collection and the cross-checking are automated.

The reading, the corrections and the judgment are **done by a human**.

2 ways to work with it

A TO Z

I run it all, from the crawls to the tickets, and I stay with the team through the work.

FOR SEO TEAMS

I produce the review, the tickets and the dashboard. The team presents and manages the findings.

Every number on these 4 pages is explained, with where to check it, in the "Claims and facts" section of the page this summary comes from.

Made by Claude, with Claude.