

SEO Automation v1 — Intake, Audit, Reporting Workflow

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MC: #101968

Status: v1 review-ready

Owner: John / ALAI

Scope: reusable templates and credential-free public-page audit workflow for Asmir/partner SEO clients and ALAI-owned internal domains.

Operating rule

SEO/audit/optimization work must be **template-first**:

1. Reuse the same intake, audit, report, and backlog templates.
2. Improve the reusable templates/tooling whenever a one-off need appears.
3. Do not claim ranking, traffic, or conversion impact without Search Console, Analytics, or equivalent verified evidence.
4. Do not fabricate legal/Privacy/Terms content as part of SEO work.

Package location

Local package:

```
/Users/makinja/business/ALAI-Holding-AS/sales/seo-automation/
```

Key files:

- README.md
- client-intake-email-bs.md

- seo-intake-form.md
- seo-audit-checklist.md
- seo-client-report-template.md
- seo-internal-backlog-template.md
- seo-automation-roadmap.md
- run-basic-seo-audit.py

Audit runner

Credential-free runner:

```
run-basic-seo-audit.py
```

Checks include:

- HTTP status
- title
- meta description
- H1/H2
- canonical
- robots meta
- robots.txt
- sitemap.xml
- images and decorative-alt handling
- links and forms

Validation performed:

```
python3 -m py_compile run-basic-seo-audit.py
```

Internal run evidence

Run workspace:

```
/Users/makinja/business/ALAI-Holding-AS/sales/seo-automation/runs/20260524-internal-domains/
```

Important evidence files:

- 00-expanded-batch-report-v2.md
- local-validation-v2.md
- pr-ready-clean-worktrees.md

- `published-draft-prs.md`
- `code-review-report.md`
- `pr-comments-evidence.md`
- `final-pr-summary.md`

PRs opened from the workflow

Product/site PRs:

- LumisCare canonical: <https://github.com/johnatbasicas/vivacare/pull/3>
- Drop SEO cleanup: <https://github.com/johnatbasicas/drop/pull/57>
- BasicFakta robots/sitemap: <https://github.com/johnatbasicas/basicfakta/pull/1>

Template package PR:

- SEO Automation v1 templates: <https://github.com/johnatbasicas/alai-holding/pull/2>

PR validation comments:

- LumisCare: <https://github.com/johnatbasicas/vivacare/pull/3#issuecomment-4530170979>
- Drop: <https://github.com/johnatbasicas/drop/pull/57#issuecomment-4530171024>
- BasicFakta: <https://github.com/johnatbasicas/basicfakta/pull/1#issuecomment-4530171064>
- SEO template: <https://github.com/johnatbasicas/alai-holding/pull/2#issuecomment-4530171110>

Current status

- PRs are opened and marked ready for review.
- Drop workflow concluded success, but PR merge state still reported `UNSTABLE`; required checks must be reviewed before merge.
- No PR was merged by automation.
- No deploy was performed by automation.
- Live post-deploy verification is still required after any approved merge/deploy.

Revision #1

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