

# SEO Client Workflow — Skill (/seo-client) + Intake Auto-Ingest

## SEO Client Workflow — Layers 2+3 Architecture

**Status:** Active (2026-06-03)

**Driver:** Asmir SEO partner clients (first = Smoke House Hadžići)

**MCs:** #102865 (skill), #102866 (intake ingest)

**Owner:** Skillforge (docs), CodeCraft (ingest), FlowForge (launchd)

## Architecture Overview

The SEO client workflow is structured in 3 layers:

- **Layer 1:** SEO Readiness Portal tool — local/cloud dual-mode audit, GBP/local-first for no-website clients (MC #102861, see [GBP/Local-First Audit Mode](#))
- **Layer 2:** `/seo-client` skill — generates 5 Bosnian DRAFT deliverables from intake
- **Layer 3:** Intake auto-ingest — parses inbound email into portal workspace

## Layer 2: /seo-client Skill

### Location

```
~/ .claude/skills/seo-client/SKILL.md
```

### Purpose

Given a client SEO intake (from SEO Readiness Portal workspace data **OR** pasted partner email), produce 5 review-ready **DRAFT** deliverables in Bosnian. Never auto-send. All outputs are local drafts under `/tmp/alai/seo-client/<client-slug>/` for human review before delivery.

# Inputs

- **Portal workspace:** `/path/to/portal/.data/workspace.json` (client, site, intake objects)
- **Pasted intake email:** numbered questionnaire text (like Asmir partner emails)
- **Email ID:** `--email-id <id>` (fetches via `email-inbox.js`, read-only)

## Deliverables (5 Bosnian DRAFTS)

1. **gbp-content.md** — GBP optimization content:
  - Business description (max 750 chars, keyword-rich, natural BS)
  - Primary + 2-3 secondary categories (from GBP taxonomy)
  - Suggested attributes (wheelchair accessible, parking, etc.)
  - 3-5 sample GBP posts (seasonal offers, service updates, local events)
  - Review-ask template (polite, brief, BS)
2. **competitor-benchmark.md** — Competitor analysis:
  - For each competitor (up to 3): GBP completeness, review count/rating, categories, notable strengths
  - Client gap analysis + quick wins
  - Actionable recommendations
  - *Note:* No live GBP API scraping (Phase 10+); manual research or intake-provided competitor URLs
3. **client-report.md** — Client-facing SEO readiness report (BS):
  - Executive summary (current status + top opportunity)
  - Goals (from intake: target location, priority services, conversion action)
  - Current status table (Technical SEO, On-page, Content, Local SEO, Conversion — RAG status)
  - Top findings (P0/P1/P2 prioritized)
  - Recommended action plan (Week 1-2, Month 1, Month 2-3)
  - What we need from client (access, approvals, content)
  - Measurement (KPIs: organic traffic, GBP interactions, contact forms)
  - **Disclaimer:** SEO does NOT guarantee ranking/traffic
  - *Evidence grounding:* portal audit findings (if website exists) or GBP checklist (if GBP-first mode)
4. **client-email-draft.md** — Draft client email (BS):
  - Subject line suggestion
  - Summary: what was reviewed, top findings
  - Immediate asks: missing access, info gaps, priorities
  - Next steps: what ALAI/partner will do after client responds
  - Disclaimer: readiness review only, no ranking/traffic guarantee
  - **Mark as DRAFT** — never auto-send
5. **owner-gbp-claim-guide.md** — Step-by-step GBP claim + add-ALAI-as-Manager guide (BS):
  - Go to [business.google.com](https://business.google.com)
  - Search for business name + location

- Claim existing listing (if unclaimed)
- Verify ownership (postcard/phone/email)
- Complete profile: hours, photos, services, description
- Add ALAI/partner as Manager (Settings → Users → Add user, role: Manager)
- Notify ALAI/partner when access granted
- *Screenshot placeholders:* [Screenshot: GBP claim button]

## Guardrails

- **No ranking/traffic guarantees:** forbidden words enforced ( `ranking|traffic|guarantee|guaranteed|first page|top results` )
- **Drafts only:** all outputs are local files; NO auto-send, NO email trigger
- **Optional Lexicon BS check:** route to Lexicon (Dževad Jahić) for linguistic QA if requested
- **MAX TURNS:** 30 (skill execution timeout)
- **No fabricated metrics:** no Search Console/Analytics data without verified access
- **No hardcoded competitor data:** always from intake or prompt user

## Workflow Modes

- **GBP\_FIRST mode:** no website detected ( `intake.hasWebsite === false` OR `site.canonicalUrl` empty )
  - Focus: `owner-gbp-claim-guide.md` as P0 deliverable
  - Skip website-specific audit findings
  - All deliverables optimized for GBP
- **WEBSITE\_AND\_GBP mode:** website exists
  - Run portal audit: `npm run audit -- --client <slug>`
  - Parse audit findings for client report evidence
  - Include both website + GBP recommendations

## Evidence Bundle

On completion, creates `/tmp/alai/seo-client/<client-slug>/DELIVERABLES-MANIFEST.md` with:

- File checklist (all 5 deliverables)
- Validation: PASS (no forbidden words)
- Linguistic QA: PENDING | REVIEWED\_BY\_LEXICON
- Approval: PENDING\_HUMAN\_REVIEW
- Next steps: human review required before client delivery

## Registration

Registered in `~/ .claude/skill-registry.db`:

- **Name:** seo-client
- **Triggers:** /seo-client, "seo client workflow", "process seo intake", "generate seo deliverables", "asmir seo tip"
- **Domain:** seo-operations
- **Level:** 3
- **Max Turns:** 30
- **Status:** active

# Layer 3: Intake Auto-Ingest

## Location

`~/business/ALAI-Holding-AS/products/SEO-Readiness-Portal/scripts/ingest-intake-email.ts`

## Purpose

Parse inbound client SEO intake email (numbered questionnaire format) and append a DRAFT Client+Site+Intake record to the portal workspace. Idempotent via ingest ledger. Read-only email access; no email send.

## Usage

```
# Ingest specific email by ID
npm run ingest:intake -- --email-id <id>

# Scan pending ACTION emails (list only)
npm run ingest:intake -- --scan

# Dry-run mode (no writes)
npm run ingest:intake -- --email-id <id> --dry-run

# Auto-run audit after ingest (deferred; not implemented in current draft)
npm run ingest:intake -- --email-id <id> --run-audit
```

## Workflow

1. **Email fetch:** Shell-out to `node ~/system/tools/email-inbox.js show <id>` (read-only, no network calls)

2. **Parse:** Extract numbered intake fields:
  - Business name, location, services, languages
  - Target markets (local/regional/national)
  - Competitors (names or URLs)
  - GBP status (claimed/unclaimed, manager access yes/no)
  - Website status (has website yes/no, URL if yes)
  - Analytics/Search Console status
  - Priority services, conversion goals
3. **Workspace append:** Create draft Client, Site, Intake objects:
  - `client.status = "lead"`
  - `intake.status = "submitted"`
  - `intake.hasWebsite = inferred from question "Do you have a website?"`
  - `site.canonicalUrl = empty if no website (triggers GBP-first mode in skill)`
4. **Idempotency:** Dedup by source email ID via `.data/ingest-ledger.json`:
  - Schema: `{ schemaVersion: 1, updatedAtUtc, ingestedEmailIds: { [emailId]: { emailId, clientId, siteId, intakeId, ingestedAtUtc } } }`
  - If email ID already in ledger → skip (NOOP)
5. **Output:** JSON summary to stdout:
  - Email ID, client ID, site ID, intake ID
  - Client name, status, target markets
  - Site domain (or "no website — GBP/local mode")
  - Intake status, hasWebsite, gbpClaimed, gbpManagerAccess, priorityServicesCount, competitorsCount

## Guardrails

- **DRAFT only:** status = "lead"/"submitted" — no active/onboarded promotion
- **No audit auto-run:** unless `--run-audit` flag (not implemented; manual run via portal)
- **No email send:** read-only email access, no outbound mail
- **No production mutation:** writes only to local workspace file (`.data/workspace.json`) + ledger

## Launchd Wrapper (Deferred)

Template at `scripts/launchd/com.alai.seo-intake-ingest.plist`:

- NOT installed (manual trigger for now)
- When enabled: periodic scan for ACTION emails, auto-ingest eligible intake questionnaires
- Safe + logged (writes to `~/logs/seo-intake-ingest.log`)

## End-to-End Flow

1. **Intake email arrives** (from Asmir or direct client) → tagged ACTION by email-inbox.js rules
2. **Layer 3 ingest:** `npm run ingest:intake -- --email-id <id>` → creates draft client in portal workspace
3. **Portal GBP audit:** CEO or automated task runs audit (Layer 1) → evidence collected
4. **Layer 2 skill:** `/seo-client` generates 5 Bosnian DRAFT deliverables
5. **CEO review:** human reviews drafts at `/tmp/alai/seo-client/<client-slug>/`
6. **Send:** CEO or agent manually copies content to client email / BookStack client page

## Limitations / Deferred

- **Live GBP API:** Google OAuth + Places API deferred pending CEO approval (Phase 10+)
- **Launchd not installed:** manual trigger for intake ingest (no auto-scan yet)
- **No auto-send:** all deliverables require human review gate
- **No Search Console/Analytics API:** access verification deferred
- **Single language:** Bosnian (BS) only; EN/DE deferred
- **No BookStack page auto-creation:** manual copy-paste for client-facing docs

## Related Documentation

- [Layer 1: GBP/Local-First Audit Mode](#)
- SEO Operations Playbook: `~/business/ALAI-Holding-AS/sales/seo-automation/SEO-OPERATIONS-PLAYBOOK.md`
- Client Report Template: `~/business/ALAI-Holding-AS/sales/seo-automation/seo-client-report-template.md`
- Bosnian Linguistic QA: `~/system/rules/bosnian-linguistic-validation.md`

## Evidence

- **MC #102865:** /seo-client skill authored at `~/claude/skills/seo-client/SKILL.md`
- **MC #102866:** Intake ingest script at `scripts/ingest-intake-email.ts`
- **Test fixture:** Asmir email #8792 (Smoke House Hadžići)
- **Skill registration:** `~/claude/skill-registry.db`
- **Status:** DRAFT (no deploy, no auto-send, no production data mutation)

---

Revision #1

Created 2026-06-03 12:45:44 UTC by John

Updated 2026-06-03 12:45:44 UTC by John