

# SEO Pipeline — Portal Intake ? John Deep-Report (agent runbook)

## Purpose

The SnowIT SEO offering uses the portal for intake and crawl at scale (zero partner effort). John (agents) produces the quality deep report. The portal's own auto-report is a shallow teaser; the real deliverable is John's deep-report play. This runbook is the canonical reference for any agent session picking up SEO work.

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## Architecture / Flow

```
Asmir (partner) adds client via /partners in portal
  OR John mints magic-link directly
    |
    v
System emails HMAC-bound magic-link to end client
    |
    v
Client opens https://seo-tools.snowit.ba/intake/<token>
  fills smart form + AI chatbot
    |
    v
Portal auto-crawls site
  stores intakeSubmission + crawl summary in workspace.json
  fires notify_audit_ready webhook/email
    |
    v
seo-intake-watcher (LaunchAgent) polls workspace every 10 min
  detects NEW submission
```

emails john@alai.no

|

v

John agent session runs ~/system/prompts/seo-deep-report-play.md

|

v

Quality deep report delivered to Asmir / client

## Key Live Facts (verified 2026-06-22)

Item	Value
Portal app	Azure App Service <code>seo-readiness-alai</code> , RG <code>rg-seo-readiness-prod</code>
Current known-good image	<code>20260622-audit-depth</code> (v1.1.0 crawl audit engine)
Public URLs	<a href="https://seo-tools.snowit.ba">seo-tools.snowit.ba</a> / <a href="https://seo-tools.alai.no">seo-tools.alai.no</a>
Deploy method	<code>az acr build</code> + <code>az webapp config container set</code> (DEPLOY-MAP.md in repo root; ZAKON P12)
Workspace read (read-only)	Kudu VFS + AAD token: <code>az account get-access-token --resource https://management.azure.com</code> then <code>GET https://seo-readiness-alai.scm.azurewebsites.net/api/vfs/data/workspace.json</code>
Handoff watcher script	<code>~/system/tools/seo-intake-watcher.js</code>
LaunchAgent	<code>com.john.seo-intake-watcher</code> (10-min poll; emails john@alai.no on NEW intake only)
Watcher state	<code>~/system/state/seo-intake-watcher-seen.json</code>
Deep-report play	<code>~/system/prompts/seo-deep-report-play.md</code>
GSC/GA layer	OPTIONAL / separate — pending OAuth verification (MC #103428). Crawl-based audit needs NO Google credentials.

## Trigger Checklist — Receiving a New Intake

1. Email arrives at john@alai.no with subject containing "SEO intake" or "audit\_ready".
2. Open workspace.json via Kudu VFS (read-only; see table above) and confirm `intakeSubmission` is present for the client domain.

3. Read `~/system/prompts/seo-deep-report-play.md` — follow it exactly. Do not improvise the report structure.
  4. Deliver completed report to Asmir (partner) and optionally to client email on record.
  5. Mark intake as processed in seen-state: add domain + timestamp to `~/system/state/seo-intake-watcher-seen.json`.
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# When to Use the Portal vs Do It Directly

For a small number of one-off clients, John running the audit directly (without the portal intake flow) is faster and produces a deeper initial result. The portal earns its keep at intake *volume* — when Asmir is referring multiple clients per week and cannot afford to coordinate each one manually. (CEO note 2026-06-22.)

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# Anti-Pitfalls for Agents

- **Portal auto-report can produce false positives.** Example verified 2026-06-22: bilko.cloud robots.txt and sitemap.xml were reported as 200 OK by the shallow auto-report when both URLs actually returned homepage HTML. Always verify by live outcome (`curl -sI <url>`), not the portal's own summary.
  - **One deploy per task.** Build agents must perform exactly one deploy cycle. Do not iterate deploys within a single MC task unless explicitly unblocked.
  - **No new endpoints/scope without a new MC.** If the task is a runbook write, do not add API routes or portal features as a side-effect.
  - **Never hand-write expected results into workspace.json to fake verification.** Evidence must be machine-generated from actual portal behaviour.
  - **Deploy path is ZAKON PI2.** Always check DEPLOY-MAP.md in repo root before any `az acr build` or `az webapp` command.
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# Evidence & Memory Links

- Memory project: `project_seo_pipeline_portal_plus_john_2026-06-22`
  - Memory project: `project_seo_portal_live_autonomous_2026-06-22`
  - Related pages:
    - [SEO Readiness Portal MVP — Status and Evidence](#) (new-client-template book)
    - [SEO Readiness Portal Cloud Migration — 2026-06-01](#) (SnowIT book)
    - [SEO Client Workflow — Skill + Intake Auto-Ingest](#)
    - [SEO Portal intake-audit loop + chatbot P0 security \(2026-06-07\)](#)
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