

SEO foundations and AI search readiness

CHAPTER 01 / BEFORE YOU BEGIN

Prepare your materials. Define the deliverables.

Website managers, editors and marketing teams who need reasonable SEO priorities.

Starting materials

- Access Search Console if available
- List of services and priority pages
- Verifiable sources of business information

What you will prepare

List of page access improvements, buyer responses, and supporting evidence.

Use it as material for decisions and discussions, then adjust the work limits to your conditions.

Starting from one page, one process, or one most important need. Note unknowns as questions; Don't force answers just to make the worksheet look finished.

Work in a clear order.

Check if the page can be found

Starting from the status of the URL, crawler access, and whether the page is intended to be public. Check noindex, canonical, and internal link settings before rewriting copy. Sitemap helps URL discovery but does not guarantee indexing. Don't reveal internal content or customer data for the sake of SEO.

Answer questions that determine decisions

For one service, explain who is a good fit, what is done, input required, service limits, and next steps. Use relevant examples as well as terms buyers use. Answers should still be useful when read without promotional context. Avoid adding repetitive FAQs just for keywords.

Make the information checkable

Show the source of the figure, date of change, and person responsible for the content when relevant. Explain whether the example is an exercise, a target, or a real result. Schemas only describe information that actually exists and matches the type; markup does not replace proof. Don't create certifications or testimonials to make the page look credible.

Measure patterns before changing strategies

Note pages, queries, periods, and changes made. Separate visibility from quality inquiry. AI answers may change according to context; one manual search is not a complete picture of the market. There is no guarantee of first place or mention by any AI platform.

Connect steps to real decisions.

CRM implementation service providers answer questions about data migration. The example structure below explains the buyer's decision without claiming that the page is definitely AI-quoted.

Question	Fill in the required contents	Evidence/limits
Can old data be moved?	Data type, source, and format checking	Feasibility is assessed from the sample
What is included in the workmanship?	Mapping, testing, and documentation	Integration limits are stated
How are changes checked?	Review and testing before release	Does not guarantee zero interference
How to start?	Initial documents and consultation pathway	Access is provided as needed

Replace the example lines with your business conditions. Mark information that already has evidence, that is still an assumption, and that needs to be asked of the person in charge.

Avoid decisions that seem right, but have not been tested.

Install the schema then consider SEO complete

Check content, access and relevance. Structured data does not guarantee performance in specific results.

Create mass content that answers the same thing

Add experiences, examples, or data that will truly help readers.

If a decision impacts costs, access, data, or other teams' work, list the parties who need to approve it. Explain the evidence that is available and the extent of information that remains to be examined.

Make your plans here.

Fill in concisely and specifically. For information that is not yet available, write who needs to be asked for confirmation. These notes are not sent by the Playbook feature to Oura; download before the tab closes.

01 Priority URL

02 Buyer questions

03 Technical barriers

04 Claims that need proof

05 Content improvements

06 Metrics and monitoring period

Do not enter passwords, access tokens, or personal customer data. Temporary storage follows the browser tab session, not the Oura account.

Check your job readiness.

This checklist records the tasks you marked. It is not an audit score, certification, or automatic assessment of a website.

Priority pages can be accessed according to their purpose

Titles and headings explain the topic

Claim to have a source or sample label

Key information is available as text

Metrics are separated from the promise of results

Frequently asked questions

There is no way to guarantee a mention. SEO foundations, useful content, and clear sources remain the basis of the work.

No. Clicks indicate visits from searches; prospects require different actions and criteria.

Referral & usage limits

- Google Search Essentials ■
- Google: useful content ■
- Google: a guide to AI features in Search ■

References checked on October 2, 2026. Steps, examples and worksheets are Oura editorial formulation with the help of AI and public references. Examples are not client results. The guide does not guarantee business results and does not replace a dedicated examination of your systems.