



Enterprise SEO: Strategic Implementation & Governance Checklist

Phase 1: Semantic Inventory & Entity Extraction

- **Audit Existing Assets:** Identify high-performing legacy pages and map them to primary enterprise keywords.
- **Extract Entities:** Use LLMs to identify key entities and semantic triples from internal sales logs and CRM data.
- **Identify Gaps:** Compare your entity graph against competitors to find "Information Gains" opportunities.
- **Define Taxonomy:** Establish a parent-child relationship for all strategic topics to prevent internal competition.

Phase 2: Governance & Accountability

- **Assign Keyword Ownership:** Every primary keyword must have a designated department or product owner.
- **Establish Naming Conventions:** Standardize how products and services are referenced across marketing, sales, and support.
- **Create a Mapping Matrix:** Link each strategic keyword to exactly one authoritative "Pillar" URL.
- **Set Review Cycles:** Schedule quarterly stakeholder meetings to refresh the enterprise keywords list based on market shifts.

Phase 3: AI-Ready Implementation (RAG & GEO)

- **Deploy Schema Markup:** Implement JSON-LD for all core entities to define explicit relationships for AI crawlers.
- **Structure for Retrieval:** Convert complex blocks into digestible facts, tables, and lists to optimize for RAG systems.
- **Verify Citations:** Ensure all statistical claims and expert quotes are properly formatted for generative engine extraction.
- **Optimize for Voice:** Integrate conversational question-led phrases into FAQ and support documentation.

Phase 4: Monitoring & Performance

- **Track Generative SOV:** Measure brand presence and citation frequency within AI Overviews and Perplexity outputs.
- **Monitor Cannibalization:** Use automated tools to flag multiple URLs ranking for the same enterprise intent.
- **Validate Pipeline Impact:** Connect keyword performance to CRM data (qualified leads and assisted conversions).