KECUDO

SEARCH MARKETING SERIES

PREMIUM EDITION
IV

Class 4

SEO

Application · Step by Step

A 15-step practical workbook: what to do, what to accomplish and a worked example at every step — from baseline to AI-ready pages.

2026 EDITION · MARKETING SERIES

About this book

This is Class 4 of the Kecudo **Search Marketing Series**, a course on being found in search: SEO, AEO and GEO. It is the hands-on companion to Class 1 (SEO: The 10 Marketing Elements): Class 1 explains what matters; this workbook shows how to do it, step by step.

It is written for beginners and intermediate marketers, founders and freelancers. Each chapter covers one idea in plain language, then applies it to the running example, **Kecudo Coffee Co.**, a fictional online coffee shop whose numbers tie together across the whole series.

How to use it

- Read Part I in order; dip into Parts II and III as needed.
- Use arrow keys, swipe or the buttons to turn pages; open Contents any time.
- Finish with the 25-question self-assessment for your rating.

Data and sources

Kecudo Coffee Co. and all of its figures are fictional and for teaching only. Facts and research figures about AI search in 2026 come from published industry reporting, credited under the relevant pages. AI search changes quickly; check current guidance before acting.

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FOUNDATION PART I · PREPARE & RESEARCH

Step One

Set Goals and a Baseline

GOAL Know exactly where you start and what "success" means in 90 days, in numbers the business cares about.

SEO without a baseline is guesswork. Before changing anything, write down how the site performs today and what you want it to deliver. Every later step is judged against this page.

What to do

1. **Pick 1–3 business goals.** Orders for a shop, leads for a service, sign-ups for an app. Rankings are a means, not a goal.
2. **Record the last full month** of impressions, clicks, CTR and average position from Search Console.
3. **Record the money side** from analytics: organic sessions, conversion rate, orders and revenue.
4. **Set 90-day targets** that are ambitious but believable — usually 30–70% growth for a site with clear fixes.
5. **Put it on one page** — the SEO scorecard — and share it with whoever approves the work.

DONE WHEN

- ☐ A one-page scorecard exists with today's numbers and 90-day targets
- ☐ Every target is a number with a date
- ☐ The owner of the business has agreed to it

Step One, continued

Worked example: Kecudo Coffee's scorecard

Metric (June)	Baseline	90-day target
Google impressions	120,000	—
Clicks	3,600	6,000
CTR (clicks ÷ impressions)	3.0%	3.3% or more
Average position	14.2	Under 10
Organic sessions	4,000	—
Conversion rate	2.0%	2.5%
Orders (sessions × CR)	80	150
= Organic revenue (orders × $32)	**$2,560**	**$4,800**

Kecudo's target of 150 orders at its $32 average order value means $4,800 a month — 88% more than today. That number, not "rank #1", is what the next 14 steps work toward.

Common mistakes

- Choosing rankings or traffic as the only goal
- Using a week of data (too noisy) instead of a full month
- Setting targets after the work starts, so nothing can be compared

FOUNDATION PART I · PREPARE & RESEARCH

Step Two

Install the Measurement Tools

GOAL See which searches bring people to the site, which pages they land on, and which visits turn into money.

You can't improve what you can't see. Four free tools cover almost everything a small business needs, and setting them up takes an afternoon.

Tool	What it tells you	Setup
Google Search Console	Queries, impressions, clicks, positions, indexing problems	Verify the domain; submit sitemap.xml
Bing Webmaster Tools	The same for Bing — which also feeds Copilot and ChatGPT search	Import from Search Console in one click
Google Analytics 4	Sessions, sources, conversions, revenue	Install the tag; mark purchase as a key event
A site crawler	Broken links, titles, redirects, noindex tags	Free tiers crawl a few hundred URLs

What to do

1. **Verify Search Console** at the domain level so every subdomain and protocol is included.
2. **Submit your XML sitemap** in Search Console and Bing.
3. **Install GA4** and confirm the purchase (or lead) event fires with a real test order.
4. **Link GA4 and Search Console** so landing pages show both clicks and revenue.
5. **Save three reports:** top queries, top landing pages, organic conversions by page.

DONE WHEN

- ☐ Both webmaster tools show your sitemap as "Success"
- ☐ A test purchase appears in GA4 within 24 hours
- ☐ You can answer: "Which page earned the most organic revenue last month?"

Common mistakes

- Verifying only the www or non-www version
- Never testing the conversion event, so revenue is missing for months

Self-Assessment

Part A · Basics

Choose one answer per question. Answers lock once chosen; your score updates at the top of the page.

1 **What is the first step of an SEO project?**

- a Buy links
- b Rewrite every page
- c Set goals and record a baseline
- d Add schema

2 **Which tool shows the search queries that bring visitors to your site?**

- a Google Search Console
- b A word processor
- c A CDN
- d A link farm

3 **In a keyword-to-URL map, each page should target...**

- a Every keyword on the site
- b One main term (or topic)
- c Only brand terms
- d No keywords

4 **Which schema type shows a product's price and stock?**

- a BreadcrumbList
- b Organization
- c Article
- d Product + Offer

5 **What is the "good" threshold for LCP?**

- a 2.5 seconds or less
- b 10 seconds
- c 0.1 seconds
- d 200 seconds

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Thank you for learning with Kecudo.

NEXT IN THE SERIES

Class 2 · AEO

Answer Engine Optimization: turn your best pages into the answers AI quotes.

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