

SEO PRO

Advanced SEO Accelerator

Technical Audits, Competitive Analysis, and Advanced Schema

aruntastic.

GEO & AI Search Mastery

SEO PRO

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Section 1: Technical SEO Audit Checklist

FOUNDATION FIRST

Technical SEO is the foundation everything else sits on. The best content in the world will not rank if Google cannot crawl it, index it, and render it properly. This checklist covers the complete technical audit.

Core Web Vitals

METRIC	GOOD	NEEDS IMPROVEMENT	POOR
LCP (Largest Contentful Paint)	< 2.5s	2.5s - 4.0s	> 4.0s
INP (Interaction to Next Paint)	< 200ms	200ms - 500ms	> 500ms
CLS (Cumulative Layout Shift)	< 0.1	0.1 - 0.25	> 0.25

- Check CWV scores at PageSpeed Insights for top 10 pages
- Optimize LCP: Preload hero images, compress above-the-fold content
- Fix INP: Defer non-critical JavaScript, minimize main thread blocking
- Fix CLS: Set explicit width/height on images and embeds
- Compare CrUX data (real users) vs lab data (synthetic tests)

Crawlability

- Verify robots.txt is not blocking important pages or resources
- Check XML sitemap is submitted and error-free in Search Console
- Ensure all important pages are within 3 clicks of the homepage
- Fix broken internal links (404 errors) — use Screaming Frog or Ahrefs
- Check crawl budget: Are low-value pages consuming crawl resources?
- Verify JavaScript-rendered content is visible to Googlebot (URL Inspection tool)
- Check for redirect chains (A 'B 'C should be A 'C)

Indexing Health

- Compare indexed pages (site: search) vs sitemap URLs — major discrepancies?
- Check Coverage report in Search Console for errors and exclusions
- Verify canonical tags point to the correct URLs
- Check for duplicate content: Similar pages competing for same keyword
- Ensure noindex pages are intentionally noindexed (not accidentally)
- Review hreflang tags for international sites

Security and HTTPS

- All pages served over HTTPS (no mixed content warnings)
- HTTP URLs 301 redirect to HTTPS equivalents
- SSL certificate is valid and not expiring soon
- HSTS header is configured

Section 2: Competitive SERP Analysis Template

REVERSE-ENGINEER SUCCESS

The fastest way to rank is to understand exactly what Google already rewards for your target keywords, then do it better. This template gives you a systematic way to analyze competitors.

Analysis Template

For each of your top 3 target keywords, analyze the top 5 ranking pages:

Content Analysis

- Word count of each top-ranking page
- Content format (guide, list, comparison, tool, video)
- Heading structure (H1/H2/H3 hierarchy and topics covered)
- Unique angles each competitor takes on the topic
- Visual content (images, videos, infographics, interactive elements)
- Freshness signals (publish date, last updated date)

Authority Analysis

- Domain authority/rating of each competitor
- Number of referring domains to the specific page
- Author credentials and E-E-A-T signals
- Brand recognition (are they industry leaders?)

Technical Analysis

- Schema markup used (check with Google Rich Results Test)
- Page speed scores (PageSpeed Insights)
- Internal linking to/from the page
- Featured snippet format (if they own one)

Gap Analysis Matrix

FACTOR	COMPETITOR 1	COMPETITOR 2	COMPETITOR 3	YOUR PAGE	GAP?
Word count	---	---	---	---	---
Backlinks	---	---	---	---	---
Schema types	---	---	---	---	---
Visual content	---	---	---	---	---
Freshness	---	---	---	---	---
Unique angle	---	---	---	---	---

THE 10X CONTENT RULE

You do not need to be slightly better than competitors. Aim for a page that is clearly, obviously superior — more comprehensive, better structured, more visual, more actionable. This is how you displace established competitors.

Section 3: Advanced Schema Guide

BEYOND THE BASICS

You already know FAQ and Article schema. This section covers advanced schema types that most competitors do not use — giving you a significant edge in rich results and AI visibility.

HowTo Schema (with Images and Tools)

The advanced version includes estimated time, tools needed, and step images:

```
JSON-LD
{
  "@type": "HowTo",
  "name": "How to Optimize Page Speed",
  "totalTime": "PT30M",
  "estimatedCost": {
    "@type": "MonetaryAmount",
    "currency": "USD",
    "value": "0"
  },
  "tool": [
    { "@type": "HowToTool", "name": "PageSpeed Insights" },
    { "@type": "HowToTool", "name": "Image compression tool" }
  ],
  "step": [{
    "@type": "HowToStep",
    "name": "Compress images",
    "text": "Use WebP format and compress to 85% quality",
    "image": "https://example.com/step1.jpg"
  }]
}
```

Speakable Schema

Marks sections of content suitable for text-to-speech and voice assistants. Critical for voice search optimization:

```
JSON-LD
{
  "@type": "WebPage",
  "speakable": {
    "@type": "SpeakableSpecification",
    "cssSelector": [".article-summary", ".key-takeaway"]
  }
}
```

VOICE SEARCH

Speakable schema is underutilized but increasingly important as AI assistants and voice search grow. Mark your most concise, answer-ready paragraphs as speakable.

Course Schema

For course pages and educational content — enables rich results with provider, rating, and pricing:

JSON-LD

```
{
  "@type": "Course",
  "name": "AI SEO: From Zero to Page One",
  "description": "Complete SEO course...",
  "provider": {
    "@type": "Organization",
    "name": "aruntastic"
  },
  "offers": {
    "@type": "Offer",
    "price": "29.99",
    "priceCurrency": "USD"
  },
  "aggregateRating": {
    "@type": "AggregateRating",
    "ratingValue": "4.6",
    "reviewCount": "18498"
  }
}
```

Schema Nesting Strategy

Advanced pages should nest multiple schema types for maximum coverage:

PAGE TYPE	PRIMARY SCHEMA	NESTED SCHEMA
Blog post	Article	FAQ + Speakable + BreadcrumbList
Tutorial	HowTo	FAQ + VideoObject (if video)
Service page	Service	FAQ + AggregateRating + Organization
Course page	Course	AggregateRating + Offer + Organization
About page	Person/Organization	sameAs + ContactPoint

Section 4: SEO Measurement Framework

MEASURE WHAT MATTERS

Vanity metrics like total traffic hide what actually matters. This framework focuses on the metrics that correlate with rankings and revenue — the metrics you can act on.

Primary Metrics (Check Weekly)

METRIC	SOURCE	WHAT IT TELLS YOU	ACTION THRESHOLD
Organic clicks	Search Console	How much search traffic you get	Declining 3 weeks = investigate
Average position	Search Console	Where your pages rank	Drop of 5+ positions = urgent
CTR by query	Search Console	How compelling your listings are	Below 2% for top 10 = fix title/description
Indexed pages	Search Console	How much Google sees	Sudden drop = crawl/index issue

Secondary Metrics (Check Monthly)

METRIC	SOURCE	WHAT IT TELLS YOU
Referring domains	Ahrefs/Semrush	Authority growth over time
Core Web Vitals pass rate	Search Console	Technical health across site
Rich result impressions	Search Console	Schema markup effectiveness
Keyword cannibalization	Search Console	Multiple pages competing for same term

Revenue-Connected Metrics

The metrics that matter most are the ones tied to business outcomes:

- Organic conversion rate: What % of organic visitors take a desired action?
- Revenue per organic visit: How much is each organic visitor worth?
- Top converting pages: Which organic pages drive the most conversions?
- Assisted conversions: Which organic pages help conversions on other pages?

Monthly Reporting Template

REPORT STRUCTURE

SEO Monthly Report

- Executive summary: 3-5 sentences on overall performance
- Key metrics dashboard: Clicks, impressions, CTR, avg position (vs last month)
- Top 10 growing pages: What is working and why
- Top 10 declining pages: What needs attention and proposed fixes
- Technical health: CWV scores, index coverage, crawl errors
- Action items: Prioritized list of next month's SEO tasks

THE GOLDEN RULE

If a metric does not lead to an action, stop tracking it. Every metric in your dashboard should answer "What should I do differently?" If it cannot, remove it and reduce noise.

What's Next?

You Know SEO — Now Consider GEO

Your SEO knowledge puts you ahead of 90% of practitioners. The next frontier is Generative Engine Optimization (GEO) — optimizing for AI search engines like ChatGPT, Perplexity, and Google AI Overviews.

You have a complete technical audit framework

You can systematically analyze and outperform competitors

You know advanced schema types most sites miss

You are tracking metrics that drive real business results

Recommended Next Steps

1

Run the Competitive Analysis on Your Top 3 Keywords

Use the template from Section 2. Identify the specific gaps between your pages and the top-ranking results.

2

Take the GEO Knowledge Quiz

Test your readiness for AI search optimization. GEO builds on SEO but requires different strategies. Take it at aruntastic.com/quiz

3

Explore the Full AI SEO Course

Advanced SERP analysis, audience targeting, and intent optimization with hands-on projects. Available at udemy.com/course/seo-get-to-number1-in-google-search/

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