**SEO Implementation Task List**

OnlyiGaming — Ordered by Priority

December 2025

**SCOPE:** Only tasks that can be executed NOW with existing functionality. **Excluded:** News schemas, Podcast schemas (not yet built)

# **PRIORITY 1: Schema Markup**

These are copy-paste implementations. Developer needs the JSON-LD templates and field mapping.

## **Task 1.1: Organization Schema on Company Pages**

**Owner:** Bojan (Dev)

**Status:** Ready to implement

**Impact:** Shows company logo, rating stars in Google. 20-30% CTR increase expected.

**Implementation:**

{ "@context": "https://schema.org", "@type": "Organization", "name": "{{company.name}}", "url": "https://onlyigaming.com/companies/{{company.slug}}", "logo": "{{company.logo\_url}}", "description": "{{company.description}}", "address": { "@type": "PostalAddress", "addressLocality": "{{company.city}}", "addressCountry": "{{company.country\_code}}" }, "aggregateRating": { "@type": "AggregateRating", "ratingValue": "{{company.average\_rating}}", "reviewCount": "{{company.review\_count}}", "bestRating": "5", "worstRating": "1" } }

**Field Mapping:**

|  |  |  |
| --- | --- | --- |
| **Schema Field** | **Database Field** | **Notes** |
| **name** | company.name | Required |
| **logo** | company.logo\_url | Required |
| **description** | company.short\_description | First 160 chars |
| **addressCountry** | company.hq\_country | ISO 2-letter code |
| **ratingValue** | company.avg\_rating | Only if reviews exist |
| **reviewCount** | company.review\_count | Only if > 0 |

**Condition:** Only include aggregateRating block if review\_count > 0

**Validation:** https://search.google.com/test/rich-results

## **Task 1.2: Review Schema on Company Pages**

**Owner:** Bojan (Dev)

**Status:** Ready to implement

**Impact:** Each review gets schema. Strengthens aggregateRating signal.

**Implementation (for each review):**

{ "@context": "https://schema.org", "@type": "Review", "itemReviewed": { "@type": "Organization", "name": "{{company.name}}" }, "author": { "@type": "Person", "name": "{{review.author\_name}}" }, "reviewRating": { "@type": "Rating", "ratingValue": "{{review.rating}}", "bestRating": "5" }, "datePublished": "{{review.created\_at | date: 'YYYY-MM-DD'}}", "reviewBody": "{{review.content}}" }

*Note:* Can include multiple Review schemas on one page. datePublished must be ISO format (YYYY-MM-DD).

## **Task 1.3: BreadcrumbList Schema (All Pages)**

**Owner:** Bojan (Dev)

**Status:** Ready to implement

**Impact:** Shows navigation path in Google (Home > Category > Company). Improves CTR.

**Company Pages:**

{ "@context": "https://schema.org", "@type": "BreadcrumbList", "itemListElement": [ { "@type": "ListItem", "position": 1, "name": "Home", "item": "https://onlyigaming.com" }, { "@type": "ListItem", "position": 2, "name": "{{company.primary\_category.name}}", "item": "https://onlyigaming.com/categories/{{company.primary\_category.slug}}" }, { "@type": "ListItem", "position": 3, "name": "{{company.name}}" } ] }

*Note:* Last item should NOT have 'item' property (it's the current page).

## **Task 1.4: JobPosting Schema on Career Pages**

**Owner:** Bojan (Dev)

**Status:** Ready to implement (if career section exists)

**HIGH IMPACT:** Gets jobs into Google Jobs search. 50-100% traffic increase to career section.

**Implementation:**

{ "@context": "https://schema.org", "@type": "JobPosting", "title": "{{job.title}}", "description": "{{job.description\_html}}", "identifier": { "@type": "PropertyValue", "name": "OnlyiGaming", "value": "{{job.id}}" }, "datePosted": "{{job.posted\_date | date: 'YYYY-MM-DD'}}", "validThrough": "{{job.expiry\_date | date: 'YYYY-MM-DDTHH:mm:ssZ'}}", "employmentType": ["{{job.employment\_type}}"], "hiringOrganization": { "@type": "Organization", "name": "{{job.company\_name}}", "sameAs": "https://onlyigaming.com/companies/{{job.company\_slug}}", "logo": "{{job.company\_logo}}" }, "jobLocation": { "@type": "Place", "address": { "@type": "PostalAddress", "addressLocality": "{{job.city}}", "addressCountry": "{{job.country\_code}}" } }, "baseSalary": { "@type": "MonetaryAmount", "currency": "{{job.salary\_currency}}", "value": { "@type": "QuantitativeValue", "minValue": {{job.salary\_min}}, "maxValue": {{job.salary\_max}}, "unitText": "YEAR" } }, "jobLocationType": "{{job.remote\_type}}", "directApply": true }

**CRITICAL:** validThrough is REQUIRED. Google penalizes missing/expired dates. If source doesn't provide expiry, set to posted\_date + 60 days. Jobs with expired validThrough must be removed or de-indexed.

**employmentType Values (use exact strings):**

• FULL\_TIME

• PART\_TIME

• CONTRACTOR

• TEMPORARY

• INTERN

**Task 1.5: Complete Sitemap.xml**

**Owner:** Bojan (Dev)

**Status:** Ready to implement

**HIGH IMPACT:** +15% faster indexing, +10% better discoverability for deep links

**Current state:** Only 6 of 85+ internal pages included in sitemap.xml

**Implementation:**

- Update sitemap.xml to include ALL indexable pages:

- All company profile pages

**Structure it so that it is not more then 1000 entries/URLs per xml-sitemap**

- All category pages

- All career/job pages

- News pages (when available)  
 **Structure it so that it is not more then 1000 entries/URLs per xml-sitemap**

- Static pages (about, contact, etc.)

- Submit updated sitemap to Google Search Console

- Set up automatic sitemap regeneration when new pages are added

Effort: 30 min - 2 hours

# **PRIORITY 2: Title & Meta Templates**

## **Task 2.1: Implement Dynamic Title Tags**

**Owner:** Bojan (Dev)

**Character limit:** 60 characters. Truncate if needed.

|  |  |
| --- | --- |
| **Page Type** | **Title Template** |
| Company | {{company.name}} Review 2025 | {{company.primary\_category}} |
| Category | Best {{category.name}} 2025 | Compare & Review | |
| Career Hub | iGaming Jobs 2025 | Casino & Sports Betting Careers | |
| Individual Job | {{job.title}} at {{job.company}} | iGaming Jobs | OnlyiGaming |

**Dynamic change of year above: 2025 ->2026**

## **Task 2.2: Implement Dynamic Meta Descriptions**

**Owner:** Bojan (Dev)

**Character limit:** 160 characters.

**Company Pages: (**Make dynamic check if company nametoo long, the same with primary service.**) Dynamic rating>0 then another template.**

<meta name="description" content="Read verified reviews of {{company.name}}. Compare features, pricing, and services. {{company.primary\_service}} solutions. ⭐ {{company.rating}} from {{company.review\_count}} reviews.">

**Category Pages:**

<meta name="description" content="Compare top {{category.name}} providers. Read reviews, compare features. Find the perfect solution for your iGaming business. 🎯 Updated December 2025.">

**Individual Jobs:**

<meta name="description" content="{{job.company}} is hiring a {{job.title}} in {{job.location}}. {{job.key\_requirement}}. Apply through OnlyiGaming.">

# **PRIORITY 3: FAQ Content Creation**

FAQ functionality exists on category pages. This task is about creating the actual FAQ content.

## **Task 3.1: Stefan Creates FAQ Brief Template**

**Owner:** Stefan (SEO)

**Delivers to:** Daniel

**Status:** Needs to be done

Stefan creates a brief template that Daniel will use to write FAQs for each category. Brief should include:

• Category name and ID (DIR-XXX)

• Primary and secondary keywords to target

• Competitor FAQ analysis (what questions competitors answer)

• 8-12 specific questions with answer guidance

• Required FAQ themes (see below)

• Internal linking recommendations

**Required FAQ Themes per Category:**

|  |  |  |
| --- | --- | --- |
| **Theme** | **Question Pattern** | **Example** |
| **Definition** | What is [X]? | What is a casino platform? |
| **Selection** | How do I choose a [X]? | How do I choose a payment gateway? |
| **Pricing** | How much does [X] cost? | How much does KYC cost? |
| **Comparison** | Difference between [A] and [B]? | White-label vs turnkey? |
| **Regulations** | Is [X] required by [jurisdiction]? | What AML applies to Malta? |

## **Task 3.2: Stefan Completes Briefs for Top 20 Categories**

**Owner:** Stefan (SEO)

**Delivers to:** Daniel

**Priority Order:**

|  |  |  |  |
| --- | --- | --- | --- |
| **#** | **Category** | **DIR Code** | **Search Volume** |
| 1 | Casino Platform Providers | DIR-016 | High |
| 2 | Game Providers / Developers | DIR-029 | High |
| 3 | Sports Betting Platforms | DIR-017 | High |
| 4 | Payment Solutions | DIR-058 | High |
| 5 | White Label Solutions | DIR-019 | Medium-High |
| 6 | Game Aggregators | DIR-021 | Medium-High |
| 7 | Live Casino Providers | DIR-030 | Medium-High |
| 8 | KYC/Identity Verification | DIR-009 | Medium |
| 9 | Licensing Consultants | DIR-008 | Medium |
| 10 | Affiliate Platforms | DIR-001 | Medium |

*(Plus 10 more: Crypto Payments, RNG Certification, Sportsbook, Slots, CRM, Fraud, Hosting, RG, AML, Recruitment)*

## **Task 3.3: Daniel Writes FAQ Content**

**Owner:** Daniel (Content)

**Input:** FAQ briefs from Stefan

**Depends on:** Task 3.2

**Quality Checklist per FAQ:**

• ☐ Direct answer in first sentence. Summary

• ☐ Detailed answer: as few sentecnes as possible. 50-200 words

• ☐ Includes at least 1 internal link (if possible)

• ☐ Factually accurate

• ☐ No fluff or filler content

• ☐ Natural keyword usage (not stuffed)

## **Task 3.4: Implement FAQPage Schema**

**Owner:** Bojan (Dev)

**Depends on:** FAQ content being added to CMS

{ "@context": "https://schema.org", "@type": "FAQPage", "mainEntity": [ {{#each category.faqs}} { "@type": "Question", "name": "{{this.question}}", "acceptedAnswer": { "@type": "Answer", "text": "{{this.answer}}" } }{{#unless @last}},{{/unless}} {{/each}} ] }

# **PRIORITY 4: Internal Linking**

## **Task 4.1: Add Related Companies Section**

**Owner:** Bojan (Dev)

**Status:** Ready to implement

Display 5-7 companies from the same primary category on each company page.

<section class="related-companies"> <h2>Similar {{company.primary\_category}} Companies</h2> <ul> {{#each related\_companies limit=7}} <li><a href="/companies/{{this.slug}}">{{this.name}}</a> ⭐ {{this.rating}}</li> {{/each}} </ul> <a href="/categories/{{company.primary\_category.slug}}">View all →</a> </section>

## **NOTE: make similar companies random!!**

## **Task 4.2: Add Open Positions Section to Company Pages**

**Owner:** Bojan (Dev)

**Status:** Ready if career data has company linking

{{#if company.job\_count > 0}} <section class="company-jobs"> <h2>Open Positions at {{company.name}}</h2> <p>{{company.job\_count}} open positions</p> <a href="/companies/{{company.slug}}/careers/">View all jobs →</a> </section> {{/if}}

## **Task 4.3: Careers ↔ Recruitment Cross-Links**

**Owner:** Bojan (Dev)

**Status:** Ready to implement

**On Career Hub (/careers/):**

<section class="recruitment-cta"> <p>Can't find the right role? Work with an iGaming recruitment specialist.</p> <a href="/categories/recruitment-services/">Browse Recruitment Agencies →</a> </section>

**On Recruitment Services category:**

<section class="jobs-cta"> <p>Looking for a job yourself? Browse open positions directly.</p> <a href="/careers/">View All iGaming Jobs →</a> </section>

# **PRIORITY 5: H1-H6 Structure Audit**

## **Task 5.1: Stefan Audits Current Heading Structure**

**Owner:** Stefan (SEO)

**Delivers to:** Bojan

**Status:** Needs to be done

Stefan reviews current pages and documents issues in a spreadsheet:

• Pages with missing H1

• Pages with multiple H1s

• Heading level skips (H2 → H4)

• Non-semantic heading usage (headings used for styling)

## **Task 5.2: Bojan Implements H1 Fixes**

**Owner:** Bojan (Dev)

**Depends on:** Task 5.1 audit

**Correct structure for Company Pages:**

<h1>{{company.name}} - {{company.primary\_service}}</h1> <h2>Company Overview</h2> <h2>Products & Services</h2> <h3>{{product\_1}}</h3> <h3>{{product\_2}}</h3> <h2>Pricing & Packages</h2> <h2>Customer Reviews</h2> <h2>Open Positions</h2> <h2>Latest News</h2>

# **PRIORITY 6: SEO QA Checklist**

Simple governance framework to catch issues before they go live and monitor ongoing quality.

## **Task 6.1: Create SEO QA Checklist**

**Owner:** Stefan (SEO)

**Status:** Can do now

**Deliverable:** One-page checklist document

**Pre-Launch Checklist (before any page goes live):**

• ☐ Title tag follows template (50-60 chars)

• ☐ Meta description follows template (150-160 chars)

• ☐ H1 exists and is unique

• ☐ H1-H6 hierarchy is correct (no skipped levels)

• ☐ Schema markup present (test with Rich Results)

• ☐ Internal links working

• ☐ Breadcrumbs accurate

• ☐ Images have alt text

**Weekly Monitoring (Stefan):**

• ☐ Search Console: Coverage errors

• ☐ Search Console: Enhancement errors (schema)

• ☐ Search Console: Core Web Vitals

• ☐ New 404s or broken links

**Monthly Review (Stefan):**

• ☐ Keyword ranking changes (top 20 keywords)

• ☐ Organic traffic trends

• ☐ New pages indexed

• ☐ Job posting freshness (expired jobs removed)

**Responsibility Matrix:**

|  |  |  |
| --- | --- | --- |
| **Check** | **Who** | **When** |
| Pre-launch page checks | Daniel (Content) / Bojan (Dev) | Before publish |
| Schema validation | Bojan (Dev) | After deploy |
| Search Console review | Stefan (SEO) | Weekly |
| Performance reporting | Stefan (SEO) | Monthly |

# **Task Assignment Summary**

## **Bojan (Developer) — Can Start Immediately**

* ☐ Task 1.1: Organization Schema
* ☐ Task 1.2: Review Schema
* ☐ Task 1.3: BreadcrumbList Schema
* ☐ Task 1.4: JobPosting Schema
* ☐ Task 1.5: Complete Sitemap.xml
* ☐ Task 2.1: Title Tag Templates
* ☐ Task 2.2: Meta Description Templates
* ☐ Task 4.1: Related Companies Section
* ☐ Task 4.2: Open Positions Section
* ☐ Task 4.3: Recruitment Cross-Links

## **Stefan (SEO) — Can Start Immediately**

• ☐ Task 3.1: Create FAQ Brief Template

• ☐ Task 3.2: Complete FAQ Briefs (Top 20 categories)

• ☐ Task 5.1: H1-H6 Structure Audit

• ☐ Task 6.1: Create SEO QA Checklist

## **Daniel (Content) — Waiting for Stefan**

• ☐ Task 3.3: Write FAQ Content (depends on 3.2)

## **Bojan (Developer) — Waiting for Dependencies**

• ☐ Task 3.4: FAQPage Schema (depends on FAQ content)

• ☐ Task 5.2: H1 Fixes (depends on audit)

• ☐ Task 4.2: Latest News Section (blocked by News development)

# **Validation Checklist**

After implementation, validate with:

**Schema Validation:**

• https://search.google.com/test/rich-results — Test each page type

**Google Search Console:**

• Enhancements → Review snippets

• Enhancements → Job posting

• Enhancements → Breadcrumbs

• Enhancements → FAQs

**Manual SERP Check:**

• Search for company names, check for rich snippets

• Search for job titles, check Google Jobs appearance

*— End of Task List —*