




RYLIE SEO HUB - COMPLETE USER DOCUMENTATION

SYSTEM OVERVIEW

THREE-LAYER ARCHITECTURE:

The Rylie SEO Hub operates on a three-tier system designed to serve different user types while maintaining complete data isolation and security:

-  **SEO WORKS (SUPER_ADMIN)**
 - Manages all agencies **and** system operations
 - Receives **task** assignments **and** webhooks
 - Monitors cross-agency performance
 - Controls platform configuration
-  **AGENCIES (ADMIN)** - e.g., Rylie SEO
 - Manages multiple dealership clients
 - White-labeled service delivery
 - Bulk operations **and** reporting
 - Client relationship management
-  **DEALERSHIPS (USER)**
 - Individual dealership accounts
 - AI-powered SEO assistance
 - Progress tracking **and** reports
 - Direct communication with agency

PART 1: DEALERSHIP USER GUIDE

GETTING STARTED AS A DEALERSHIP

1. INITIAL LOGIN

- You'll receive login credentials from your agency (e.g., Rylie SEO)
- Navigate to your agency's branded portal

- Use your email and password to log in
- Complete your profile setup if prompted

2. DASHBOARD OVERVIEW

Your dashboard shows: - **SEO Performance Summary** - Monthly traffic, rankings, leads - **Recent Activity** - Latest tasks and updates from your SEO team - **AI Assistant** - Chat interface for questions and requests - **Reports** - Monthly progress reports and analytics - **Settings** - Profile and notification preferences

3. USING THE AI ASSISTANT

The AI assistant is your primary interface for SEO help:





Ask Natural Questions:

"How is my website performing this month?"
 "I need more customers for Honda Civics"
 "Help me improve my Google Business listing"
 "Create a blog post about winter tire safety"
 "Why did my website traffic drop last week?"

The AI Will: - Answer questions using your actual data - Create tasks automatically when appropriate - Connect you with your SEO team - Track all requests and responses - Learn your business over time

4. UNDERSTANDING YOUR REPORTS

Monthly Progress Report: - **Traffic Analytics** - Website visitors, sources, trends - **Keyword Performance** - Search ranking improvements - **Local Search** - Google Business Profile metrics - **Lead Generation** - Calls, forms, conversions - **Competitor Analysis** - How you compare to other dealers

Reading Your Metrics: -  **Green Numbers** = Improvement from last month -  **Red Numbers** = Decline that needs attention -  **Trend Lines** = Direction of performance over time -  **Action Items** = What your SEO team is doing

5. REQUESTING SEO SERVICES

Through AI Chat: 1. Describe what you need: "I want to rank better for Toyota Prius" 2. AI analyzes your current performance 3. AI creates appropriate tasks automatically 4.

Your agency receives the request 5. SEO WORKS team begins work 6. You receive updates on progress

Common Requests: - **Blog Posts** - "Write about new car financing options" - **Page Optimization** - "Improve my used cars page" - **Local SEO** - "Help me rank for 'Honda dealer near me'" - **Google Business** - "Update my business hours and photos" - **Competitor Analysis** - "Why is ABC Motors ranking higher?"

6. TRACKING YOUR PROGRESS

Weekly Check-ins: - Review dashboard for new updates - Check AI chat for responses - Monitor website traffic trends

Monthly Reviews: - Download your progress report - Review with your team - Plan next month's focus areas

Quarterly Planning: - Analyze seasonal trends - Adjust strategy for upcoming months - Set new goals and targets

PART 2: AGENCY ADMIN GUIDE

GETTING STARTED AS AN AGENCY

1. AGENCY SETUP

Your agency account is created by SEO WORKS with: - **Agency Profile** - Name, branding, contact information - **Service Plans** - Platinum, Gold, Silver packages - **User Limits** - Maximum dealerships and team members - **White-label Settings** - Your branding and messaging

2. ADMIN DASHBOARD OVERVIEW

Your admin dashboard provides: - **Client Overview** - All dealership performance at a glance - **Task Management** - Active orders and completion status - **Report Generation** - Bulk and individual client reports - **Team Management** - User roles and permissions - **Business Analytics** - Revenue, growth, retention metrics

3. DEALERSHIP ONBOARDING PROCESS

QUICK ONBOARDING (30 seconds): 1. Click "Add Dealership" 2. Basic Information:

Business Name: ABC Auto Dealership Website URL: https://abcauto.com
Contact Email: manager@abcauto.com Phone: (555) 123-4567 Address: 123 Main St, City, State 12345

1. **Contact Details:** Contact Name: John Smith Title: General Manager
Preferred Communication: Email/Phone

2. Service Package Selection:

3. **PLATINUM** (\$2,500/month) - Full SEO + Content + Local + PPC

4. **GOLD** (\$1,500/month) - SEO + Content + Local optimization

5. **SILVER** (\$750/month) - Basic SEO + Monthly content

6. **Target Configuration:** Main Brand: Toyota Secondary Brands: Honda, Nissan
Target Vehicle Models: Camry, Corolla, Civic, Accord, Altima
Target Cities: Main City, Nearby Town, Suburb Area Competitor Dealers: XYZ Motors, 123 Auto, Best Cars

7. **Submit** - System automatically:

8. Creates dealership account

9. Sets up user credentials

10. Generates initial tasks based on package

11. Sends welcome email to dealership

12. Assigns tasks to SEO WORKS

BULK ONBOARDING: 1. Download CSV Template 2. Fill in dealership data (up to 100 at once) 3. Upload CSV file 4. Review validation results 5. Fix any errors 6. Process all dealerships

4. CLIENT MANAGEMENT

Dashboard View: - **Performance Grid** - All clients with key metrics - **Status Indicators** - Green (good), Yellow (attention), Red (urgent) - **Task Progress** - What's being worked on for each client - **Revenue Tracking** - Monthly recurring revenue per client

Individual Client Management:

Client: ABC Auto Dealership
Package: Gold (\$1,500/month)
Active Since: January 2024
Current Tasks: 3 **in** progress, 2 completed **this** month
Performance: +25% traffic, +15% leads
Next Report: Due **in** 5 days

Client Communication: - **Automated Reports** - Monthly progress reports - **Custom Messages** - Branded communications - **Performance Alerts** - Notify clients of significant changes - **Success Stories** - Highlight achievements

5. REPORT GENERATION

Individual Client Reports: 1. **Select Client** - Choose from your dealership list 2. **Choose Template** - Monthly progress, quarterly review, custom 3. **Set Date Range** - Last month, quarter, year, custom 4. **Generate Report** - PDF, CSV, or online view 5. **Deliver to Client** - Email, download, or portal access

Bulk Report Generation: 1. **Select Multiple Clients** - Choose all or specific group 2. **Choose Template** - Standardized format for all 3. **Set Date Range** - Same period for all clients 4. **Generate All** - System processes in background 5. **Download Package** - ZIP file with all reports

White-label Customization: - **Your Logo** - Agency branding on all reports - **Custom Colors** - Match your brand guidelines - **Custom Messaging** - Your voice and tone - **Contact Information** - Your support details

6. TEAM MANAGEMENT

User Roles: - **Agency Owner** - Full access to everything - **Account Manager** - Client management and reporting - **SEO Specialist** - Task management and optimization - **Viewer** - Read-only access to reports and data

Adding Team Members: 1. **Click "Add User"** 2. **Enter Details:** Name: Sarah Johnson
Email: sarah@rylieseo.com Role: Account Manager Clients: ABC Auto, XYZ Motors, 123 Dealership 3. **Send Invitation** - User receives setup email 4. **Monitor Activity** - Track user actions and performance

7. BUSINESS ANALYTICS

Revenue Tracking: - **Monthly Recurring Revenue** - Total and per client - **Growth Rate** - Month-over-month expansion - **Churn Analysis** - Client retention and loss reasons - **Package Distribution** - Platinum vs Gold vs Silver

Performance Metrics: - **Client Satisfaction** - Survey scores and feedback - **Task Completion** - On-time delivery rates - **Report Generation** - Automation and efficiency - **Team Productivity** - Tasks per team member

PART 3: SEO WORKS SUPER ADMIN GUIDE

SYSTEM ADMINISTRATION

1. PLATFORM OVERVIEW

As SEO WORKS super admin, you control: - **All Agencies** - Create, configure, monitor - **System Performance** - Health, speed, reliability - **Business Intelligence** - Cross-agency analytics - **Platform Configuration** - Features, limits, settings

2. AGENCY MANAGEMENT

Creating New Agencies: 1. **Navigate to Admin Panel** → Agencies → Create New 2. **Agency Information:** Agency Name: Rylie SEO Slug: rylie-seo (for URLs) Plan: Professional Status: Active

1. **Service Configuration:** Max Users: 50 Max Dealerships: 200 Max Conversations: 1000/month Features: Reports, AI Chat, Bulk Operations

2. **Branding Setup:** Logo Upload: agency-logo.png Primary Color: #1E40AF Secondary Color: #3B82F6 Custom Domain: clients.rylieseo.com

3. **Billing Configuration:** Plan: \$99/month base + \$25/dealership Billing Contact: billing@rylieseo.com Payment Method: Credit card/ACH

Agency Monitoring: - **Performance Dashboard** - All agencies at a glance - **Usage Analytics** - API calls, storage, bandwidth - **Revenue Tracking** - Monthly recurring revenue - **Support Tickets** - Issues and resolution status

3. SEO WORKS INTEGRATION SETUP

Webhook Configuration: 1. **Navigate to Integrations** → SEO WORKS → Webhooks 2.

Configure Endpoints: Task Assignment: <https://seoworks.com/api/tasks/assign>

Status Updates: <https://rylie-hub.com/api/seoworks/webhook> Authentication:

Bearer token or API key

1. **Task Routing Rules:** Platinum Package → Priority Queue Gold Package → Standard Queue Silver Package → Basic Queue Rush Orders → Immediate Assignment

API Integration: 1. **Generate API Keys** for SEO WORKS platform 2. **Configure**

Authentication: API Key: seoworks_api_key_12345 Secret:

seoworks_secret_67890 Webhook URL: <https://rylie-hub.com/api/seoworks>

1. **Test Integration:**
2. Send test task assignment
3. Verify webhook delivery
4. Confirm status updates
5. Validate data flow

4. TASK MANAGEMENT SYSTEM

Automatic Task Creation: When dealerships are onboarded, system automatically creates:

Platinum Package Tasks: - Initial SEO audit and strategy - Keyword research and optimization - Content calendar creation - Google Business Profile optimization - Local citation building - Monthly blog posts (4) - PPC campaign setup - Conversion tracking setup

Gold Package Tasks: - SEO audit and basic optimization - Keyword research - Google Business Profile setup - Monthly blog posts (2) - Local citation building - Quarterly strategy review

Silver Package Tasks: - Basic SEO audit - Google Business Profile setup - Monthly blog post (1) - Quarterly check-in

Task Assignment to SEO WORKS: 1. **Task Created** in Rylie Hub 2. **Automatic Assignment** based on package priority 3. **Webhook Sent** to SEO WORKS platform 4. **Task Appears** in SEO WORKS queue 5. **Work Begins** by SEO WORKS team 6. **Status Updates** sent back via webhook 7. **Completion Notification** to agency and dealership

5. WEBHOOK MANAGEMENT

Incoming Webhooks from SEO WORKS:

```
{
  "task_id": "task_12345",
  "task_type": "seo_audit",
  "status": "completed",
  "dealership_id": "abc_auto_dealership",
  "completion_date": "2024-01-15T10:30:00Z",
  "deliverables": [
    "SEO audit report",
    "Keyword research document",
    "Optimization recommendations"
  ],
  "completion_notes": "Completed comprehensive audit, identified 15 optimization opportunities",
  "quality_score": 5
}
```

Webhook Processing: 1. **Receive Webhook** from SEO WORKS 2. **Validate Payload** and authentication 3. **Update Task Status** in database 4. **Notify Agency** of completion 5. **Update Dealership** dashboard 6. **Generate Report** if applicable 7. **Log Activity** for audit trail

6. BUSINESS INTELLIGENCE

Cross-Agency Analytics: - **Revenue Dashboard** - Total platform revenue - **Growth Metrics** - New agencies, dealerships, expansion - **Usage Analytics** - API calls, report generation, chat usage - **Performance Metrics** - Task completion rates, satisfaction scores

Capacity Planning: - **SEO WORKS Workload** - Current and projected task volume - **Resource Allocation** - Team capacity vs demand - **Scaling Indicators** - When to hire more team members - **Efficiency Metrics** - Tasks per team member, completion times

Quality Monitoring: - **Client Satisfaction** - Scores across all agencies - **Task Quality** - Completion rates and quality scores - **Issue Tracking** - Problems and resolution times - **Performance Trends** - Improvement or decline indicators

7. SYSTEM HEALTH MONITORING

Performance Metrics: - **API Response Times** - Target <2 seconds - **Report Generation** - Target <30 seconds - **Database Performance** - Query times and optimization - **Cache Hit Rates** - Target >80%

Error Monitoring: - **API Errors** - 4xx and 5xx response tracking - **Database Errors** - Connection and query failures - **Integration Errors** - SEO WORKS webhook failures - **User Errors** - Authentication and authorization issues

Uptime Monitoring: - **System Availability** - Target 99.9% uptime - **Service Health** - All components operational - **Backup Systems** - Data protection and recovery - **Disaster Recovery** - Business continuity planning

PART 4: INTEGRATION WORKFLOWS

SEO WORKS INTEGRATION PROCESS

1. INITIAL SETUP

1. SEO WORKS Platform Configuration:

2. Create Rylie Hub integration
3. Generate API keys and webhooks
4. Configure task routing rules
5. Set up team assignments

6. Rylie Hub Configuration:

7. Add SEO WORKS webhook endpoints
8. Configure authentication tokens
9. Set up task assignment rules
10. Test integration connectivity

2. TASK FLOW PROCESS

Dealership Request → AI Chat → Task Creation → SEO WORKS Assignment → Work Completion → Status Update → Client Notification

Detailed Flow: 1. **Dealership** asks AI: "I need better rankings for Toyota Camry" 2. **AI** analyzes request and creates SEO optimization task 3. **System** automatically assigns to SEO WORKS based on package 4. **Webhook** sends task details to SEO WORKS platform 5. **SEO WORKS** team receives task in their queue 6. **Work** is completed by SEO WORKS specialists 7. **Completion webhook** sent back to Rylie Hub 8. **Agency** and **Dealership** notified of completion 9. **Results** appear in next monthly report

3. REPORTING INTEGRATION

- **GA4 Data** pulled automatically for reports
 - **SEO WORKS Results** integrated into performance metrics
 - **Combined Analytics** show complete picture
 - **White-label Reports** delivered to dealerships
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PART 5: TROUBLESHOOTING GUIDE

COMMON ISSUES BY USER TYPE

DEALERSHIP ISSUES:

"I can't log in" → Contact your agency admin for password reset → Check if you're using the correct portal URL → Clear browser cache and cookies

"AI isn't responding" → Refresh the page and try again → Check your internet connection → Contact agency if problem persists

"My reports look wrong" → Verify GA4 connection with agency → Check if website tracking is properly installed → Contact agency for data verification

"I'm not getting the results I expected" → Review your monthly report for progress → Discuss strategy with your agency → Consider upgrading to higher service package

AGENCY ISSUES:

"Dealership onboarding failed" → Check all required fields are completed → Verify email format and website URL → Review error messages for specific issues → Contact support if validation errors persist

"Reports not generating" → Verify GA4 connection is active → Check date ranges are valid → Ensure dealership has sufficient data → Try regenerating with different parameters

"Bulk upload errors" → Download error report for specific issues → Check CSV format matches template → Verify all required fields are present → Fix data issues and re-upload

"SEO WORKS integration not working" → Check webhook configuration → Verify API keys are valid → Test connectivity to SEO WORKS → Contact SEO WORKS support

SEO WORKS ISSUES:

"Webhook delivery failing" → Check endpoint URL is accessible → Verify authentication tokens → Review webhook payload format → Check for network connectivity issues

"Task assignments not routing properly" → Review routing rules configuration → Check package-to-queue mappings → Verify dealership package assignments → Test with sample task creation

"Performance degradation" → Monitor database query performance → Check cache hit rates → Review API response times → Scale resources if needed

"Data inconsistencies" → Run data validation scripts → Check for synchronization issues → Review audit logs for errors → Perform data reconciliation

PART 6: BEST PRACTICES

FOR DEALERSHIPS:

- **Use AI regularly** - The more you interact, the better it understands your business

- **Be specific** - "Improve Toyota Camry rankings" vs "improve SEO"
- **Check reports monthly** - Stay informed about your progress
- **Communicate with agency** - Share feedback and concerns
- **Track your goals** - Monitor leads, calls, and sales

FOR AGENCIES:

- **Onboard systematically** - Use templates and bulk operations
- **Monitor client health** - Weekly performance reviews
- **Automate reporting** - Set up scheduled delivery
- **Train your team** - Ensure everyone knows the system
- **Maintain client relationships** - Regular check-ins and communication

FOR SEO WORKS:

- **Monitor system health** - Daily performance checks
 - **Optimize workflows** - Streamline task processing
 - **Track quality metrics** - Maintain high service standards
 - **Plan capacity** - Anticipate growth and scaling needs
 - **Maintain integrations** - Keep webhooks and APIs updated
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PART 7: SUCCESS METRICS

DEALERSHIP SUCCESS:

- Monthly website traffic increases
- Improved search rankings for target keywords
- More phone calls and form submissions
- Better Google Business Profile performance
- Increased vehicle sales and service appointments

AGENCY SUCCESS:

- High client retention rates (>90%)
- Efficient onboarding processes (<24 hours)
- Automated report delivery (100% on time)
- Growing client base (month-over-month)
- Positive client satisfaction scores (>4.5/5)

SEO WORKS SUCCESS:

- Platform uptime (>99.9%)
- Fast task completion times
- High quality scores (>4.5/5)
- Efficient resource utilization
- Growing platform revenue

The Rylie SEO Hub is designed to deliver success for all three user types through intelligent automation, clear communication, and measurable results! 🚀