

# Documenting the future of SEO compliance: bridging policy, trust, and technical precision at enterprise scale

## Overview

The Search Policy & Compliance API enables **engineering, content, and legal teams to process policy, legal compliance, and Trust & Safety** processes programmatically in SEO-based content environments.

This API supports **enterprise-level SEO content governance** such that all the indexed and published assets conform to:

- **Worldwide regulatory adherence** (GDPR, CCPA, LGPD, COPPA)
- **Certain platform policy guidelines** (Google Search Quality Guidelines, Bing Webmaster Guidelines, Apple App Store Search Compliance)
- **Trust & Safety policies** (E-E-A-T, preventing misinformation, resorting to suppressing toxic contents)

By including the API in your distribution pipeline of articles, you can:

- Automate the **search de-indexing request** for non-compliant assets.
  - Adopt a **zero-tolerance** stance versus legal risks and yet protect SEO equity.
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## Authentication

This API uses **OAuth 2.0 with JWT** for secure access.

### Endpoint:

POST /auth/token

### Headers:

Content-Type: application/json

Accept: application/json

### **Request Body Example:**

```
{  
  "client_id": "your-client-id",  
  "client_secret": "your-client-secret",  
  "grant_type": "client_credentials"  
}
```

### **Response Example:**

```
{  
  "access_token": "eyJhbGciOiJIUzI1NiIs...",  
  "token_type": "Bearer",  
  "expires_in": 3600  
}
```

**Security Note:** Tokens expire after **1 hour**. Refresh using the same authentication request.

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## **Key Endpoints**

### **1. Policy Compliance Check**

Checks content for **SEO policy violations** before indexing.

#### **Endpoint:**

POST /compliance/check

#### **Request Body Example:**

```
{  
  "url": "https://example.com/article",  
  "language": "en",  
  "jurisdiction": ["US", "EU", "BR"],
```

```
"content_category": "financial-advice"
}
```

### Validation Layers:

- **SEO Compliance Ruleset:** Keyword density thresholds, hidden text detection, doorway page prevention.
- **Legal Filters:** Privacy policy alignment, trademark usage, GDPR opt-in verification.
- **Trust & Safety Review:** AI-assisted detection of misinformation, hate speech, or medical disinformation.

### Response Example:

```
{
  "status": "non-compliant",
  "violations": [
    {
      "type": "trust_and_safety",
      "description": "Detected unverified medical claim without cited source",
      "severity": "high"
    }
  ],
  "recommendations": [
    "Add citation from a verified medical journal",
    "Include author credentials in structured data"
  ]
}
```

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## 2. Legal Takedown Request

Initiates **de-indexation** for assets violating legal or SEO policy requirements.

**Endpoint:**

POST /compliance/takedown

**Request Body Example:**

```
{  
  "url": "https://example.com/infringing-article",  
  "reason": "DMCA copyright violation",  
  "evidence": ["https://dmca.example.com/report/12345"],  
  "jurisdiction": "US"  
}
```

**Response Example:**

```
{  
  "status": "pending_review",  
  "case_id": "TAK-2025-45678",  
  "estimated_resolution_time": "48h"  
}
```

**Legal Impact:** Takedown requests are **irreversible** and may trigger SERP ranking shifts. Always validate with your legal counsel before initiating.

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### 3. SEO Policy Whitelist Request

For **high-authority domains** with proven compliance history, bypass certain automated policy checks while retaining legal validation.

**Endpoint:**

POST /policy/whitelist

**Request Body Example:**

```
{
```

```
"domain": "trustedpublisher.com",  
"justification": "Verified news agency with strict editorial policy",  
"approver_email": "legal-team@trustedpublisher.com"  
}
```

### Response Example:

```
{  
  "status": "approved",  
  "whitelist_expiration": "2026-01-01"  
}
```

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## Rate Limits

Plan Tier	Requests / Minute Burst Limit	
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Free	10	20
Enterprise	200	500
Compliance Elite 500		1000

**Best Practice:** For high-frequency compliance checks, implement a **distributed rate limiter** to avoid throttling during SEO content batch uploads.

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## SEO-Specific Best Practices

### Structured Data Compliance

Always embed **schema.org structured data** for:

- Author credentials (Person entity with knowsAbout)
- Content type (e.g., NewsArticle, MedicalWebPage)
- Jurisdiction-specific disclaimers

## Geo-Targeting for Policy-Sensitive Content

Use **hreflang** for multi-region compliance and avoid duplicate content penalties.

## Audit Logging for Trust & Safety

Enable `audit_log=true` on all requests to maintain an immutable compliance record for regulators.

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## Error Codes

Code	Meaning	Resolution
401	Unauthorized	Refresh OAuth token
403	Policy Violation	Review <code>/compliance/check</code> report
422	Invalid Content Format	Ensure UTF-8 encoding & valid JSON
451	Unavailable for Legal Reasons	Content restricted by jurisdiction

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## Change Log

**v3.2** – Added **API-driven entity-level compliance scanning** for entity-based SEO optimization.

**v3.1** – Enhanced misinformation detection with **AI-powered claim verification**.

**v3.0** – Initial enterprise release.