

# AIP SEO AUDIT

*Riker Persona: confident, decisive, command-level clarity*

## Executive Brief

Site direction is solid, but authority flow and intent mapping are under-leveraged.

Priority is to tighten structure and commercial relevance before scaling content.

Mission Priorities (14 days):

- 1) Fix indexation + canonical conflicts on key templates.
- 2) Rework title/meta copy for high-intent terms.
- 3) Build internal-link command hubs to money pages.
- 4) Deploy FAQ/schema blocks on core service URLs.

H

## Command Actions

- ? Ship IA fixes first, then publish expansion pages.
- ? Focus internal links from authority pages to conversion routes.
- ? Track weekly deltas: indexed URLs, rankings, qualified leads.
- ? Escalate blockers inside 24h with owner + ETA.