

Riker Audit - Example PDF

Character Style: Riker - The Confident XO

Persona cues: decisive, composed, action-forward, leadership under pressure.

Client: AIP (demo)

Audit Date: 2026-02-12

Executive Signal:

- Foundation is serviceable, but authority flow is uneven.
- Fast wins exist in information architecture and internal linking.
- Local intent pages need clearer hierarchy and conversion paths.

Priority Missions (Next 14 Days):

- 1) Resolve indexation + canonical conflicts on key templates.
- 2) Improve title/meta positioning for high-intent commercial queries.
- 3) Ship internal-link hubs from top authority pages to money pages.
- 4) Add schema + FAQ blocks on service pages to improve SERP real estate.

Command Notes:

- Track impact weekly: indexed URLs, top-10 terms, qualified leads.
- Escalate anything blocking crawl, render, or conversion routes.

Outcome Frame:

Tighten structure first, then scale content. Win the map before adding miles.

(Demo PDF style sample)