



Vinay Upadhyay



FROM SEO

BASIC

S

TO  
IN

PRO  
2025

A HANDS-ON GUIDE WITH  
REAL EXAMPLES + RESULTS

BUILT FOR ACTION-TAKERS, NOT THEORY-READERS

# The Truth

- Your rankings are stuck.
- Content isn't converting.
- You're guessing not growing.
- You don't need another SEO checklist.
- You need a system that delivers results.
- This is it.



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# Who's This For?

**If you are:**

- **A marketing lead with plateaued traffic**
- **A founder who's been burned by SEO agencies**
- **A content strategist scaling across languages**
- **An SEO junior aiming for senior roles fast**

**This guide is for you.**



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# SEO Stack You Need in 2025

## Toolkits that scale work, not just tasks:

- **Crawling:** Screaming Frog + Sitebulb + JetOctopus
- **Log Analysis:** Splunk or Oncrawl
- **Schema & Entities:** InLinks + WordLift
- **Keyword Intelligence:** Keyword Insights + AlsoAsked
- **LLM Integration:** ChatGPT (Custom GPTs) + Claude + SERP API



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# Audit Like a Pro

**Most audits are noise. This is what matters:**

- Crawl behavior vs. indexation Use Sitebulb + GSC
- Log file segmentation by status codes + URL types
- Identify orphaned pages
- Prioritize by impact: High-CTR pages with crawl issues
- Use Screaming Frog custom extraction for structured data gaps

**Bonus:** Run automated audits via Python + Data Studio pipelines.



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# Content Strategy

**Stop publishing. Start planning.**

- **Use ChatGPT/Claude to generate topic clusters based on buying stage**
- **Create journey-based content maps Top → Mid → Bottom → Expansion**
- **Validate content with search intent matching + SERP features**
- **Connect internal linking logic using LinkWhisper or manual maps**

**Prompt to try**

Act as a SaaS SEO. Build a cluster map for CRM software keywords with commercial intent.



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# Multi-Platform SEO Execution

Build visibility across

- Google + Bing + Brave + Ecosia
- YouTube SEO chapters + structured transcript
- Reddit keyword threads + communities
- Product Hunt + App Store ASO
- Instagram Alt Text SEO via auto-pilot

**Unify with schema and canonical tagging discipline.**



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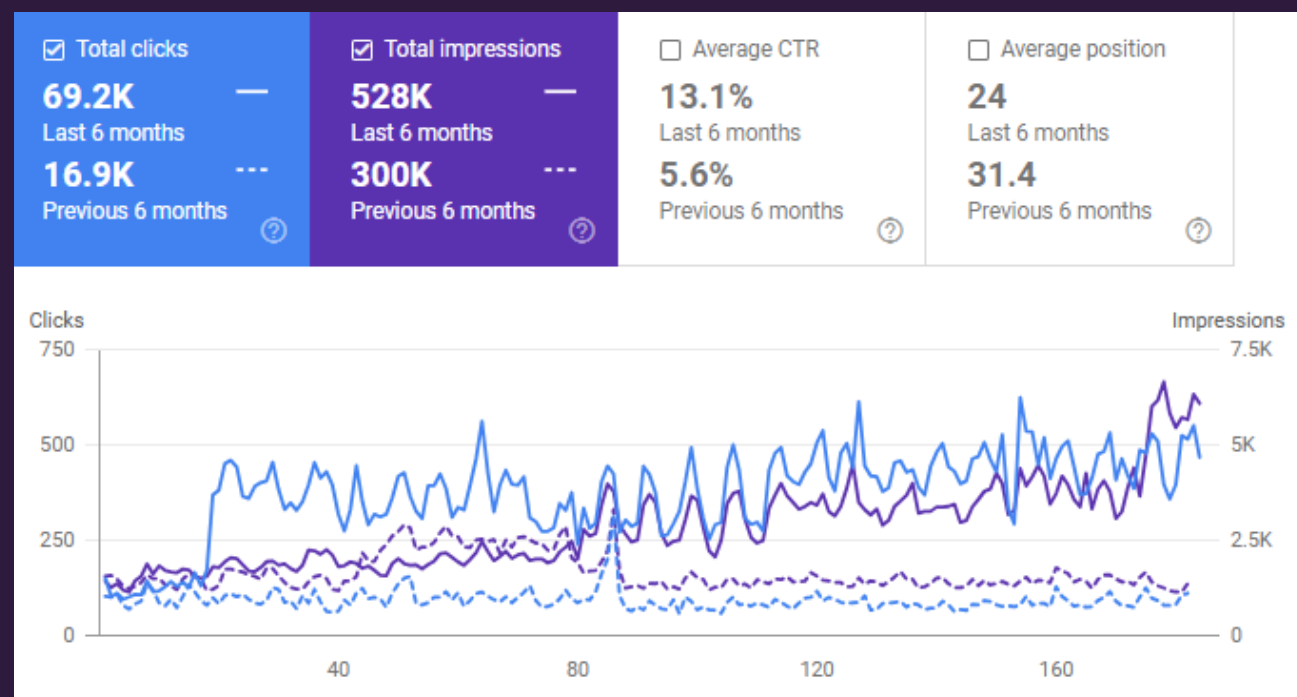
# Use Case

**Challenge:** SaaS company plateaued at 2.8K monthly traffic.

## What I did:

- Rebuilt topical architecture with SearchIntent API
- Added structured data for all commercial pages
- Created 17 content pieces using LLM prompt chains
- Pruned 204 low-performing URLs

**Results:**  
Traffic grew from 2.8K → 11.5K in  
180 days  
Leads increased by 41%



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# 3-Part SEO System

- **Technical Clarity:** Fix crawl, indexation, core web vitals
- **Content Velocity:** Launch content driven by real demand
- **Link Equity:** Build trust + authority via strategic outreach

Don't do all at once. Sequence it. Automate the rest.

## Automate + Scale Without Losing Control

Where SEO meets efficiency:

Use GPT-4 + Sheets for meta, FAQs, outlines

Pull data via Ahrefs/Semrush API

Internal link suggestions using AI custom GPT + crawler combo

Build alert systems: drop in impressions, broken links, traffic loss

Train junior SEOs with SOPs generated from your own audits

⚙️ Automation is your edge if you know what to automate.



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# Want to Go From SEO to SEO Leader?

Learn how to:

- Manage 10+ websites with systems
- Report SEO ROI to non-SEOs
- Build and lead a team of SEOs
- Guide devs, content, design not only audit

✅ SEO in 2025 = Technical + Strategic + Operational

✉ DM me “SEO PRO” if you want the extended playbook.

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# Thank you

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found it valuable



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