

Enterprise SEO & Demand Gen Alignment Sprint

Sprint Brief — MFGSEO LLC

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The Problem This Sprint Solves

Most enterprise organizations have more SEO and demand gen data than they can act on. The problem isn't a lack of signal — it's that the signal is dirty, siloed, and disconnected from pipeline outcomes.

The symptoms are familiar:

- Your agency says rankings are up. Your demand gen team says leads are flat.
- GSC shows impressions. GA4 shows sessions. CRM shows something different. None of them agree.
- Multiple teams — SEO, paid, content, CRM — are each optimizing for their own attribution model, not the company's.
- AI tools have surfaced findings. Your current agency pushed back. You don't know who's right.
- You have 40+ locations, or 3 business units, or a complex product portfolio — and no one has mapped which markets actually have organic opportunity versus which ones are just getting budget.

The sprint doesn't start with recommendations. It starts with clarity.

Sprint Promise

In 4–6 weeks, we validate or refute your current SEO and AI hypotheses, reconcile your core data sources, and design a controlled pilot that ties SEO and demand gen to real pipeline-impacting metrics.

This is a diagnostic and strategy engagement — not a retainer, not a content calendar, not a link-building program. It's the work that should happen before any of those things.

Who This Is For

The Alignment Sprint is designed for:

- **Enterprise and growth-stage organizations** (Series B–D, 50M–500M revenue) with existing SEO programs that aren't producing pipeline outcomes
- **CMOs and demand gen leaders** who need to connect organic search to pipeline reporting
- **Marketing directors** managing both organic and paid programs who suspect overlap and waste
- **SEO leaders** who need executive buy-in for a larger infrastructure investment
- **Multi-location organizations** (10–200+ locations) where national strategy isn't accounting for local demand signals

You are a good fit if:

- You have 12+ months of GSC data and a functioning GA4 property
 - You have an existing agency or in-house SEO team (the sprint audits and complements them — it doesn't replace them)
 - You have a CRM or call-tracking system (even if it's not connected to your SEO reporting yet)
 - You're willing to give a 2-person internal team 4–6 hours over the sprint period for data access and review calls
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The 7 Sprint Components

Component 1: AI & Vendor Findings Reconciliation

The problem: AI tools — including the ones your team or leadership may have already run — surface real issues and false positives in roughly equal measure. So do agency audits. Without a structured reconciliation, you end up with competing narratives and no clear action list.

What we do: Review AI-generated SEO findings alongside your current agency's responses and documentation. We separate what the AI got right (shadow subdomains, legacy URL structures, hub content gaps, inconsistent NAP data, schema gaps) from what the agency correctly pushed back on. No witch-hunt. Just documented clarity.

Deliverable: *AI & Vendor Findings Reconciliation Brief* — a structured document that maps each finding to one of three buckets: Confirmed Issue, Disputed (with rationale), or False Positive. Includes a prioritized action list for confirmed issues.

Component 2: Measurement Stack Clarity Map

The problem: Enterprise organizations typically have 4–8 tools tracking overlapping data — GSC, GA4, GTM, GBP, CRM, call tracking, paid media platforms, and sometimes a CDP or BI layer. Each tool tells a different story. Attribution breaks at the handoff between organic traffic and pipeline outcomes, and no one has mapped where.

What we do: Audit your measurement stack against the question: “*Can we currently attribute a qualified lead or pipeline opportunity to a specific organic search action?*” We identify where data is clean, where it breaks, and what must be configured or reconciled before you can judge SEO performance against pipeline metrics.

Deliverable: *Measurement Stack Clarity Map* — a one-page visual and supporting document that shows what's tracked, where attribution breaks, which systems must be reconciled, and what the minimum viable measurement configuration looks like for the pilot.

Component 3: Location & Segment Opportunity Analysis

The problem: Multi-location and multi-segment organizations can't treat all markets equally — but most SEO programs do. Budget and effort get distributed evenly across locations or product lines regardless of where organic opportunity actually exists.

What we do: Bucket your GSC and GA4 data by location, segment, or product line. For each bucket, we quantify: queries, impressions, CTR, page views, conversion rates, and the gap between search demand and current organic capture. We identify “challenge markets” — locations or segments with high search demand but underperforming organic presence — and separate them from markets where organic is already working.

Deliverable: *Opportunity Analysis Table* — a prioritized list of locations or segments with supporting metrics and a clear rationale for why 1–2 become the pilot focus. Typical selection criteria: high impressions + low CTR, or strong organic traffic + weak conversion rate, or high-value queries with no current ranking presence.

Component 4: AI Visibility & Rich Result Proof Layer

The problem: Enterprise buyers increasingly start research in AI-generated answer systems — ChatGPT, Perplexity, Google AI Overviews. Most enterprise organizations have not audited their entity architecture, schema markup, or content structure against AI retrieval signals. They're invisible in the systems their buyers are using.

What we do: Audit your current schema implementation against rich result eligibility. Test your brand's current retrieval in ChatGPT, Perplexity, and Google AI Overviews. Map entity architecture completeness — sameAs signals, knowledge graph presence, structured data coverage across key pages. Identify the incremental wins (FAQ schema, review schema, video schema, hub content structure) that improve both AI retrieval and SERP visibility.

Deliverable: *AI Visibility & Rich Result Proof* — documents current schema types, new eligibility achievable in the pilot period, and the specific entity architecture changes most likely to improve AI retrieval rates. Includes a before/after comparison of brand visibility in AI answer systems.

Component 5: Attribution & CRM Reconciliation Plan

The problem: You can't judge whether SEO is driving pipeline if organic traffic isn't connected to your CRM. Most enterprise organizations have the data — GSC, GA4, call tracking, CRM — but the connections between them are broken, inconsistent, or unmaintained. The result: SEO gets credit for nothing, or credit for everything, depending on which tool you look at.

What we do: Identify where local actions, calls, form fills, and sessions aren't reconciled with CRM pipeline data. Recommend the specific configuration changes needed to tighten source attribution at the location or segment level — typically involving call tracking integration, UTM standardization, and CRM source field cleanup.

Deliverable: *Pilot Attribution Stack Plan* — specifies exactly what must be configured or cleaned before you can judge SEO and demand gen performance in the pilot. Includes a checklist of required changes, responsible systems, and estimated implementation time.

Component 6: Pilot Design

The problem: Enterprise organizations need to de-risk investment before scaling. A controlled pilot — 1–2 locations or segments, defined test period, specific interventions, clear success metrics — is the right way to validate the approach before committing to a full program.

What we do: Pull the sprint findings together into a pilot rationale. Select 1–2 locations or segments based on the opportunity analysis. Define the test period (typically 60–90 days). Specify the content, technical, and GBP changes to be implemented. Clarify how success will be measured — organic clicks, goal completions, calls, direction requests, and, where the attribution stack allows, pipeline contribution.

Deliverable: *Pilot Rationale & Design Document* — a concise document (4–6 pages) that includes: core findings from the sprint, signals from each data bucket that support the pilot selection, the specific interventions to be tested, the measurement framework, and the decision criteria for scaling.

Component 7: Executive Decision Memo

The problem: Sprint findings need to be legible to CMOs, demand gen leaders, and marketing directors — not just SEO practitioners. Most audit reports are written for the wrong audience and never make it to the decision-makers who need to approve the next investment.

What we do: Package the sprint findings into a 2–3 page executive summary written for leadership. The memo covers: what was reviewed, what the data shows, what the key insights are, and what leadership is being asked to approve — typically: pilot scope, measurement stack upgrades, and a timeline for the next decision point.

Deliverable: *Executive Decision Memo* — a standalone document that can be shared with CMO, VP Marketing, or board-level stakeholders without requiring them to read the full sprint deliverables. Includes a clear yes/no decision request on the pilot and measurement work.

Sprint Timeline

Week	Work
Week 1	Data access setup, GSC/GA4 export, AI findings review, initial stack audit
Week 2	Measurement stack mapping, location/segment data bucketing, AI visibility testing
Week 3	Opportunity analysis, attribution gap identification, pilot candidate selection
Week 4	Pilot design, deliverable drafting, internal review
Week 5–6	Deliverable finalization, executive memo, findings presentation

The sprint requires approximately 4–6 hours of your internal team’s time over the engagement period — primarily for data access, a mid-sprint alignment call, and a final findings presentation.

What You Get

At the end of the sprint, you have seven deliverables:

1. AI & Vendor Findings Reconciliation Brief
2. Measurement Stack Clarity Map
3. Location/Segment Opportunity Analysis Table
4. AI Visibility & Rich Result Proof
5. Pilot Attribution Stack Plan
6. Pilot Rationale & Design Document
7. Executive Decision Memo

These deliverables are designed to be handed off to your internal team for execution — or to justify the next investment to leadership. The sprint stands alone as a complete engagement.

What Happens After the Sprint

The sprint is a complete deliverable. It doesn't require a follow-on engagement.

Many clients choose to engage MFGSEO for implementation support after the sprint — executing the pilot, implementing the attribution stack changes, or building the content architecture identified in the opportunity analysis. That is a separate, optional engagement scoped after the sprint findings are delivered.

Investment

Sprint investment starts at **\$8,500**.

Scope and final investment are confirmed during the initial scoping conversation. Engagements are accepted on a selective basis — MFGSEO works with a limited number of organizations at a time to maintain quality and focus.

Next Step

If the sprint framework matches what your organization needs, the next step is a 30-minute scoping conversation.

Book at: mfgseo.com/contact

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