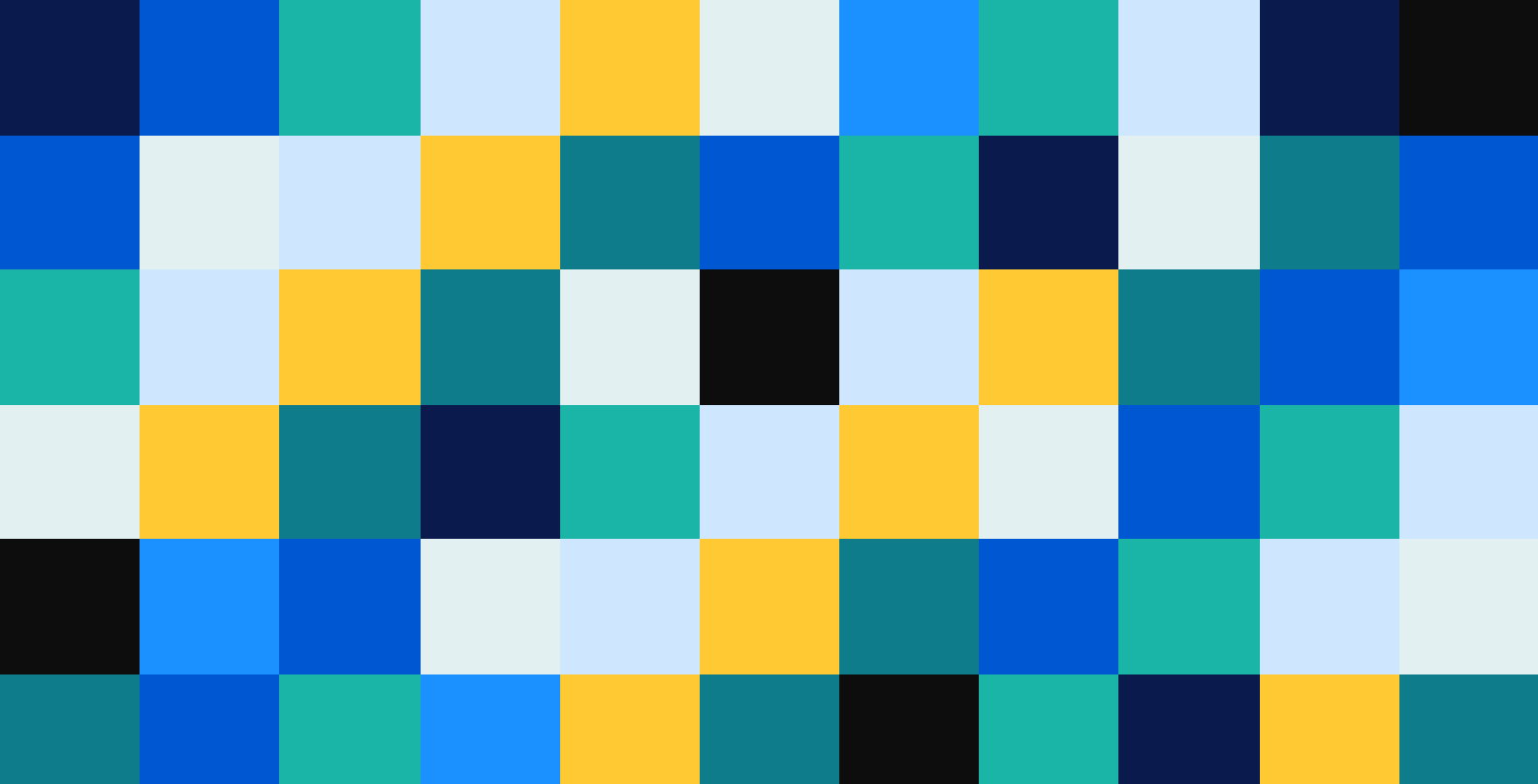




HUDACE GROWTH

Search engine optimisation

Build topical authority that compounds. Win search
before the click is ever made.

SERVICE OVERVIEW & DELIVERABLES



Run Smarter. Grow Faster.

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Why search has changed

Search has shifted from keyword counting to topical authority, with AI surfaces increasingly answering questions before a click is ever made. The teams that win are the ones building the kind of presence that compounds.

Running on tactics costs you

- Keyword lists that age out the moment they are shipped.
- Content briefs disconnected from live search intent.
- Slow technical fixes that block every other gain.
- Reporting that arrives after the decision was needed.

What changes with Hudace

- Opportunity mapping at scale, refreshed continually.
- Briefs grounded in live intent, ready for editors.
- On-page optimisation that learns from what wins.
- Pipeline by topic and page, not just keyword rank.

The shift: from chasing rank to building authority that earns demand, on data your team can act on.

Our approach to SEO

We work in tight loops: research, ship, learn, refresh. Every engagement is built around the topics that matter for your business and measured against pipeline.

1

Diagnose

A clear-eyed audit of technical health, content, and authority, with the gaps prioritised by likely impact.

2

Decide

A topic plan and roadmap tied to your business goals, with measurable targets and a quarterly review cadence.

3

Deliver

Content briefs, technical fixes, and link work shipped on a steady rhythm, with outcomes reported in plain language.

What is in scope

Four capability areas cover the whole of modern SEO. We run them as one engagement, on one platform, with the team your business needs.

Technical SEO

The foundation everything else stands on.

- Crawl, indexation, and IA
- Core Web Vitals and performance
- Schema and structured data
- Internationalisation

Content and topical authority

The work that earns the rankings.

- Topic clusters and pillars
- Content briefs from live intent
- On-page optimisation
- Editorial governance

Authority and digital PR

Links that move metrics, not vanity.

- Backlink strategy
- Digital PR and outreach
- Brand mentions and citations
- Partnership and exchange programmes

Local and multi-region

Showing up where you are searched for.

- Google Business Profile
- Local citations and reviews
- Multi-region SEO governance
- Knowledge panels and entities

Deliverables

Here is what you receive as part of an SEO engagement with Hudace Growth, in the first quarter and on a continuing rhythm thereafter.

In the first 30 days

- Technical SEO audit (crawl, IA, schema, performance)
- Keyword and topic opportunity map
- Competitor and SERP analysis
- Content gap and refresh queue
- Quick-win fixes shipped

On a continuing rhythm

- Production-ready content briefs
- On-page optimisation roll-out
- Internal linking architecture
- Authority and digital PR roadmap
- Local SEO (Google Business Profile, citations)
- Monthly performance report with decisions
- Quarterly roadmap and review

What you receive: a clear, accountable engagement with briefs ready for your editors, fixes ready for your developers, and a forecast for the quarter ahead.

The outcomes

When SEO runs on one connected programme with AI accelerating the routine work, the gains show up across the funnel.

2x

more content briefs shipped per quarter

Grow with intent

Briefs grounded in live search intent, shipped at a steady rhythm.

Weeks

to a clean technical baseline

Spend with confidence

Quick wins identified early, slower bets explained against the forecast.

One

view of pipeline by topic and page

Measure to revenue

Pipeline attribution by topic, channel, and landing page.

Illustrative outcomes based on running search engine optimisation on Hudace Growth.

THE AI INSIDE

AI accelerates the work, your team owns the craft

Hudace Growth runs AI across the routine layer of SEO so editors, writers, and engineers focus on the parts that need their judgement.

Opportunity discovery

Maps topical opportunity at scale and refreshes it as search behaviour shifts.

On-page intelligence

Tunes structure, internal links, and schema based on what is actually winning.

Brief generation

Drafts production-ready briefs from live search intent for your editors to direct.

Performance commentary

Turns dashboards into plain-language insight so reviews are about decisions.

Built to be trusted: AI works on your governed data, respects brand and policy controls, and keeps a human in control.

Built for every role

Each role on your team gets the view that fits the work, on one connected platform.

Head of marketing

One view of pipeline by topic, page, and segment.

Head of content

A steady queue of briefs ready for the editorial team.

SEO lead

Roadmap, audits, and the data behind every move.

Engineering partner

Prioritised technical work with clear acceptance criteria.

In practice

The discipline of one connected SEO programme, with the team and the tools on the same page, was the change. We ship more, on tighter intent, and review on pipeline.

Marketing leader, growth-stage business

2x

more briefs shipped per quarter

40%

less time in reporting and reconciliation

1

view of pipeline across the team

Illustrative outcomes based on running search engine optimisation on Hudace Growth.

Why Hudace

What sets Hudace Growth apart for search engine optimisation is not one feature, but the shape of the whole engagement: connected, intelligent, and built to fit how your team actually works.

- AI-native, not bolted on. AI runs across discovery, briefs, and on-page work.
- One platform across technical, content, and authority work.
- Live in weeks, with quick wins shipped in the first 30 days.
- Configurable to your brand voice, your topics, and your review process.
- Built for the brand safety, accessibility, and audit standards modern marketing requires.
- Measured against pipeline, not vanity, from day one.

See it in your business

Build SEO that earns demand, on one AI-native engagement with the team your business needs. Most clients see quick wins in weeks and a clear forecast in their first quarter.

Ready to see it on your marketing function?

Book a session and we will show Search engine optimisation on the way your team actually runs, with the deliverables, the milestones, and the measurement laid out.

[Book a session](#) · hudace.com/products/seo



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