

P2

Web, SEO & AI Search Visibility

Make MIIGO discoverable, technically credible and conversion-ready across Google, AI answer engines and B2B digital channels.

THE ROLE IN ONE LINE
Commercial market -> buyer search intent -> topic -> page -> visibility -> qualified visit -> conversion -> CRM lead

Opportunity Founding partner, MIIGO Digital Marketing Division	Application seat P2 Web, SEO & AI Search Visibility
Location Pocharam, Hyderabad from the agreement stage	Basis Partnership with profit-share - not conventional employment

This guide explains the work itself: what you own, how the workflow operates, what outputs are expected, how the role connects to the other portfolios, and what capability you must demonstrate.

Commercial and legal terms are governed by the full Partner Invitation and, ultimately, the signed partnership agreement.

What this role is really responsible for

P2 owns the digital destination: Odoo website architecture, technical SEO, on-page optimisation, structured data, search-intent mapping, AI-search visibility, conversion paths, forms, tracking and continuous UX improvement.

WHY THIS ROLE MATTERS

Campaigns and content create value only when the destination is crawlable, understandable, trustworthy and able to convert qualified visitors into traceable enquiries.

This is not the role

- A checklist-only SEO role.
- A blog-writing role disconnected from commercial intent.
- A ranking-only role that ignores conversion and CRM handoff.
- A website-maintenance role that changes pages without measurement or rollback discipline.

The working mindset

MENTAL MODEL

Commercial market -> search intent -> topic -> page -> visibility -> qualified visit -> conversion -> CRM lead

Common partner standard

- Own outcomes, not merely activities.
- Work from approved technical sources and resolve uncertainty before publishing, sending or reporting.
- Use AI to increase quality and speed, but keep human judgement and verification in the loop.
- Keep source files, data, links, decisions and reports traceable.
- Document repeatable workflows so another partner can continue them.
- Report poor results, blockers and errors early rather than hiding them.

The web and discoverability system

Website & information architecture	Search & technical visibility
• Product, solution, industry, resource and contact structure in Odoo • Navigation, page hierarchy and internal linking • Product/application/geography landing pages • Forms, conversion paths and lead capture • Metadata, redirects and controlled page publishing • Mobile UX and page clarity	• Crawl/indexing control, sitemap, robots, canonicals and redirects • Broken-link, duplicate-content, orphan-page and crawl-depth control • Page speed, mobile and Core Web Vitals diagnosis • Titles, descriptions, headings, URLs, alt text and schema • Keyword research, intent mapping and cannibalisation control • Topic clusters and international/regional SEO

AI Search / GEO / AEO

- Entity optimisation
- FAQ architecture
- Comparison pages
- Source-backed technical content
- Structured factual content
- Citation-worthy resources
- Consistent entity information across website and relevant directories

Off-site presence & reputation

- Relevant B2B directories and manufacturer/industry portals
- Backlink opportunities from technical publications, associations, partners and distributor sites
- Accurate business/product listings
- Genuine customer-review collection and reputation support

How P2 turns buyer intent into a measurable page system

- 01 Define the commercial market, buyer, application/problem and intended conversion.
- 02 Research search intent and map priority queries to existing or required pages.
- 03 Audit the current page/site for technical, information-architecture, content, UX and conversion issues.
- 04 Design the page hierarchy, internal links, metadata, structured content and CTA/form path.
- 05 Publish or update in Odoo with controlled URLs, redirects and page-state discipline.
- 06 Validate crawl/indexing, mobile usability, links, forms, schema and performance.
- 07 Instrument traffic, conversion and behaviour measurement.
- 08 Review search queries, page engagement and conversion evidence; improve the page rather than treating publication as the finish line.

CORE LOGIC

A page is successful only when it is technically reachable, aligned to real buyer intent, useful enough to earn visibility, persuasive enough to drive action, and measurable through to CRM.

What P2 should produce and measure

Current structured website Pages, navigation and content architecture that reflect products, applications and industries.	Campaign landing pages Conversion-focused destinations with approved content, forms and tracking.
SEO issue backlog Prioritised technical issues with owners, status and validation evidence.	Keyword/topic map Query intent mapped to pages to avoid cannibalisation and content without commercial purpose.
AI/GEO content backlog FAQs, entity pages, comparison pages and source-backed resources designed for answer-engine discovery.	Monthly digital presence report Technical issues, search visibility, behaviour, conversions and next actions in one view.

Core tool environment

- Odoo - website/CMS and forms
- SiteGuru - SEO audit and prioritisation
- ClickRank - on-page optimisation and AI-search support
- LinkChest - backlink opportunity workflow
- Google Search Console - query, click, impression and indexing evidence
- GA4 - traffic, source/medium and conversion measurement
- Microsoft Clarity - behaviour, scroll and interaction evidence
- PageSpeed Insights / Rich Results Test / Screaming Frog - technical validation as needed
- ChatGPT / Claude / Gemini / Perplexity - research, structured content support and QA

What P2 measures

- Indexed and healthy priority pages
- Search impressions, clicks, CTR and query coverage
- Keyword visibility by market/topic
- Landing-page conversion and form completion
- Mobile/UX friction and behaviour evidence
- Organic-assisted enquiries and CRM-traceable website actions

The website is a shared operating surface

P2 -> P1 Keyword/search briefs, topic gaps and FAQ/comparison requirements become source-backed content assignments.	P1 -> P2 Approved technical copy, product images, diagrams and videos become website/page assets.
P3 -> P2 Campaign requirements define landing-page audience, offer, CTA and conversion path.	P2 -> P5 Forms, source tags, conversion events and page actions must map into CRM/attribution so traffic can be tied to outcomes.

Boundary questions P2 should ask

- What exact buyer intent should this page satisfy?
- Does an existing page already own this intent?
- What technical source supports each claim?
- What action should a qualified visitor take?
- How will that action be tracked and attributed?
- What happens if the page change performs worse - can we identify and roll it back?

Who is likely to succeed in P2

Strong fit

- Technical SEO practitioner who understands crawl/indexing, not just content keywords
- Information-architecture thinker who can organise technical product/application content
- Odoos/web operator comfortable with pages, forms, navigation and controlled publishing
- Analyst who uses Search Console/GA4/behaviour data to prioritise work
- Person who understands GEO/AEO as structured factual authority, not prompt tricks
- Person who can connect website changes to CRM conversion and business outcomes

Weak fit

- Only writes blogs or meta descriptions
- Measures rankings but ignores qualified visits and enquiries
- Publishes pages without form/link/mobile/schema testing
- Creates new pages without checking cannibalisation or existing structure
- Treats AI search as unsupported claim stuffing
- Cannot explain how traffic becomes a traceable CRM lead

07 | FIRST 90 DAYS

From orientation to reproducible ownership

Days 1-7 | Understand

Products, portfolios, tools, approved sources, access rules, current assets and reporting cadence.

Days 8-30 | Own first blocks

Take responsibility for defined outputs, create first deliverables, document the workflow and establish baseline measurement.

Days 31-60 | Scale

Turn early work into repeatable production with QA, handoffs and controlled automation where it genuinely helps.

Days 61-90 | Prove rhythm

Show consistent delivery, measurable quality, clear reporting, documented handoffs and bottleneck removal.

What this means specifically for this seat

- Map the priority website architecture and define the highest-value product/application pages.
- Close the most important crawl/indexing, metadata, internal-link and conversion-path issues.
- Create/upgrade first campaign landing pages with working forms and source tracking.
- Establish Search Console, analytics and behaviour-review routines for decision-making.
- Own a repeatable loop: audit -> prioritise -> implement -> test -> measure -> improve.

DAY-90 TEST

By Day 90, the partner should not only be able to do the work. The partner should own a reproducible block workflow that can be measured, reviewed and continued by the Division.

How MIIGO will recognise real capability

The selection philosophy is evidence-led. Tool names, self-ratings and interview confidence are not enough. The strongest evidence is a candidate who can explain the method, execute a MIIGO-type task, accept correction and show how quality was verified.

What we look for

Capability Can you actually perform the work, not just describe it?	Accuracy Can you work with technical B2B information without introducing factual or commercial errors?
Systems thinking Can you turn work into a repeatable workflow rather than one-off manual effort?	Measurable output Can you connect activity to useful, traceable business outcomes?

Typical practical evidence

- Audit one controlled MIIGO page for technical, content, SEO, UX and conversion issues.
- Propose or build an improved Odoo-ready page structure.
- Create a keyword/search-intent and on-page plan including metadata, headings and internal links.
- Define CTA/form logic, CRM mapping and analytics events.
- Show device/form/link/schema QA and a safe rollback/change-log method.

Evidence that strengthens an application

- Odoo or other CMS page builds where your individual contribution is clear.
- Technical SEO audits with prioritisation and evidence of fixes.
- Search Console / GA4 / Clarity analysis that changed a decision.
- Landing pages where you can explain the audience, conversion path and result.
- Keyword maps, information-architecture work or international SEO examples.
- Examples of structured FAQ/entity/comparison content for AI-search visibility.

NON-NEGOTIABLE

Fabricated facts, invented MIIGO claims, copied work, hidden errors, false evidence or deliberate reporting manipulation are incompatible with this role.

Understand the opportunity before you apply

4 founding seats The public application seats are P1, P2, P3+P4 and P5.	50% partner-group pool The partner group participates in 50% of Division net profit, divided by involvement/activity blocks.
No required capital MIIGO funds the entire Year-1 cost base.	Rs 10,000 monthly advance An advance against future profit-share, not a salary or wage.
Shared accommodation Provided for partners relocating to Pocharam, Hyderabad.	3-10 working-day trial Remote and unpaid before the agreement stage.

How to apply

- 01 Send your CV over WhatsApp and name the seat: P2 Web, SEO & AI Search Visibility.
- 02 Add 3-4 lines on the most demanding piece of work you personally produced and why it was demanding.
- 03 Be ready to discuss your workflow, evidence, corrections, use of AI and the parts you can or cannot currently do.
- 04 Shortlisted candidates may be asked to complete role-relevant practical work before final block assignment.

APPLICATION CONTACT

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Important: this role guide is informational. It does not create employment, partnership, ownership or guaranteed income rights. Only the signed partnership agreement creates binding terms, and where any summary differs from that agreement, the agreement governs.