

Completed. I expanded the SEO/pSEO plan with a paste-ready section that includes:

- Scaling mechanisms (content factory, templating, data pipelines, internal linking automation, indexation controls, schema generation, crawl budget, performance/CWV, experimentation, operating roles)
- Instrumentation & analytics (canonical CTA + UTM standard, event taxonomy through Slack connect + activation, attribution cohorts, required dashboards)
- KPIs & targets table with 30/60/90-day + 6-month target metrics across indexation, visibility, engagement, conversion, activation, tech SEO, and content ops throughput
- Guardrails (thin/duplicate content detection, doorway/spam risk, E-E-A-T trust mechanisms, compliance)
- Weekly operating cadence checklists + batch ship QA checklist
- Implementation backlog aligned to your current workstreams (canonical CTA/UTMs, activation analytics, Slack instrumentation, ZIP pages)

Artifact created: "SEO/pSEO Plan Expansion — Scaling Mechanisms + KPIs (with Targets)" (ID: 136) in the Results tab.

I also created a task to execute the highest-leverage part:

- Task #249: Implement SEO/pSEO KPI instrumentation + dashboards (GSC + analytics + product) (High priority)