

— OKAPI & CO.

Build Your Own **SEO** **Tool** With Claude

Audit your site, act on it, then outrank competitors — a practical **two-part workflow** you can run yourself.

Presented by **Okapi and Co.**



The Big Idea: **Audit**, Then **Act**

01

Audit

A clear, honest audit of your own website – built from the data you already own.

02

Act

Make the changes, then find the gaps that let you beat your rivals.

- **Claude** is the engine that ties all your data together.

Start With Data You Already Own

Google Search Console

GSC

Shows the real clicks, impressions and ranking position your pages earn in Google search.

Clicks

Impressions

Position

Google Analytics 4

GA4

Shows what visitors actually do once they arrive — pages, paths and conversions.

Sessions

Engagement

Conversions

— Both are **free** — and based on your **actual site**, not estimates.

Add a Free Technical Crawl

500
URLS · FREE

Screaming Frog

Crawls up to 500 URLs free and surfaces **broken links**, **missing titles** and **thin pages**.

.CSV

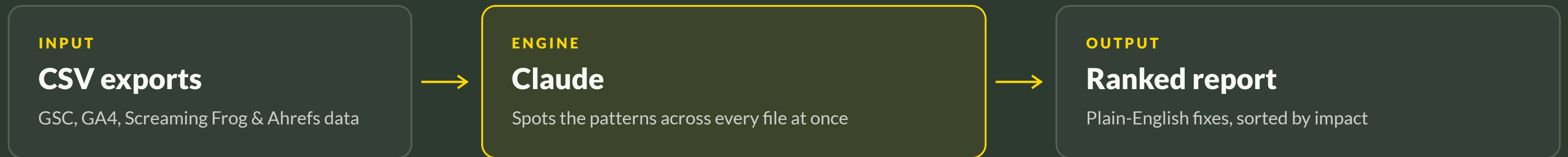
Export everything to CSV — **ready for Claude**.

FREE TOOLS

Ahrefs

The free tools give a quick **backlink and health snapshot** — a fast read on where you stand.

Run the Audit Through Claude



01

Feed your CSV exports in and ask for a **prioritised report**.

02

Claude spots the patterns: **weak titles, slow pages, missing schema**.

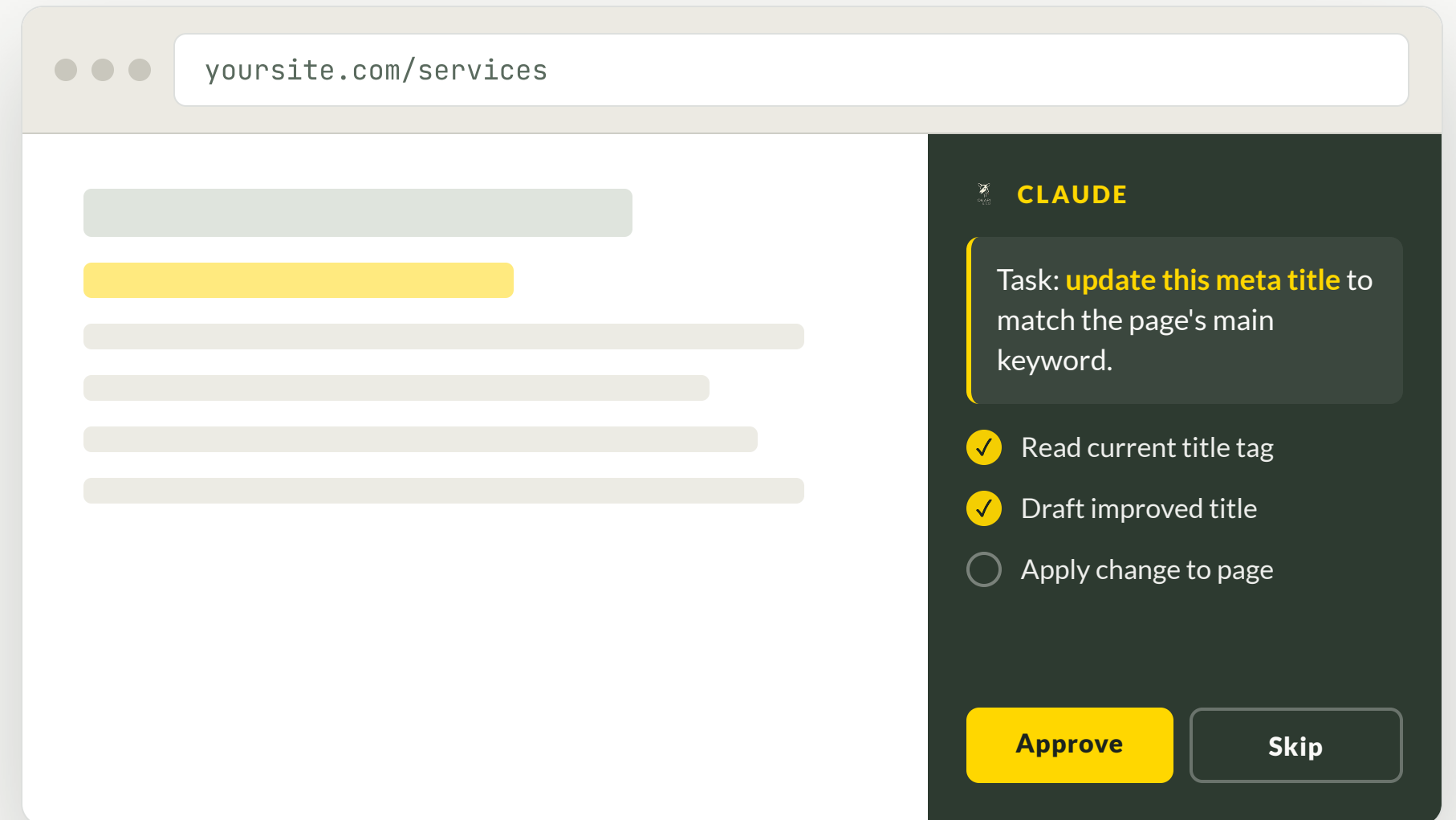
03

You get a plain-English list of fixes, **ranked by impact**.

● LIVE DEMO

Make the Changes Live With Claude for Chrome

- ◆ The Claude Chrome extension can see and act on the page in front of you.
- ◆ Give it a task like "update this meta title" and it drives the browser.
- ◆ You watch, approve each step, and learn the fix as it happens.



Establish Where You Actually Rank

Search Console position data tells you your **true starting point** – the baseline you measure all progress against.

Position 1-10

Wins

Page-one keywords you already own. Protect and defend them.



Position 11-20

BEST OPPORTUNITY

Page-Two Near Misses

So close to page one. The fastest, highest-impact gains live here.



Position 21+

Long Shots

Worth tracking, but lower priority until the near misses are won.



Bring the Competitors In

Pick two or three rivals who outrank you for your money keywords — then study how they do it.

YOUR BASELINE

Your site

Position data from the audit you just ran.

vs

Rival A

- Page structure
- Content depth
- Topic coverage

Rival B

- Page structure
- Content depth
- Topic coverage

? The question that drives part two: **what do they cover that you do not?**

Find Gaps and Wins With DataForSEO

- ◆ Pulls ranking and keyword data via a **simple bash script** — no MCP needed.
- ◆ **Domain Intersection** finds keywords a rival ranks for but you do not.
- ◆ These gaps become your shortlist of **new pages and quick wins**.

 Domain Intersection = your gap list

```
keyword-gaps.sh

# Pull the intersection from DataForSEO
curl -s -X POST "$API" \
  -u "$DFS_LOGIN:$DFS_PASSWORD" \
  -d "$BODY" | jq -r '...' \
  > keyword-gaps.csv

# Hand the CSV to Claude for the shortlist
```

Turn Data Into a Plan

- ◆ Sort gaps and wins by **search volume** and **difficulty**.
- ◆ Pick the handful worth doing **this month** and assign each a fix.
- ◆ Re-run the audit later to **prove it worked**.

 *Audit, act, outrank – then do it again.* **Okapi & Co.**

