

The Claude SEO + AI Search Playbook

Audit your site, score your AI search readiness, and fix what's holding you back, free

01

Install Claude SEO and Connect Search Console

Claude SEO is a free, open-source Claude skill. Install it into Claude Code, then link your Google Search Console property so it can pull real crawl and indexing data instead of guessing at your site's issues.

QUICK TIPS

- You need Search Console access to the property, not just a Google Analytics login.
- Verify the connection by asking Claude to list your top 5 indexed pages before running the full audit.

02

Run the Full Technical Audit

Once connected, Claude SEO crawls your site and checks crawlability, Core Web Vitals, schema markup, and internal links. This is the same category of audit a paid SEO consultant would run manually.

QUICK TIPS

- Save the raw audit output somewhere you can paste it back into Claude later.
- Re-run this audit every few weeks, not just once, since Core Web Vitals shift with site changes.

03

Score Your AI Search Readiness With Rank Scale

Rank Scale checks whether ChatGPT, Perplexity, and Google AI Overviews actually recommend your site for relevant questions, and returns an AI readiness score with the exact reasons you're getting skipped.

QUICK TIPS

- Common misses: vague opening paragraphs, missing entity names, no FAQ or table content.
- A high Google ranking does not guarantee a high AI readiness score. Check both.

04

Feed Both Reports Back to Claude

Paste the technical audit and the Rank Scale report into one Claude Code session and ask it to merge them into a single prioritized fix list, ranked by what unblocks both Google and AI answer engines at once.

Work the List, Then Re-Check

Fix issues from the top of the list down. Schema and crawlability issues usually come first since they block visibility entirely; Core Web Vitals and internal linking tend to follow.

💡 QUICK TIPS

- Give changes 2-4 weeks before re-running both audits, search engines need time to recrawl.

Ready to go deeper?

This playbook is the short version. Inside the hub you get the full build walkthroughs, the prompt library, and the systems I use to ship this in a weekend.

Join the Build →

<https://hub.digicuratoragency.com/join>