ZORO SEO

How ZORO SEO works

What to do first, what comes next, and how to get the most from it

Rank higher. Get found everywhere. On Google and in AI answers.

A guide for agencies, their teams and their clients

One platform for search and AI visibility

WHAT ZORO SEO DOES



Research and goals

Finds the keywords each client can realistically win and sets goals with honest dates.



AI visibility

Measures how often ChatGPT, Perplexity, Gemini, Claude and Google AI Mode mention the client.



Plan and tasks

Turns goals into clear tasks, plans them across your team and checks the work.

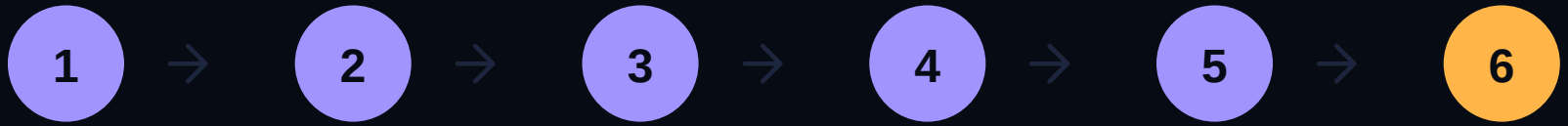


Monitor and report

Watches rankings and the site every day, raises alerts and writes the reports.

How it works: one loop, repeated every week

THE WORKING LOOP



1 Set up

Client details, Google connection, business profile

2 Research

Keywords and AI questions the client can win

3 Goals

Targets with likely dates and ranges

4 Plan

Clear tasks, planned across your team

5 Work and check

Evidence on each task, checked automatically

6 Report

Results to the client, then the next round

You set it up once. After that the platform checks every day and plans every Monday; your team does the work and approves what goes to the client.

Part 1 · Your first week

Five steps from a new client to a running plan

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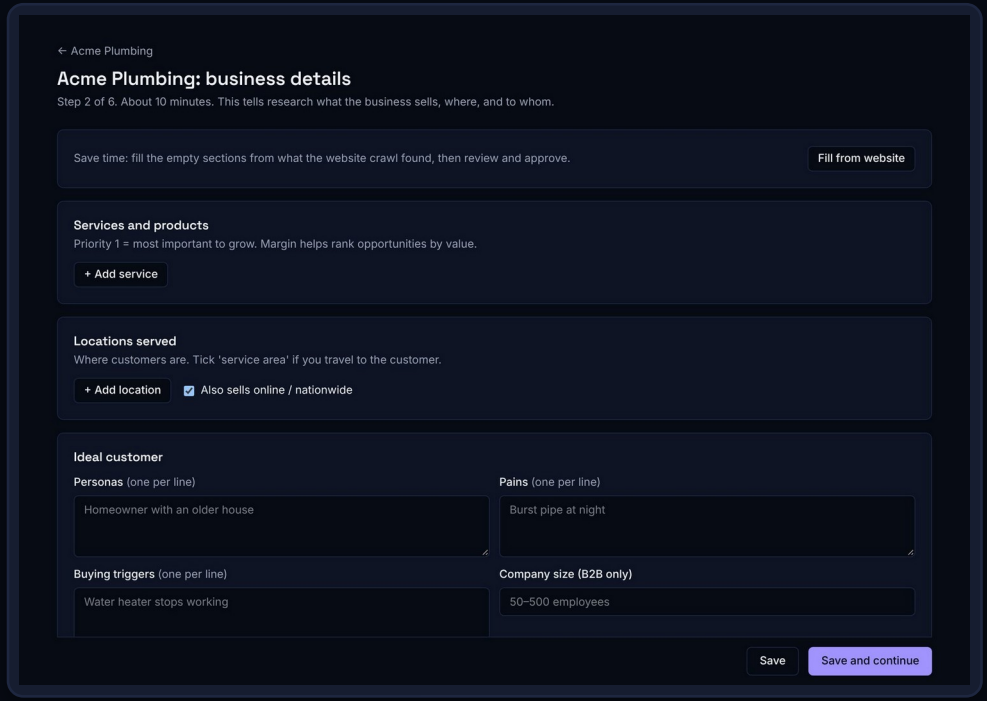
Add the client and their business details

STEP 1 OF 5

1. **Click "+ New client"**
   Name, website, market and time zone.

2. **Fill in the business details**
   Services, locations, ideal customers. "Fill from website" drafts it for you.

3. **Or let the client fill it in**
   Client logins can complete and approve their own details.



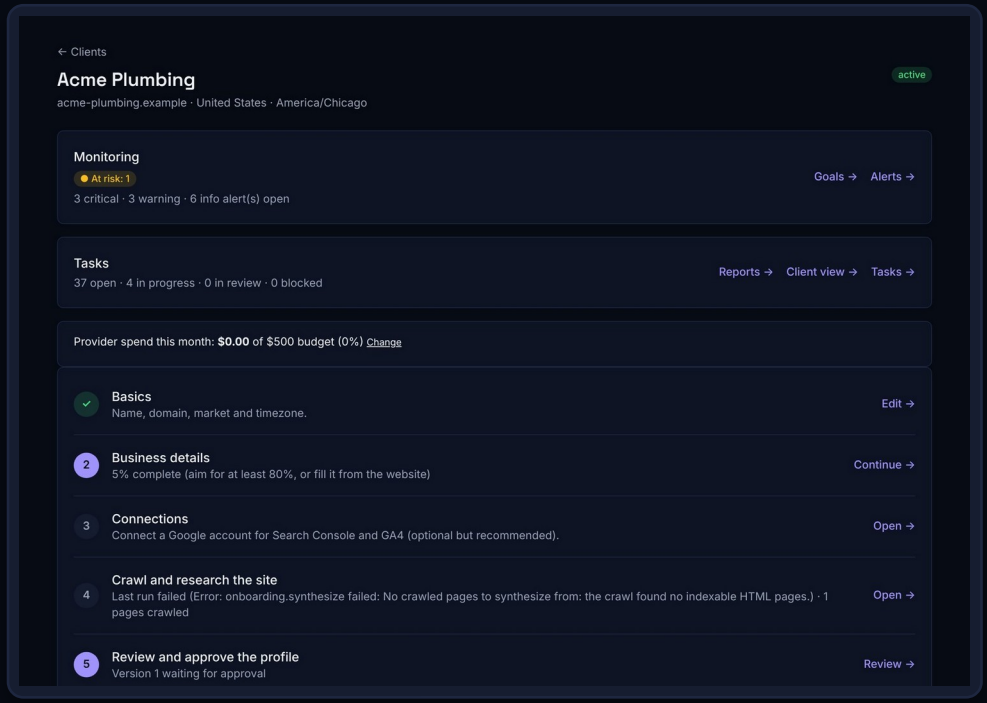
Connect Google and approve the business profile

STEP 2 OF 5

1. **Connect Search Console and GA4**
   Read-only access. Better research, dates and alerts from real data.

2. **Let it crawl the site**
   The platform reads the site and drafts a business profile.

3. **Review and approve the profile**
   It is the single source of facts for every brief and report.



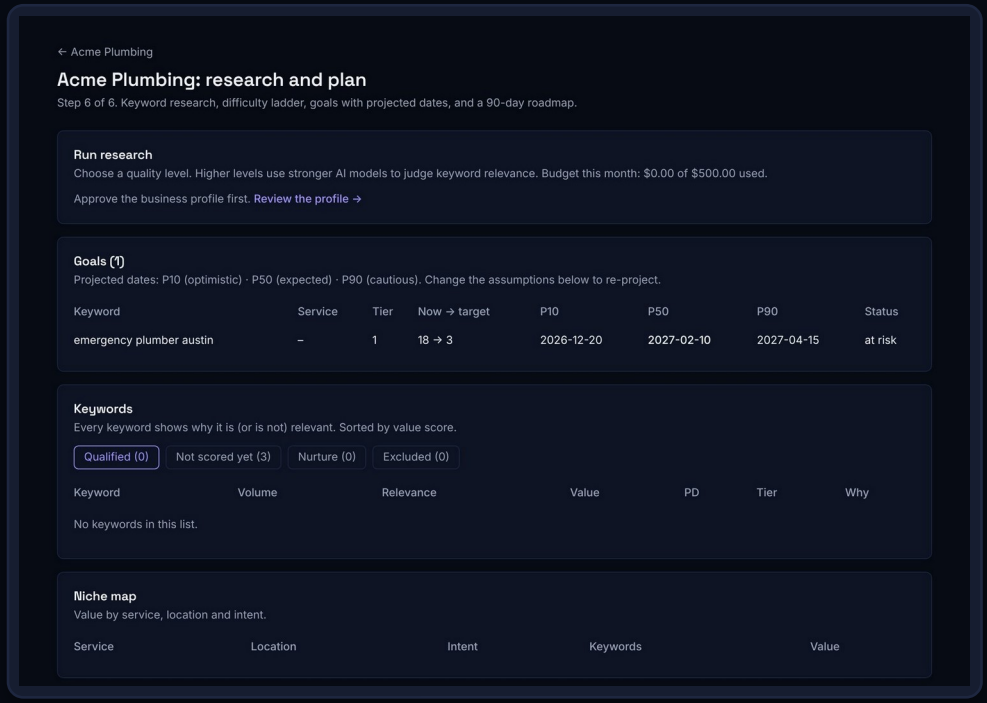
Research keywords and set goals

STEP 3 OF 5

1. **Run keyword research**
   Choose the quality level; the budget is shown before you start.

2. **Review the goals**
   Each goal has a likely date, with an optimistic and a cautious one.

3. **Approve the plan**
   This creates the 90-day roadmap and the first tasks.



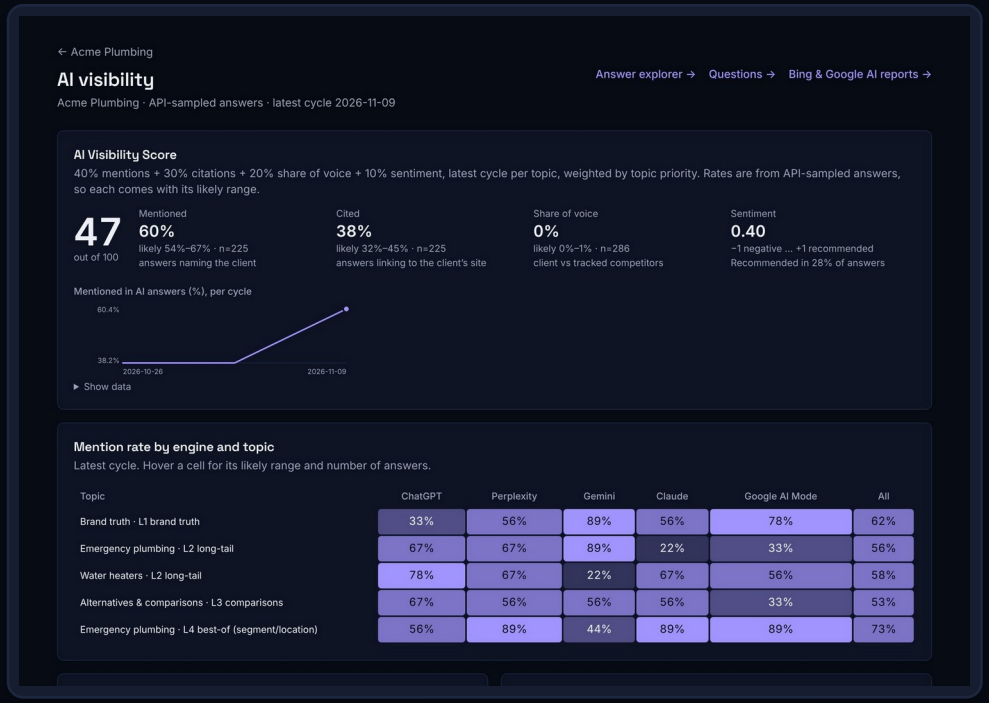
Choose the AI questions to track

STEP 4 OF 5

1. **Pick the core questions**
   The questions buyers ask AI assistants about this business.

2. **Sampled on five AI engines**
   ChatGPT, Perplexity, Gemini, Claude and Google AI Mode.

3. **Read rates with their range**
   Every rate shows its likely range, so small changes are not over-read.



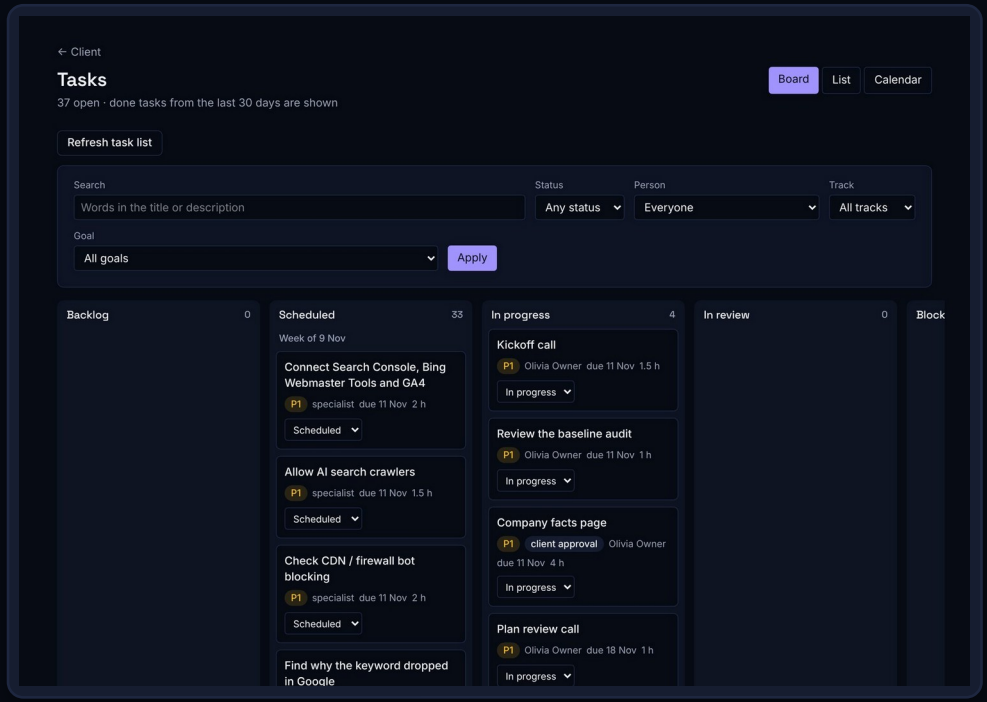
Your plan is ready: tasks appear for the team

STEP 5 OF 5

1. **Tasks are created for you**
   From the roadmap, the goals, the AI gaps and any alerts.

2. **Planned across your team**
   By role, available hours and client access; re-planned every Monday.

3. **Every title says what to do**
   For example: "Create the G2 profile", then "Get 10 genuine reviews on G2".



Part 2 · Every week

Where to look, what to work on, and what needs you

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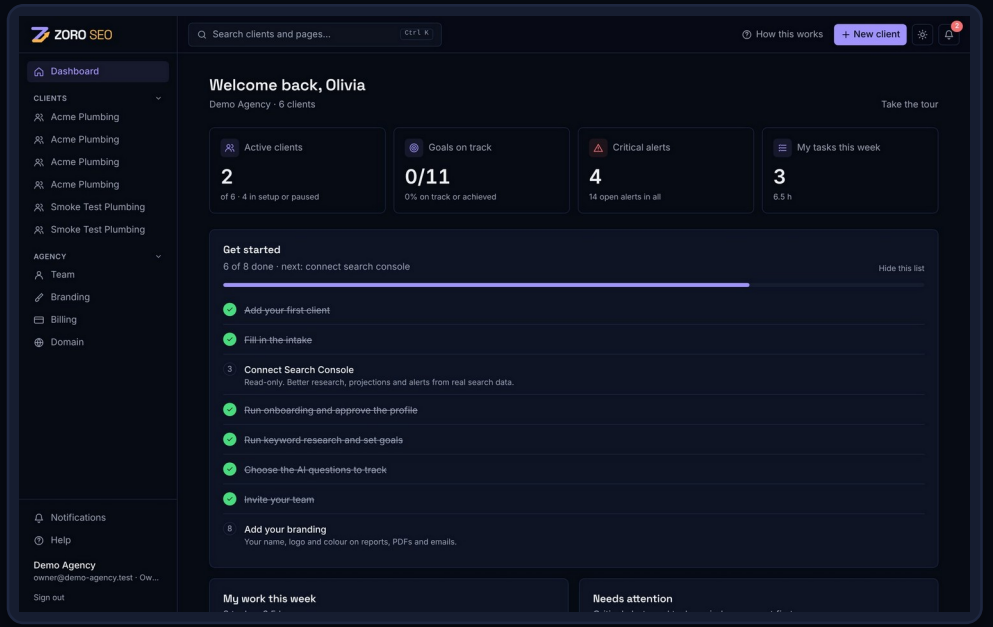
Your dashboard shows what matters today

START HERE EVERY DAY

1. **Four numbers at the top**
   Active clients, goals on track, critical alerts, your tasks this week.

2. **My work and Needs attention**
   Your tasks due this week, critical alerts and reminders.

3. **Search anything with Ctrl K**
   Jump to any client or page; the menu follows the client you open.



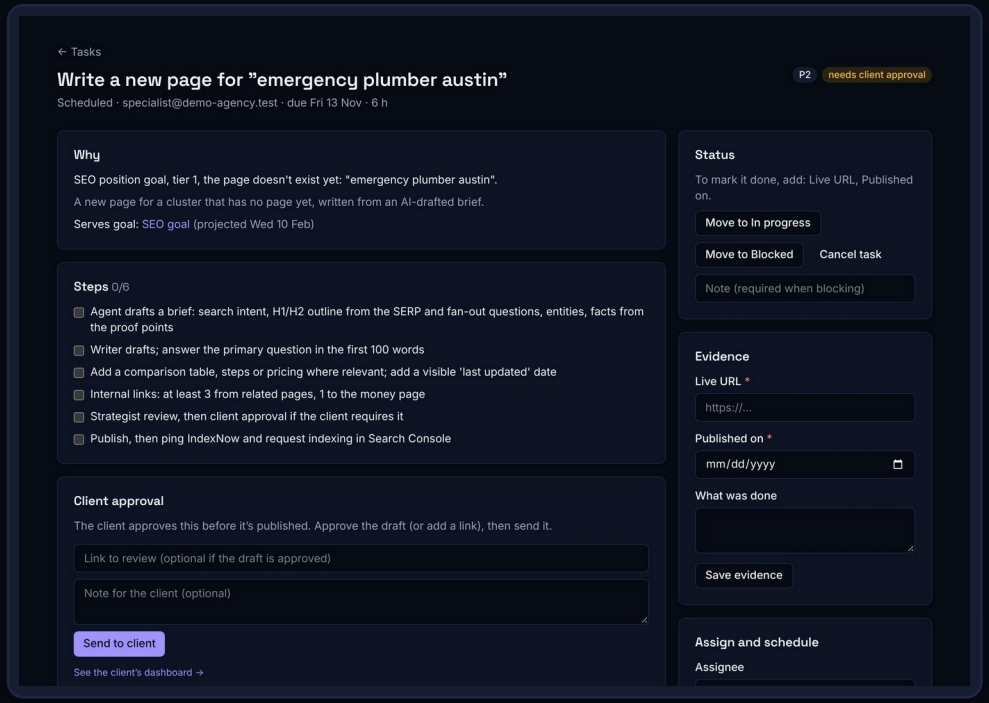
Every task: why, how, and the proof it is done

WORKING A TASK

1. **Why and steps**
   Which goal it serves, and the steps to follow.

2. **Briefs and first drafts**
   Content tasks get an AI brief and a draft; a person always approves.

3. **Evidence, then automatic checks**
   Add the live link; the platform checks it and reopens it if it fails.



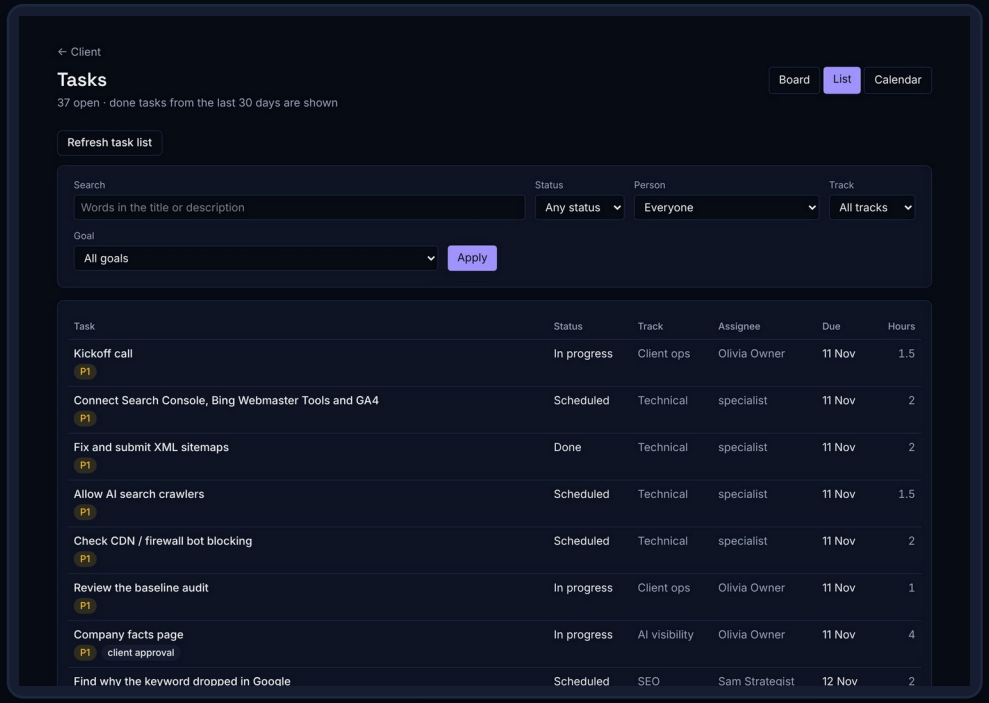
Board, list or calendar: find any task in seconds

FINDING WORK

1. **Search and filter**
   Words in the title, status, person, track or goal.

2. **List view for big plans**
   Every matching task, 50 per page.

3. **Refresh task list**
   Applies new rules now instead of waiting for the morning run.



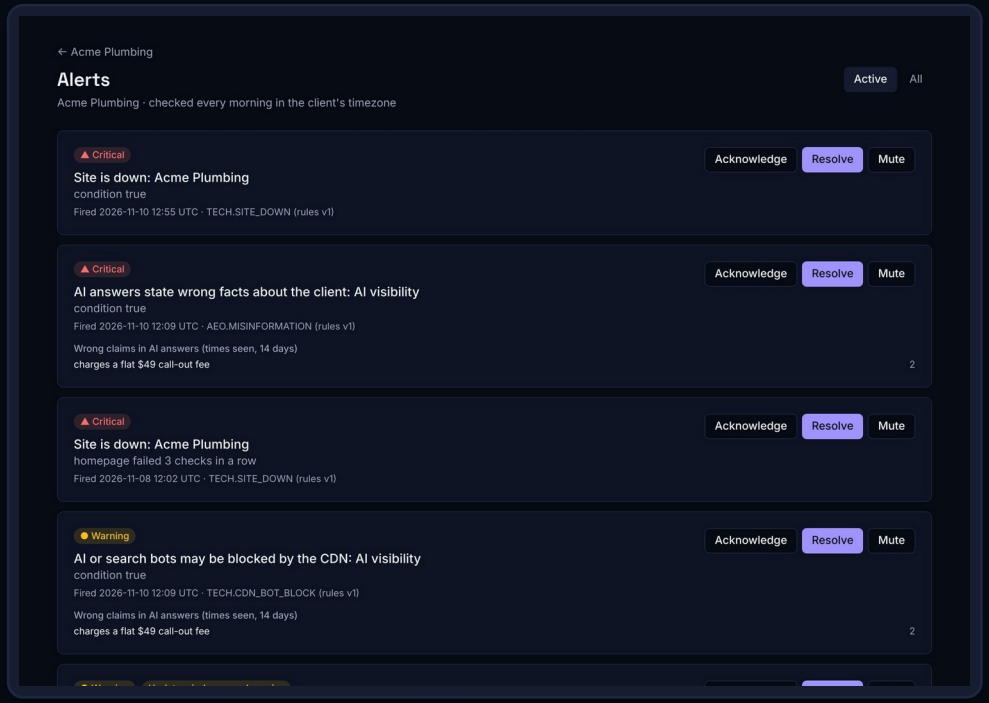
Alerts tell you what changed and why

WHEN SOMETHING CHANGES

1. **Checked every morning**
   Rankings, the site, AI answers and Google updates.

2. **Every alert explains itself**
   The numbers behind it, often with a chart.

3. **Choose how you hear**
   In the app, a daily digest, email or Slack (Notifications).



Part 3 · Clients and your agency

Reports, the client dashboard, and setting up your team

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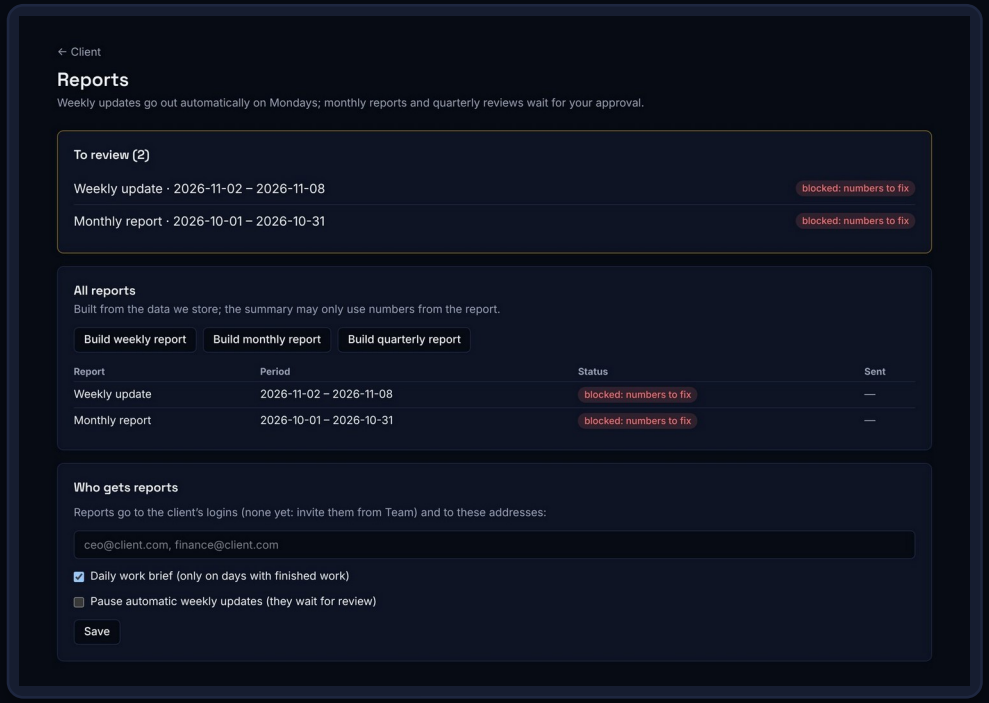
Reports are written for you, and checked

REPORTING

1. **Weekly, monthly, quarterly**
   Weekly updates go out on Mondays; monthly and quarterly wait for you.

2. **Every number is verified**
   A summary with a number not in the data is blocked until fixed.

3. **Your brand on everything**
   Name, logo and colour on reports, PDFs and emails.



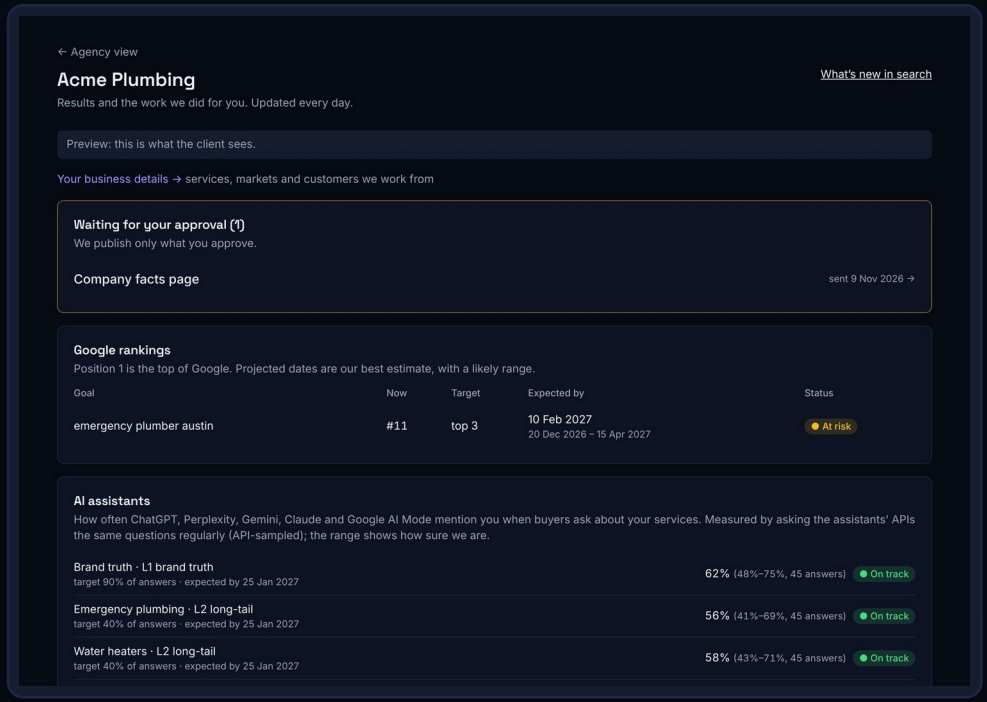
Clients get their own simple dashboard

WHAT YOUR CLIENT SEES

1. **Results in plain words**
   Google rankings and AI visibility, with likely dates.

2. **Approvals in one place**
   Deliverables waiting for their approval, and the history.

3. **What changed in search**
   Google updates and AI changes, explained for them.



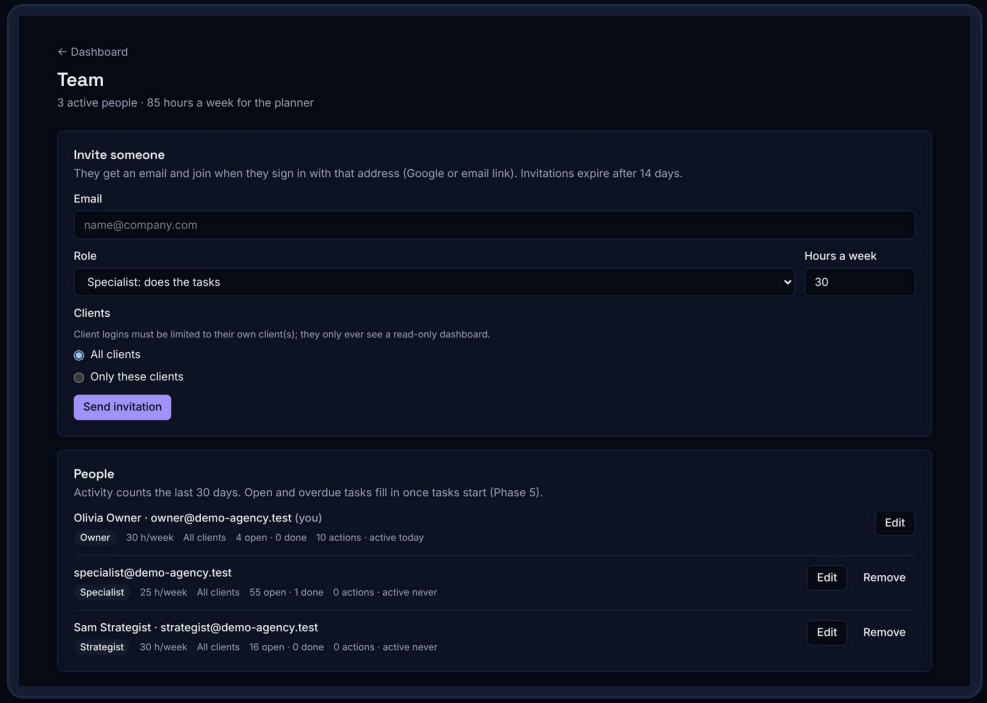
Set up your team, brand and domain once

YOUR AGENCY

1. **Team**
   Invite people with a role, weekly hours and the clients they can open.

2. **Branding**
   Your name, logo, wide logo and colour.

3. **Billing and domain**
   Your plan, and the app on your own domain.



Who does what

ROLES

Role	Usually	Can do
Owner	Agency founder	Everything, including team, branding, billing and domain
Strategist	Account lead	Plans, approves drafts and reports, manages and assigns tasks
Specialist	Team member	Works their own tasks: steps, evidence, comments
Client admin	Client contact	Sees their dashboard, approves deliverables, edits business details
Client viewer	Client team	Sees their dashboard, read-only

How ZORO SEO works for you, safely

OUR PRINCIPLES

White-hat only
No link schemes, fake reviews or tricks. The platform will not create them.

Honest AI measurement
AI visibility is sampled and always shown with its likely range.

A person approves
Nothing is published to a client site without your approval.

Client data stays private
Google Search Console and GA4 data is never sent to AI providers.

Every number explained
Goals, dates and alerts show the inputs behind them.

Your rhythm with ZORO SEO

WHAT TO DO, AND WHEN

Day 1

- Add the client
- Business details
- Connect Google

Week 1

- Approve the profile
- Research and goals
- AI questions
- Approve the plan

Every day

- Check the dashboard
- Work My work
- Handle alerts

Every week

- Monday plan
- Weekly report goes out
- Client approvals

Every month

- Approve the monthly report
- Review goals
- Monthly client call

ZORO SEO

Help is always one click away

"How this works"
At the top of every page: each area explained.

"Take the tour"
A short guided tour of your dashboard.

Ctrl K
Search any client or page, from anywhere.

Rank higher. Get found everywhere. On Google and in AI answers.