

Keyword-Driven Title Optimization System (KDTOS) — Local Services & Google LSA Edition

Owner: Sam (Automation Engineer)

Audience: VAs, SEO Specialists, Ops Leads

Objective: Automate CTR and lead lift by aligning page titles/meta with top *local* queries from GSC/GBP/LSA, without keyword stuffing. Prioritize service + city intents that convert on phone calls and LSA leads.

1) Workflow Overview (Local-First)

1. **Ingest:** Pull GSC page-level data (90d), GBP Insights queries, optional LSA search terms, and current page titles.
 2. **Prioritize:** Filter URLs tied to LSA-eligible services & locations (service pages, city/area pages, location landing pages). Exclude non-local pages.
 3. **Detect Misalignment:** Find pages with high impressions + low CTR where top local queries (from GSC/GBP/LSA) aren't reflected in the title.
 4. **Rewrite:** Generate concise, human-sounding titles that include *one* primary local term (service + geo), then optional USP. No stuffing.
 5. **QA:** Human approval queue in Sheets/Airtable.
 6. **Publish:** Update CMS (WordPress/Webflow/Shopify) via API.
 7. **Measure:** Recheck CTR/avg position monthly and LSA/GBP metrics where available.
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2) Data Inputs & Connections (Make.com)

Connectors - **Google Search Console:** Site performance → pages × queries (last 90 days) - **Google Sheets** (or *Airtable*): Staging + approvals + logs - **OpenAI:** Title rewrite (rules below) - **WordPress** (or *CMS API*): Update post/page title (or SEO plugin meta title) - **Slack** (optional): Change notifications - **GBP (Google Business Profile):** "Queries used to find your business" → local phrasing; export weekly via Make scraper + manual upload or official API where available - **(Optional) LSA:** Search terms report where accessible (manual upload CSV → Sheet tab)

Sheet Tabs - **RAW_GSC** → From your existing dashboard export - **GBP_QUERIES** → Exported phrases + counts - **LSA_TERMS** → Optional, phrases + counts + category - **URL_MAP** → URL → Location → Primary Service → City → Brand → CMS ID → SEO Plugin Field - **CANDIDATES** → Rows that meet filters and need titles - **REVIEW** → URL | Old Title | Suggested | Reason | Status | Editor | Date - **PUBLISHED** → URL | Old | New | Date | Editor | Rollback ID - **RESULTS** → URL | Baseline CTR | 30d CTR | ΔCTR | Baseline Pos | 30d Pos

3) Prioritization Logic (Local Services / LSA-Aware)

Eligibility Rules (applied in Make after GSC ingest) - Page Type $\in$ {Service Page, City/Service Area Page, Location Landing Page} - Page maps to an **LSA category** in `URL_MAP.Primary Service` (e.g., Plumber, Roofer, Electrician, HVAC, Dentist, etc.) - **Impressions** $\geq$ 500 (90d) **AND** **CTR** $\leq$ 5% - Average Position between **3 and 15** (ripe for CTR lift)

Local Signal Weighting - Build a **keyword pool** per URL from (in order): 1) GSC top queries (impressions-weighted) 2) GBP queries (count-weighted) 3) LSA terms (if present) - **Promote** queries that contain any of: city, neighborhood, service + "near me", emergency/24/7, same-day, financing, warranty. - **Demote/Exclude**: Navigational (brand-only), researchy long-tail (unless the page is informational), irrelevant suburbs not in service area.

4) Detection: "Title Misalignment" Rules

Mark a URL as **Candidate** if ALL are true: - Meets Eligibility - **None** of the top 3 weighted local queries are present (exact or close semantic) in the current title - Title length > 30 chars and < 64 chars (otherwise flagged as Short/Long fix instead of keyword alignment)

Semantic Match (simple, non-ML) - Normalize strings: lowercase, strip punctuation, replace city synonyms/abbreviations (e.g., "St." $\rightarrow$ "Saint", "KC" $\rightarrow$ "Kansas City") - Consider partial matches: "roof repair near me" $\approx$ "Roof Repair Near You"

5) Rewrite Rules (No Keyword Stuffing)

Hard Constraints - $\leq$ 60 characters (target 52-58) - 1 primary local term only (service + city **or** service + "near you") - Natural language; avoid pipes spam (max 1 pipe "|") - Avoid duplicate city mentions - Preserve brand style: Brand at end, short

Title Templates 1. **Local Service**: `{Primary Service} in {City} | {Brand}`
e.g., `Roof Repair in Kansas City | ACME Roofing` 2. **Near Me Variant**: `{Primary Service} Near You | {Brand}`
Use when multi-city or suburb targeting. 3. **Urgency**: `24/7 {Service} in {City} | Same-Day Help`
Drop brand if >60 chars; otherwise append. 4. **Value/USP**: `{Service} in {City} | Free Estimate & Warranty`
Pick one benefit only. 5. **Multi-Service** (only if page truly serves both): `{Service A} & {Service B} in {City} | {Brand}`

When to NOT Modify - Page already dominates brand navigational intent (CTR > 15%) - Location pages with NAP in title (leave if CTR $\geq$ baseline) - Legal/medical where compliance dictates exact language

6) Make.com Scenario — “Local Title Optimizer (LSA)”

Schedule: Weekly (Monday 6am local)

Modules (in order) 1) **Google Sheets → Get Range** (RAW_GSC)

2) **Google Sheets → Get Range** (GBP_QUERIES , LSA_TERMS , URL_MAP)

3) **Array aggregator / Iterator:** Join queries per URL, map city/service from URL_MAP 4) **Filter:** Eligibility rules (Impr $\geq$ 500, CTR $\leq$ 5%, Pos 3-15, page type eligible) 5) **Text tools:** Check semantic presence of top weighted local query in current title 6) **Router:** - **A) Needs Rewrite** → Go to OpenAI - **B) Length Fix Only** → Shorten/expand, then to REVIEW - **C) Skip** → Log 7) **OpenAI (Chat Completions):** Prompt below → JSON output 8) **Google Sheets → Add Row** (REVIEW) with Suggested Title + Reason 9) **Slack (optional):** Notify #seo-ops with count of candidates

Prompt (paste in Make)

You are a senior Local SEO strategist for home services.
Write a NEW meta title for the page using these rules:

- $\leq$ 60 characters (aim 52-58)
- Include ONE primary local term (service + city OR service + "near you")
- Natural language, not stuffed; at most one "|"
- Use a single benefit if needed (e.g., Same-Day, 24/7, Financing, Warranty) but only if it fits.
- Respect the page's actual intent; do not promise services not on the page.

INPUT JSON:

```
{
  "url": "{{URL}}",
  "old_title": "{{CurrentTitle}}",
  "top_queries": [ "{{Q1}}", "{{Q2}}", "{{Q3}}" ],
  "city": "{{City}}",
  "service": "{{PrimaryService}}",
  "brand": "{{Brand}}"
}
```

Return ONLY JSON:

```
{
  "new_title": "...",
  "reason": "(why this aligns with local query and improves CTR)"
}
```

7) QA & Approval Loop

Review Criteria - Reads naturally (passes the “say it out loud” test) - Single service focus matches page - City or “near you” used once - No duplicate cities, no keyword lists - Brand at end unless length forces omission

Publishing Scenario — “Local Title Publisher” (runs hourly) - Watch **REVIEW** where **Status = Approved** - **WordPress** → **Update Post**: Map to SEO plugin’s **Meta Title** (or page title if that’s your convention) - Write change log to **PUBLISHED** - Slack confirmation to #seo-ops

Rollback - Store prior title in **PUBLISHED.01d** - Add a “Rollback” Make webhook: feed URL → restores old title

8) Measurement & Reporting (Local KPIs)

- **Primary**: Δ CTR at 30 days vs baseline for modified URLs
- **Secondary**: Avg position delta; Organic clicks delta
- **Local Extras** (optional manual pulls):
 - GBP “Views on Search/Maps” trend for affected pages/CTAs
 - LSA lead count trend (if accessible)

Scenario — “**Local Title KPI Tracker (Monthly)**” 1) Read **PUBLISHED** URLs 2) Pull GSC last 28 days and the 28 days prior to change 3) Compute deltas → append to **RESULTS** 4) Push to Looker Studio dashboard

9) Edge Cases & Multi-Location Rules

- **Multi-City Pages**: Prefer “Near You” variant to avoid stuffing; use internal links to specific city pages.
 - **Service Bundles**: Only combine if the page genuinely covers both; otherwise pick the highest-impression service.
 - **Franchise/MLS Locations**: Derive city from **URL_MAP** rather than guessing from queries.
 - **Emergency Services**: If queries include “emergency” or “24/7”, use Template 3; otherwise do not inject urgency.
 - **Financing/Warranty**: Only add if the page clearly states it; avoid misrepresentation.
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10) Governance & Safety

- Maintain an **Exclusion List** (brand pages, legal/compliance pages, cornerstone content)
 - **Rate Limits**: Batch 100 URLs/run; sleep between API calls
 - **Human Gate**: All changes flow through **REVIEW** unless an explicit “Auto-Publish” flag is set on **URL_MAP**
 - **A/B Cadence**: Do not re-edit a page’s title more than once every 28–35 days
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11) VA Checklist (Daily/Weekly)

- [] Export/update `GBP_QUERIES` weekly
 - [] (If available) Upload LSA search terms CSV monthly
 - [] Validate `URL_MAP` city/service/brand mappings
 - [] Approve/reject `REVIEW` suggestions within 48 hours
 - [] Spot-check live pages after publishing
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12) Examples (Before → After)

• Plumber, Phoenix

Before: "Plumbing Services | ACME"

After: "Emergency Plumber in Phoenix | ACME"

Reason: High impressions for "emergency plumber phoenix", low CTR; urgency allowed

• Roofer, Kansas City

Before: "Roofing Pros | ACME Roofing"

After: "Roof Repair in Kansas City | ACME Roofing"

Reason: GSC/GBP favor "roof repair kansas city" over generic "roofing"

• HVAC, Multi-City

Before: "AC Repair & Install | ACME"

After: "AC Repair Near You | ACME"

Reason: Multi-city coverage; avoids stuffing city list

13) Make.com Assets to Create

- Scenario: **Local Title Optimizer (LSA)**
 - Scenario: **Local Title Publisher**
 - Scenario: **Local Title KPI Tracker (Monthly)**
 - Webhook: **Rollback Title**
 - Slack Channels: **#seo-ops** (alerts) / **#seo-results** (monthly summary)
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14) Quick Start for Sam

1. Wire Sheets tabs exactly as named above.
2. Point GSC export to `RAW_GSC` (already available via your dashboard).
3. Build the Optimizer scenario with modules 1–9.
4. Paste the OpenAI prompt as shown (JSON in/out).
5. Turn on Publisher + KPI Tracker.
6. Test with 10 URLs. Validate live updates. Then scale.