



PRODUCT SOURCE OF TRUTH

Agentic SEO

Autonomous Search Growth Operating System

Agentic SEO is one self-hostable workspace that discovers search opportunities, runs expert SEO workflows, safely improves websites, and measures what worked.

STATUS	Definition complete — implementation not started
BUILD IMPLEMENTATION	0%
LAST UPDATED	2026-09-07

What we are building

Agentic SEO is one self-hostable workspace that discovers search opportunities, runs expert SEO workflows, safely improves websites, and measures what worked.

The problem

SEO work is fragmented across analytics tools, research tools, spreadsheets, agents, scripts, publishing systems, and reports. That makes the work expensive, difficult to explain, and difficult to trust.

The solution

A single dashboard coordinates research, analysis, approvals, website changes, content production, publishing, verification, and measurement. Specialist capabilities remain modular behind a simple user experience.

The product promise

One product for the user; replaceable capability blocks underneath.

30-second colleague explanation

Agentic SEO replaces a fragmented SEO toolchain with one self-hostable operating system. Its Research Radar continuously finds external opportunities. Its agentic workflows investigate, prepare, approve, apply, verify, and measure website improvements.

Operating principles

01	One front door	Users work from one dashboard, one assistant, one approval queue, and one history.
02	Evidence before action	Every recommendation links to source evidence and states confidence, effort, impact, and risk.
03	Safe execution	Website changes are previewed, approved when required, applied, verified, and measured.
04	LEGO-style architecture	Connectors, collectors, analyzers, actions, agents, workflows, triggers, and views are versioned blocks.
05	Graceful degradation	A missing optional provider reduces coverage instead of breaking an entire workflow.
06	Simple outside, inspectable inside	Colleagues see clear explanations; specialists can open evidence, runs, costs, and logs.

One product, six clear places

The interface is organized around questions and decisions, not around internal scripts, agents, or providers.

AREA	WHAT A COLLEAGUE USES IT FOR
Home	What happened, what matters, and what should we do next?
Research	Research Radar, keywords, competitors, SERPs, communities, and AI visibility.
Workflows	Recurring, ad hoc, event-triggered, and dependency-triggered work.
Website	Performance, rankings, pages, audits, metadata, internal links, and authority.
Content	Opportunities, briefs, production, editorial QA, publishing, and refreshes.
Results	Verified changes, experiments, outcomes, reports, and lessons.

What makes it agentic

Agents reason over evidence and coordinate specialist capabilities. They do not bypass permissions. Website mutations follow preview, policy approval, application, verification, and measurement.

What self-hostable means

The dashboard, workflow state, evidence, approvals, and history can run in infrastructure we control. External APIs may supply data, but users do not need separate operational dashboards.

Simple outside, modular underneath

The kernel coordinates generic blocks and never imports SEO-specific implementation knowledge.

	Agentic SEO dashboard / Ari assistant / Approvals / Reports
CONTROL PLANE	Registry / Workflow engine / Scheduler / Event router / Run ledger / Permissions
INTELLIGENCE AND ACTION	9 reasoning roles / 62 existing skills / OpenSEO-derived capabilities / SEO action blocks
SHARED TRUTH	Evidence / Findings / Opportunities / Actions / Changes / Measurements
CONNECTORS	Website/CMS / GSC/GA4 / DataForSEO / Reddit and feeds / Optional providers

The critical boundary

RESEARCH RADAR	Collects external signals, classifies intent, identifies change, and packages opportunities. It cannot modify the website.
AGENTIC WORKFLOWS	Handle audits, metadata, internal links, schema, content, publishing, verification, and measurement under policy controls.

Nine stable reasoning roles

01 Workflow Orchestrator	02 Research Intelligence	03 SEO Data Analyst
04 Technical SEO	05 Content Strategist	06 Content Producer
07 Editorial & SEO QA	08 Site Optimization	09 Publishing & Measurement

One engine for every kind of work

Manual, scheduled, event-triggered, and dependency-triggered runs use the same state, evidence, safety, and verification model.

RECURRING WORKFLOWS	AD HOC WORKFLOWS
01 24/7 Research Radar	01 Investigate a traffic drop
02 Daily health and incident watch	02 Optimize an existing page
03 Weekly SEO optimization	03 Create intent-driven content
04 Weekly opportunity review	04 Audit technical SEO
05 Weekly content operations	05 Improve internal links
06 Monthly comprehensive audit	06 Optimize metadata and schema
07 Monthly authority and competitor review	07 Analyze a competitor
08 Post-change measurement	08 Build a topic cluster
	09 Prepare and publish a change
	10 Generate an executive report

OBSERVE -> DIAGNOSE -> PRIORITIZE -> EXECUTE -> VERIFY -> MEASURE -> LEARN

Roadmap progress: 14%

5 of 36 documented tasks are verified complete. Build implementation remains 0% until production code begins.

P0 / Definition and evidence

Agree on the product, boundaries, architecture, and starting evidence.

DONE	Review Agentic SEO v2.28.0
DONE	Review OpenSEO integration posture
DONE	Define one-product architecture
DONE	Name product and product surfaces
DONE	Publish living documentation baseline
EXIT CRITERIA	Colleagues can explain what the product is, what is included, and what implementation starts first.

P1 / Release hardening

Create a trustworthy baseline before adding autonomous website mutation.

TODO	Restore missing release verification tool
TODO	Normalize Unix scripts to LF and enforce endings
TODO	Resolve runtime snapshot drift and model mapping
TODO	Harden retries, report rendering, path containment, and destination validation
TODO	Add reproducible dependency locking
EXIT CRITERIA	Release checks and test suites pass; known high-risk mutation paths are controlled.

P2 / Platform kernel

Establish the stable LEGO base that new blocks cannot bypass.

TODO	Define versioned SDK and plugin manifest
TODO	Implement capability registry and compatibility validation
TODO	Unify workflow definitions, profiles, triggers, and immutable runs
TODO	Implement approvals, locks, retries, resumability, and coverage reporting
TODO	Create shared evidence and change model
EXIT CRITERIA	A sample optional plugin can be installed, disabled, upgraded, and removed without changing the kernel.

P3 / Unified intelligence

Turn existing services and OpenSEO functionality into native capability blocks.

TODO	Normalize site, page, query, ranking, SERP, backlink, and competitor evidence
TODO	Adapt keyword, ranking, domain, backlink, and AI visibility capabilities
TODO	Add provider caching, budgets, provenance, and cost controls
TODO	Remove duplicate site, auth, database, assistant, and workflow concepts
EXIT CRITERIA	Workflows consume internal contracts rather than raw provider or OpenSEO payloads.

P4 / Research Radar

Continuously discover external audience intent and competitor movement.

TODO	Implement collector scheduling and source health
TODO	Normalize, deduplicate, cluster, and classify signals
TODO	Match signals to existing site coverage
TODO	Create evidence-backed opportunity packages
EXIT CRITERIA	The Radar finds opportunities but cannot modify the website or publish content.

P5 / Agentic workflow execution

Run recurring and ad hoc SEO work through the same safe engine.

TODO	Map existing skills into nine stable reasoning roles
TODO	Implement the eight recurring workflow definitions
TODO	Implement the ten ad hoc workflow definitions
TODO	Require preview, policy approval, apply, verify, and measure for mutations
EXIT CRITERIA	A workflow can pause, resume, degrade safely, request approval, verify output, and schedule measurement.

P6 / Unified dashboard

Give nontechnical users a calm command center with specialist drill-down.

TODO	Build Home, Research, Workflows, Website, Content, and Results
TODO	Add Ari command interface and plain-language explanations
TODO	Add approvals, integrations, costs, reports, settings, and developer logs
TODO	Add live run events and evidence inspection
EXIT CRITERIA	A new colleague can understand current state and safely run a guided workflow without CLI knowledge.

P7 / Production readiness

Prove the system can operate safely on representative websites.

TODO	Threat model and prompt-injection defenses
TODO	Role-based access, secret isolation, audit log, and backup/restore
TODO	Staging-site and failure-recovery exercises
TODO	Performance, accessibility, browser, and end-to-end tests
TODO	Pilot, measure, document, and approve production launch
EXIT CRITERIA	Pilot acceptance criteria pass with documented rollback and no unverified production claims.

What we decided, and why

Material architecture choices stay visible so they can be revisited only when new evidence justifies it.

DATE	DECISION	RATIONALE
2026-09-07	Use Agentic SEO as the product name.	It is direct, understandable, and broad enough for SEO, AEO, GEO, content, and measurement.
2026-09-07	Keep Research Radar separate from website optimization.	The Radar discovers external intent; agentic workflows validate and execute site changes.
2026-09-07	Use one workflow engine for every trigger type.	Manual, scheduled, event, and dependency runs need the same state, safety, and evidence contracts.
2026-09-07	Adapt OpenSEO capabilities instead of embedding a second product.	This avoids duplicate dashboards, databases, authentication, assistants, and workflow engines.
2026-09-07	Keep the kernel domain-neutral.	SEO knowledge belongs in replaceable blocks so new capabilities do not destabilize the platform.

Trust requires visible constraints

LEVEL	RISK	RESPONSE
HIGH	Unsafe or repeated production mutations	Preview, approval policy, idempotency, verification, rollback or reconciliation, and immutable audit history.
HIGH	Untrusted web content influencing agents	Treat collected content as evidence only; isolate instructions, validate outputs, restrict tools, and gate mutations.
MEDIUM	Two overlapping products after OpenSEO integration	Reuse selected code and capabilities only; keep one site model, database, assistant, workflow engine, and UI.
MEDIUM	Provider costs grow without visibility	Caching, quotas, estimated run cost, per-site budgets, and provider-cost reporting.
MEDIUM	A new plugin breaks existing workflows	Versioned contracts, compatibility checks, disabled-by-default installation, isolation, and pinned workflow requirements.

Shared glossary

Agent	A stable reasoning role that decides how to accomplish part of a workflow.
Skill	An internal specialist capability used by an agent. Users should not need to choose among dozens of skills.
Workflow	A repeatable sequence of evidence gathering, reasoning, action, verification, and measurement.
Block	A versioned connector, collector, analyzer, action, agent, workflow, trigger, or dashboard view.
Evidence	A dated, attributable observation from a source such as GSC, a crawl, SERP, provider, or website.
Research Radar	The 24/7 subsystem that discovers external intent and competitor/community signals; it does not change the website.
Ari	The friendly conversational interface inside Agentic SEO, not a separate product or autonomous permission bypass.
Coverage	Which expected data sources participated in a run and which were unavailable.