



DIGITAL MARKETING AGENCY · EST. 1999

SEO

The Diagram Book

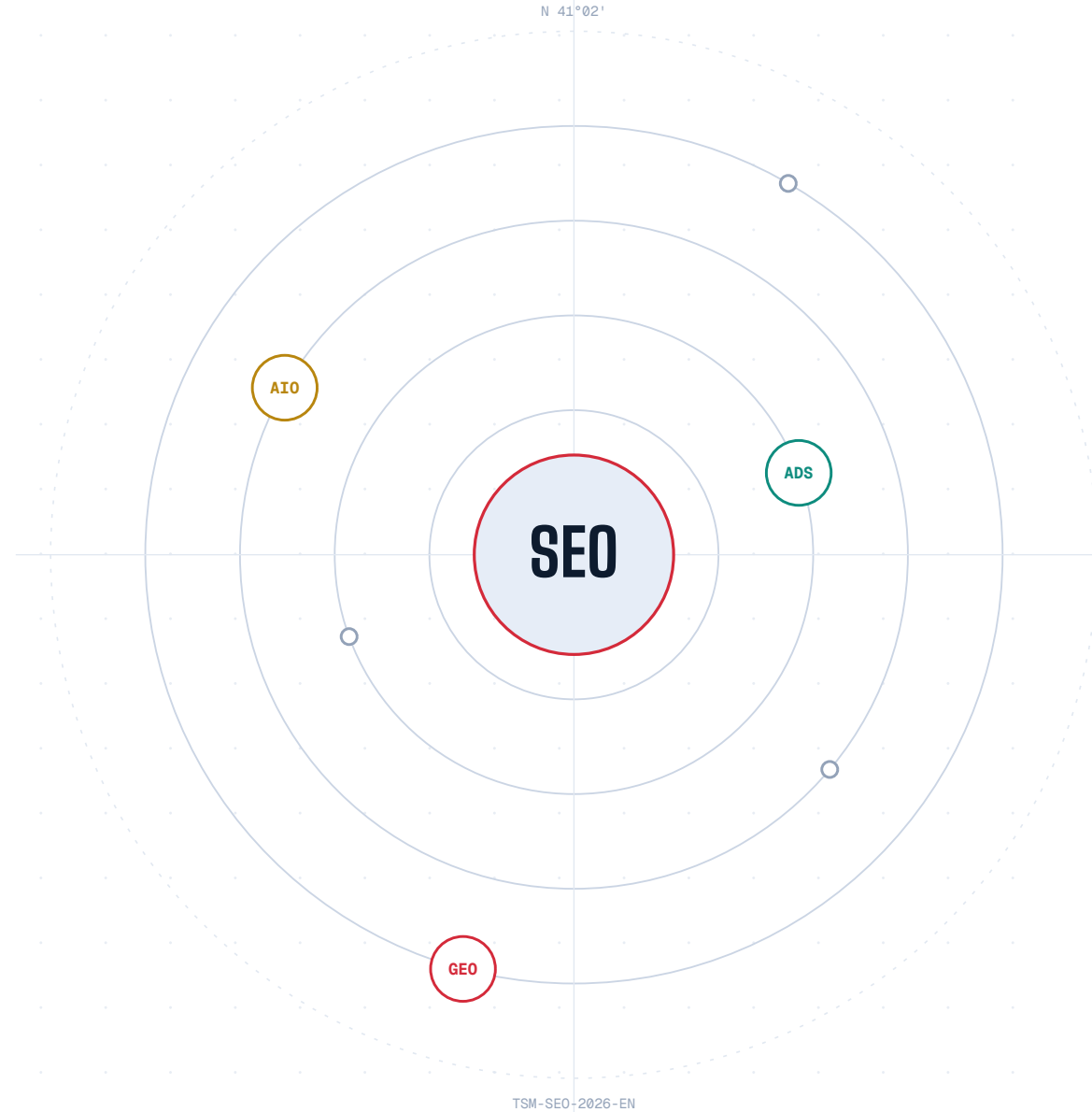
The New SEO Methodology — A Visual Atlas

CONTENTS

- 01 The SEO Ecosystem
- 02 How Search Engines Work
- 03 Technical SEO & Core Web Vitals
- 04 On-Page SEO Anatomy
- 05 Keyword Strategy
- ...

ENGLISH

turksem.com/seo · 17 PAGES · 15 DIAGRAMS · v4.0



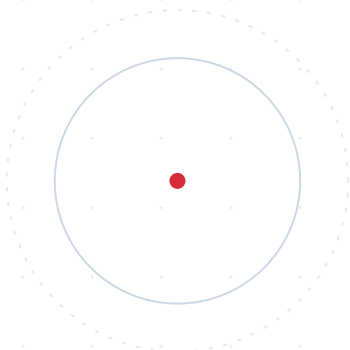
TSM-SEO-2026-EN

SEO

The Diagram Book

The New SEO Methodology — A Visual Atlas

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This atlas is a visual interpretation of the New SEO Methodology, AIO and GEO material at turksem.com.

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SEO

Search Engine
Optimization

01 TECHNICAL SEO

A solid foundation

- Site speed & Core Web Vitals
- Mobile-first compatibility
- Crawlability & indexation (robots.txt, sitemap)
- Structured data markup (Schema)
- HTTPS, security & clean code

02 ON-PAGE SEO

Content is king

- Keyword strategy & search intent
- Original, valuable E-E-A-T content
- Titles, meta tags & semantic structure
- Internal linking & topic clusters
- User experience (UX) & page experience

03 OFF-PAGE SEO

Your presence across the web

- A project that brings a new angle to its field
- Original content that is genuinely useful
- Brand awareness & branded searches
- Local SEO — Google Business Profile
- Reviews, reputation & consistent brand data

HOW SEARCH ENGINES WORK

1

Crawling

Spiders discover your site by following links.



2

Indexing

Your content is understood, organized & stored.

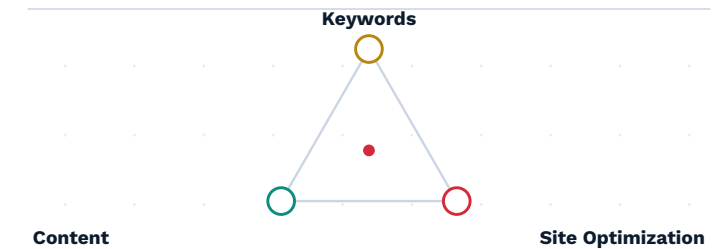


3

Ranking

Results are ordered by 200+ ranking factors.

3 PILLARS OF STRATEGY



THE WEB — TRILLIONS OF PAGES

SEARCH RESULTS

01

CRAWLING

Discovery

Googlebot discovers new pages by following links. Submit your sitemap via Search Console; strong internal linking accelerates discovery.

02

INDEXING

Understanding

Content, images and keywords are analyzed, understood and stored in Google's index. Content missing from the source code is ignored.

03

RANKING

Ordering

Results that best match search intent are ordered by 200+ factors — location, language, device, speed and trust. Intent match is king.

**96%**

Google's share of mobile searches

88%

Google's share of desktop searches

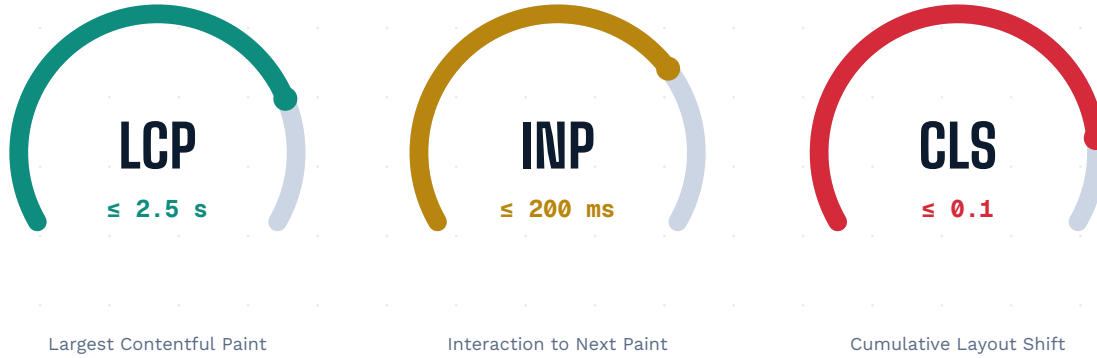
200+

Known ranking factors

2x

Daily site scans by Türksemveri

CORE WEB VITALS – THRESHOLDS

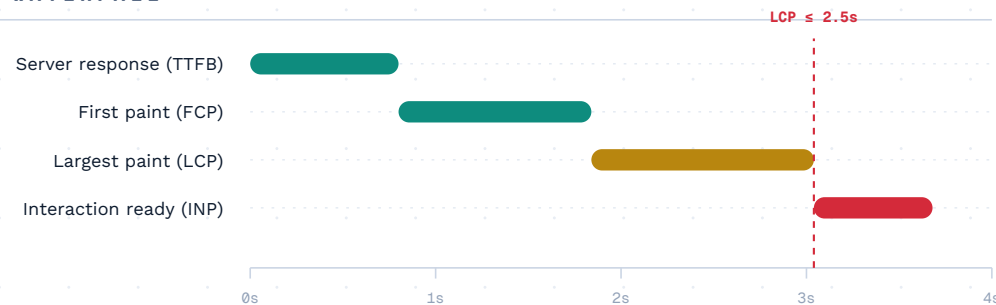


All of your content must live in the source code — spiders only understand what they can see.

TÜRK SEM TOOLS

Speed Test TTFB Gzip DOM Check Mobile Test Inline CSS

PAGE LOAD WATERFALL



TECHNICAL CONTROL PANEL

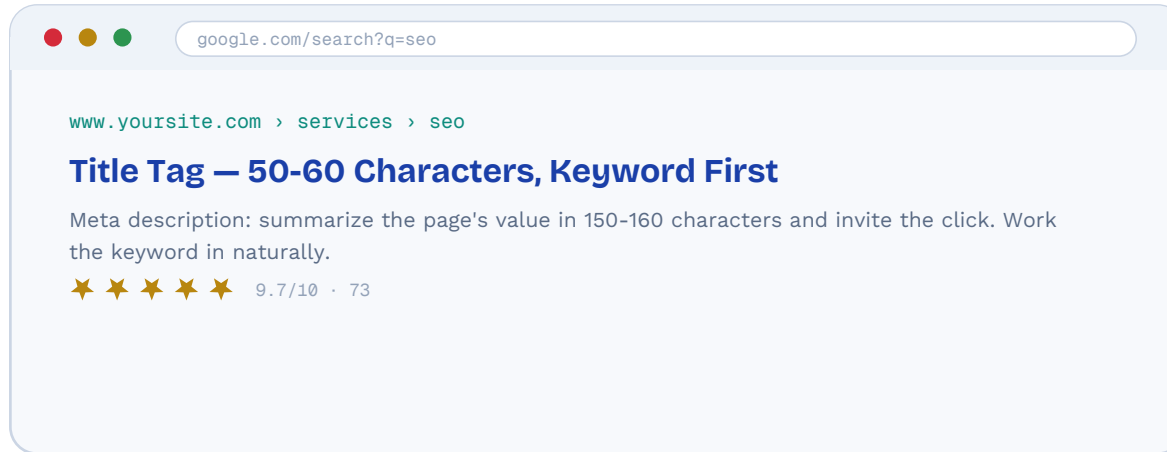
✓	HTTPS & SSL	PASS
	Secure connection required	
✓	robots.txt	PASS
	Correct crawl directives	
✓	XML Sitemap	PASS
	Submitted to Search Console	
✓	Mobile Friendly	PASS
	Compatible with all browsers	
✓	Structured Data	PASS
	Schema.org markup	
✓	Clean Code	PASS
	Modern JS/CSS, healthy DOM	

TECHNICAL HEALTH SCORE



6 / 6 checks passed

HOW YOU APPEAR IN SEARCH



● **Title** — The strongest on-page signal ● **URL** — Short, readable, meaningful ● **Meta** — Determines click-through rate

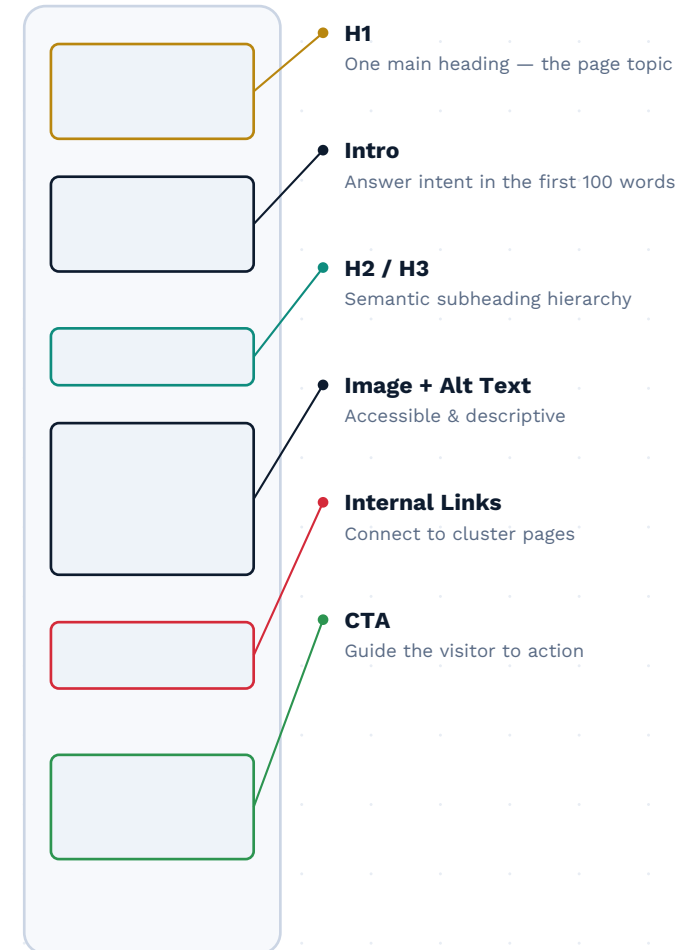
Page experience, user experience and customer experience are now direct ranking signals.

LENGTH METER



The green band is the ideal zone — falling short costs as much as overflowing.

PAGE STRUCTURE



KEYWORD PRIORITY FORMULA

$$SV \times (100 - KD) \times RL$$

SV = Search Volume **KD** = Keyword Difficulty **RL** = Relevance Level

KEYWORD	SV	KD	RL	PRIORITY
Keyword 1	20,000	60	90	72M
Keyword 2	10,000	70	80	24M
Keyword 3	30,000	80	85	51M

The higher the value, the more the keyword deserves your effort.

3 STEPS

1 Define the customer

Demographic + cognitive profile, intent analysis

2 Research keywords

Collect volume, difficulty and relevance data

3 Prioritize

Apply the formula, build the content plan

PRIORITY MATRIX



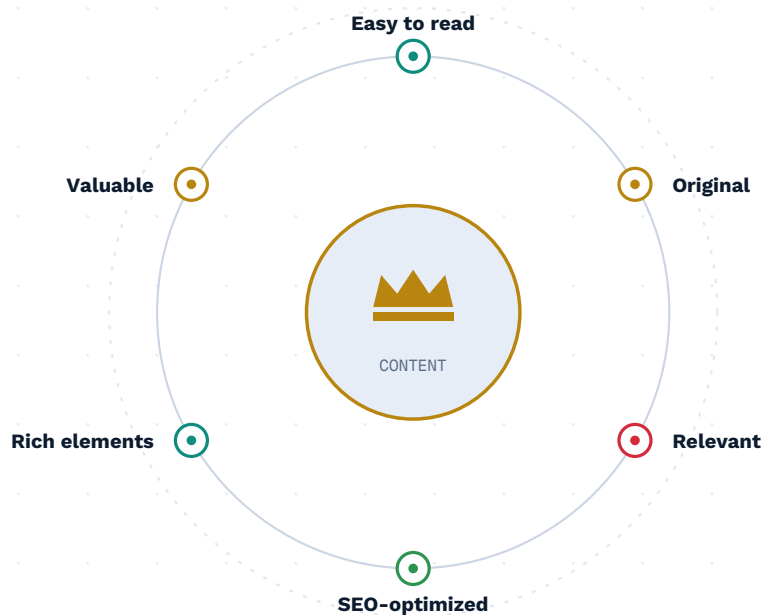
High volume + low difficulty = opportunity. These keywords open your content calendar; high-difficulty terms are targeted once authority accumulates.

CONTENT IS KING

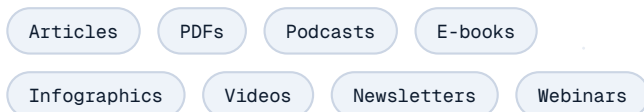
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6 traits of great content · 8 formats · the cluster strategy

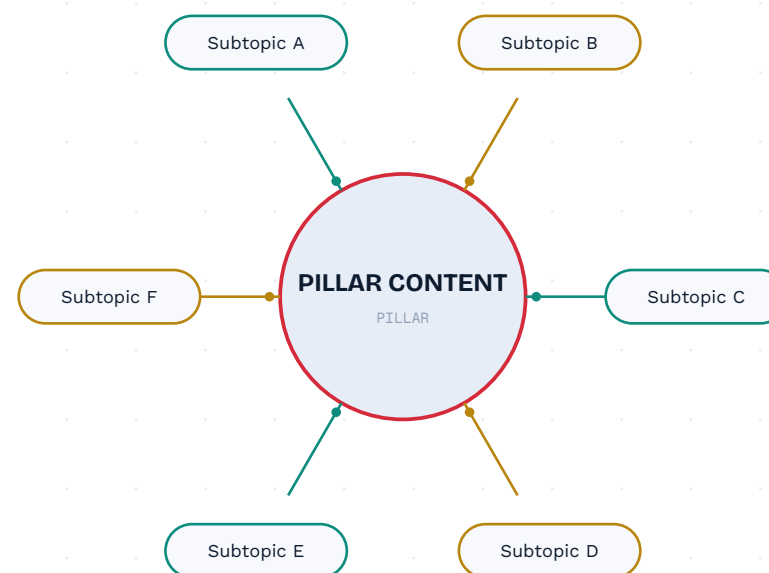
6 TRAITS OF GREAT CONTENT



8 CONTENT FORMATS



THE CLUSTER STRATEGY



The pillar page covers the broad topic; cluster content links back to it, building topical authority.

Content never merely promotes — it always delivers value to the user.

HOW A GOOD PROJECT SPREADS



Being mentioned is the natural result of a successful project, never the goal itself.

“ As an ODP editor I reviewed tens of thousands of sites and learned one thing: a well-conceived web project is destined to win.

TAHİR DİNÇ · ODP (DMOZ) EDITOR, 2004

OUR APPROACH

The right project first

Bring a genuinely new angle to your field

Useful, original content

Content that serves people pays you back

Be mentioned, not chased

Good work becomes something people talk about

Consistent brand data

Name, address and phone identical everywhere

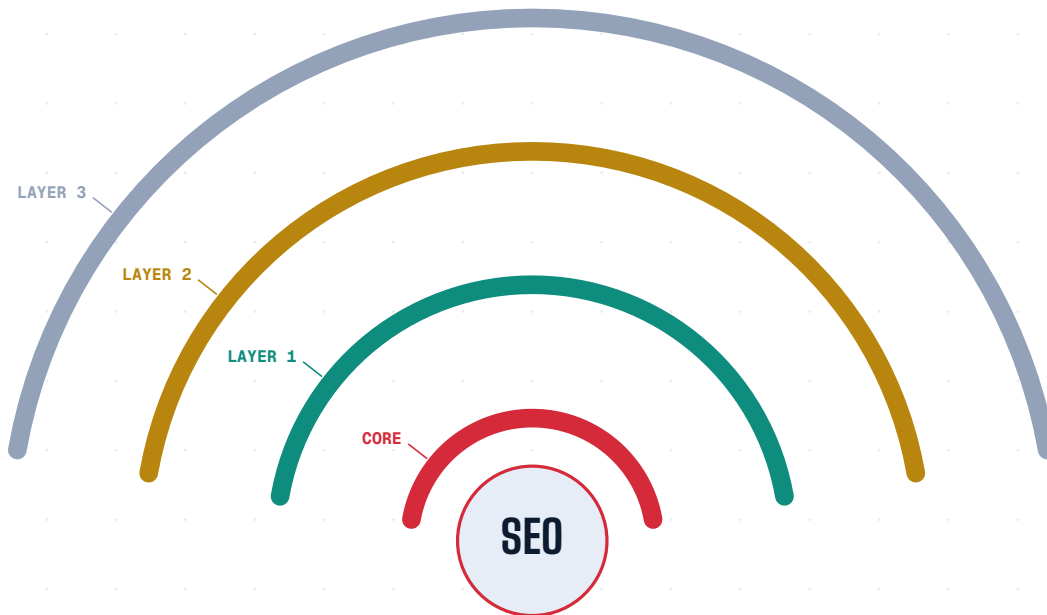
20,000 Sites reviewed as an ODP editor

5% Of project applications accepted

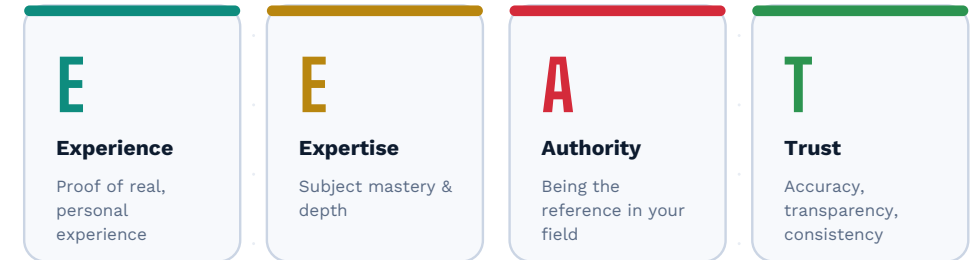
9.7 Client rating out of 10

METHODOLOGY LAYERS

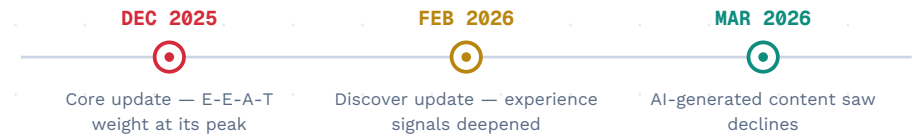
- **CORE** The right project & the best site in its field
- **LAYER 1** Technical excellence & speed
- **LAYER 2** Intent-driven content & UX
- **LAYER 3** The outer web & brand authority



E-E-A-T – THE FOUR CORNERSTONES OF RANKING



UPDATE TIMELINE



Invest in humans, not in Google — the algorithm cannot be fooled.

ANATOMY OF AN AI ANSWER

The three layers of an answer-engine output

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SAMPLE ANSWER-ENGINE OUTPUT



Is there a reliable SEO checklist for corporate websites?

Yes; on a corporate site an audit begins with a technical crawl and runs through a nine-step checklist.

The list covers raw-HTML access, bot permissions, structured data and answerable content headings ¹; for implementation examples, industry guides are worth consulting ².

¹ example.com ² example.org

2 / 2

DIRECT ANSWER

The engine's opening sentence; it comes from your self-sufficient intro paragraph.

JUSTIFICATION

Supporting passages; your answerable sections are carried here.

SOURCE CITATION

The seat war itself; GEO aims to occupy these badges.

SEAT MATHEMATICS

CLASSIC SEO

10 seats



Even position 7 gets traffic.



GEO / AIO

2-3 seats



No seat means no existence.

Ranking is good; being cited is stronger. Answer engines look for the best answer, not the biggest brand.

	SEO SEO makes you findable	GEO GEO puts you inside the answer
Result format 01	Ten blue links are listed; the user chooses.	One answer is generated; you are either its source or absent.
Success metric 02	Ranking and clicks (position, CTR).	Citation and attribution: appearing inside the answer.
Content unit 03	The whole page is judged against a keyword.	Passage and sentence level: a liftable, self-sufficient block.
Identity signal 04	Weighted toward keywords and site authority.	Entity weighted: who you are, verified by structured data.
Technical ground 05	Crawlability and indexability.	Raw-HTML readability plus an open door to AI bots.
Competitive field 06	Ten seats on the results page.	Usually 2-3 seats in an answer; higher bar, bigger prize.

GEO does not replace SEO; it is built on top of it. A site that cannot be crawled cannot enter AI answers.

HOW AI ENGINES CHOOSE SOURCES

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Eight signals distilled from the field

TECHNICAL GROUND 01 · 02

CONTENT & IDENTITY 03 · 04 · 05

AUTHORITY 06 · 07 · 08

01

Content in raw HTML

Most answer engines do not execute JavaScript. Content absent from raw HTML does not exist for AI.

02

An open door for AI bots

If GPTBot, ClaudeBot and PerplexityBot are blocked in robots.txt, you can never be a source.

03

Answerable structure

A self-sufficient intro paragraph, clear heading hierarchy and question-answer blocks.

04

Entity graph

Organization, Person and sameAs markup. AI cites the entity it recognizes.

05

Structured data

JSON-LD schemas make what your content is beyond dispute.

06

llms.txt

The new-generation file where a site summarizes itself to AI systems. An early-mover signal.

07

Authority and citations

AI models learn brands that are named in trusted publications.

08

Consistency and freshness

Name, address and service description must match everywhere; contradictions cost citations.

PLATFORM DIFFERENCES & CHECKLIST

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Engines differ; the starting point does not

THE THREE MAJOR ANSWER ENGINES

ChatGPT

Conversation-native

Produces the answer within the flow of chat and shows sources at the end or on request. Consistent presence in authoritative publications is the most durable signal here.

Google AI Overviews

Interwoven with search

The summary appears above classic results with prominent source cards. Your classic SEO foundation pays off most here.

Perplexity

Born an answer engine

Numbered citations on almost every sentence; the source list is inseparable from the answer. Results show fastest here.

GEO CHECKLIST – NINE STEPS

- 1 Verify your content is fully readable in raw HTML (the JavaScript-free view).
- 2 Deliberately allow GPTBot, ClaudeBot and PerplexityBot in robots.txt.
- 3 Give every key page a self-sufficient intro: topic plus answer in 2-3 sentences.
- 4 Build question-answer blocks in two layers: visible content plus FAQPage schema.
- 5 Complete Organization and Person schemas with sameAs links.
- 6 Publish an llms.txt file and keep it current.
- 7 Audit that your brand details are identical across every surface.
- 8 Ensure your name appears in the right context in authoritative industry publications.
- 9 Track how often AI answers mention your brand, at regular intervals.

The order is deliberate: content signals fail without technical ground, and authority fails without content.

AIO METHODOLOGY & MEASUREMENT

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The New AIO Methodology: seven steps, six metrics

THE NEW AIO METHODOLOGY



SIX MEASUREMENT METRICS

01 Share of Model

How often AI recommends you for target prompts

02 Query Coverage

How many distinct niche questions list you

03 Recommendation Rank

Your position when you are recommended

04 Platform Consistency

Stable visibility across ChatGPT, Gemini and Claude

05 Source Attribution

Being shown as a source and an authority

06 Intent Match

Visibility on the highest purchase-intent queries

DEC 2023



Added to the idea list

MAR 2024



First tests for the methodology

JUL 2025



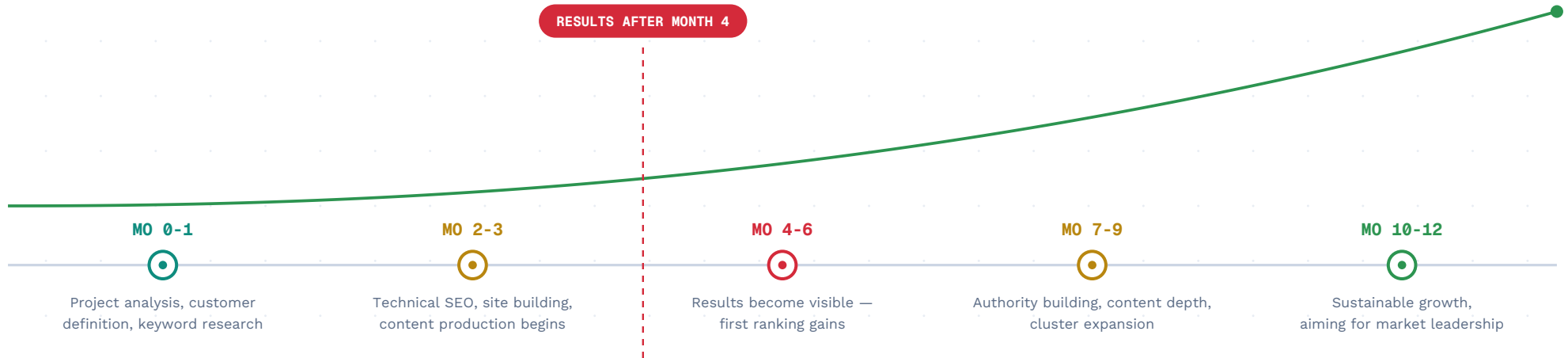
Methodology launched

AIO and GEO are two names for one discipline. The name is secondary; the work is being inside the answer.

THE 12-MONTH SEO ROADMAP

SEO is a long-term discipline

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CASE RESULTS

40%

Increase in patients — in 6 months
Medicine Hospital

200%

Visitor growth — in 3 months
Yeni Birlik Newspaper

3x

Pages viewed per visitor
through UX improvements

SUCCESS FORMULA

SEO

+

AIO

+

Google Ads

=

SUSTAINABLE GROWTH

SINCE 1999

Build the best site in your field — everything else follows naturally.

1999

First website designed

2001First SEO work — before
it had a name**2004**ODP (Dmoz) editorship
— 20,000 sites reviewed**2005**Specialization in tourism
began**2023**

AIO put on the agenda

2025AIO methodology
launched**2026**GEO guide published by
its originator**26+**

years of field experience

5%

of applications accepted

2x

daily Türksemveri crawls

9.7

client rating out of 10

“ Invest in humans, not in Google. The algorithm behind it cannot be fooled.

Tahir Dinç · SEO Team Lead

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FOUR CORE SERVICES

SEO

Search engine optimization

GEO / AIO

Visibility inside AI answers

Google Ads

Google Ads Partner agency

Web Design

Building the best site in the field

Build the best site in your field: rank on Google and live inside the answer.