

ORGANIC GROWTH DIAGNOSTIC — CONFIDENTIAL

Onelo, Inc.

Intervention Action Plan

Sequenced implementation brief based on the Growth Forensics diagnostic

Company
Onelo, Inc.

Diagnostic completed
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How to use this document

This action plan translates the Growth Forensics diagnostic findings into a sequenced implementation brief. Each action is drawn directly from the signal-level evidence in the dossier and is presented in the order that produces compounding results — not the order that is easiest to execute.

The sequence is not arbitrary. Addressing the binding constraint first (Category Presence) unlocks every component downstream. Executing actions out of sequence will produce marginal results, consistent with the pattern the diagnostic was commissioned to diagnose.

Each action card specifies: the specific tasks, the recommended owner, the estimated effort, the timeline relative to the engagement start, and the key evidence from the dossier that supports the intervention.

Complete Intervention Sequence at a Glance

#	Action	Component	State	Timeline
01	Build 4 fast-path category landing pages	03 Category Presence	BLOCKING	Weeks 1–8
02	Launch AI Visibility programme	08 AI Visibility	MISSING	Weeks 4–16
03	Rebuild Operating System infrastructure	09 Operating System	FRAGILE	Weeks 1–8
04	Fix homepage and product page above-fold & meta copy	01 Narrative & Positioning	FRAGILE	Weeks 6–10
05	Implement FAQPage, HowTo, and updated schema	01 Narrative & Positioning	FRAGILE	Weeks 6–8
06	Rebuild primary CTA and fix form friction	06 Conversion Architecture	FRAGILE	Weeks 8–10
07	Fix mobile conversion experience	06 Conversion Architecture	FRAGILE	Weeks 10–12
08	Build 6–9 primary CEP category pages (Phase 2)	03 Category Presence	BLOCKING	Weeks 8–20
09	Reorient content strategy to buyer intent	04 Demand Match	FRAGILE	Weeks 12–24
10	Redirect orphan pages and implement anchor text standard	05 Authority Flow	HEALTHY	Week 1 (housekeeping)
11	Claim Software Advice profile and fix G2 SMB grid	07 Trust	HEALTHY	Week 1 (housekeeping)
12	Prepare expansion infrastructure	10 Expansion	FRAGILE	Weeks 12–18

Actions 01–03 run in parallel from day one. Actions 04–07 begin in weeks 6–10, once the category page architecture is underway. Actions 08–09 are sustained programmes running through month 6. Actions 10–11 are immediate housekeeping items requiring less than one hour each. Action 12 is background preparation for the investor-committed UK and Canadian expansion.

Phase 1 — Resolve the Binding Constraint (Weeks 1–8)

Nothing else in this action plan produces meaningful pipeline improvement while Category Presence remains at zero. The actions in this phase are the highest-leverage investments available to Onelo's organic growth function. They run first, and they run in parallel where possible.

ACTION 01 Build 4 fast-path category landing pages

Component: 03 Category Presence	Current state: BLOCKING	Timeline: Weeks 1–8
Owner: Head of Marketing + Content Writer (or agency)	Estimated effort: 4–6 weeks for all four pages in parallel	
<p>Why this matters</p> <p><i>Onelo ranks for zero of its 8 primary category entry points. The organic channel is operating as a brand recall mechanism — buyers only find Onelo when they already know to search for it. Every month without category pages is a month competitors compound their authority in the queries that create new pipeline. Domain Rating 54 is sufficient to compete for medium-competition CEPs within 8–12 weeks of page publication.</i></p>		
<p>1. Complete the CEP map: confirm the 8 primary CEPs and 3 white-space CEPs identified in the diagnostic. Validate the final page targets with the founding team before any writing begins.</p>		
<p>2. Build page 1 — 'Automated onboarding workflow software' (position 14 → target top 5). This is a rebuild of /product/onboarding-automation as a dedicated category landing page, not a product feature page.</p>		
<p>3. Build page 2 — 'Onboarding software for remote teams' (position 14 → target top 5). Rebuild /solutions/remote-teams as a dedicated CEP page.</p>		
<p>4. Build page 3 — 'AI-powered employee onboarding software' (white-space, KD 18, no dominant competitor). Build as a new page. Use the AI automation angle to align with Onelo's workflow depth differentiator.</p>		
<p>5. Build page 4 — 'Onboarding software HRIS integration' (white-space, KD 12, decision-stage query). Build as a new page. Lead with the 14 native integrations. This page directly captures buyers in active evaluation.</p>		
<p>6. Each page must include: query-matched H1, above-fold value proposition tied to the specific query intent, FAQ section (5–8 questions with FAQPage schema), competitor comparison element, pricing signal, at least one named case study relevant to the query audience, internal links to /product/onboarding-automation using category-keyword anchor text, CTA: 'Request a Demo' — not 'Start Free Trial'.</p>		
<p>7. Submit all four pages to Google Search Console for indexing immediately after publishing.</p>		
<p>8. Add internal links from the 20 highest-authority blog posts to each new category page using descriptive category-keyword anchor text — not 'click here' or 'learn more'.</p>		
<p>Key evidence: Onelo has 0 category keyword rankings (non-branded). Branded:non-branded traffic ratio is 92:8 vs a Series B benchmark of 60:40. Rippling ranks top 3 in 6 of 8 primary CEPs. Non-branded impression share: 4,200/month vs estimated 380,000 for Rippling.</p>		

ACTION 02 Launch the AI Visibility programme

Component: 08 AI Visibility	Current state: MISSING	Timeline: Weeks 4–16 (initial programme); ongoing thereafter
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<p>Owner: Head of Marketing + Development (schema sprint) + Content Writer</p>	<p>Estimated effort: Ongoing — start week 4, first results visible weeks 16–24</p>
<p>Why this matters <i>Onelo does not appear in any AI-generated response across any tested query on ChatGPT, Claude, Gemini, or Perplexity. AI-assisted research is present in an estimated 40% of B2B software evaluation journeys. Rippling has been building AI visibility signals since Q1 2023 — an 18-month compounding advantage that grows with every week of delay. This programme has a 6–12 month compounding timeline and must start in week 4, not after Category Presence is resolved.</i></p>	
<p>1. Implement FAQPage schema on the top 15 blog posts and all solution pages. This is a single development sprint — estimated 3–4 hours. Prioritise the 7 blog posts with the highest organic impressions first.</p>	
<p>2. Add HowTo schema to all blog posts containing numbered steps or a process guide. Approximately 12 posts qualify. This schema type is preferentially cited by AI systems for process-based queries.</p>	
<p>3. Update SoftwareApplication schema applicationCategory from 'BusinessApplication' to 'Employee Onboarding Software, HR Workflow Automation, Human Resources Software' on all product and solution pages.</p>	
<p>4. Create and publish /llms.txt at onelo.com/llms.txt. This signals AI crawlers which content is most relevant for indexing. Estimated effort: under 2 hours.</p>	
<p>5. Add FAQ sections to all four new category landing pages (Action 01). These sections serve both SERP featured snippet acquisition and AI citation simultaneously.</p>	
<p>6. Write and publish a comprehensive buyer's guide: 'The Complete Guide to Employee Onboarding Automation for Mid-Market HR Teams' (2,500–3,500 words). Structure as explicit question-and-answer sections. This single piece is the highest-leverage AI citation asset available.</p>	
<p>7. Rewrite the G2 and Capterra product descriptions to lead with workflow automation depth and mid-market audience specificity. These descriptions are a primary source AI systems draw on when characterising Onelo.</p>	
<p>8. Establish a quarterly AI monitoring process: test ChatGPT, Claude, Gemini, and Perplexity with a standard set of 12 buyer-relevant queries. Document responses and track improvement as the programme compounds.</p>	
<p>Key evidence: 0 of 12 tested AI queries return Onelo. Rippling appears in 6 of 6 category queries. Zero FAQPage schema, zero HowTo schema, zero llms.txt. ChatGPT describes Onelo as 'suitable for small businesses' — a direct ICP misclassification.</p>	

<h3>ACTION 03 Build the minimum viable Operating System</h3>		
<p>Component: 09 Operating System</p>	<p>Current state: FRAGILE</p>	<p>Timeline: Weeks 1–8 (build); sustained thereafter</p>
<p>Owner: Head of Marketing (primary); CEO (strategy sign-off); Agency (revised brief)</p>		<p>Estimated effort: 8 weeks to implement; ongoing thereafter</p>
<p>Why this matters <i>The organic programme is currently running on effort rather than infrastructure. There is no documented strategy, no measurement framework tied to commercial outcomes, and no agency brief that connects the work to structural priorities. The result is an agency optimising for content volume while the engine's binding constraint is architectural. Without an Operating System, every improvement made in this action plan will be slower to implement, harder to sustain, and impossible to evaluate correctly.</i></p>		

1. Write a 2–3 page organic growth strategy document that defines: (1) the organic channel's pipeline contribution target for the next 12 months, (2) the ten diagnostic component states from this dossier as the baseline, (3) the intervention sequence from this action plan as the prioritisation framework, (4) the decision rule for evaluating new content proposals against ICP and funnel stage. This document replaces the current implicit approach with an explicit brief the agency and team work from.
 2. Redesign the organic KPI dashboard. Replace total organic traffic with: buyer-intent sessions (segmented in GA4), organic session-to-lead rate by intent segment, non-branded impression share (GSC), and category page ranking positions for the 8 primary CEPs. These metrics track engine health — not activity volume.
 3. Establish a monthly measurement review process with a structured agenda: (1) what changed in the past 30 days across the four KPIs, (2) which actions from this plan were completed and what signals moved, (3) what is the priority for the next 30 days. Document the output of each review. This creates the data-to-decision mechanism that is currently absent.
 4. Revise the agency brief. The current brief specifies content titles and technical maintenance tasks. The revised brief must specify: the intervention sequence from this plan, the ICP persona each new content piece targets, the funnel stage each piece serves, the component of the engine it addresses, the internal link requirement for each piece, and the anchor text standard for links to commercial pages.
 5. Implement a content refresh process for the 12 blog posts identified with declining impressions over the past 6 months. Update each post: refresh statistics, add an FAQ section (enables AI citation), add internal links to the new category pages using category-keyword anchor text.
 6. Schedule a 60-minute alignment session between the paid team and the content team to share paid ad headline performance data. The paid ads ('Cut Onboarding Time by 60%', 'Built for Mid-Market HR') outperform the organic homepage messaging. That data belongs in the organic strategy and the positioning document.
- Key evidence:** No written organic strategy exists. Current KPIs: total traffic, keyword rankings, and total leads — none of which track engine health. 12 blog posts show declining impressions with no refresh process to arrest it. Agency brief specifies content titles only. Paid and organic teams have no formal data-sharing process despite paid ads outperforming organic homepage messaging on ICP specificity.

Phase 2 — Fix the Encoding and Conversion Gaps (Weeks 6–12)

Phase 2 interventions run from week 6 onward — in parallel with the category page build, not after it. By week 6, the positioning document from Action 04 will be complete and providing copy direction for the category pages still in progress. Conversion Architecture fixes in Actions 06 and 07 become high-leverage once qualified buyers start arriving via category queries.

ACTION 04 Fix homepage and product page copy — above-fold, meta titles, H1s

Component: 01 Narrative & Positioning	Current state: FRAGILE	Timeline: Weeks 6–10
Owner: Head of Marketing + Content Writer		Estimated effort: 1 week for positioning document; 1 sprint for copy updates
<p>Why this matters</p> <p><i>The paid team has already done the positioning work — the ads 'Cut Onboarding Time by 60%' and 'Built for Mid-Market HR' outperform the organic homepage ('Onboarding, Reimagined') on specificity, audience qualification, and outcome clarity. That data belongs in the organic infrastructure. A 5-second test with 8 ICP-matched participants found that 0 of 8 mentioned mid-market targeting after viewing the homepage — the audience signal is completely absent. Fixing encoding is not a repositioning exercise. The positioning is correct. It is not being expressed in the organic infrastructure.</i></p>		
<p>1. Draft the positioning document (2–3 pages): (1) ICP defined precisely — HR Directors and COOs at companies with 200–2,000 employees undergoing growth phases where manual onboarding has become a bottleneck; (2) category stated specifically — 'onboarding automation', not 'HR software'; (3) primary differentiator in buyer language drawn from G2 review data — 'the automation depth is unlike anything we tested'; (4) outcome claim — 'reduce time-to-productivity for mid-market HR teams'. CEO must sign off before any copy is updated.</p>		
<p>2. Rebuild the homepage above-fold. Replace 'Onboarding, Reimagined' with a headline that satisfies three criteria simultaneously: category signal ('onboarding automation'), audience signal ('HR Directors at 200–2,000-employee companies'), outcome signal (quantified time or cost reduction). Use the paid ad headline 'Cut Onboarding Time by 60%' as the structural model — it already converts the ICP.</p>		
<p>3. Update meta titles for all 8 product and solution pages that currently use brand-only or feature-only titles. Pattern: '[Category keyword] for [audience qualifier] — Onelo'. Priority pages: /product/onboarding-automation, /product/workflow-builder, /solutions/remote-teams.</p>		
<p>4. Update H1 tags on all 5 product pages to follow the solution page pattern that already works: '[Primary function] for [ICP description]'. The two solution pages that already use this pattern convert at 4.1% and 3.8% — 2–3x the homepage rate.</p>		
<p>5. Rewrite G2 and Capterra product descriptions to lead with: workflow automation depth, mid-market company size specificity, and at least one quantified outcome. Update Crunchbase category from 'Enterprise Software' to 'HR Software / Employee Onboarding'.</p>		
<p>6. Apply descriptive anchor text standard to internal links from the top 20 blog posts to commercial pages. Replace all generic anchors ('click here', 'learn more', 'read more') with category-keyword anchors ('mid-market onboarding automation software', 'automated onboarding workflows'). This is an editorial task — one focused sprint by the content team.</p>		
<p>Key evidence: Homepage headline: 'Onboarding, Reimagined' — zero ICP specificity, zero outcome language. Paid headline 'Cut Onboarding Time by 60%' not used anywhere in organic copy. 8 of 14 product/solution pages use brand-only meta titles with no category signal. Internal link anchor text: 82% generic or brand-only, 18% category-keyword. Solution pages with audience-specific H1s convert at 4.1% vs 1.1% for the homepage.</p>		

ACTION 05 Implement FAQPage, HowTo, and updated SoftwareApplication schema

Component: 01 Narrative & Positioning	Current state: FRAGILE	Timeline: Weeks 6–8
Owner: Development team		Estimated effort: One development sprint — estimated 3–4 hours
<p>Why this matters</p> <p><i>AI systems preferentially cite content with FAQPage and HowTo schema because these schemas signal that the content directly answers questions — the same format AI-generated responses produce. A test confirmed this mechanism: the same question was asked on ChatGPT and Perplexity, Rippling's FAQ-schema-marked content was cited in both responses, and Onelo's non-schema blog post on the same topic was cited in neither — despite ranking position 8 in traditional search for a related query. Schema markup directly affects AI citation decisions, independent of traditional search ranking.</i></p>		
<ol style="list-style-type: none"> 1. Update SoftwareApplication schema applicationCategory on all product and solution pages from 'BusinessApplication' to: 'Employee Onboarding Software, HR Workflow Automation, Human Resources Software'. Specificity here directly improves Google's and AI systems' category association for Onelo. 2. Implement FAQPage schema on the top 15 blog posts and all solution pages. The content already exists — it simply requires markup. Priority pages: the 7 blog posts with the highest organic impressions and both solution pages. Estimated: 3–4 hours development time. 3. Add HowTo schema to the approximately 12 blog posts that contain numbered steps or process guides. 4. Update Crunchbase company category from 'Enterprise Software' to 'HR Software / Employee Onboarding' — a free editorial change made directly on Crunchbase. 5. Monitor knowledge panel category classification over 4–8 weeks following the schema update. If it has not updated to 'Employee Onboarding Software', submit a correction via Google Business Profile. 		
<p>Key evidence: Onelo has zero FAQPage schema, zero HowTo schema, zero speakable markup. Rippling: FAQPage schema on 34 pages. BambooHR: FAQPage schema on 28 pages. Onelo's SoftwareApplication applicationCategory: 'BusinessApplication' — generic, applies to thousands of products. A direct test confirmed Rippling is cited in AI responses for queries that Onelo's blog content could theoretically answer.</p>		

ACTION 06 Rebuild the primary CTA and reduce form friction

Component: 06 Conversion Architecture	Current state: FRAGILE	Timeline: Weeks 8–10
Owner: Head of Marketing + Development		Estimated effort: 1–2 sprints
<p>Why this matters</p> <p><i>Buyer-intent organic visitors currently convert at 5.8% — above the 3.8% category benchmark — which confirms the conversion architecture is not fundamentally broken. The problem is structural misalignment: a PLG trial mechanism applied to a sales-led product. Fixing the CTA and form friction alone — without any change to traffic volume — is estimated to improve the blended session-to-lead rate from 2.1% to approximately 3.0–3.4%. On current traffic of 24,000 sessions/month, that improvement produces 216–312 additional leads per month.</i></p>		
<ol style="list-style-type: none"> 1. Change the primary CTA on all commercial pages from 'Start Free Trial' to 'Request a Demo' or 'Talk to Sales'. At \$18K–\$32K ACV with a 45–90-day sales cycle, the trial CTA attracts exploration intent rather than evaluation intent. The demo/sales CTA is aligned with the buyer's actual next step. 2. Reduce the free trial signup form from 7 fields to 3–4 fields: name, work email, company name, and company size. Remove phone number from both the trial and demo request forms — this field 		

alone is known to suppress completion by signalling an immediate sales call. Phone numbers can be collected on the follow-up call.

3. Reduce the demo request form from 6 fields to 3–4 fields on the same basis.
4. Streamline the trial activation flow from 4 steps and 4 minutes to a maximum of 2 steps and 90 seconds to first product access. Competitors average 90 seconds. A 4-minute activation flow signals implementation complexity for an onboarding automation product.
5. Add staged CTAs to informational blog posts: replace the single 'Start Free Trial' with a two-CTA approach — a low-commitment option ('Download the onboarding checklist') above the fold and a higher-commitment option ('See how it works for teams your size') mid-post. This captures visitors at different readiness levels.

Key evidence: Primary CTA across all commercial pages: 'Start Free Trial'. Free trial form: 7 required fields. Demo form: 6 required fields. Trial activation flow: 4 steps, approximately 4 minutes to first product access. Competitor average: 90 seconds. Blended organic conversion rate: 2.1%. Buyer-intent segment conversion rate: 5.8% (above benchmark — the architecture works when traffic quality is right).

ACTION 07 Fix the mobile conversion experience

Component: 06 Conversion Architecture

Current state: FRAGILE

Timeline: Weeks 10–12

Owner: Development + Head of Marketing

Estimated effort: 1 sprint

Why this matters

34% of Onelo's organic sessions arrive on mobile. Mobile conversion rate is 0.8% versus 2.8% on desktop — a 3.5x gap. This is not a traffic quality problem: the gap persists even within the buyer-intent segment. It is a pure friction and layout problem that is fully within Onelo's control to fix in a single development sprint. Closing even half the mobile conversion gap would add approximately 80–120 additional leads per month from existing traffic.

1. Make the solution page CTA visible above the fold on mobile. Currently, the CTA on solution pages appears after 2 screens of content on mobile — invisible to the majority of mobile visitors who do not scroll that far.
2. Fix form field usability on mobile: ensure all input fields are appropriately sized for touch interaction, eliminate keyboard-type switching mid-form (e.g. switching between text and number keyboards for company size), and test the full form completion flow on at least three mobile device types.
3. Reposition the blog post CTA from sidebar (invisible on mobile) to inline within the post body — either mid-post after the second or third section, or as a sticky bottom bar on mobile. Test which placement produces higher conversion.
4. Remove email verification as a step in the mobile trial activation flow. Mobile users completing a trial signup are in a lower-intent context than desktop users — the email verification interruption causes disproportionate abandonment on mobile.

Key evidence: Mobile conversion rate: 0.8%. Desktop conversion rate: 2.8%. 34% of organic sessions arrive on mobile. Solution page CTA not visible above fold on mobile. Blog post CTA in sidebar — not rendered on mobile. Email verification required on mobile trial flow. Page load speed on commercial pages: above 90 on PageSpeed Insights (mobile load speed is not the cause of the gap).

Phase 3 — Scale and Sustain (Weeks 8–24)

Phase 3 actions run once the foundation is stable — the fast-path category pages are live, the AI visibility programme is underway, and the Operating System is in place. These are sustained programmes rather than one-time interventions.

ACTION 08 Build 6–9 primary CEP category pages (Phase 2 of the category build)

Component: 03 Category Presence	Current state: BLOCKING	Timeline: Weeks 8–20
Owner: Head of Marketing + Content Writer (or agency)	Estimated effort: 12–16 weeks; 1–2 pages per fortnight	
<p>Why this matters</p> <p><i>The 4 fast-path pages in Action 01 establish the template and produce early signals. The 6–9 primary CEP pages in this action build the full category authority position. The complete category page architecture — 10–13 pages across all CEP clusters — is what moves the branded:non-branded traffic ratio from 92:8 toward the 60:40 Series B benchmark and converts the organic channel from a brand recall mechanism into a genuine discovery channel.</i></p>		
<p>1. Build the 6 primary high-competition CEP pages targeting: 'employee onboarding software', 'onboarding automation platform', 'hr onboarding tools for mid-market', 'best employee onboarding software', 'employee onboarding platform comparison', 'digital onboarding solution mid-market'. Each page follows the same structural template established in Action 01.</p>		
<p>2. For the 'best employee onboarding software' and 'employee onboarding platform comparison' CEPs — which are dominated by G2 and Capterra aggregator pages — build comparison-format content: 'Onelo vs Rippling', 'Onelo vs BambooHR', and 'The Mid-Market HR Team's Guide to Choosing Onboarding Software'. Comparison content captures buyers in active evaluation who have already shortlisted a competitor.</p>		
<p>3. Launch the media outreach programme targeting the 23 identified publications that cover the onboarding software category but do not yet mention Onelo. Tier 1 (8 publications with domain authority 50+): pitch with a specific angle — the diagnostic practice positioning, the category data from the CEP analysis, or a founder perspective on why mid-market onboarding is structurally different from SMB onboarding. The pitch angle should be more distinctive than 'here is a new onboarding tool'.</p>		
<p>4. Invest in G2 review acquisition to move from Niche Player to High Performer on the G2 Onboarding Grid. The threshold requires approximately 25 additional reviews above the current 116. This is achievable in one focused review acquisition sprint and directly increases category visibility in aggregator-dominated SERPs.</p>		
<p>5. Monitor ranking positions for all category pages weekly using the CEP tracking setup established in Action 03. When a page reaches position 5–10 for its target query, assess whether a targeted external link acquisition campaign would accelerate the move to positions 1–3.</p>		
<p>Key evidence: Onelo ranks for 0 of 8 primary CEPs. Rippling ranks top 3 in 6 of 8. Estimated 12-month non-branded impression target after full build: 40,000–60,000/month (vs current 4,200). At 3–4% CTR from positions 5–10, this generates 1,200–2,400 non-branded organic clicks per month — traffic that does not exist today.</p>		

ACTION 09 Reorient the content strategy to buyer intent

Component: 04 Demand Match	Current state: FRAGILE	Timeline: Weeks 12–24
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<p>Owner: Head of Marketing + Content Writer + Agency</p>	<p>Estimated effort: Ongoing from week 12; full reorientation over 6 months</p>
<p>Why this matters <i>62% of organic sessions arrive on informational pages that convert at 0.3%. 14% arrive on commercial pages that convert at 5.8%. Closing the gap from 14% to 25% commercial traffic share — without acquiring a single additional session — would roughly double the addressable organic pipeline. The content strategy has been optimised for traffic rather than demand, producing a large audience with low commercial intent. This action reorients the programme toward the metric that matters: buyer-intent sessions.</i></p>	
<p>1. Apply an ICP and funnel stage filter to every new content brief: before any new piece is commissioned, the brief must identify (1) the specific ICP persona — HR Director at a 200–2,000-employee company — and (2) the funnel stage — awareness, consideration, or decision. Content targeting broad HR audiences without commercial relevance to the ICP is deprioritised.</p>	
<p>2. Prioritise consideration and decision-stage content to close the funnel coverage gap. Current distribution: 76% awareness, 16% consideration, 9% decision. Target distribution: 50% awareness, 30% consideration, 20% decision. Decision-stage content (comparison pages, ROI calculators, implementation guides, use-case case studies) generates 4.7x more pipeline per session than awareness content at Onelo's current traffic mix.</p>	
<p>3. Build non-branded BoFu keyword pages: 'alternatives to Rippling for mid-market HR', 'BambooHR alternatives for growing companies', and 'employee onboarding software comparison for 500+ employee companies'. These capture buyers who have shortlisted a competitor and are actively looking for alternatives — Onelo does not appear in any of these searches today.</p>	
<p>4. Add bottom-of-post commercial navigation modules to the top 10 highest-traffic informational blog posts. Even if the majority of visitors to these posts are off-ICP, the 3.2% who do navigate commercially spend 4m 12s on site and visit 3.8 pages before converting. A clear path to commercial content captures more of them.</p>	
<p>5. Consolidate the 3 identified cannibalising content pairs into single, stronger pages. In all three cases, the two competing pages are splitting ranking potential for the same query. Consolidation will likely improve the combined ranking position.</p>	
<p>6. Establish a quarterly content refresh cycle: identify the 10 posts with the largest decline in impressions over the previous quarter and update each — refresh statistics, add an FAQ section, strengthen internal links to category pages. Arrest decay before it compounds.</p>	
<p>Key evidence: Intent distribution: 17% buyer-intent, 48% informational, 35% off-category. Decision-stage keyword coverage: approximately 8 pages vs target of 15–20. Cannibalisation instances: 3 pairs identified. Organic session-to-lead rate: 2.1% blended vs 5.8% for buyer-intent segment. Off-target to ICP session pipeline efficiency ratio: 28:1 in favour of ICP-matched sessions.</p>	

Immediate Housekeeping (Complete in Week 1)

The following actions each require under one hour to complete and should be done immediately — they represent quick wins with no sequencing dependencies.

ACTION 10 Redirect orphan pages and implement anchor text standard

Component: 05 Authority Flow	Current state: HEALTHY	Timeline: Week 1 — redirects. Weeks 6–8 — anchor text updates
Owner: Development (redirects) + Content Team (anchor text standard)		Estimated effort: 20 minutes for redirects; 1 sprint for anchor text updates
<p>Why this matters</p> <p><i>Authority Flow is the one healthy structural layer in Onelo's engine. These are maintenance actions, not remediation. The orphan page redirects in particular are zero-risk, zero-cost, and immediately improve the authority routing to two commercial pages. There is no reason to defer them.</i></p>		
<p>1. Implement 301 redirects from the 3 identified orphan campaign landing pages to their most relevant live commercial pages. Two of these pages have a combined 11 referring domains currently directing authority to dead ends. This is a 20-minute development task. Authority transfer will occur within 2–4 weeks of the redirects being indexed.</p>		
<p>2. Remove the 4 staging page URLs from the sitemap configuration to prevent resubmission in future crawl cycles.</p>		
<p>3. Add an anchor text standard to the content brief template: all links from blog posts to commercial pages must use descriptive anchor text containing at least one category keyword. Provide 3–5 approved anchor text examples per commercial page in the brief template. Apply retroactively to the top 20 blog posts by organic traffic in the first content sprint.</p>		
<p>Key evidence: 3 orphan pages identified with combined 11 referring domains currently contributing authority to dead ends. 82% of internal links from blog to commercial pages use generic or brand-only anchor text. 4 staging URLs in sitemap — minor technical debt with no current impact.</p>		

ACTION 11 Claim Software Advice profile and correct G2 Small Business Grid association

Component: 07 Trust	Current state: HEALTHY	Timeline: Week 1
Owner: Head of Marketing		Estimated effort: Under 1 hour total
<p>Why this matters</p> <p><i>Trust is the second healthy layer in Onelo's engine. These are not remediation items — they are gaps in an otherwise strong trust infrastructure. The G2 Small Business Grid association is the more commercially significant of the two: as category page rankings improve and more buyers encounter Onelo's G2 profile through category searches, the SMB categorisation will create ICP doubt at the exact moment the buyer is evaluating fit.</i></p>		
<p>1. Claim and update the Software Advice profile. The profile currently exists as an unclaimed auto-generated listing. Claiming it allows the team to write the product description, respond to reviews, and control the category association. Software Advice ranks in the top 5 for several category queries — an unclaimed listing in those results is a missed credibility signal.</p>		
<p>2. Contact G2 to request removal from the Small Business Grid and confirmation of placement in the Mid-Market Grid. Onelo's current G2 Small Business Grid association is a positioning risk: buyers at 500–2,000-employee companies who encounter Onelo in the G2 Small Business category will have a doubt about product fit that should not exist. The fix takes 30 minutes and has no downside.</p>		

Key evidence: Software Advice: unclaimed profile, auto-generated description, no ability to respond to reviews.
G2 Small Business Grid: Onelo currently listed, inconsistent with 200–2,000 employee ICP and \$18K–\$32K ACV.
G2 Niche Player → High Performer threshold: approximately 25 additional reviews above current 116.

Expansion Preparation (Weeks 12–18, in parallel with Phase 3)

Expansion preparation runs in the background during Phase 3 — it does not consume resource from the primary remediation work and does not require domestic Category Presence to be resolved before starting. The investor commitment to UK and Canadian market entry within 18 months of the Series B close (December 2023) points to a June 2025 target. The actions below ensure that expansion launches from a prepared base rather than from zero.

ACTION 12 Prepare the expansion infrastructure

Component: 10 Expansion	Current state: FRAGILE	Timeline: Weeks 12–18
Owner: Head of Marketing + Development + CEO (market prioritisation)		Estimated effort: Parallel workstream — 6–8 weeks of preparation
<p>Why this matters <i>Both UK and Canadian markets show material organic demand — approximately 30% and 22% of US volume respectively for equivalent category queries. Competitor penetration in both markets is lower than in the US, creating a lower-competition entry environment. The CMS is expansion-ready. The content architecture being built in Phase 1 is highly replicable — a UK category page using the same template as the US pages requires approximately 40% of the original development time. Every week of preparation completed now reduces the expansion timeline and cost at the point of launch.</i></p>		
<p>1. Make the URL structure decision: subfolder (/uk/, /ca/) vs subdomain (uk.onelo.com). Subfolders are recommended — they consolidate domain authority rather than fragmenting it across subdomains, and Webflow's multi-locale feature fully supports subfolder-based internationalisation. This decision must be made before any international content is built.</p>		
<p>2. Configure Webflow multi-locale for UK and Canadian locales. No platform migration required — this is a configuration task within the existing CMS. Estimate: 4–6 hours development time.</p>		
<p>3. Write a UK English style guide: spelling conventions, terminology differences, regulatory framing (UK employment law, GDPR context), and competitive framing (IRIS and Breathe HR rather than BambooHR as the comparison reference).</p>		
<p>4. Build one UK-market linkable asset: an ROI calculator or an 'Employee Onboarding Compliance Checklist for UK HR Teams' content piece. Both serve a dual purpose — they attract UK market backlinks before launch and can be pitched to UK HR publications as a reason to mention Onelo.</p>		
<p>5. Build one Canadian-market equivalent: a 'Remote Onboarding Guide for Canadian HR Teams' or a compliance-focused piece referencing Canadian employment standards. Pitch to 3 Canadian HR publications before launch.</p>		
<p>6. Research and initiate contact with 10 UK HR Director community touchpoints: CIPD online community, People Management forum, HR Zone, and relevant LinkedIn groups. Warm relationship building before product launch produces faster credibility in a new market than cold launch.</p>		
<p>7. Initiate contact with Sage HR about an integration partnership. Sage HR is the dominant mid-market HRIS in the UK market and Onelo does not currently integrate with it. A Sage HR integration provides marketplace discovery, editorial mention opportunities in UK HR publications, and a credibility signal for UK buyers who use Sage as their HRIS.</p>		
<p>Key evidence: UK market: ~2,400 monthly searches for onboarding software equivalents. Canada: ~1,800. Competitor landscape: less entrenched than US. CMS (Webflow): multi-locale ready, no migration needed. Current international infrastructure: zero hreflang tags, no locale signals, no UK or Canadian content. Sage HR integration: absent. UK HR community presence: none currently.</p>		

What Good Looks Like in 12 Months

Metric	Current state	12-month target
Primary CEP rankings (top 10)	0 of 8	6–8 of 8
Non-branded traffic share	8%	25–30%
Non-branded impressions / month	4,200	40,000–60,000
Buyer-intent traffic share	17%	55–65%
Blended session-to-lead rate	2.1%	3.2–3.8%
Organic pipeline contribution	~8% of new pipeline	15–18% of new pipeline
AI query presence (of 12 tested)	0 of 12	5–8 of 12
G2 Grid position	Niche Player	High Performer
Category pages live	0	10–13

The next step

If you would like to discuss which of these actions Growth Forensics should be involved in executing, the next step is a 30-minute working session with Angel Diaz. We will review the intervention sequence together, assess your team's current capacity for each action, and be direct about where external support produces the most accelerated result and where your existing team or agency can execute independently.

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