

Why (the importance of this task)

Explain the task in as many details as necessary. Why is this task important for SEO and for business? Here you can go into detail about how much it can save the business if they don't implement your suggestion or how much money they will make if they do. Instead of money directly, it could be better rankings, more organic traffic and you get the idea.

Example: Not having a solution in place could be catastrophic for our rankings. We saw in the recent incident what happened with the robots.txt file, where a wrong directive blocked Googlebot and the rest of the Bots from crawling our site. The results showed that {.....}.

What (MVP to release)

Don't aim for the perfect product to be released if you know that you're working with limited resources, the task is too big or because you know a simple MVP would do the work just fine for you. Aim to solve a problem and not perfect and make it pretty.

Example: Create a simple notification component that notifies the SEO team whenever a change has been made in the robots.txt file. The /robots.txt file should be checked every {x}. When notifying a change has happened, show both the previous and new version of the file.

When

After the task is deployed, the owner of the task should be notified in order to test the functionality.