



Strategic Case Study

Governance, Cross-Functional Alignment, & Stakeholder Reporting

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FOCUS: OPERATIONAL EFFICIENCY, AGILE WORKFLOWS, EXECUTIVE ATTRIBUTION

The Challenge:

Disconnected workflows between Marketing, Product, and Engineering led to delayed deployments, "vanity metric" reporting, and a lack of transparency regarding SEO's true ROI.

The Objective:

Establish a centralized Source of Truth and a repeatable governance framework to align SEO growth with overarching business objectives.

The "Zero-Waste" Approach

Step 1: Workflow Engineering

Integrated SEO requirements directly into Jira and Agile sprints. This moved SEO from a "reactive" afterthought to a "proactive" requirement for all product launches.

Step 2: The SOP Vault

Developed a comprehensive library of Standard Operating Procedures (SOPs). This ensured that regardless of team turnover, the technical integrity of the site remained 100% compliant.

Step 3: Executive Education

Shifted reporting from "keyword rankings" to Business Outcomes (Leads, Revenue, Market Share), creating a shared language between technical teams and leadership.

Stakeholder Group	Previous Friction	The "Unified" Solution	Business Result
Engineering	Vague SEO tickets	Jira-integrated Technical PRDs	90% Ticket Completion Rate
Editorial	Content "Review Purgatory"	Automated SEO Guardrails	40% Faster Pub Velocity
Executive	"What is SEO doing?"	Custom Revenue Attribution Dashboard	Clear ROI Correlation

Technical Execution

Agile/Kanban Implementation

Utilized Notion and Asana to visualize project velocity. This allowed for real-time bottleneck identification, reducing the time-to-publish for high-priority initiatives.

Data Validation

Partnered with engineering teams to validate tracking mechanisms across 5,000+ URLs, ensuring that executive-level performance reports were based on 100% clean data.

Results & Business Impact

Transparency

Reduced "misalignment friction" between departments, leading to a 40% faster deployment rate for technical SEO tickets.

Attribution

Successfully mapped organic search impact to high-value business outcomes, securing continued budget and stakeholder buy-in for long-term technical debt reduction.

Scalability

Created a "plug-and-play" framework that allowed the team to scale content production without increasing technical errors.

This and the other case studies represent Technical Proofs of Concept designed to demonstrate high-level SEO architecture, Python-driven automation, and advanced data modeling.

While the brand names and specific datasets are simulated to protect proprietary methodologies, each scenario is built on real-world logic, live SERP data, and enterprise-level growth frameworks. These case studies serve as a sandbox for testing zero-waste efficiency before deployment in live production environments.

None of the solutions of the case studies are "off the shelf." They are custom-built to eliminate waste and demonstrate some of my knowledge.