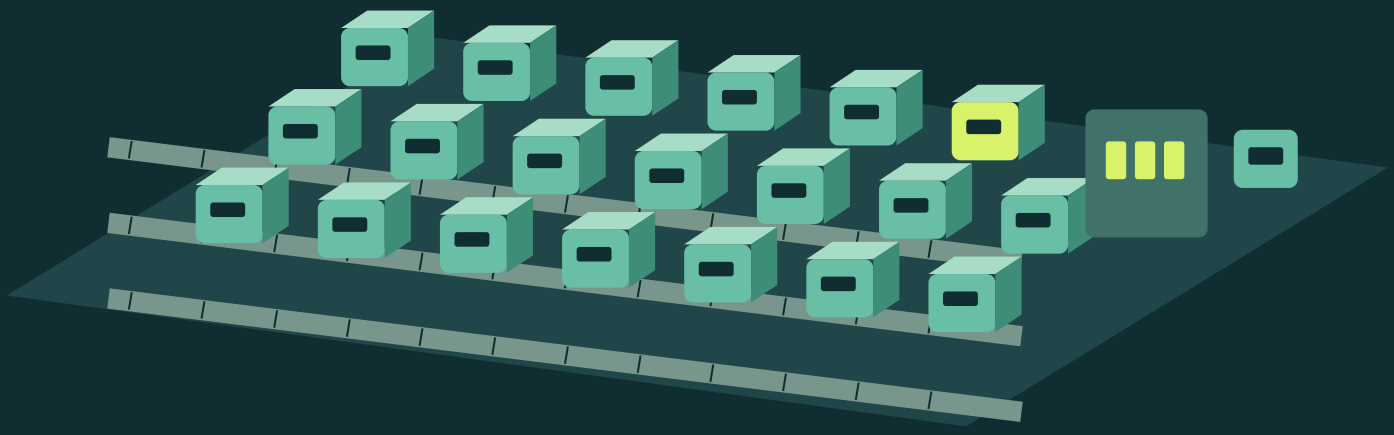
THE COMPLETE 20-LEVEL GUIDE

Your factory. More capable at every level.

See how your marketing factory starts small, reaches its milestones, and upgrades to do more for your business.



20
LEVELS

20
MILESTONES

01
GROWING FACTORY

Explore the roadmap at a glance, then open any level to see the capabilities, work, and deliverables in detail.

HOW THE FACTORY GROWS

Each milestone unlocks the next level.

Your factory builds its capabilities step by step. When a level's milestone is reached, it upgrades to the next level. The capabilities built in earlier levels continue to be used.

BUILD
Add capabilities

→

REACH
Complete the milestone

→

UPGRADE
Move to the next level

FIVE PARTS OF ONE GROWING FACTORY

01	**Build the foundation**	Levels 1-4
02	**Learn and plan**	Levels 5-8
03	**Strengthen search and content**	Levels 9-12
04	**Extend discovery**	Levels 13-16
05	**Connect and expand**	Levels 17-20

FOLLOW THE MILESTONES

The level numbers show progression. They are not a week-by-week or month-by-month timetable.

THE ROADMAP AT A GLANCE

Start. Build. Expand.

Reach the milestone. Unlock the next level. Earlier capabilities keep running.

LEVEL	MILESTONE	PAGE
01	Work already starts being tracked, so that results can start being presented	05
02	Initialize SEO work. First layer for making the client's business ready for receiving new clients online	06
03	Backup, ready for the AISQ humans	07
04	advanced SEO configurations and perfect setup of the Squirrly SEO Plugin	08
05	factory learns more about the business and what NOT to say or claim + 2x ContentLook AI installations	09
06	Cyber-Security information gathering	10
07	First 30 Days Content Calendar	11
08	Keyword Portfolio Creation	12
09	Keyword Coverage Monitoring and Traffic Coverage monitoring	13
10	Answer-focused content optimization	14

Milestones trigger progression; level numbers do not specify elapsed time.

THE ROADMAP AT A GLANCE

Grow your capabilities.

Continue adding capabilities, from topic clusters to email marketing.

LEVEL	MILESTONE	PAGE
11	Plans for Pillar Content based on clear topic clusters the website already presents	15
12	8 researched, written, optimized, and published blog articles	16
13	Search engine indexing management	17
14	Google Business and Google Maps Listings	18
15	Activate Squirrly Social	19
16	Constant Re-freshing and keeping fresh the brand's entity data across multiple social media posts	20
17	Complete a clear list of entities that can be used to boost AEO and GEO	21
18	Internal linking optimization	22
19	Social Media Content Publishing	23
20	Email Marketing enters the mix	24

Milestones trigger progression; level numbers do not specify elapsed time.

BUILD THE FOUNDATION / LEVEL 01

Tracking begins

Milestone: Work already starts being tracked, so that results can start being presented

INSIDE THIS LEVEL

01 the factory makes sure the website is connected to Google Search Console and Google Analytics

02 this is required, so we can keep tracking AI Visibility results, and ensure we can win on AEO and GEO for the client

03 if Google Analytics and Google Search Console are created, human user alex@squirrly.net will receive the connections and the factory and its agents will be able to access it from Alex's account

04 if such accounts are not provided, the factory will start creating AI Agents that will make the creation inside Alex@squirrly.net and collaborate with Alex to get the work done

05 the factory will then make sure that the site starts tracking visits and that GSC and GA are functional

CAPABILITIES ACCUMULATE

Next: Level 02 →

BUILD THE FOUNDATION / LEVEL 02

SEO work starts

Milestone: Initialize SEO work. First layer for making the client's business ready for receiving new clients online

INSIDE THIS LEVEL

01 the factory looks for GEO Plugin by Squirrly SEO

02 the factory creates SEO specialist agents that decide if the site already has a different SEO Plugin and begin migrating data, so that Squirrly SEO remains the only existing one

03 the migration process and the setting up process for GEO Plugin by Squirrly SEO aims to use both the AEO GEO features and also the Holistic SEO features, for complete search engine visibility

04 the factory's Chief decides if it needs to involve human workers from AISQ

05 the factory looks at the first things needed and makes sure there are no critical SEO issues. It fixes critical issues it finds.

06 once the base is covered, the factory calls a Human from AISQ to check the implementations and approve upgrading to the next phase.

CAPABILITIES ACCUMULATE

Next: Level 03 →

BUILD THE FOUNDATION / LEVEL 03

Backup and continuity

Milestone: Backup, ready for the AISQ humans

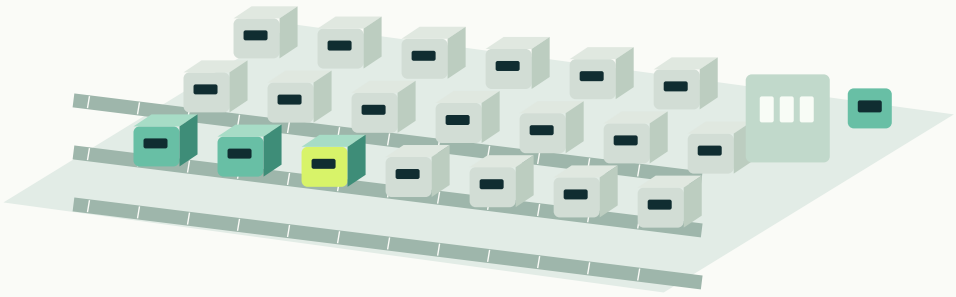
INSIDE THIS LEVEL

01 the factory starts creating a full back-up that gets sent to the humans of AISQ, so they can always have access to restore important data, if needed

02 the factory creates safety policies and guidelines for using the tools and guidelines for interactions between the agents that start being created inside the factory

03 once backup is ready, a notice is sent to Human supervisor.

04 once Level 3 is finished and the factory upgrades to Level 4, the AI Agents keep checking and doing more backups when needed, so that our team can always intervene if any situation arises. So, what gets built by the factory in each Level keeps being used, on an on-going basis. Onward!



CAPABILITIES ACCUMULATE

Next: Level 04 →

BUILD THE FOUNDATION / LEVEL 04

Advanced SEO setup

Milestone: advanced SEO configurations and perfect setup of the Squirrly SEO Plugin

INSIDE THIS LEVEL

01 the factory upgrades itself to learn more about the client's business, understand opening times, closing times, area, regions, clients, how it serves clients, etc.

02 lots of proprietary technologies that help even our human marketing agency members understand the client's business, so proper work can be done

03 uses RankJumps by Squirrly methodologies to create a clear before and after report with all the changes and configurations

04 this is already human-agency-level grade work being done for the client

05 Sets up the PowerCore, which is a winning concept Squirrly has done for agency clients since 2019. Super validated and useful

06 The factory makes sure it trains the agents that learn from proprietary data and the SOPs of the human marketing team and the product experts who created these products. This creates competent work, not random AI next-token generation.

07 the factory then upgrades itself to the next level

LEARN AND PLAN / LEVEL 05

Business knowledge and checks

Milestone: factory learns more about the business and what NOT to say or claim + 2x ContentLook AI installations

INSIDE THIS LEVEL

01 the factory upgrades itself with ContentLook ASK AI and agents inside the factory who can begin expertly using it to extract details about the company's processes, production, way services are offered, geographical restrictions, important mentions, etc.

02 the factory prepares different roles for different AIs, so there is an entire machine that asks questions, gathers results, learns from answers, establishes prodcedures to follow and creates rules for all the other agents in the other areas of the factory

03 during this time, the factory also starts creating fact-checkers, with multiple layers, to eliminate false-positives, and to create very in-depth fact checking, that not even human marketing team members can do on their own

04 the factory also installs a new account for ContentLook AI, so it can also use the Reporting AI features and the SEO deep content analysis features, which have very high token usage.

05 the factory now creates agents who can understand and operate the data inside the SEO side of ContentLook AI. the agents establish the final procedures required by the other SEO agents to know what other changes need to be made to individual pages using Squirrly SEO in order to complete Florin Muresan's "4 Steps to the Google Launch". Most sites never get to rank, because these steps were never completed for them.

CAPABILITIES ACCUMULATE

Next: Level 06 →

LEARN AND PLAN / LEVEL 06

Security monitoring

Milestone: Cyber-Security information gathering

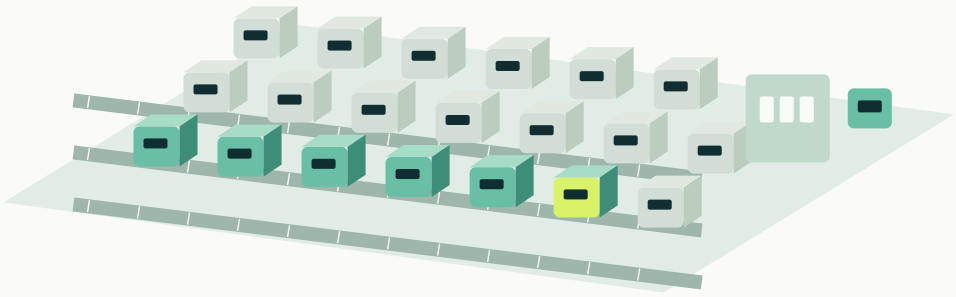
INSIDE THIS LEVEL

01 the factory upgrades itself with an engine that installs WP Ghost by AISQ and runs initial security checks and prepares event logging

02 an agent starts checking logs every single day, to ensure there are no red flags.

03 if red flag - an AISQ member gets called about this issue

04 the security agent makes sure events are being logged and doesn't change anything else on the site. Waiting for clear signals is best. Once the gathering is completed based on SOPs from AISQ's expert security team, different implementation decisions may come up for the agents to handle. Login paths aren't changed without business owner approval. However, other than that, the business owner is not bothered. Only AISQ team members when needed.



LEARN AND PLAN / LEVEL 07

Your first content calendar

Milestone: First 30 Days Content Calendar

INSIDE THIS LEVEL

01 factory starts calculating 30 days from the time this Level is reached in the process of upgrades.

02 factory uses previously created agents to discuss learnings from ContentLook AI, content audits, GEO Audits from Squirrly SEO, and the information keepers who know how the business operates.

03 Next Level Marketing AI is started for the client. Agents start placing keywords that the powerful Orion AI by AISQ keyword research system (optimized for AEO and GEO) can analyze for the business, to find rankable opportunities with enough search volume, using industry-leading data from the Squirrly Company (pioneers in this field since 2012).

04 Orion AI starts its own Chromium machine and browser to start analyzing real SERP data from google searches, while searching as a human being, to bypass Google's SERP poisoning.

05 After doing hundreds of checks on potential keywords via a process that would be too hard for human marketing agencies to replicate, Orion brings the best keywords to each seed that was given.

06 the factory's AI agents then look over the list and choose the best keywords identified and establish which keywords need to be worked on next.

07 The agents then use the Pitches generated according to chosen keywords

08 then the first content plan becomes created and established

09 A human in AISQ is notified to make a quick check

CAPABILITIES ACCUMULATE

Next: Level 08 →

LEARN AND PLAN / LEVEL 08

A keyword portfolio

Milestone: Keyword Portfolio Creation

INSIDE THIS LEVEL

01 the factory upgrades itself with capabilities for using the Briefcase features inside Squirrly SEO. It's the perfect way experts do SEO growth and expansion of keyword portfolios and topics for clients

02 20–30 new keyword opportunities, audience questions, and content ideas

03 all organized and labeled, so that any other AI Agent and Human from AISQ will understand what to use each one for

04 the features inside Briefcase and the way our AI Agents operate with Briefcase ensures we NEVER create keyword cannibalization on client sites. Keyword cannibalization is one of the biggest reasons why small business websites never reach the first positions in search

05 keyword cannibalization confuses AI Search like ChatGPT, Perplexity and Claude even more than they do classic Google Search. Therefore, the factory uses rigid systems that reduce the errors un-verified AI use produces for clients who work with AI without the special AISQ SOPs.

CAPABILITIES ACCUMULATE

Next: Level 09 →

STRENGTHEN SEARCH AND CONTENT / LEVEL 09

Search performance monitoring

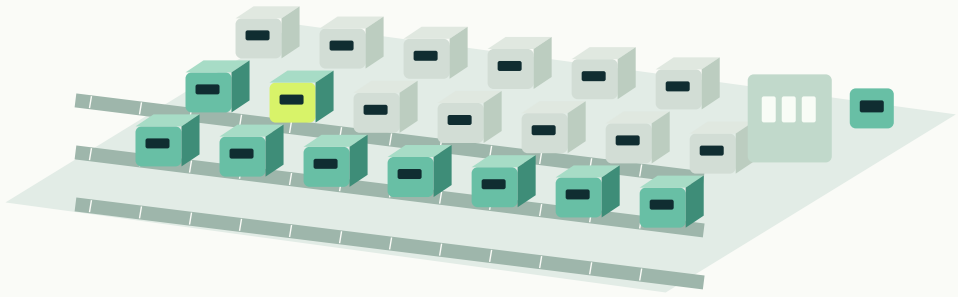
Milestone: Keyword Coverage Monitoring and Traffic Coverage monitoring

INSIDE THIS LEVEL

01 the factory upgrades itself with the capacity to process these two different types of reports. They are the most important reports that knowledgeable marketing agencies to understand the overall power and health of the online brand. Lots of opportunities can be found, protected and understood by creating this

02 factory creates AI Agents that go to Google Search Console and Google Analytics to pull this data and see what needs to be further organized inside Briefcase

03 A ranking report tracking 50–100 target keywords, movements, and opportunities



CAPABILITIES ACCUMULATE

Next: Level 10 →

STRENGTHEN SEARCH AND CONTENT / LEVEL 10

Answer-focused pages

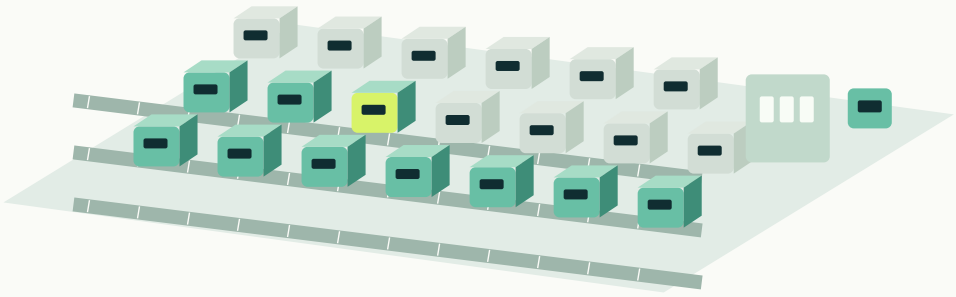
Milestone: Answer-focused content optimization

INSIDE THIS LEVEL

01 the factory upgrades itself with capabilities for reading the GEO Audits from the GEO Plugin by Squirrly SEO

02 4–8 existing pages improved with direct answers, clear explanations, and useful question-and-answer sections

03 now that the basis for good SEO already began taking shape, the factory also begins expansions into AI Search.



CAPABILITIES ACCUMULATE

Next: Level 11 →

STRENGTHEN SEARCH AND CONTENT / LEVEL 11

Topic clusters and pillars

Milestone: Plans for Pillar Content based on clear topic clusters the website already presents

INSIDE THIS LEVEL

01 the factory upgrades itself with topic clusters and Pillar Content thinking

02 what the AISQ team learned since launching Next Level Marketing AI and seeing how over 700 paid clients have already used it was applied to internal SOPs and systems that avoid the mistakes made by the clients who had the DIY approach with our tool. Just publishing and scaling content doesn't create SEO Growth. Content needs to be linked and properly organized in clusters

03 the AI Agents for ContentLook AI that the factory already created are now looking at the reports to start grouping pages and keywords based on clear topic clusters

04 they create a clear plan for the next pillar content types that will be created in order to bring clear topic clusters to Google Search, Bing Search and also AI Search engines.

05 the plan continues to be made from bottom-to-top, so that the enitre set of clusters and pillars will earn links directly from a branch that goes deep down from the homepage itself. This create maximum AEO GEO value and it's one of the biggest reasons for citations in Perplexity and Claude among the websites our human teams have worked on personally

CAPABILITIES ACCUMULATE

Next: Level 12 →

STRENGTHEN SEARCH AND CONTENT / LEVEL 12

Article production

Milestone: 8 researched, written, optimized, and published blog articles

INSIDE THIS LEVEL

01 the factory starts creating processes that will make the factory produce that certain amount every single month from now on

02 the AI Agents that the factory has trained for using Next Level Marketing AI by AISQ start reading the content calendar, evaluating chosen keywords and then creating Context Focuses and Audience Targeting inside Next Level Marketing AI

03 the Agents use the special features that make Next Level Marketing AI upgrade each piece of content according to the Helpful Content Guidelines of Google. It's the reason why our clients' sites weren't penalized by the 2025-2026 updates of Google. Our experimental feature of evaluating content like the Google search engine has paid of. We are constantly using it. Now our agents know how to properly use that inside Next Level Marketing AI.

04 AI Agents also learn to work with the new Next Level Marketing AI features that make the content sound human created and which has 130 rules for removing machine-sounding content

05 Ai Agents optimize using Squirrly SEO's Live Assistant and use Squirrly's Free Image libraries to insert clear media inside the content and change image details to create SEO images.

06 Blogs get published according to established calendars

CAPABILITIES ACCUMULATE

Next: Level 13 →

EXTEND DISCOVERY / LEVEL 13

Indexing management

Milestone: Search engine indexing management

INSIDE THIS LEVEL

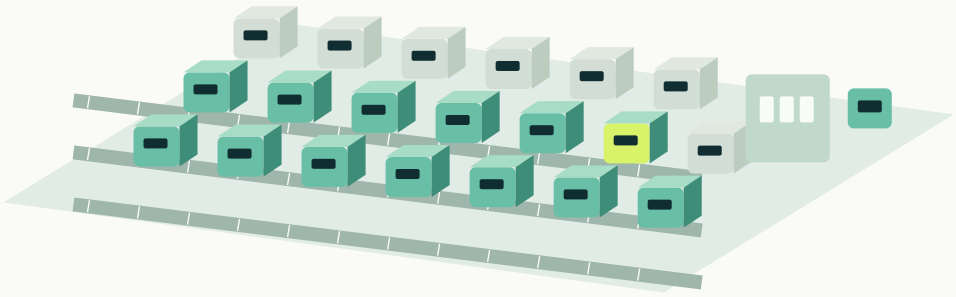
01 the factory creates capabilities for working with Search Engine indexing

02 AI Agents first check the settings inside Squirrly SEO, under LLM Indexing and they make sure everything works and debug any issues that could appear.

03 then the new agents use AISQ's SOPs for indexing client websites to go and check indexation levels across the site, and start doing weekly work with drip feeding manual index requests and internal links that boost Google's allocated crawl budget for the client's website

04 Monitoring newly published URLs, sitemap updates, and investigation of indexing problems

05 The agents also constantly check to make sure new content gets to be indexed



CAPABILITIES ACCUMULATE

Next: Level 14 →

EXTEND DISCOVERY / LEVEL 14

Local presence review

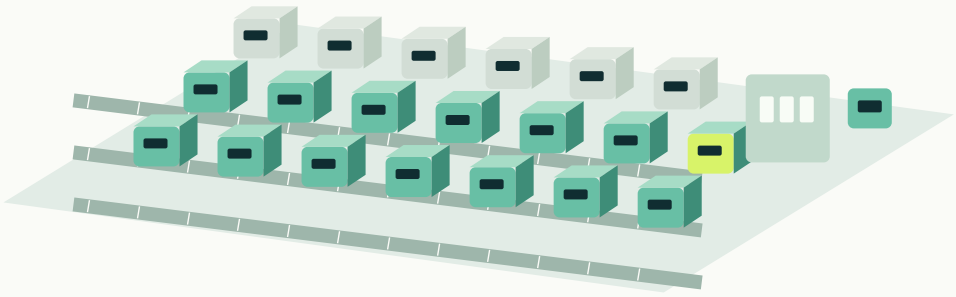
Milestone: Google Business and Google Maps Listings

INSIDE THIS LEVEL

01 the factory starts studying this side of the business for the client

02 if it makes sense for the client and if this particular client DOES use a location on Google Maps, then the factory creates capabilities and deploys agents. Otherwise, it works on the next factory upgrade and doesn't consume compute on these issues

03 Google Business Profile management



CAPABILITIES ACCUMULATE

Next: Level 15 →

EXTEND DISCOVERY / LEVEL 15

Social accounts activated

Milestone: Activate Squirrly Social

INSIDE THIS LEVEL

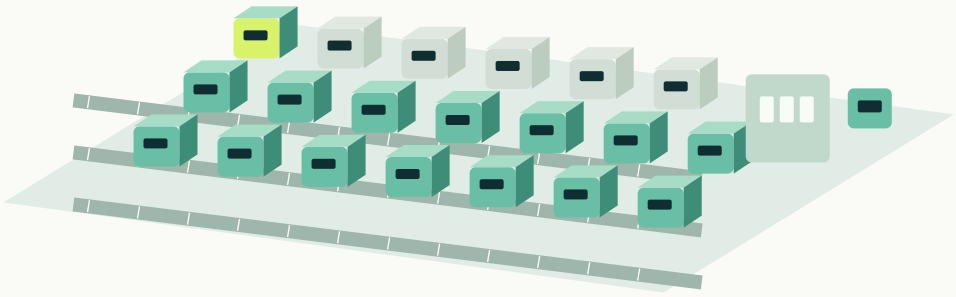
01 the factory now starts running Squirrly Social for the client

02 one of the few times the client is asked to provide access.

03 client needs to connect the profiles to the Squirrly Social acccount the factory created and configured for him

04 now, the factory can start re-freshing the Google Business profile, to start getting it better found on Google Maps

05 4 organic profile updates, business information checks, and review-response support



CAPABILITIES ACCUMULATE

Next: Level 16 →

EXTEND DISCOVERY / LEVEL 16

Fresh entity signals

Milestone: Constant Re-freshing and keeping fresh the brand's entity data across multiple social media posts

INSIDE THIS LEVEL

01 the factory upgrades itself with capabilities that help it maintain constant fresh entity signals every single week on the client's agreed social media profiles.

02 AISQ's humans and the factory itself will keep telling the business owner to use at least 3 profiles, even if there is no priority for social media reach.

03 not doing the items from Level 16 is the main reason why small businesses don't get recommended in AI searches

04 Keeping these signals clear, fresh and entity-oriented helps the business long-term to always have a big chance of being cited by ChatGPT, Perplexity, Claude even if the main site doesn't rank yet high enough

05 the agents prepare a special Post Group inside the paid Squirrly Social account, that will be used with the Evergreen 2.0 features of Squirrly Social.

06 from now on, the factory's agents will keep handling the ocasional manual actions required to make Evergreen 2.0 work

CONNECT AND EXPAND / LEVEL 17

A complete entity plan

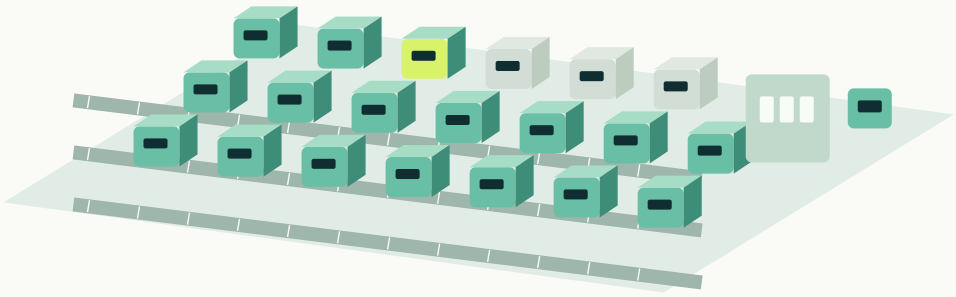
Milestone: Complete a clear list of entities that can be used to boost AEO and GEO

INSIDE THIS LEVEL

01 the factory now upgrades with a new co-ordinator agent who takes info from all the other relevant agents, in order to establish the final list of entities

02 the Agents come up with the entities that need to be constantly presented over blog, site and socal media posts

03 if needed, new Context Focus types get created inside Next Level Marketing AI, so the content can always contain some of the entities and the agents will ensure monthly coverage of all entities, to keep entities fresh on Google Search and also ChatGPT recommendations, Perplexity and Claude



CAPABILITIES ACCUMULATE

Next: Level 18 →

CONNECT AND EXPAND / LEVEL 18

Internal links

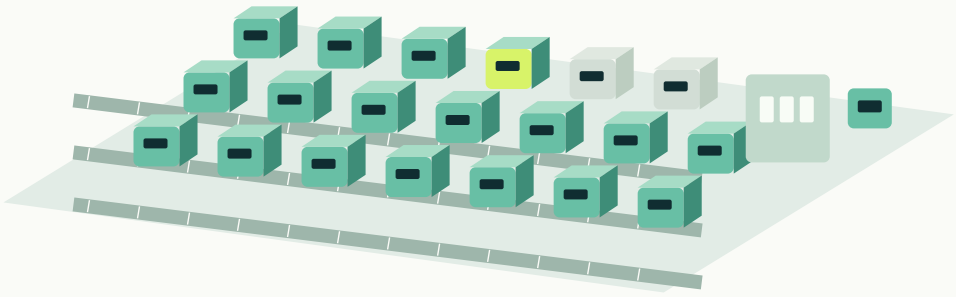
Milestone: Internal linking optimization

INSIDE THIS LEVEL

01 the factory upgrades itself for inner linking

02 Agents learn how to use the new features for inner linking inside Squirrly SEO. Agents talk between them with the agents who used the SEO side of ContentLook AI to identify important pages and opportunities

03 15 relevant internal links added or improved to strengthen content relationships



CAPABILITIES ACCUMULATE

Next: Level 19 →

CONNECT AND EXPAND / LEVEL 19

Social content publishing

Milestone: Social Media Content Publishing

INSIDE THIS LEVEL

01 the factory now upgrades itself with capabilities that go beyond publishing entity data to social media profiles of the business.

02 48 written posts with captions, relevant hashtags

03 Posts will combine post types that establish the brand as thought leader in their field with social media posts that help drive social signals and reach to the new content pieces created

04 the Agents learn how to operate the social media creation and publishing side of Next Level Marketing AI and they establish the connections between Next Level Marketing AI and Squirrly Social

05 Agents keep reviewing messages weekly to begin understanding which types start improving the reach of each social media profile

06 A 30-day platform-specific publishing schedule with themes and content goals

CAPABILITIES ACCUMULATE

Next: Level 20 →

CONNECT AND EXPAND / LEVEL 20

Email marketing

Milestone: Email Marketing enters the mix

INSIDE THIS LEVEL

01 the factory now upgrades itself with capabilities for bringing back past clients and past leads who were interested in the client's business

02 4 newsletters written, designed, tested, and sent to the selected past clients and past leads (according to discussion between AISQ human and client)

03 AI Agents deployed that will create and configure the paid Email Hero by AISQ account for the client, with all settings made for sender profiles, email lists, templates, etc.

04 Launching the first small scale campaigns, to start gathering data and to start building up the proof that Amazon SES will require to approve the client's account for more massive email newsletter sendings.

05 Email deliverability and list hygiene

06 Bounce and complaint monitoring, suppression management, sender health checks, and list cleaning

CAPABILITIES ACCUMULATE

Level 20 / Roadmap complete