

Casefile — Fallout: Technical SEO Debt & Crawlability Failure (CF-2025-003)

Date: 2025-10-03

Thesis

Accumulated technical SEO debt (crawlability failure, duplicate content, latency) produced **invisible search discoverability loss** misread as “seasonality,” depressing qualified demand and masking revenue drag at the board level.

Exposure Window

Latency **6–12 months**; compounding during product drops, catalog changes, and campaign bursts.

Signals (portfolio evidence, undated)

- **OEM / Discoverability:** “Poor crawlability”—search engines couldn’t efficiently index the site for key queries.
- **Risk / Dilution:** “Duplicate content” across pages, confusing indexation and diluting authority.
- **Risk / Latency:** “Slow page speeds,” exceeding user tolerance and elevating bounce.

Containment Finding

Crawl custody with governed change control; canonical/duplicate governance; and performance SLOs (black-ink, parity-tested) stabilize discoverability without exposing implementation details.

Modeled Impact (ranges)

Revenue impairment **3–8%** over **2–3 quarters**; working-media waste **8–14%** (traffic quality/attribution scatter).

Stabilization: 4–7 months; Recovery ramp: 9–15 months.

Assumes ongoing catalog change and policy drift; confidence ~70%.

Disconfirmers: Crawl errors <1% for 60d; duplicate cluster <3%; median LCP meets internal SLO 60d.

Brief Trigger (any one)

(1) Crawl errors persist across priority templates; (2) duplicate clusters ≥5% of indexed set; (3) median page speed outside SLO for ≥30 days.

Board Motion (minutes-ready)

Move to commission BreachMark™ Signal Brief (Full) within 3 business days; Counsel to append SLA to minutes; authorize read-only access (30 days) to validate crawl custody, canonical governance, and performance SLO adherence.

Provenance (categories): OEM • Risk

SLA: Docket ≤1 business day • Delivery ≤3 business days • Breach → 10% fee reduction.

Confidential Boardroom Intake — Signal Brief (work-domain required)