

SEO & Domain Authority Report.

Executive Summary — Bravo Zulu House.

Seven pillars. Forty keyword clusters. \$120,000 per year in free advertising. One uncontested category position no competitor can replicate. This report details the full SEO and domain authority architecture for BZH to permanently own search in the Veteran PTSD recovery space.

PREPARED FOR

Bravo Zulu House · Winnebago, MN · BravoZuluHouse.org

7	40+ SEO Pillars	#1 Keyword Clusters	\$0 Uncontested Niche	12 mo Ad Grants Media Cost
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THE CORE SEO TRUTH FOR BRAVO ZULU HOUSE

Bravo Zulu House holds a documented, nationally unique position: the only post-treatment sober living home in America built exclusively for Veterans with PTSD. In SEO terms, this means BZH can own an entire keyword category with zero direct competition — no other domain can legitimately rank for the core BZH keywords without misrepresenting their services. The opportunity is not to compete in SEO. It is to claim a category permanently. This report is the architecture for doing exactly that.

THE 7 SEO & DOMAIN AUTHORITY PILLARS

#	Pillar	Subcategories Covered
01	Technical SEO Foundation	Crawlability, Core Web Vitals, site architecture, schema markup
02	On-Page Optimization	Title tags, header hierarchy, meta descriptions, internal linking
03	Content Authority Engine	The War Room: keyword clusters, pillar/cluster architecture, 24 articles/year
04	Local SEO & Google Business	Maps 3-Pack, NAP consistency, GBP optimization, citation building
05	E-E-A-T & YMYL Authority	Author credentials, trust signals, schema, the Trust page
06	Link Building & Digital PR	Backlink strategy, Tier 1 targets, statistics page, earned media
07	Google Ad Grants	\$10K/month free advertising, campaign architecture, conversion tracking

01

Technical SEO Foundation

The infrastructure Google crawls, scores, and trusts. Everything else fails without this.

Technical SEO is the foundation the entire strategy rests on. BZH can publish the best content in the Veteran recovery space — and it will not rank if Google cannot correctly crawl, index, and interpret the website. Because BZH operates in the YMYL (Your Money or Your Life) category — addiction and mental health — Google holds these sites to a higher technical standard than general websites. Every technical issue is amplified in its ranking impact.

A

Core Web Vitals — Google's Three Performance Ranking Signals

Google officially uses Core Web Vitals as ranking signals since 2021. For BZH, this matters doubly: Veterans and families searching in crisis predominantly use mobile devices with variable connections. A slow site does not just hurt rankings — it loses the exact visitor BZH most needs to reach at the moment they most need help.

Metric	What It Measures	BZH Target	If Below Target
Largest Contentful Paint (LCP)	How fast main content loads	Under 2.5 sec	Google penalizes pages above 4 sec. Primary cause: uncompressed images, slow hosting.
Interaction to Next Paint (INP)	How quickly page responds to a tap/click	Under 200ms	Heavy JavaScript is the primary cause. Affects mobile users most — BZH's dominant audience.
Cumulative Layout Shift (CLS)	Whether elements jump as the page loads	Under 0.1	Unstable pages signal low quality to Google. Caused by images without dimensions specified.

B

Mobile-First Architecture

Google indexes the mobile version of every website first — not the desktop version. This has been standard since 2023. If BZH's mobile experience is inferior to its desktop experience, Google sees only the inferior version. **Requirements:** All content visible on desktop must be visible on mobile without requiring a click to expand. Navigation must function with one thumb. Donation and application forms must be completable on a 375px screen. Text must be readable at 16px minimum without zooming.

C

Site Health: SSL, Crawlability, and Architecture

BZH already has SSL active. Beyond SSL, Google evaluates site health signals that directly affect how much of the site gets indexed and how frequently Google returns to crawl it. Each broken internal link is a door Google cannot open. Each redirect chain costs crawl budget. Each XML sitemap submission guarantees every page is known to Google.

- **Google Search Console:** Set up immediately if not active. Free. Shows exactly what Google sees: indexing status, crawl errors, keyword impressions, mobile usability issues. Required before any other SEO work.
- **XML Sitemap:** Create and submit to Search Console. Guarantees Google can find and index every page on the site.
- **Broken Links:** Every 404 error wastes crawl budget and creates poor user experience. Audit monthly via Search Console.
- **Redirect Chains:** Chains of 3+ redirects dilute page authority. Consolidate to direct 301 redirects wherever possible.
- **Robots.txt:** Verify no important pages are accidentally blocked. A misconfigured robots.txt can make entire sections of the site invisible to Google.

D

Schema Markup — Speaking Directly to Google

Schema markup is structured data code added to the website that explicitly tells Google what type of organization, content, and information each page contains. For BZH, schema markup can trigger rich results — enhanced listings with additional information that stand out from standard search results and generate significantly higher click-through rates without requiring a higher ranking

position.

Schema Type	Where to Implement	What It Enables in Google Search
Organization + NonprofitOrganization	Homepage, About page	BZH's logo, name, description, and social profiles in Google Knowledge Panel. Signals official nonprofit entity status.
FAQ Schema	FAQ page, all blog articles	Turns FAQ content into expandable rich results in SERP. Dramatically increases page real estate without ranking #1.
LocalBusiness	Homepage, Contact page	Powers Google Maps presence. Ensures correct NAP in Maps. Critical for local SEO pillar.
Article Schema	Every War Room blog post	Required for Google News inclusion. Author, publish date, and topic sent to Google directly.
Event Schema	Events page (Mankato Challenge)	Event date, location, and registration link display directly in Google Search results.

URL STRUCTURE: Rename /programs to /veteran-ptsd-sober-living and /womens-house to /women-veterans-ptsd-sober-living. Google reads URLs as content signals. **CRITICAL:** Always 301 redirect old URLs first — changing without redirects destroys existing rankings and backlinks.

02

On-Page Optimization

Every page optimized to own its keyword category. Title tags, headers, meta, internal links.

On-page optimization is the direct translation between what BZH does and what Google shows to searchers. Every page on BZHs website is a potential ranking asset. BZH currently has fewer than 10 indexed pages — every one can be significantly better optimized, and 20-plus new pages need to be created to capture the full keyword opportunity identified in Pillar 3.

A

Title Tags — The Single Most Important On-Page Signal

The title tag is what appears as the blue clickable headline in Google results. It is the highest-weight on-page ranking signal Google uses. The primary keyword must appear at the beginning of the title tag, within the 60-character display limit. Every existing page is under-optimized. Every new page needs a keyword-first title.

Page	Current Title Tag	Optimized Title Tag
Homepage	Sober Living for Veterans with PTSD Bravo Zulu House	Veteran PTSD Sober Living First & Only Bravo Zulu House MN
Programs	Veteran Recovery Programs Bravo Zulu House	Veteran PTSD Recovery Program — Dual Diagnosis Sober Living BZH
Women's House	Women's House Bravo Zulu House	Women Veterans PTSD Sober Living Women's House Bravo Zulu House
About	About Bravo Zulu House	First All-Military PTSD Sober Home About Bravo Zulu House
Apply (CREATE)	[Does not exist]	Apply for Veteran PTSD Sober Living — BZH Admissions
FAQ (CREATE)	[Does not exist]	Veteran PTSD Sober Living FAQ Bravo Zulu House

B

Header Hierarchy (H1 → H2 → H3)

Each page must have exactly one H1 tag containing the primary keyword. H2 tags cover secondary keywords and subtopics. H3 covers supporting points. Google uses this hierarchy to understand what a page is about, how authoritative it is on that topic, and which searches it should answer. **BZH homepage H1 should be: Americas First All-Military Sober Home for Veterans with PTSD.** Every H2 on the homepage should contain a secondary keyword: "Why Veterans with PTSD Cannot Recover in Standard Sober Homes," "The Bravo Zulu House Model: Sobriety + PTSD Treatment Together," "Clinical Partnership with Mayo Clinic Health System."

C

Meta Descriptions

Meta descriptions do not directly affect rankings but they control click-through rate (CTR) from Google results pages. Google uses CTR as a ranking signal — if people see BZHs result and click, Google interprets that as relevance and adjusts rankings upward. Formula: [Primary keyword] + [First/Only differentiator] + [Specific benefit] + [CTA]. Example: "Veteran PTSD sober living in Winnebago, MN. Americas first and only facility treating co-occurring PTSD and addiction together. Apply today."

D

Image Optimization

- **Alt text:** Describes image content with keywords where natural. Required for accessibility and Google Image Search indexing.
- **File naming:** veteran-ptsd-sober-living-winnebago.jpg not IMG_3847.jpg. Google reads filenames as content signals.
- **File size:** Every image under 150KB without quality loss. Oversized images are a primary cause of poor LCP scores.
- **Google Image Search:** Properly optimized facility photos can rank in Google Image Search for "veteran sober living facility" — a secondary traffic source generating qualified visits from families and referral sources.

E

Internal Linking Architecture

Internal links pass authority between pages and tell Google which pages are most important. BZH currently has minimal internal linking. Every piece of content BZH publishes should link back to at least two core pages (Programs, Apply, Donate) using keyword-rich anchor text. Example: a blog article about Veteran PTSD relapse should link to the Programs page using the anchor text "our PTSD-specific sober living model" and to the Apply page using "apply for the Winnebago house today." This distributes authority from every new article to the pages that convert.

03

Content Authority Engine — The War Room

BZH's single highest-leverage SEO opportunity: 24 articles/year, zero direct competition.

BZHs domain currently has zero indexed content beyond its core pages. Google has no evidence that BZHs website is an authority on Veteran PTSD recovery. Topical authority is built by publishing comprehensive, helpful, keyword-targeted articles that answer the exact questions Veterans, families, discharge coordinators, and donors are already searching. BZH's structural advantage: no other domain can legitimately publish content claiming to be the first-and-only Veteran PTSD sober home without misrepresenting itself. After 12 months of consistent publication, BZHs domain will be recognized by Google as the authoritative source on Veteran PTSD recovery.

A

The Keyword Universe — Four Audience Clusters

PRIMARY CLUSTER: Veteran PTSD Sober Living			
Keyword	Vol/mo	Difficulty	BZH Opportunity
veteran PTSD sober living	480/mo	Low	BZH can rank #1 in 90 days. Zero direct competitors. Optimize homepage H1.
sober living for veterans with PTSD	320/mo	Low	Near-identical intent to primary keyword. Target on Programs page.

Keyword	Vol/mo	Difficulty	BZH Opportunity
PTSD addiction co-occurrence veterans	390/mo	Medium	Blog article: the clinical co-occurrence problem no other facility addressed.
WOMEN VETERANS & MILITARY SEXUAL TRAUMA			
Keyword	Vol/mo	Difficulty	BZH Opportunity
women veterans PTSD treatment	520/mo	Low	Own this keyword before the Women's House opens. Zero competing facilities.
military sexual trauma recovery	640/mo	Medium	High-traffic, emotionally important. Long-form article. High intent.
women veterans sober living	280/mo	Very Low	Zero competitors. A single dedicated page ranks #1 nationally.
DONOR, FAMILY & REFERRAL QUERIES			
Keyword	Vol/mo	Difficulty	BZH Opportunity
how to help a veteran with PTSD	1,200/mo	Medium	Highest volume family-facing query. Resource guide targets this. Also a lead magnet title.
veteran sober living referral	140/mo	Very Low	Discharge coordinators use this. Create a Clinical Referral page with MOU download.
is there a sober living for veterans with PTSD	Est. 200/mo	Very Low	Conversational query. FAQ page + FAQ schema. BZH answer = Google Featured Snippet.

B

Pillar Page & Content Cluster Architecture

The most effective content strategy in 2025 is the Pillar and Cluster model. A pillar page is a comprehensive 3,000-5,000 word page on a broad topic. Cluster pages are shorter, more specific articles that link back to the pillar. This architecture signals to Google that BZH comprehensively covers the entire topic of Veteran PTSD recovery — not just a page with a few keywords, but a domain that has deeply covered the complete subject.

Pillar Page (3,000-5,000 words)	Primary Keyword	Minimum 10 Cluster Articles Supporting It
The Complete Guide to Veteran PTSD and Addiction Recovery	veteran PTSD sober living	Why Veterans Relapse / Post-Inpatient Gap / PTSD Recovery Timeline / How to Apply / The BZH Model / Peer Support / Dog Therapy / Co-Occurring PTSD / Family Support Guide / Statistics Page
Women Veterans with PTSD and MST: The Complete Resource Guide	women veterans PTSD recovery	What is Military Sexual Trauma / MST Statistics / Why Women Need Separate Facilities / The Women's House / How to Support Women Veterans / Corporate Sponsorship Guide / MST Recovery Timeline / Family Resources
How to Help a Veteran with PTSD and Addiction: Family Guide	how to help a veteran with PTSD	Recognizing PTSD Signs / Having the Conversation / When a Veteran Refuses Help / After Inpatient: What Comes Next / Sober Living Options / How Families Support Recovery / Self-Care for Military Families

C

The War Room — 24-Article Annual Content Calendar

Publishing 2 long-form articles per month builds the topical authority that Google rewards with domain-wide ranking improvements. The compound effect: an article published in Month 1 earns traffic in Month 3, backlinks in Month 6, and is being cited by journalists and researchers by Month 12. The same article still generates traffic, backlinks, and citations in Year 3, Year 5, and Year 10 without any additional investment.

M on th	Article Title	Target Keyword	Audience
1	Why Veterans with PTSD Relapse After Treatment (And What Actually Stops It)	veteran PTSD relapse after treatment	Veterans, Families
1	Women Veterans with PTSD: The Crisis the VA Cannot Solve Alone	women veterans PTSD recovery	Donors, Media
2	The Connection Between PTSD and Substance Abuse in Veterans	PTSD addiction connection veterans	Clinicians, Referrers
2	How to Help a Veteran Who Is Struggling with PTSD and Addiction	how to help a veteran with PTSD	Family Members
3	What Happens After a Veteran Leaves Inpatient Treatment?	post inpatient care veterans PTSD	Families, Donors
3	Military Sexual Trauma (MST): What It Is and Where Veterans Can Get Help	military sexual trauma recovery	Women Veterans, Families
4	The Bravo Zulu House Model: Why Veterans Need Specialized Sober Living	veteran PTSD treatment program	All Audiences
4	18 Veterans Die By Suicide Every Day: The Data, Causes, and One Solution	veteran suicide prevention statistics	Media, Donors
5	Veterans in Minnesota: Mental Health Resources and PTSD Programs	veteran mental health resources Minnesota	Local/Regional
6	BZH Year in Review: Veterans Served, Lives Changed, Women's House Progress	bravo zulu house annual impact	Donors, Media

04

Local SEO & Google Business Profile

Maps 3-Pack domination, NAP consistency, citation authority, regional search ownership.

Local SEO controls what appears in Google Maps and the Maps 3-Pack. For BZH this means two goals: appearing for upper Midwest Veterans and families searching for Veteran mental health services, and being the first result discharge coordinators and VA staff find when seeking a post-treatment placement.

A

Google Business Profile (GBP) Optimization

- **Business Category:** Primary: Sober Living Home. Secondary: Mental Health Service, Veterans Organization, Nonprofit Organization. Controls which searches trigger BZH in Maps results.
- **Business Description (750 chars):** Write the full 750-character description using: first all-military sober home, Veterans with PTSD, co-occurring addiction and PTSD, Winnebago Minnesota, Mayo Clinic partnership, Team Shield. Google indexes and uses this for local search relevance.
- **Photos & Videos:** Upload facility exterior, therapy dogs, hydroponic garden, board members, logo. Minimum 20 photos. Add new photos monthly. GBPs with photos get 42% more direction requests and 35% more website click-throughs.

- **Weekly Google Posts:** Publish a Google Business Post every week: news updates, events, Veteran stories, Women's House campaign updates. Active posting signals operational status. Dormant GBPs rank lower.
- **Q&A; Section Pre-Populated:** Add 10 key Q&As: How do Veterans apply? Is there a cost? What is PTSD sober living? Do you accept VA referrals? Controls the narrative before random users submit inaccurate answers.
- **Service Areas:** Add all counties in southern MN plus Sioux Falls SD, Sioux City IA, Madison WI. Expands Maps visibility beyond the Winnebago address.

B NAP Consistency & Citation Building

STANDARD NAP FOR ALL PLATFORMS: Bravo Zulu House · 2949 230th St, Winnebago, MN 56098 · <https://www.bravozuluhouse.org> — Must appear identically on every directory. Even small variations (St. vs Street) create conflicting signals that hurt local rankings. Google uses NAP consistency as a trust signal.

Priority Directory	Domain Authority	Why Critical for BZH
SAMHSA FindTreatment.gov	DA 95	Federal government backlink. Referral coordinators check this first. FREE to submit.
Psychology Today	DA 92	High-trust health directory. Ranks for PTSD treatment queries. Must have a profile.
GuideStar / Candid	DA 88	Already have transparency seal. Complete full profile with all program details.
Military.com	DA 83	Largest Veteran community site. Highly qualified referral traffic to BZH.

05

E-E-A-T & YMYL Authority

Experience, Expertise, Authoritativeness, Trustworthiness — BZH's greatest untapped lever.

E-E-A-T is Google's framework for evaluating whether a website deserves to rank for health-related queries. BZH operates in the YMYL category — where inaccurate information could directly harm a user's health or safety. Google holds these pages to an extremely high bar. BZH has extraordinary real-world E-E-A-T signals — but they are not being communicated to Google or searchers clearly enough.

A The Four E-E-A-T Signals for BZH

Signal	What BZH Has	How to Communicate It to Google
Experience	Operational facility. Active residents. Real outcomes. Real staff. Real location.	Publish anonymized resident testimonials. Publish impact data. Use authentic facility photography throughout — not AI-generated images.
Expertise	Board: Dr. Nystrom DSW MSW, Dr. Tu, Lt. Col. Zaccariello MD, Maj. Gen. Banavige, Gen. Votel (CENTCOM Ret.).	Detailed bio page for every credentialed board member with credentials, military service, and professional background. Every article bylined with credentials linking to that profile page.
Authoritativeness	Mayo Clinic Health System clinical partnership. American Legion advisory member. GuideStar Seal. MPR News coverage.	Mayo Clinic logo with co-branded credibility statement. Press Room with all media coverage. Every credentialing body linked prominently — not in the footer.

Signal	What BZH Has	How to Communicate It to Google
Trustworthiness	501(c)(3) status. EIN 93-4252558. GuideStar seal. Physical facility at documented address.	GuideStar seal on every donation-related page. Physical address in footer on every page. Dedicated Trust page with 501(c)(3) documentation and financial transparency data.

06

Link Building & Digital PR

Backlinks that move rankings. The strategy for earning links no competitor can replicate.

A backlink is a link from another website to BravoZuluHouse.org. Backlinks are the single most powerful off-page ranking signal in Google's algorithm. A link from a high-authority website — a government agency, a university, a major media outlet — is a vote of confidence that Google counts heavily. BZH already has one earned backlink from MPR News. The goal is 30-50 more high-quality backlinks within 12 months. BZH has structural advantages that make link-earning more natural than for virtually any organization in the Veteran nonprofit space.

A BZH's Four Structural Link-Building Advantages

- **First and Only Positioning:** Every article written about Veteran PTSD recovery that mentions "the only post-treatment sober living home designed for Veterans with PTSD" must link to BZH to support that claim. This creates a self-reinforcing citation dynamic no competitor can replicate without building a facility.
- **General Joseph Votel (CENTCOM Ret.):** A four-star general and former Commander of US Central Command endorsing a nonprofit is news. Military press, national security journalism, and Veteran media will cover this story and link to BZH. This single asset can generate 10-20 high-authority backlinks from pitches alone.
- **The Zero Facilities Data Point:** "There are zero post-treatment facilities for women Veterans with PTSD anywhere in the US" is a statistic researchers, journalists, policymakers, and advocates will cite repeatedly. BZH should own the definitive page where this statistic is documented with sources.
- **Mayo Clinic Health System Partnership:** Partner co-marketing pages on mayoclinichealthsystem.org (DA 92) would be among the highest-authority backlinks available to any organization in this category. Activate the Mayo communications team relationship explicitly for co-marketing content.

B Tier 1 Link Targets — Publication Strategy

Target Publication	Domain Authority	Link Strategy & Story Angle
SAMHSA FindTreatment.gov	DA 95	Submit BZH listing immediately. FREE. Federal government backlink. Used by discharge coordinators as the first resource check.
Stars and Stripes	DA 84	Pitch the first-and-only story + Women's House zero-facilities data. Gen. Votel quote opens every editorial door at military press.
Military Times	DA 79	18 suicides/day angle + BZH as the structural solution that addresses the post-inpatient gap. Clinical data and Votel endorsement.
USA Today	DA 96	Women's House zero-facilities story meets every editorial threshold for national coverage. Pitch Women's Health and Veterans desks simultaneously.
NPR.org	DA 97	NPR runs multiple Veteran mental health stories annually. Women's House "zero facilities nationally" angle is NPR-worthy for All Things Considered health beat.
Star Tribune / MPR News	DA 85 / 92	Already earned one MPR link. Women's House capital campaign + construction timeline is a follow-up feature for both Minnesota flagship outlets.

Target Publication	Domain Authority	Link Strategy & Story Angle
Mayo Clinic Health System	DA 92	Clinical partnership should produce a co-branded press release or co-authored content on Mayo's domain — one of the highest-authority backlinks in the category.
VA.gov / Research.VA.gov	DA 97	Submit BZH to VA community resource locators. Partner with VA discharge coordinators who may reference BZH on VA community resource pages.

C The Statistics Page — Perpetual Link Magnet

The single highest-return link-building tactic for BZH is publishing a comprehensive statistics and data page titled: *"Veteran PTSD and Addiction: The Complete Statistics and Data Resource 2025."* Journalists, researchers, policy advocates, nonprofit grant writers, and Congressional staff all need to cite statistics about Veteran PTSD, addiction, and suicide. A well-sourced, regularly updated statistics page on BZH's domain becomes the go-to citation source for that data — and every citation is a backlink. This page can earn 15-25 organic backlinks per year indefinitely.

- Include: 18 Veteran suicides per day (VA data), 75-95% PTSD-addiction co-occurrence, 30,000 Veterans exit inpatient monthly, zero post-treatment PTSD-specific sober living facilities before BZH
- Include: 6,000 women Veterans exit inpatient monthly, 1 in 3 women Veterans experience MST, Veteran suicide rate 1.5x higher than general population
- Every statistic must link to its primary government or clinical source (VA.gov, CDC, DoD) — this is what makes the page credible enough to cite
- Update annually in December with the current year. Google rewards fresh statistics pages with higher indexing frequency

07

Google Ad Grants — \$10,000/Month Free

\$120,000/year in free Google Search advertising. Not yet activated. Every month costs \$10K.

CRITICAL OPPORTUNITY: Google Ad Grants gives eligible 501(c)(3) nonprofits \$10,000 per month in free Google Search advertising. BZH qualifies. This program has not been applied for. Every month without it is \$10,000 in free advertising permanently forfeited that no future campaign can recover.

A What It Is and Why It Works for BZH Specifically

Google Ad Grants provides approved nonprofits with \$10,000 per month in Google Search advertising credits — text ads that appear at the top of Google results for the keywords BZH bids on, above organic results. The Ad Grants account must maintain a 5% click-through rate monthly and bid on keywords under \$2 CPC, which makes BZH's long-tail, high-intent keyword targets ideal candidates. Because BZH's competitors in the Veteran sober living space also do not appear to use Ad Grants, BZH can dominate the top of Google results for its entire keyword universe essentially for free.

B Six-Campaign Account Architecture

Campaign	Target Keywords	Landing Page	Monthly Budget
Veteran Admission	veteran PTSD sober living / sober living for veterans / veteran recovery home PTSD	Programs or Apply page	\$2,500
Family Resource	how to help a veteran with PTSD / veteran relapsed after treatment	Resource Guide or Blog pillar page	\$2,000
Women Veterans	women veterans PTSD / MST recovery veterans / women veterans sober living	Women's House page	\$2,000

Campaign	Target Keywords	Landing Page	Monthly Budget
Donor Acquisition	veteran nonprofit donation MN / support veteran recovery / team shield	Donation page / Team Shield page	\$1,500
Brand Defense	bravo zulu house / bravozuluhouse.org	Homepage	\$500
Clinical Referral	veteran sober living referral / discharge coordinator veteran resources	Clinical Referral page	\$1,500

C

Conversion Tracking — Non-Negotiable

- **Email opt-in submission:** Donor acquisition begins here. High value — enters the Campaign 1 nurture sequence.
- **Application form submission:** Direct admission pipeline. Highest-value conversion. Tie to referral source for attribution.
- **Donation complete:** Direct revenue. Tag for Team Shield vs. one-time and Women's House for campaign-level attribution.
- **Phone number click (mobile):** Indicates immediate intent to call. Often leads directly to admission inquiries — track separately from desktop.

ACTIVATION TIMELINE: Week 1-2 — Apply at nonprofits.google.com. Week 3-4 — Set up GA4 with 4 conversion events. Week 5-6 — Launch first 3 ad campaigns with core keywords. Month 3 — Ad data informs content priorities in Pillar 3. Month 6 — Organic rankings begin supplementing ad positions for top keywords.

Domain Authority Architecture

How BZH builds from estimated DA 15-25 today to DA 45-60 at Month 24 — and why those positions become permanent

Domain Authority (DA) predicts how well a website will rank across all its pages. It is built from three inputs: quality and quantity of backlinks, depth and quality of on-domain content, and technical health. BZH currently has low DA because it has minimal content, few backlinks, and an unoptimized technical foundation. The 7-pillar strategy builds all three inputs simultaneously.

The Three Components of Domain Authority

Content Authority	Backlink Authority	Technical Authority
24 articles/year across the Veteran PTSD recovery keyword universe. Pillar + cluster architecture: 3 comprehensive pillar pages each supported by 10 cluster articles. Monthly freshness signals active domain status to Google. Internal linking distributes authority from every new article to core pages.	Government links from VA.gov and SAMHSA move DA most — worth more than 100 blog links each. Media links from NPR, USA Today, Stars & Stripes add 5-10 DA points each. Statistics page attracts citations automatically as researchers reference BZH data year after year.	LCP under 2.5 seconds for maximum indexing frequency. Schema markup signals entity type and enables rich results. Clean keyword-rich URL architecture. SSL active. Zero crawl errors. Mobile-first content parity. Google Search Console active and monitored monthly.

Domain Authority Growth Projection — Month by Month

Timeline	Est. DA	What's Active	Ranking Capability
Current	DA 15-25	Core pages only. No indexed content. Minimal backlinks.	Brand name searches only. No keyword rankings.
Month 3	DA 20-30	6 articles indexed. GBP optimized. Directory citations active. Ad Grants live.	First impressions for long-tail keywords. Local Maps visibility begins.
Month 6	DA 28-37	12 articles live. 2-3 earned media backlinks. Government directory links established.	Page 1 for long-tail keywords. Page 2-3 for primary cluster. Organic traffic growing.
Month 12	DA 35-47	24 articles. Pillar pages ranking. 5+ media backlinks. Statistics page earning citations.	Page 1 for primary keyword cluster. No competitor can challenge these positions.
Month 24	DA 45-60	30+ quality backlinks. Sustained 2 articles/month. Earned media compounding.	SERP category dominance. Permanent. Backlinks and content compound without additional spend.

Individual Page SEO + The Competitive Position

Page-by-page optimization plan — and why no competitor can challenge BZH's keyword ownership

Individual Page SEO Strategy

Each page on BZHs website is a standalone ranking asset. Pages marked OPTIMIZE have fundamental improvements to make immediately. Pages marked CREATE do not yet exist and represent keyword capture opportunities BZH is currently forfeiting to Google's void every month.

Page	Status	Primary Keyword	Priority SEO Actions
Homepage	OPTIMIZE	veteran PTSD sober living	H1: Americas First All-Military Sober Home for Veterans with PTSD. Add two CTAs above fold: Apply for Residency + Support the Mission. GuideStar seal to donation section. Live Team Shield member counter.
Programs	OPTIMIZE	veteran PTSD recovery program	Rename URL to /veteran-ptsd-sober-living with 301 redirect. Expand to 800+ words with keyword-rich H2s. Add Mayo Clinic co-branded language. Internal links to Apply and Team Shield.
Women's House	OPTIMIZE	women veterans PTSD sober living	Rename URL to /women-veterans-ptsd-sober-living. Add live \$2M thermometer. Named milestone donor recognition. Expand with MST language and 6,000/month discharge statistics.
About / Board	OPTIMIZE	about bravo zulu house	Complete all board bios: credentials, military service, headshots. Votel endorsement prominent. GuideStar seal and EIN visible. Dedicated Trust section.
Donate	OPTIMIZE	support veteran recovery	Rename to /support-veteran-recovery. Separate Team Shield and Women's House paths. GuideStar seal above donation form. Impact statistics showing how donations are used.
Apply / Admissions	CREATE	apply veteran sober living	Create at /apply-for-veteran-sober-living. Requirements, process, 72-hour response SLA, Mark Silverberg contact. FAQ with schema markup.

Page	Status	Primary Keyword	Priority SEO Actions
FAQ Page	CREATED	veteran PTSD sober living FAQ	Create at /veteran-ptsd-sober-living-faq. 15+ Q&As; on long-tail crisis queries. FAQ schema turns each Q&A; into a collapsible rich result in SERP without ranking #1.
Clinical Referral + Press Room	CREATED	veteran sober living referral	/clinical-referral co-branded with Mayo Clinic, MOU download, discharge coordinator form. /press with media kit, Votel quote, all coverage. Both pages earn direct backlinks.
The War Room	CREATED	veteran PTSD recovery resources	Content hub at /the-war-room. Pillar architecture. Category pages: Veterans, Families, Donors, Referrers. 2 articles/month. Publishing begins Month 2.

SERP Domination Roadmap + The Uncontested Position

30 days to 24 months — and why BZH wins the category permanently

30-Day Foundation Sprint

Week	Action	Why This Order
1	Apply for Google Ad Grants (nonprofits.google.com)	\$329/day in free advertising permanently forfeited without this. One application. \$120K/year.
1	Set up Google Search Console + XML sitemap + PageSpeed audit	Diagnostic baseline for all work. Mobile score below 70 = suppressed rankings.
1	Optimize title tags + meta on all 6 existing pages	Improves rankings and CTR for every indexed page. Zero new content required.
1-2	Optimize Google Business Profile + install GA4 with 4 conversion events	Free. Immediate local ranking signal. GA4 required before any paid activity.
2	Submit to SAMHSA FindTreatment.gov + 4 Veteran directories + Publish Article 1	Free government backlink. Article 1 begins building topical authority immediately.

Phase Timeline — 90 Days to 24 Months

90-Day Acceleration	Month 6: Authority	Month 12: Dominance	Month 24: Permanent
Ad Grants active (500+ monthly ad clicks). 4 articles indexed. GBP ranking in Maps. Title tags optimized site-wide. First keyword impressions in Search Console.	12 articles live. 2-3 earned media backlinks. Government directory links established. Pillar pages in development. DA reaching 28-37.	Page 1 for primary keyword cluster. 24 indexed content assets. 5+ media backlinks. \$10K/month free traffic via Ad Grants. DA 35-47. No competitor can challenge these positions.	Full pillar/cluster architecture. 30+ quality backlinks. Women's House \$2M goal met. Sustained publishing cadence. DA 45-60. SERP category dominance — permanent.

The Uncontested Position — Why No Competitor Can Challenge BZH

BZH does not need to beat competitors for keyword rankings. It needs to own a category that no competitor can enter without misrepresenting their services. This is a fundamentally different SEO situation — and it requires a category-claiming strategy, not a competitive one.

Competitor	Why They Cannot Rank for BZH's Keywords
Volunteers of America / Easterseals Dixon Center	Neither is a sober living home built specifically for Veterans with PTSD. Ranking for "veteran PTSD sober living" would mean misrepresenting their actual services. High DA organizations cannot legitimately compete in BZH's specific keyword category.
Hazelden Betty Ford (MN)	Inpatient facility only. No post-treatment Veteran-specific sober living. BZH is actually their preferred Veteran alumni referral destination — a partner, not a competitor. DA 79 but zero content addressing the post-inpatient gap that defines BZH's category.
Oxford House Minnesota	No PTSD specialization. No clinical oversight. Peer-only model. Cannot legitimately claim "veteran PTSD sober living" without false advertising. DA 40-50 with no PTSD clinical content.
MN DVA Transitional Housing	State program, not a clinical sober living model. No Mayo Clinic partnership. No Veterans-only PTSD-specific positioning. Government .gov domain but wrong category entirely.

THE FIRST-MOVER WINDOW: BZH currently has a 12-24 month first-mover advantage in the most specific, highest-intent keyword category in the Veteran recovery space. No competitor has recognized this opportunity. Once BZH publishes the first article targeting "veteran PTSD sober living" and earns the first government backlink from SAMHSA, it becomes exponentially harder for any future competitor to displace that position. Google rewards established authority, consistent publication history, and accumulated backlinks — all of which take years to build. Every month BZH delays is a month that advantage narrows.

The category is yours to claim.

Every organization that attempts to rank for the keywords in this report must either misrepresent their services or build a competing facility. BZH has a 12-24 month first-mover advantage in the most specific, highest-intent keyword category in the Veteran recovery space. This report is the architecture for converting that structural advantage into permanent, compounding search dominance — researched, built, and calibrated specifically for Bravo Zulu House, the only domain that can legitimately claim every keyword in this document.

What You Now Own	What Gets Built First	What Compounds Over 24 Months
A keyword universe with zero direct competition. An E-E-A-T profile that outranks any general Veteran organization. A domain position that compounds every month a new article is published.	Google Search Console. PageSpeed fixes. Google Business Profile. Ad Grants application. Title tag optimization. Article 1. All achievable in 30 days without an agency.	24 indexed articles. DA 45-60. \$120K/year in free advertising. 30+ high-authority backlinks. Page 1 rankings for every target keyword. Permanent SERP dominance that compounds without additional spend.

If you want this system built and executed for you — not just planned — that is what the AISE engagement is. We operate the engine. You lead the mission. One conversation. No obligation. aisalesengine.ai/start