



# How to build a team of AI assistants that understand your business and SEO strategy

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Autosem



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AI

**Is AI living up to expectations in the SEO industry?**



**1**

**Do something  
entrepreneurial**

**2**

**Have a truly  
positive impact**

A satellite view of Earth from space, showing the Americas and surrounding oceans. The text "World-altering technology" is overlaid in white, bold, sans-serif font.

# **World-altering technology**

**Code**

**AI Models**

**APIs**

**Databases**

**Design**



**Freelance  
Web Design &  
Marketing**

**Building AI  
Side Projects**





**My first time working  
with an SEO team**



**Envisioning an AI future**

**My life changed  
because of the  
results I saw**

# No.1

Maintained and continued to get new no. 1 rankings

# 500

Monthly blogs consistently delivered for clients

# 10 hours

Saved for team's SEO lead each week

# \$100k+

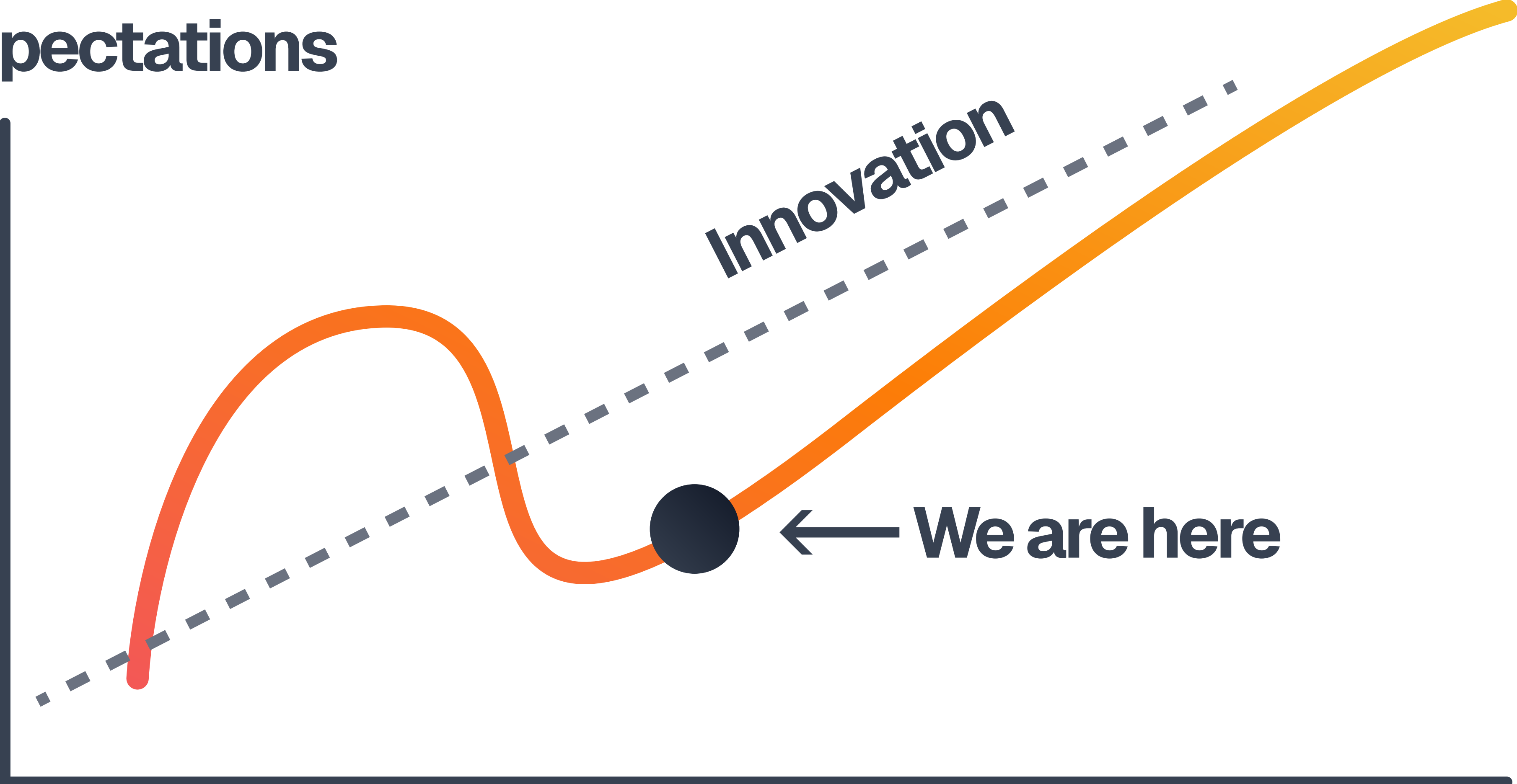
Annual saving across their SEO processes



Autosem

**Is AI living up to expectations in the SEO industry?**

**Expectations**



**Innovation**

**← We are here**

**Time**

11%



59%

**11% → 59%**

**Tasks exposed to AI  
now vs. with integrated AI**

**AI is the mother  
of all innovation**

**You are riding  
the AI wave or  
being dumped**



We are only using  
**a fraction of AI's  
potential in SEO**



# Current AI Approaches in SEO

**Narrow**

**Mostly  
Manual**

**Opaque**

**Rigid**

**Lacking  
Context**

**Low  
Quality**

# Future of AI in SEO

**Broad**

**Highly  
Automated**

**Transparent**

**Flexible**

**Highly  
Contextual**

**High  
Quality**

**Build AI  
assistants**

**Automation  
+ humans**



~~Agents~~  
Assistants

**Assistants enable us to improve  
AI capabilities and performance  
via multi-step prompting &  
custom tools**

# What is multi-step prompting?

## Single-step prompting

Please write a 1000-word blog post about X from start to finish?

## Multi-step prompting

1. Research the topic
2. Write a blog post outline
3. Write a first draft
4. Find relevant internal links
5. Revise the draft

# What are custom tools?

**Integrate with  
third-party  
services**

**Access  
external data**

**Interact with  
custom-built  
APIs**

**Run  
applications**

# How to build an AI assistant?

## Break-down task

- What's the outcome we're working towards?
- What inputs do we need?
- What are the variables?
- What decisions need to be made?

## Create workflow



## Add capabilities

- Reasoning
- Vision
- Voice
- Writing
- External data
- Applications
- Third-party services

AI

Custom tools

# best men's loafers



# Interview one of our experts on men's loafers

**ANTHROPIC**

LLM: Write interview questions for an external stylist re: men's loafers, trends, styling etc.

**VAPI**

AI Voice API: Call the external stylist and take them through the questions

**ANTHROPIC**

LLM: Take the call transcription and create a summary, highlight key points

# Identify relevant research from competitors

The Google logo is displayed in its characteristic multi-colored font (blue, red, yellow, green, blue) within a white rounded rectangular box.

**Search API:** Search competitor websites for content on men's loafers

The OpenAI logo, featuring a stylized knot icon and the text "OpenAI", is shown in white on a dark background within a white rounded rectangular box.

**LLM:** Identify the most relevant pieces of content to inform our article

The word "ANTHROPIC" is written in a bold, white, sans-serif font within a white rounded rectangular box.

**LLM:** Summarise the key points from the competitors articles



# Shortlist products from our database to feature

 OpenAI

LLM: Based on our research identify a number of product keywords to search for

 Database

Custom API: Search internal database of products for products relevant to the keywords

 OpenAI

LLM: Evaluate products an their relevance to our article based on our research

# Identify the best image for a product

 Custom Tool

**Custom Tool:** Place all the images of a product in a grid

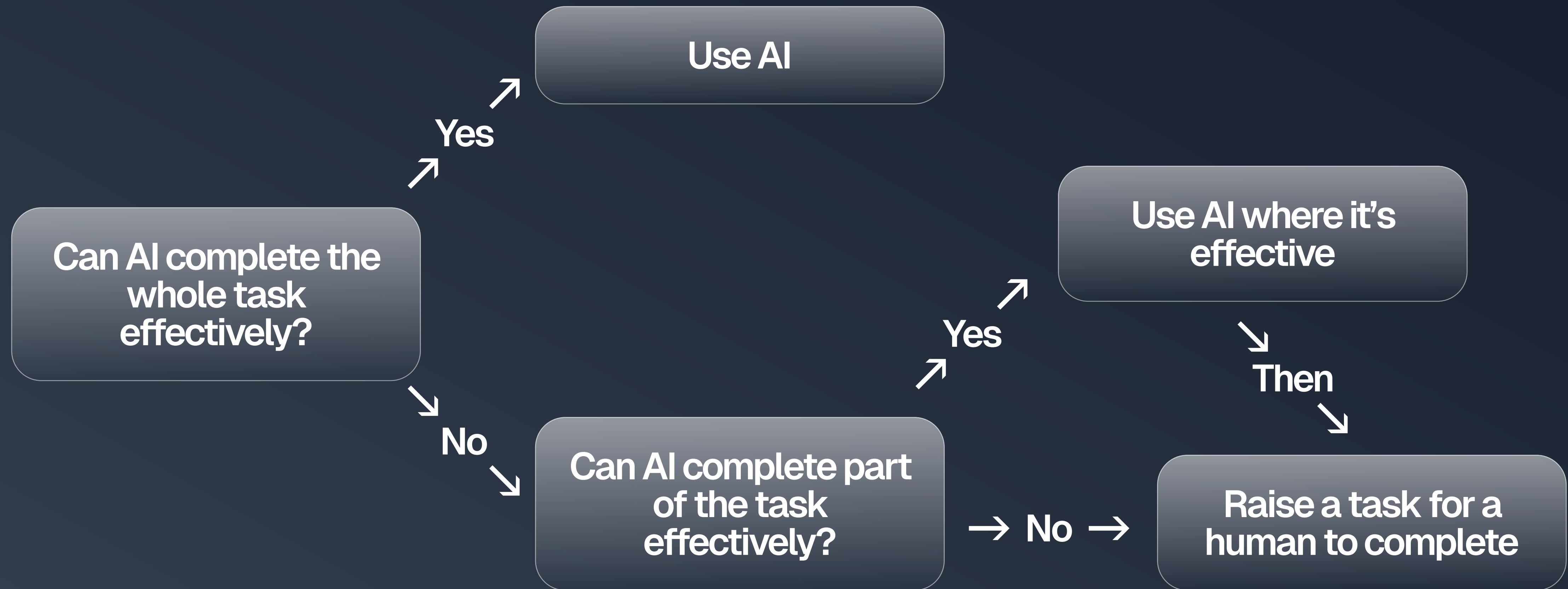
 OpenAI

**LLM (with vision):** Select an image which displays the whole product with a white background

 WORDPRESS

**CMS:** Upload the selected image to our chosen CMS and add it to the draft article

# Put a human-in-the-loop



**How can  
~~AI help us?~~  
we help AI?**



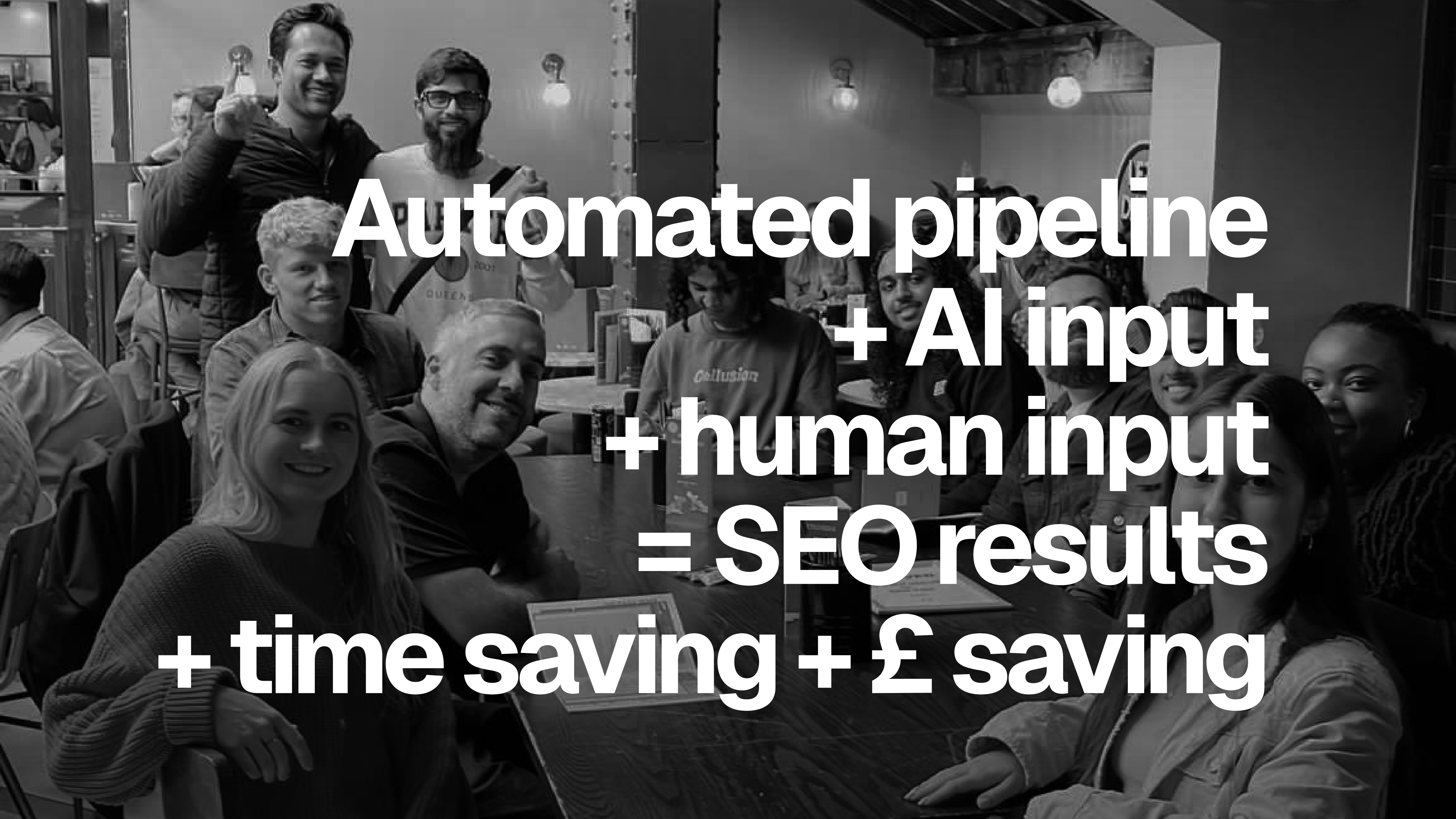
**Don't let your  
assistants  
work alone**











**Automated pipeline  
+ AI input  
+ human input  
= SEO results  
+ time saving + £ saving**

# How to assemble an AI team

1

Put solid  
foundations  
in place

2

Start with a  
small, high  
ROI process

3

Research,  
test & iterate  
diligently

# Put solid foundations in place

Low/No Code

 Airtable

 Drive

 mongoDB.

 PostgreSQL

Assistants

 zapier

 make



 JS

Automation  
Pipelines

 Retool

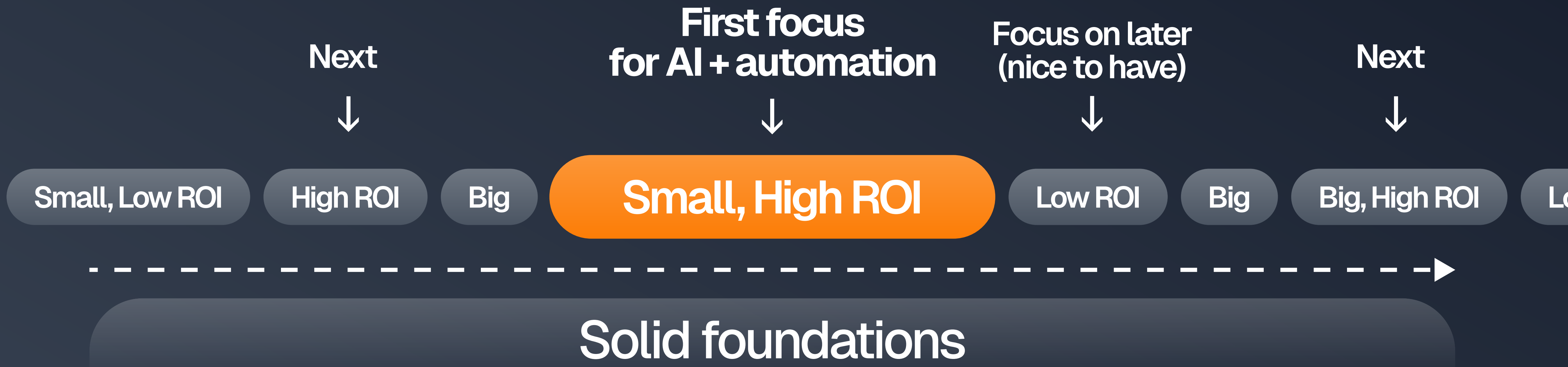
 pipedream

 inngest

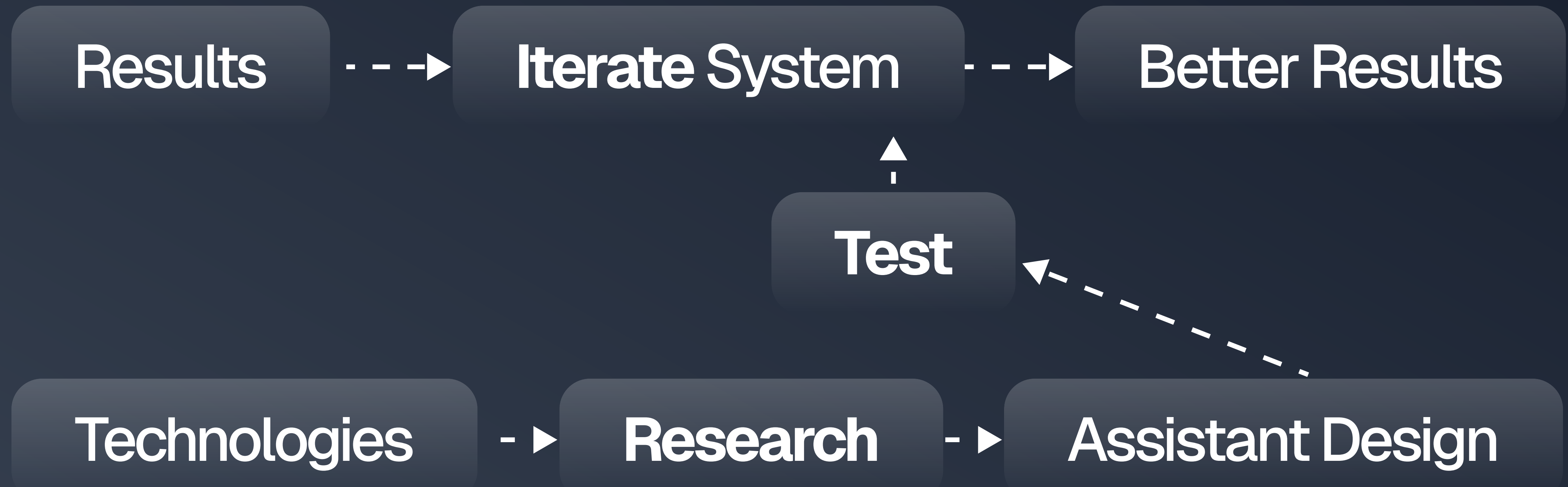
 Windmill

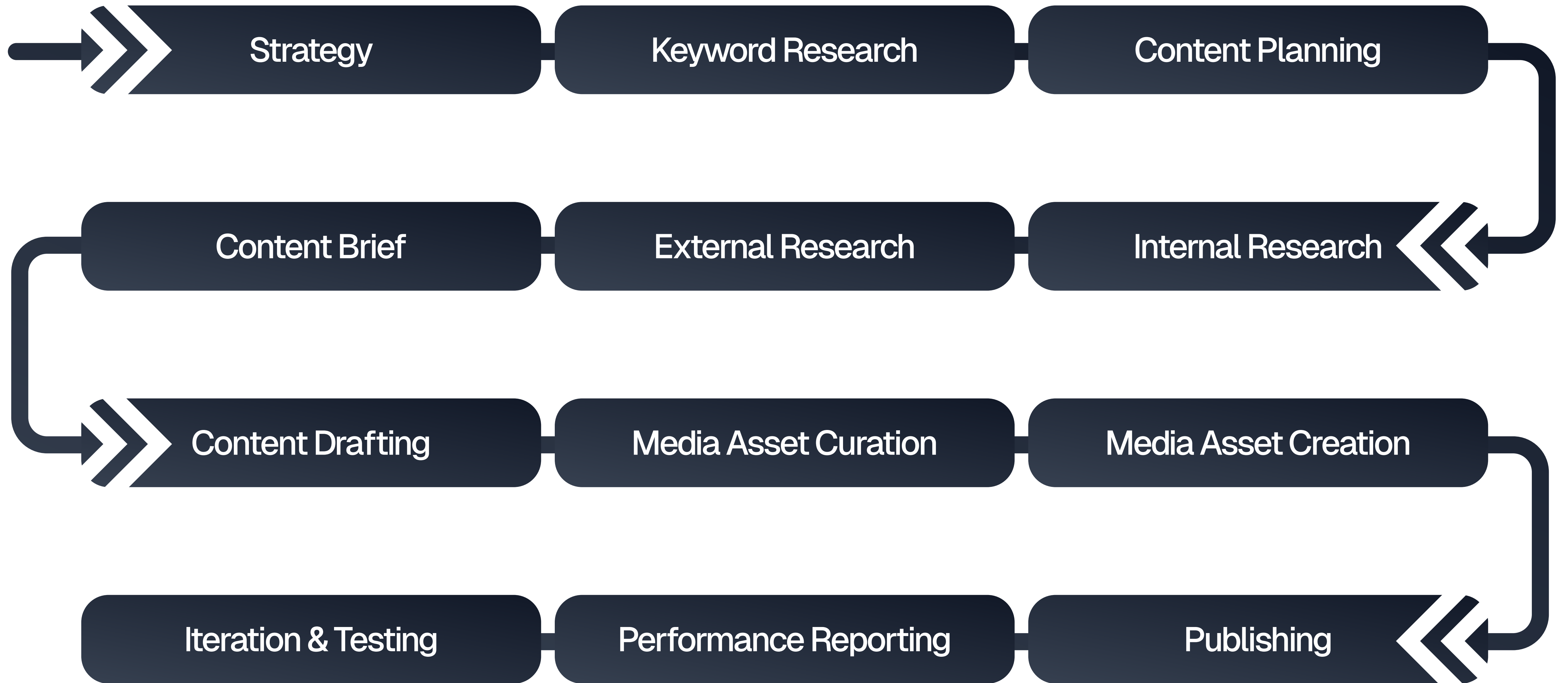
Code

# Start with a process that's small but high ROI if automated



# Research, test & iterate





**SEO teams  
should no longer  
be bottlenecked  
by headcount**

# Let's push AI boundaries

Come to the Autosem stand (M1) and say hello!



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- This deck
- AI SEO tool reviews
- AI assistant tutorials
- AI & automation assessment

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# Are you riding the AI wave or being dumped?

