



Human-Led, AI-Powered: Content AI Automations

Agenda

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Who We Are

Meet the team



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Data Collection + Toolstack

Build Internal Knowledge Hub

1. Main Business/Product Use Cases

2. ICP Profiles, Audience Research, Client Interview

3. Main Business Topics [covering full funnel]

4. Fresh Crawl Data [+entity analysis]

5. Organic Performance Data [GA4, GSC, SemRush]

6. Regularly Updated Competitor List

7. Brand Guidelines [design, branding, tone of voice]

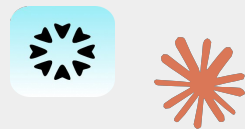
8. Sales Decks, Transcripts + Success Stories

Having all this data in one environment [through MCP connection or workspace integrations] will help you execute automations or AI-assisted task much faster and with higher quality.

Tool Stack



← Performance data and organic queries



← AI Workspace where we build knowledge bases and project parameters



← Business organica data — from keywords, trough trends



← Audience research, ICP research



← Crawling, custom extraction, n-grams



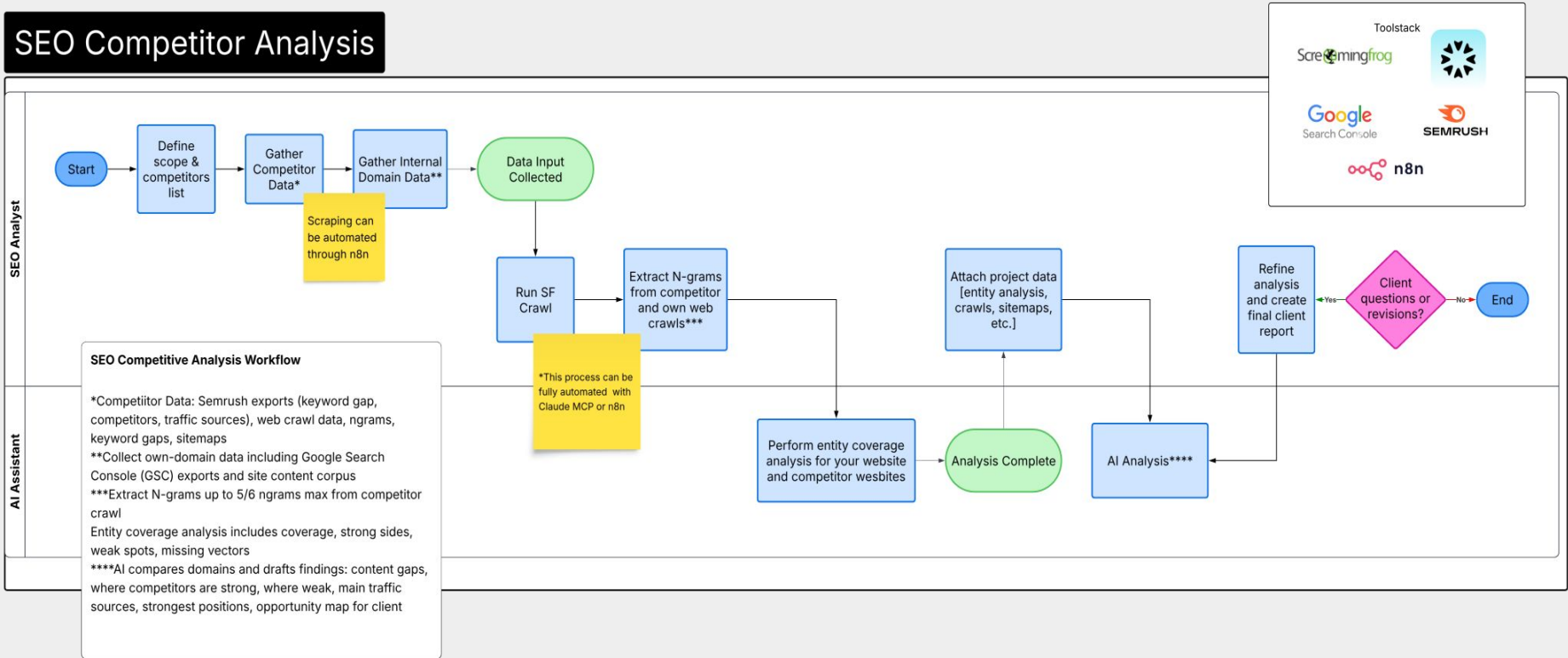
← Automation; scraping tools



Competitor Research

Competitor Research

SEO Competitor Analysis



Competitor Research Sample Output

Client.com — SEO Competitive Overview

Source: SEO Scout (May 2026) | Client Entity Analysis | Sitemap review | Agency

Domain	Total Ranking Keywords	Est. Monthly Traffic	Traffic Value (\$/mo)	Pos 1–3	Pos 4–10	Pos 11–20	Pos 21–50	Organic Footprint	Assessment
client.com	66	204	\$1,031	6	11	15	27	Very Small	Niche / Brand-only
competitor-c.com	35	451	\$2,033	5	4	3	11	Very Small	Even thinner than Client
competitor-b.com	1,642	13,276	\$168,290	119	359	305	510	Medium	Strongest organic presence
competitor-a.com	11,525	49,440	\$254,857	540	1397	2413	4867	Large	Dominant – broad B2C focus

What the Numbers Tell Us

- Client organic footprint is tiny**

66 ranking keywords, ~204 monthly visits. Almost all traffic is brand/navigational — people who already know Client.
- Competitor A dominates the category**

11,525 keywords, 49K+ monthly visits. Broad B2C content strategy (crime statistics, home security, general surveillance) amplifies reach beyond core.
- Comp-B is the nearest B2B peer**

1,642 keywords, 13K+ visits. can follow.
- Competitor C is even weaker than Client**

35 keywords, 451 visits. Low
- Client's gap is content depth, not quality**

Entity coverage for core platf

Competitor Keyword Landscape

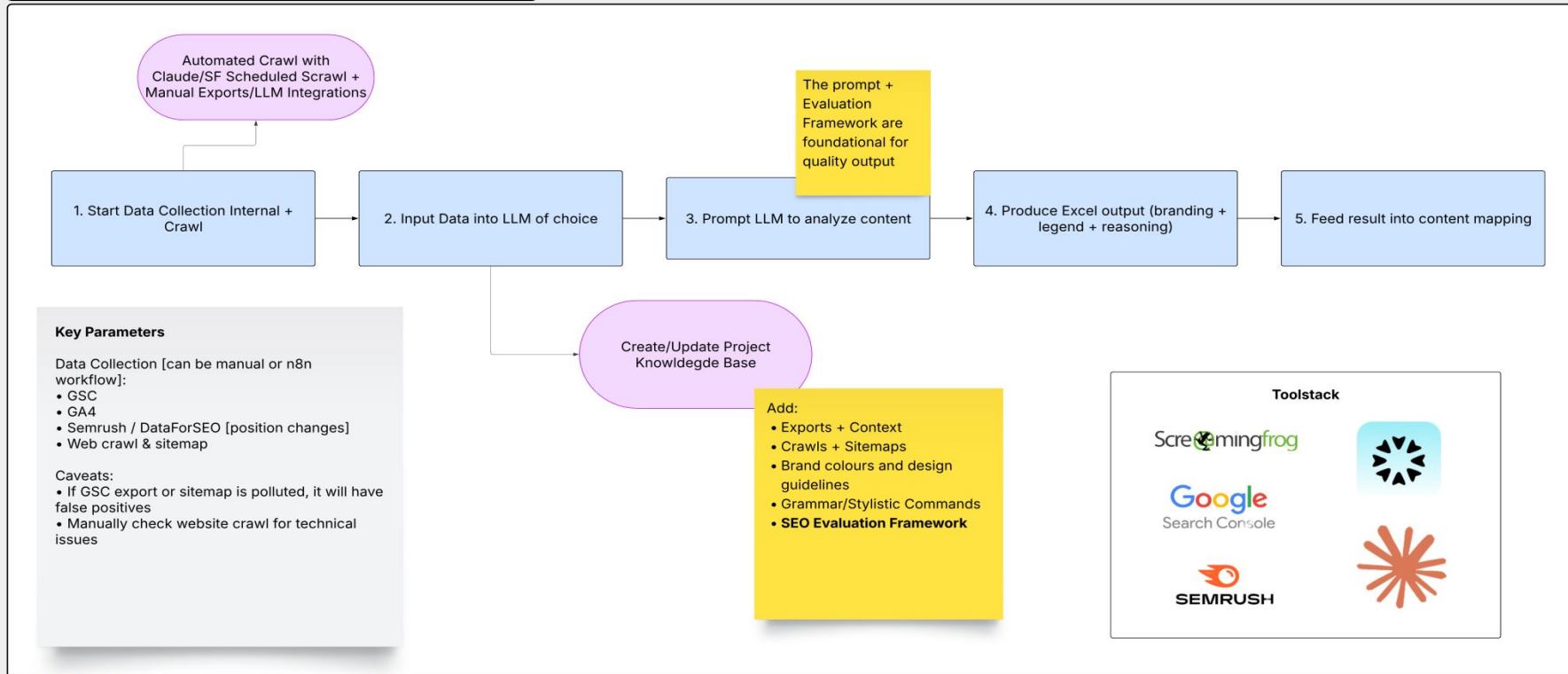
Top-ranked keywords for Competitor A, Comp-B, and Competitor C | US | May 2026

Domain	Keyword	Position	Search Volume	KD	Category	Client Gap?
competitor-a.com	house surveillance cameras	9	74,000	47	B2C – home security	Partial – Client is B2B focus
competitor-a.com	security cameras video surveillance	15	135,000	41	B2C – general surveillance	No – Client B2B only
competitor-a.com	closed circuit television	17	49,500	14	B2C – general surveillance	No
competitor-a.com	most dangerous cities in us	35	74,000	30	Top-funnel awareness	No – irrelevant to Client
competitor-a.com	home alarms adt	87	60,500	22	B2C competitor brand	No
competitor-a.com	cctv	48	49,500	49	B2C – general	No
competitor-a.com	live guard services	8	880	35	Virtual guard – niche	YES – Client competes here
competitor-a.com	video guard service	5	170	28	Virtual guard	YES – target this
competitor-a.com	remote video monitoring	12	320	12	Core category	YES – HIGH PRIORITY
competitor-a.com	video surveillance monitoring	18	2,900	36	Core category	YES – medium priority
competitor-b.com	competitor b	1	2,900	20	Brand	No
competitor-b.com	competitor b	1	2,900	17	Brand	No
competitor-b.com	live view	2	3,600	70	Branded generic	No – high KD

Content Audit

Content Audit

Content Audit [AI/Agentic Workspace]



Content Audit Sample Output [AI Workspace]

Content Audit — Legend & Methodology

Data sources: Google Search Console (Nov 2024–May 2026 live data), Semrush Organic Positions (Apr–May 2026), Google Analytics 4 (client-GA4, Nov 2024–Apr 2025). Sitemaps: client.com/post-sitemap.xml, page

Recommendation Definitions

KEEP	Page is performing well or serves a necessary function. No immediate action required. May still benefit from minor updates.
UPDATE	Page has the right topic but needs content refresh, meta tag improvement, keyword optimisation, schema markup, or internal linking to improve performance.
CONSOLIDATE	Two or more pages cover the same topic, creating keyword cannibalization or diluted link equity. Merge content into one canonical URL and 301-redirect the others.
REMOVE	Page has no SEO value, is a test/staging page, or is actively harmful. Unpublish and apply a 404 or 301-redirect to the most relevant page.
SECURITY ISSUE	Subdomain or URL appearing in GSC that contains spam, hacked content, or unrelated material. Requires immediate technical investigation and deindexing.
MONITOR	Page has minimal current impact but warrants periodic review. May become more relevant or need action in future.

Priority Definitions

Critical	Immediate action required. Security risk, staging pages indexed, or significant technical issue.
High	Action within 2–4 weeks. Pages with high impressions but low CTR, or significant consolidation opportunities.
Medium	Action within 1–2 months. Moderate improvements that will compound over time.
Low	Action within quarter. Minor improvements or pages requiring light-touch maintenance.

Topic / Group	Action	Current URLs (to redirect)	Suggested Canonical URL	Combined Impressions
Virtual Guards	CONSOLIDATE	https://client.com/use-case-studies/virtual-guards-how-proactive-visual-security-overcomes-limitations-of-traditional-on-site-guards/ https://client.com/use-case-studies/virtual-guards-proactive-visual-security-for-remote-24-7-support/	https://client.com/use-case-studies/virtual-guards-proactive-visual-security/	1162
Video Verification / False Alarms	CONSOLIDATE	https://client.com/video-verification-stay-ahead-of-false-alarms/ https://client.com/video-verification-stay-ahead-of-false-alarm-ordinances/	https://client.com/video-verification-stay-ahead-of-false-alarm-ordinances/	1170
Selecting the Right Video Monitoring Service	CONSOLIDATE	https://client.com/selecting-the-right-video-monitoring-service-for-your-customers/ https://client.com/selecting-the-right-video-monitoring-service/ https://client.com/choosing-choosing-the-right-video-monitoring-service/	https://client.com/choosing-the-right-video-monitoring-service/	1155
Proactive Exterior Video Security	CONSOLIDATE	https://client.com/proactive-exterior-video-security-for-your-business/ https://client.com/proactive-exterior-video-security-with-client/ https://client.com/protect-your-business-with-proactive-exterior-video-security/	https://client.com/proactive-exterior-video-security/	450
Platform / Solution Overview	CONSOLIDATE	https://client.com/client-proactive-visual-security-solution-overview/ https://client.com/the-client-proactive-visual-security-solution-overview/ https://client.com/client-proactive-visual-security/	https://client.com/client-proactive-visual-security-solution-overview/	539

Content Audit Sample Output [n8n automation]

Content Audit Report

Generated on:

Executive Summary

This report provides a comprehensive analysis of content issues found on . We've identified 1037 issues across 351 pages that need attention to improve SEO performance and user experience.

Pages Analyzed

351

Total Issues

1037

Health Score

90%

Key Recommendations

- Expand thin content pages to improve topical depth and authority **high**
- Fix H1 tag issues to improve on-page SEO and content hierarchy **high**
- Optimize underperforming pages to improve search visibility **high**
- Fix canonicalization issues to consolidate ranking signals **high**
- Update internal links to point directly to final URLs instead of through redirects **medium**

Missing Descriptions (12)

URL	Recommendation
https://v/category/business-solutions/	Add a unique meta description 70-155 characters long.
https://v/category/company-announcements/	Add a unique meta description 70-155 characters long.
https://v/category/features-and-services/	Add a unique meta description 70-155 characters long.
https://v/category/industry-news/	Add a unique meta description 70-155 characters long.
https://v/category/patient-engagement/	Add a unique meta description 70-155 characters long.
https://v/category/popular/	Add a unique meta description 70-155 characters long.

Duplicate Titles (10)

URL	Title	Recommendation
http://i.com/category/hipaa-comp...	HIPAA Compliant Email -	Differentiate this title to avoid keyword cannibalisation.
http://i.com/category/hipaa-comp...	HIPAA Compliant Hosting -	Differentiate this title to avoid keyword cannibalisation.
http://i.com/hipaa-compliant-email/	HIPAA Compliant Email -	Differentiate this title to avoid keyword cannibalisation.
http://i.com/hipaa-compliant-host...	HIPAA Compliant Hosting -	Differentiate this title to avoid keyword cannibalisation.
http://i.com/is-godaddy-hipaa-co...	Is GoDaddy HIPAA Compliant? -	Differentiate this title to avoid keyword cannibalisation.
http://i.com/is-godaddy-hipaa-co...	Is GoDaddy HIPAA Compliant? -	Differentiate this title to avoid keyword cannibalisation.
http://i.com/secure-marketing/	Secure Email Marketing -	Differentiate this title to avoid keyword cannibalisation.

Outdated Meta Years (10)

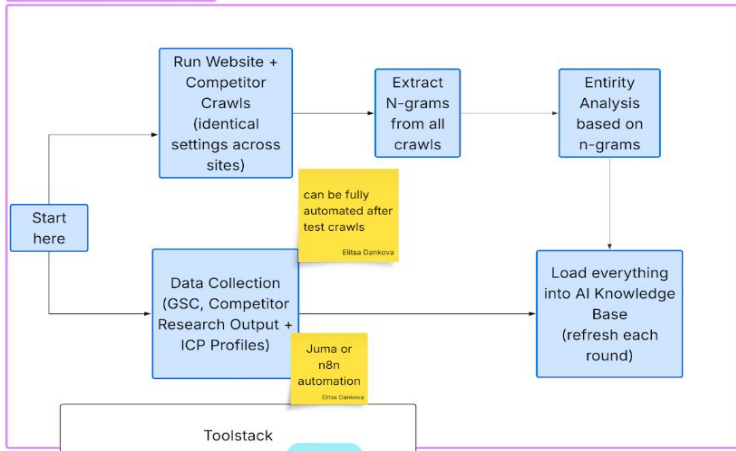
URL	Field	Years	Original Text	Recommendation
https://v/company/legal/b...	description	2022	Last Updated September 16th, 2022.	Meta description contains old year → 2022. Update to 2026 or remove dates.
https://v/company/legal/sla/	description	2022	SLA Version 2022.01.19 (Download a PDF of this Document)	Meta description contains old year → 2022. Update to 2026 or remove dates.
https://v/company/legal/...	description	2012	Version 2012.10.16 This is a copy of the agreement that is presented to any customer when they authorize LuxSci Technical Support to connect to their computer	Meta description contains old year → 2012. Update to 2026 or remove dates.

Content Mapping and Planning

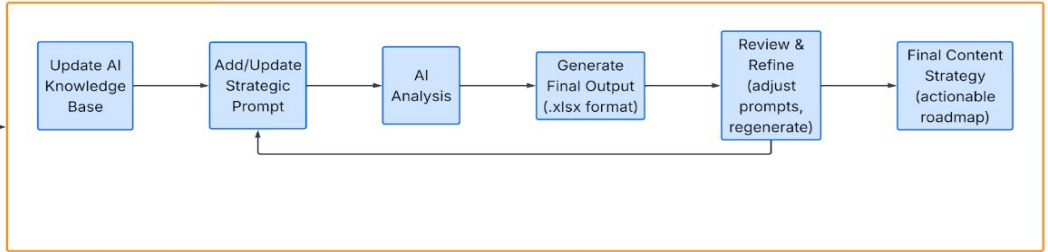
Content Mapping Workflow

Content Mapping & Planning – Visual Flow

DATA COLLECTION PHASE

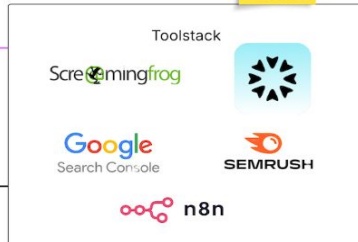


ANALYSIS-ROUND PHASE



Key Parameters

- At least 3 competitors [crawl + sitemaps]
- Same Crawl Configuration [best to save are reuse] - can automate crawl after first round to ensure crawl success
- Up to 5/6-ngrams
- ICP Profiles are extremely important for quality output and high relevance
- Sparktoro can help with ICP profile and additional data layers
- GSC connector or HTTP Request node for GSC API in n8n - GSC Export of Performance Data 12 months back
- Competitor Research Output Export
- Output Parameters: Sheet 1: Content Gaps; Sheet 2: 30 New Ideas (clustered)
- Semantic SEO Framework [Knowledge Base]



Content Plan Sample Output

Topical Map: Legend & Column Guide

TIER COLOR CODES (on Topical Map tabs)

Tier 1 – Cornerstone / Pillar	Dark navy header row. The topical centroid — defines the cluster's semantic space. One per cluster.
Tier 2 – Supporting Topic	Medium blue row. Covers key attributes of the Tier 1 entity. 3–5 per cluster.
Tier 3 – Granular / Long-tail	Light blue row. Predicate-noun combinations, comparisons, how-tos.

SEO OPPORTUNITY DEFINITIONS

Easy Win	Low KD (0-20), existing ranking or strong relevance, quick optimisation or new focused page. 0-90 days.
Sustained Effort	Moderate-high KD (20-50), requires new content + authority building + internal linking. 3-9 months.
Strategic Opportunity	High KD (50+) or brand-new semantic territory. Long-term topical authority play. 9-18 months.

CP DEFINITIONS

ICP-1: National Retail Accounts	Corporate Loss Prevention, Asset Protection, Retail Security Leadership at multi-location chains
ICP-2: Enterprise Safety/Operations	Corporate Operations, Safety, Risk, and HR Leadership managing distributed workforces
ICP-3: Critical Infrastructure / EHS	Operations, EHS, Facilities, Security Leadership in regulated / high-consequence industries
ICP-4: Equipment/Fleet Operators	Operations, Fleet, Asset Protection, Regional Leadership managing exterior assets & yards
ICP-5: Security Dealers/Integrators	Security dealers and integrators evaluating Client as a platform to add to their portfolio

T2 – Employee & Lone Worker Safety — Topical Cluster

ICP: Corporate Operations, Safety, Risk, and HR Leadership at distributed enterprises. Pain: Managing safety across multi-location workplaces, lone worker liability, OSHA compliance, incident documentation. Client solution: virtual guard monitoring

#	Tier	Suggested URL	Page Title / H1	Topic Description	Target Keyword
1	1	/proactive-video-security-employee-safety/	Proactive Video Security for Employee Safety: Real-Time Monitoring for High-Risk Workplaces	Cornerstone pillar for the employee safety & lone worker vertical. Covers: how proactive video monitoring protects employees in real time, virtual guard use case, audio talk-down for live intervention, incident documentation for liability, multi-site deployment for distributed workforces	employee safety video monitoring
2	2	/virtual-security-guard-service/	Virtual Security Guards: How AI-Powered Remote Monitoring Replaces On-Site Guards	Covers: what is a virtual security guard, how virtual guard service works (AI detection → monitoring center review → audio intervention → dispatch), cost comparison with on-site guards, 24/7 coverage model, Client virtual guard case studies.	virtual security guard service
3	2	/lone-worker-safety-monitoring/	Lone Worker Safety Monitoring: Video Surveillance Solutions for Isolated Employees	Covers: what is a lone worker, legal requirements and OSHA guidelines for lone worker safety, video monitoring as a lone worker safety solution, automatic check-in systems, incident response protocol, industries affected (utilities, healthcare, retail night shifts)	lone worker safety monitoring
4	2	/workplace-video-monitoring-compliance/	Workplace Video Surveillance for OSHA Compliance: What Employers Need to Know	Covers OSHA general duty clause and video surveillance, workplace safety documentation requirements, how proactive monitoring satisfies compliance obligations, incident report generation from video evidence, state-specific lone worker laws.	workplace video surveillance compliance
5	2	/two-way-audio-security-talk-down/	Two-Way Audio Security: How Live Talk-Down Deters Crime and Protects Employees	Covers: what is two-way audio in security systems, how live verbal deterrence works, audio challenge workflow (detection → monitoring center review → live intervention), effectiveness vs. silent alarm response, use cases: retail, workplace, lone worker environments.	two-way audio security system
6	2	/remote-video-monitoring-service/	Remote Video Monitoring Service: 24/7 Professional Surveillance for Multi-Location Businesses	Covers: what is remote video monitoring, how it differs from self-monitoring, Client's monitoring center partner model, response times, alarm verification workflow, service plan tiers, cost per site.	remote video monitoring service
7	3	/employee-theft-prevention-video-surveillance/	Employee Theft Prevention: How Proactive Video Monitoring Protects Businesses from Internal Loss	Covers: scale of employee theft (statistics), how traditional CCTV fails at deterrence, proactive monitoring as a deterrence and detection tool, incident documentation for HR/legal, case study evidence.	employee theft prevention cameras
8	3	/liability-protection-security-cameras/	How Video Surveillance Reduces Business Liability: Incident Evidence & Documentation	Covers: legal liability exposure from workplace incidents, how video evidence protects businesses in claims, regulatory audit documentation, Client video vault for evidence retention, HIPAA/general data handling.	security camera liability protection
9	3	/virtual-guard-vs-security-guard-cost/	Virtual Guard vs. Security Guard: Cost Comparison and Coverage Analysis	Covers: cost breakdown of on-site security guards (salary, benefits, turnover, scheduling) vs. virtual guard monitoring service, coverage comparison (single-point vs. multi-camera), response capability	virtual guard vs security guard

Semantic Internal Linking Map (Contextual Bridges)

Per Koray Tugberk GÜBÜR's Semantic SEO Framework: every internal link must be justified by a contextual bridge — a shared semantic frame between source and target pages. Anchor/PT links to establish first.

#	Source Page (FROM)	Target Page (TO)	Recommended Anchor Text	Semantic Bridge / Shared Frame
1	/for-enterprise-security-leaders/	T1: /proactive-video-security-for-retail/	proactive video security for retail operations	Enterprise security — vertical retail application of the same platform
2	/for-enterprise-security-leaders/	T2: /proactive-video-security-employee-safety/	employee safety and lone worker monitoring	Enterprise security — workforce protection application
3	/for-enterprise-security-leaders/	T3: /proactive-security-critical-infrastructure/	critical infrastructure and facility security	Enterprise security — regulated facility application
4	/for-enterprise-security-leaders/	T4: /proactive-security-equipment-yards-exterior-assets/	equipment yard and exterior asset protection	Enterprise security — outdoor perimeter application
5	T1: /proactive-video-security-for-retail/	T2: /two-way-audio-security-talk-down/	live audio deterrence for retail employees	Retail security — deterrence technology → employee safety crossover
6	T2: /virtual-security-guard-service/	T1: /proactive-video-security-for-retail/	virtual guard monitoring for retail locations	Virtual guard service → application in retail context
7	T3: /perimeter-security-ai-detection/	T4: /proactive-security-equipment-yards-exterior-assets/	AI perimeter detection for equipment yards	Perimeter security technology → equipment yard application

Apendix

Logics



Agent Logic

- 1 Model**
Claude, ChatGPT, Juma

- 2 Tools**
Integrations with GSC, GA4

- 3 Knowledge & Memory**
Attached files and extracted data

- 4 Output Capabilities**
Excel files, PDFs, PPT

- 5 Guardrails**
Data privacy, access limitations, formatting guidelines

- 6 Orchestration**
Systems to instruct, deploy, monitor, and coordinate the system elements



Task Logic

- 1 Task**
What you want to achieve, in what format, potential structure of the desired result

- 2 Context**
Relevant information: ICPs, competitors, sitemaps, data points

- 3 Resources**
Examples of the output, key metrics

- 4 Evaluate**
Run and examine the output

- 5 Iterate**
Tweak each of the previous steps to achieve the desired result

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Thank you for you time!

[Get in touch!](#)