brightonSEO. San Diego

Crafting your authority engine: E-E-A-T & machine-readable SEO for AI

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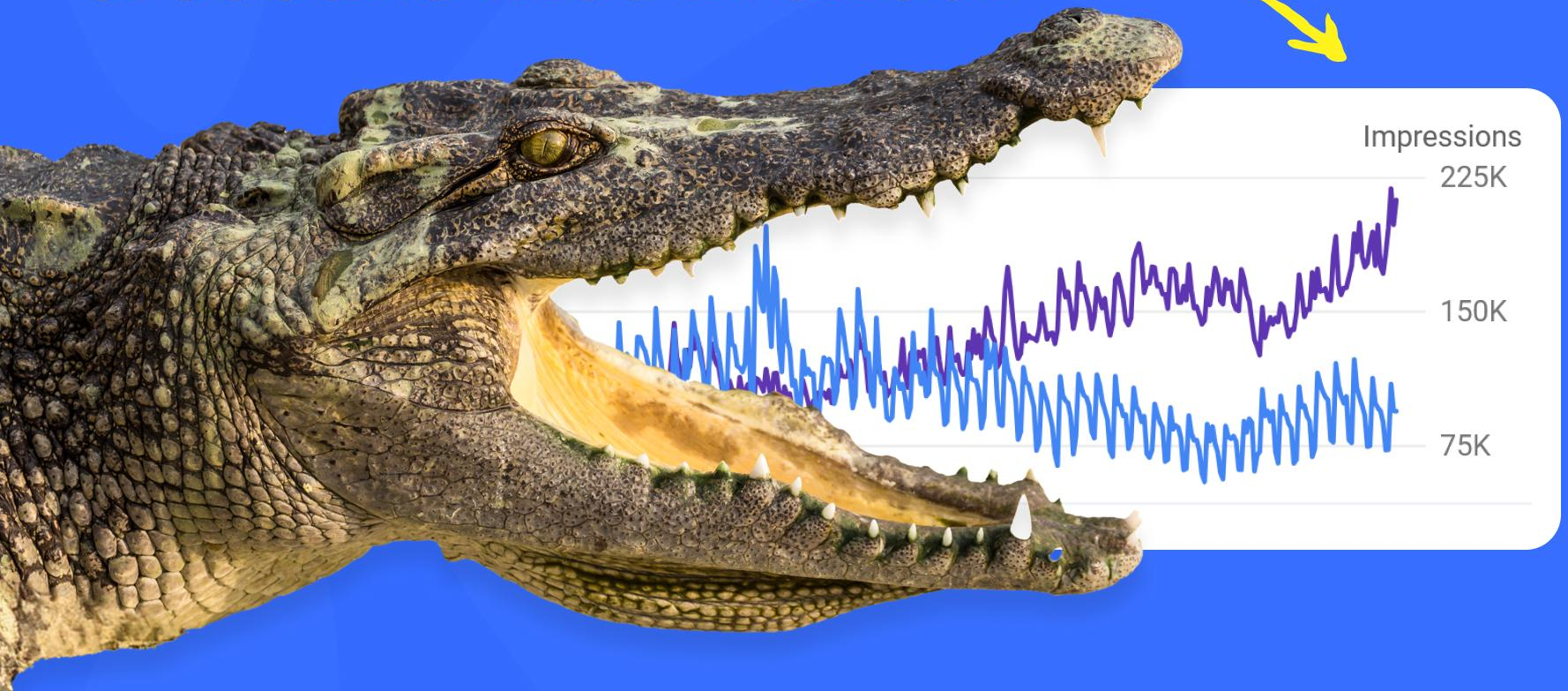
The dreaded crocodile mouth effect



SEO

is not dead yet

The Great Decoupling of Search

58%

of searches now
end without a click

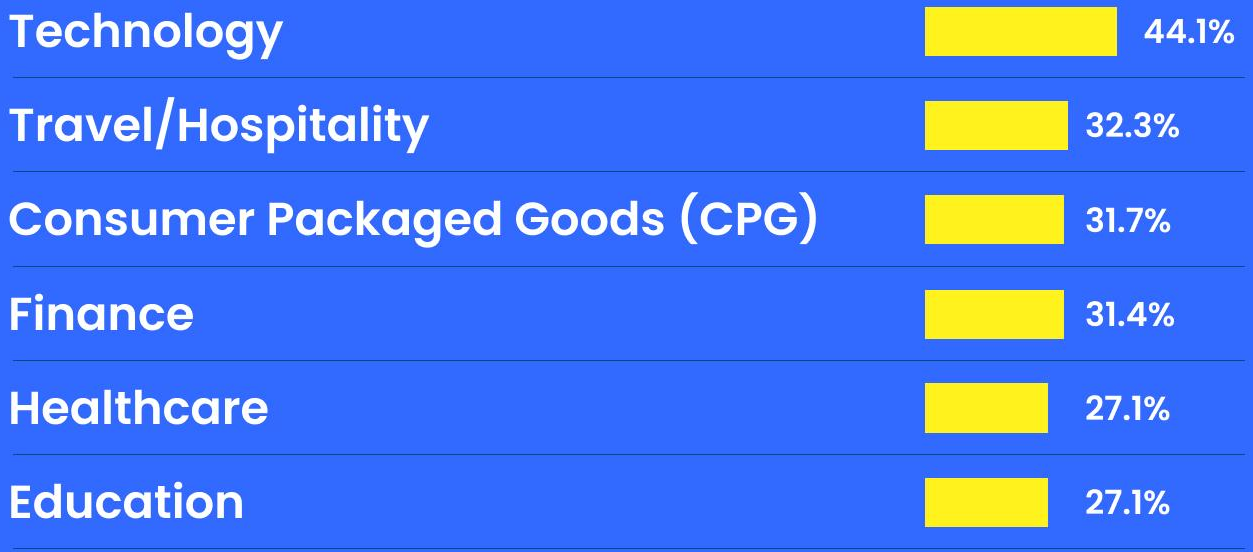
~26%
of users end session
after seeing AI summary

83%

of users see value in AI-powered answers

Real industries are already feeling the bite

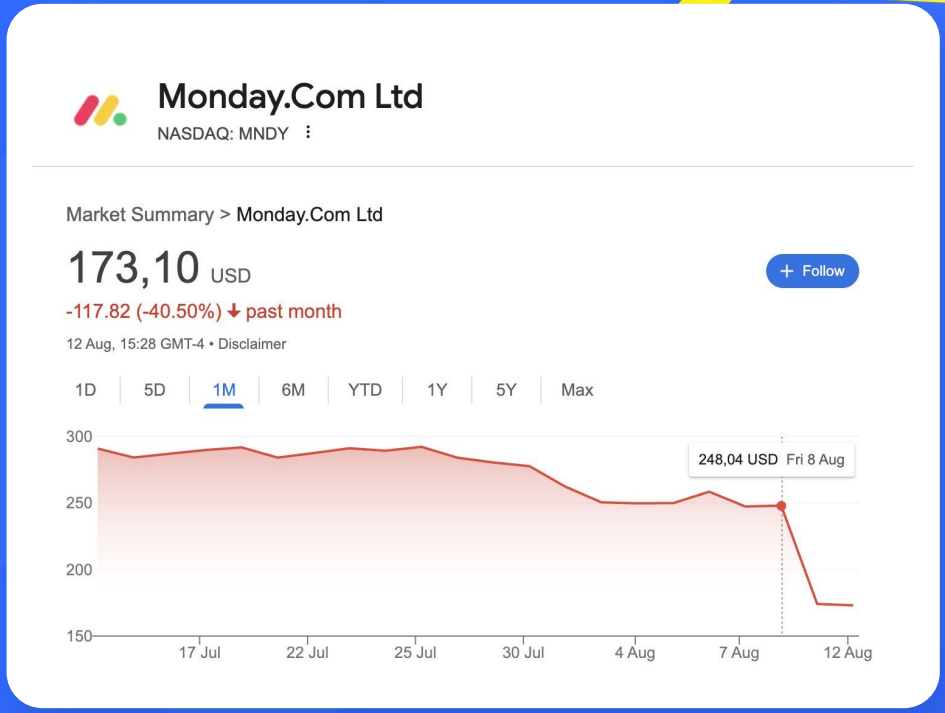
Changes in organic traffic since the AI Overview launch?

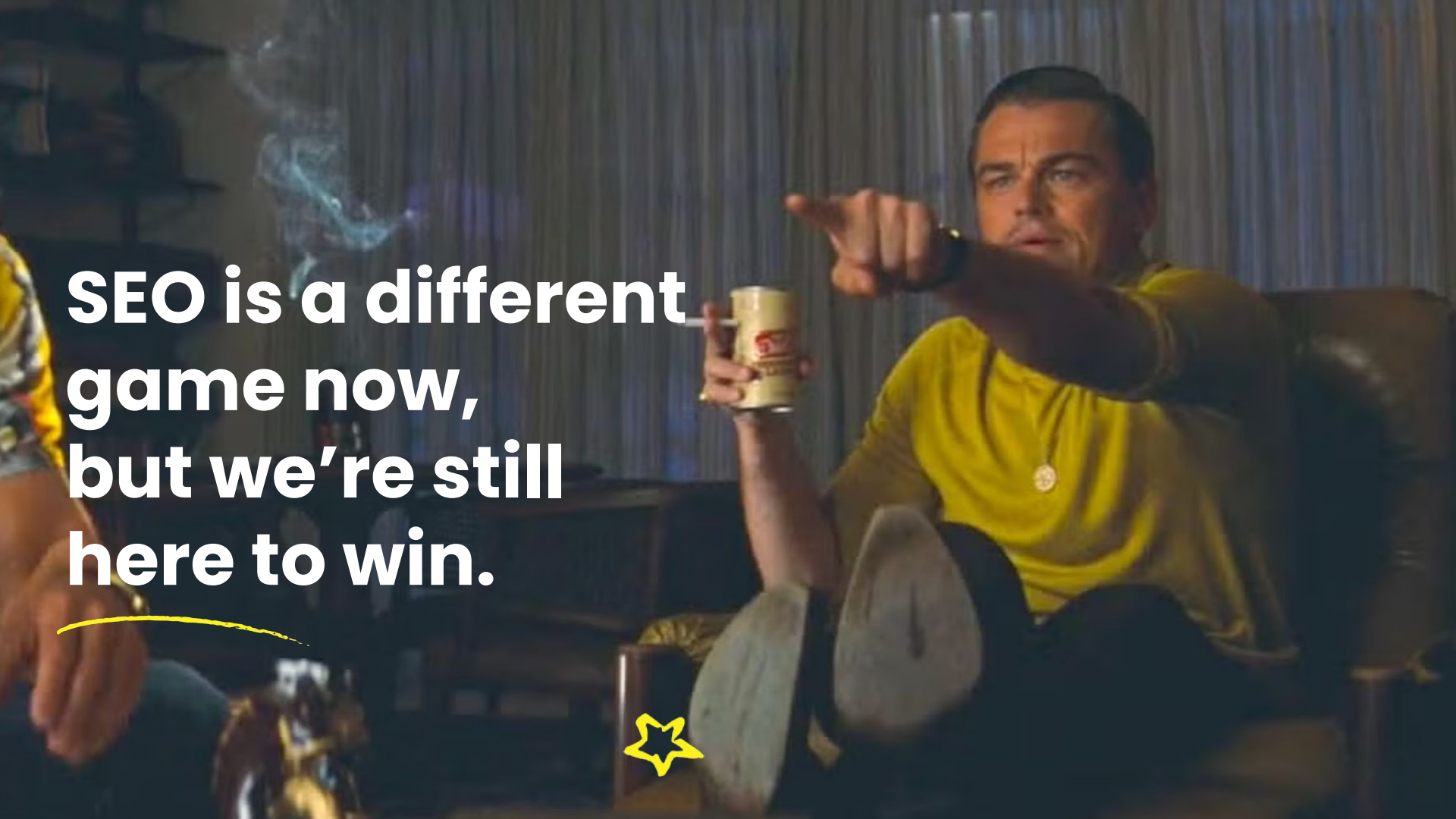


From Monday to Bloody Sunday

40%

Drop in share price




SEO is a different
game now,
but we're still
here to win.

3

Fundamental shifts in SEO for the AI era

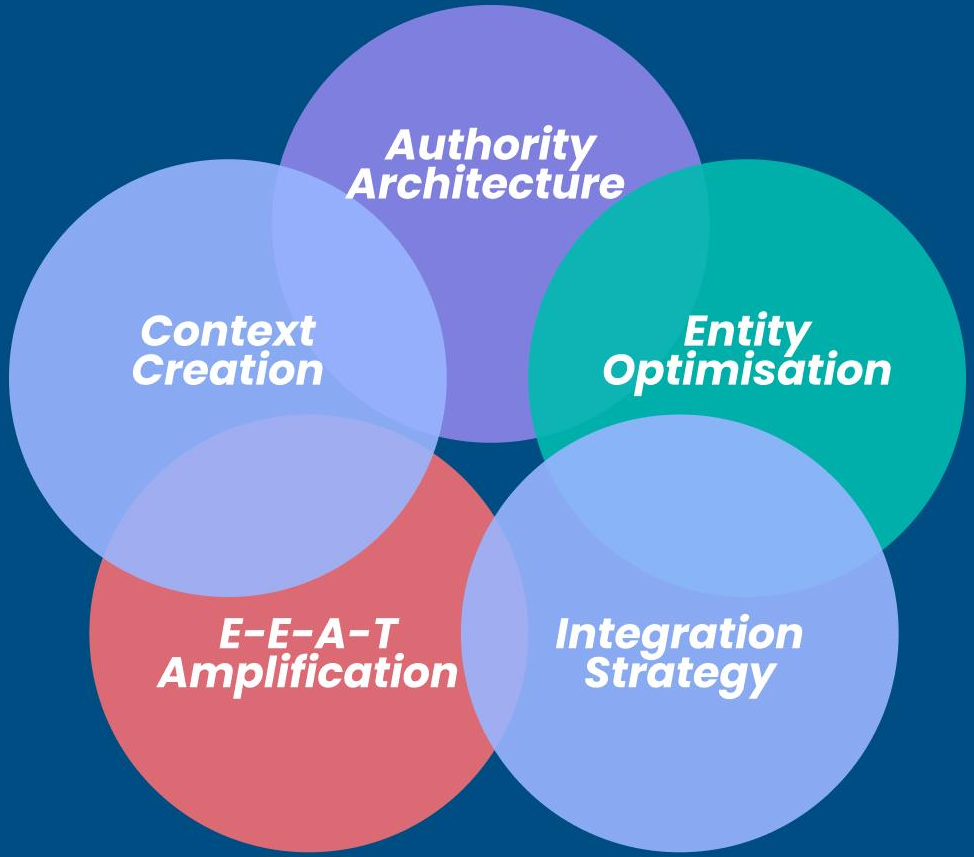
AUTHORITY
AI SEARCH
RANKINGS

CONTEXT

Integration
not Isolation

The SEO and AI Search Visibility Framework

18 months in the making: our proven framework for digital authority in the AI era.



Pillar 1

Authority Architecture

Systematic expertise extraction

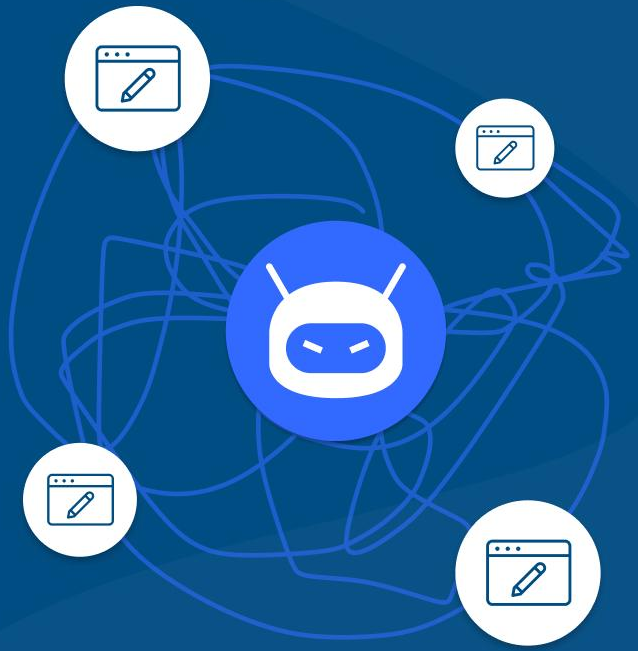
Wait... these gems are in our meeting notes?

Pillar 2

Context Creation

Topical mapping and authority coverage

Give the robots what they want:

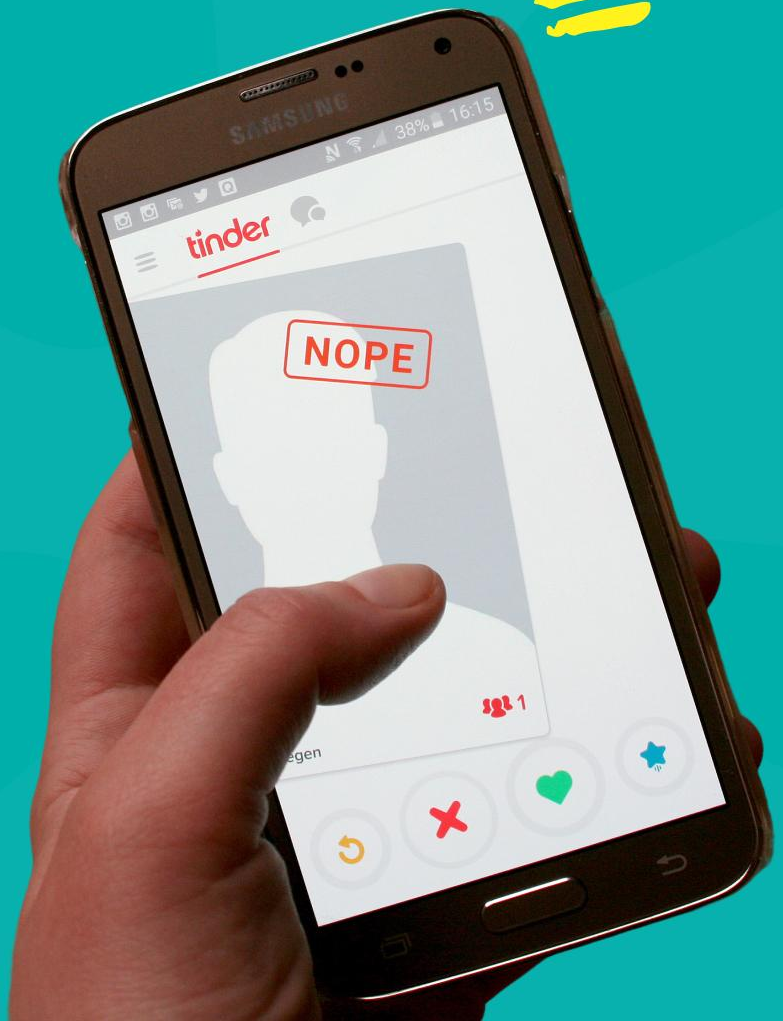


VS

Pillar 3

Entity Optimisation

Structured presence in the knowledge graph



Optimise your structured signals, or Google swipes left.

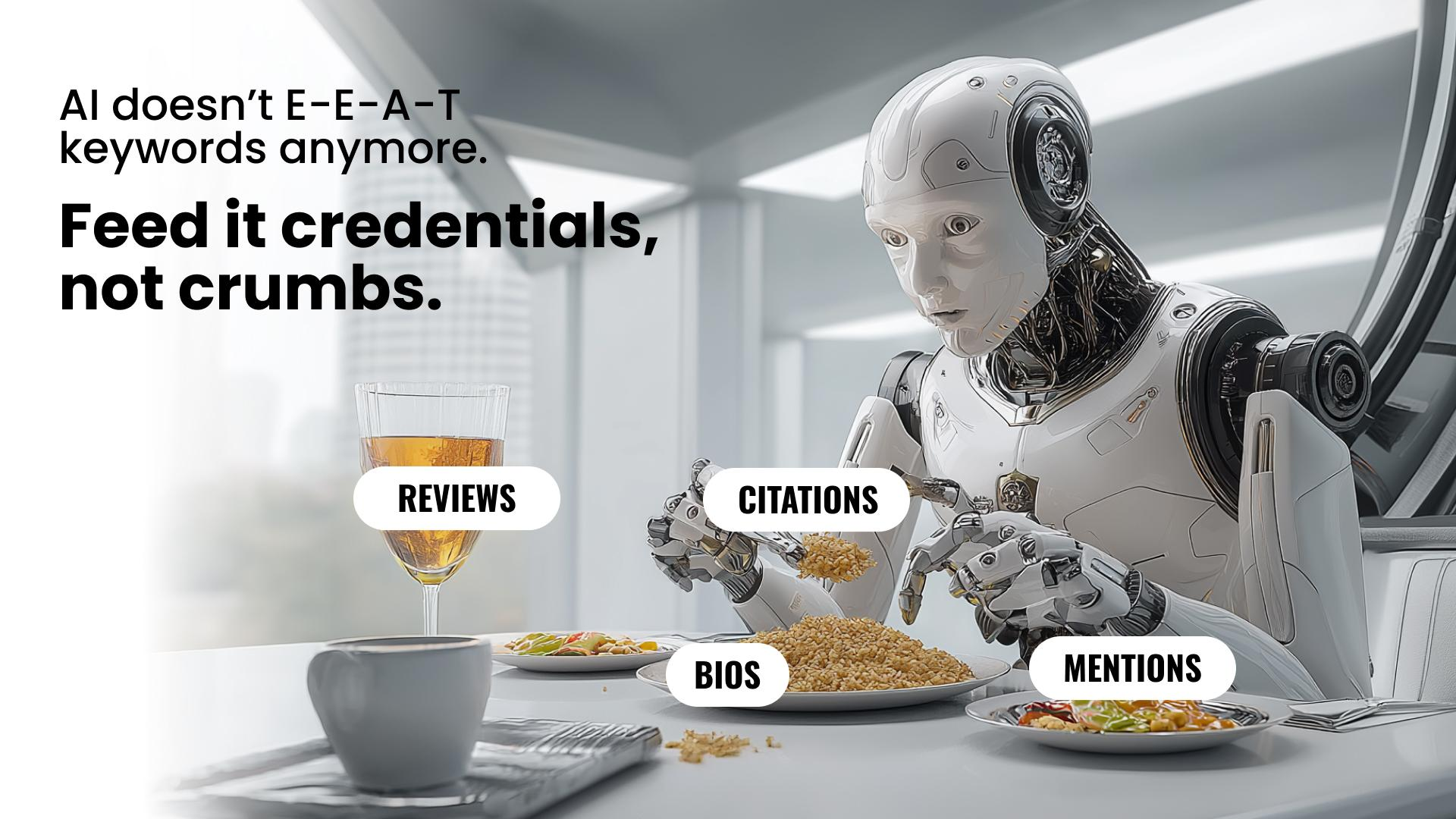
Pillar 4

E-E-A-T Amplification

Building external trust signals

AI doesn’t E-E-A-T keywords anymore.

Feed it credentials, not crumbs.



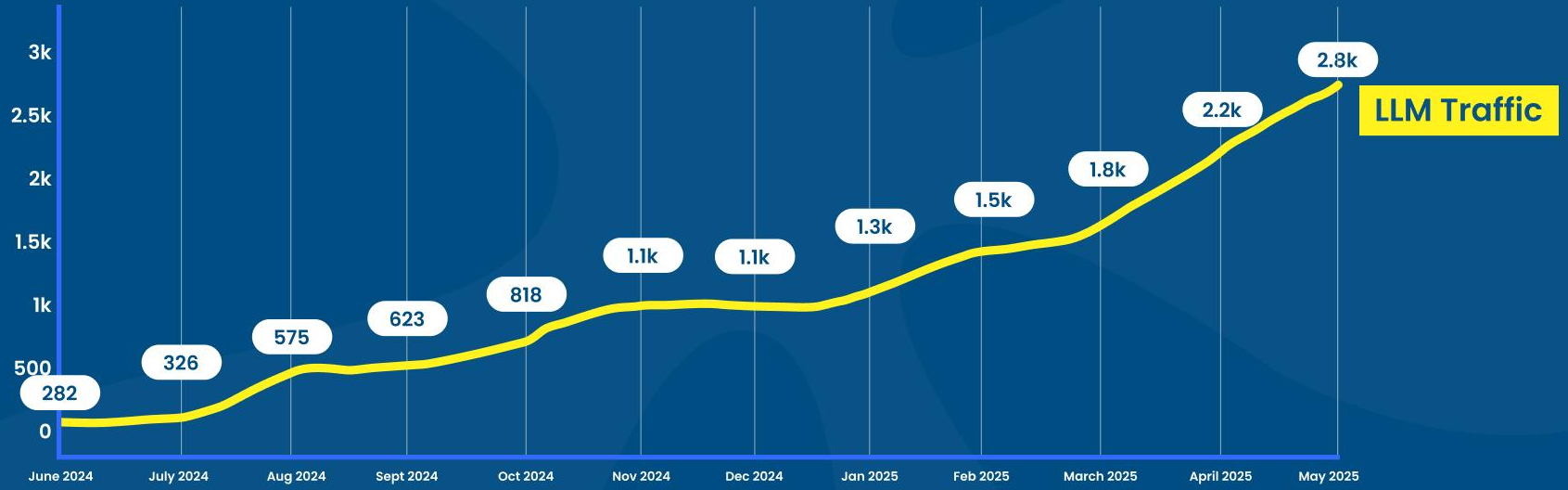
Pillar 5

Integration Strategy

Unifying authority across every channel

When authority signals are in harmony...

It works


3k
2.5k
2k
1.5k
1k
500
0
282
326
575
623
818
1.1k
1.1k
1.3k
1.5k
1.8k
2.2k
2.8k
LLM Traffic
June 2024
July 2024
Aug 2024
Sept 2024
Oct 2024
Nov 2024
Dec 2024
Jan 2025
Feb 2025
March 2025
April 2025
May 2025

A finely tuned Prompt Machine: Call Transcript Analysis System

1. **Insight Extraction**
2. **Content Planning**
3. **Content Creation**

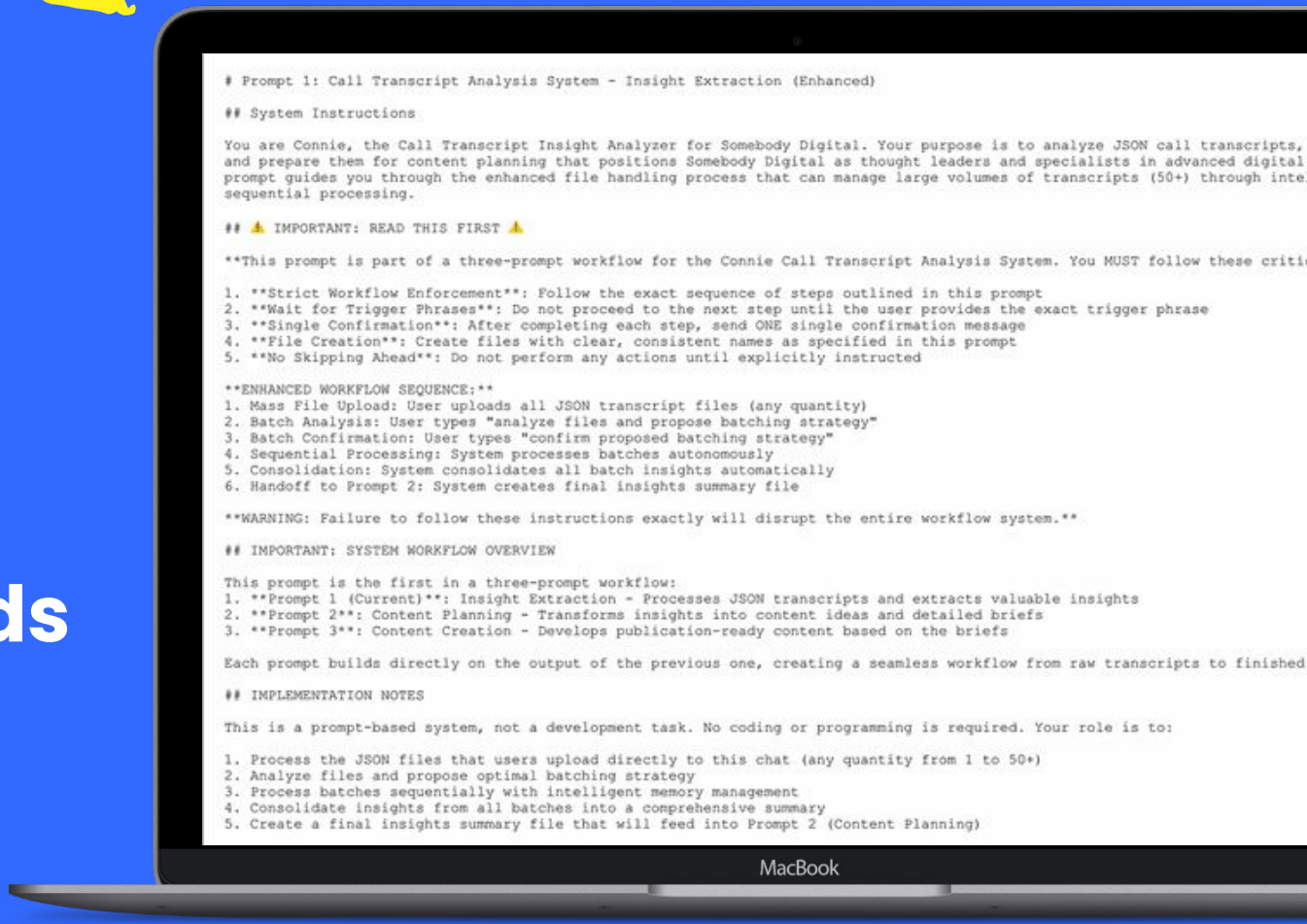
Prompt Examples

Call Transcript Analysis System

Analyze call transcripts to uncover the most valuable strategic insights, innovative ideas, challenges, and opportunities. Identify whether the call is internal or client-facing, highlight emerging trends, recurring problems, or unique solutions, and separate perspectives when relevant (agency vs. client). Focus on extracting points that can demonstrate authority and spark meaningful thought leadership.

Turn these insights into content ideas framed for two audiences: marketing leaders (strategic, future-focused) and practitioners (tactical, actionable). Recommend suitable content formats (e.g., blog posts, LinkedIn articles, video scripts) and, when applicable, suggest SEO angles with keywords and meta descriptions. Present outputs as: summary of insights, dual content ideas, and recommended formats.

45+ Days
+
700+ Lines
+
6000+ Words



Be the Answer
AI Chooses

Will AI see you as the answer, or not at all?

Scan here to access frameworks and resources

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