

brightonSEO.
San Diego



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

Cristiano Winckler
SOMEBODY DIGITAL

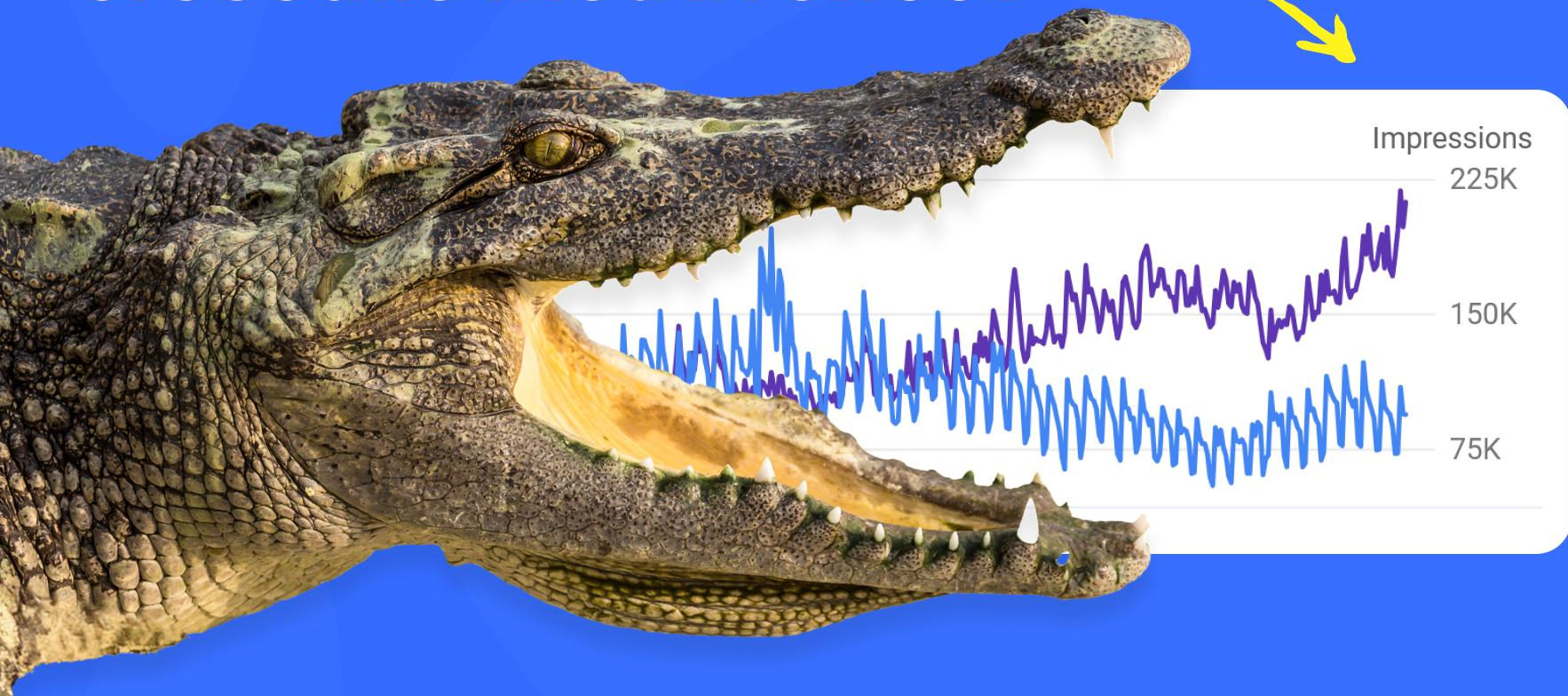


@cristianowinckler



[Speakerdeck.com/cristianow](https://speakerdeck.com/cristianow)

The dreaded crocodile mouth effect





SEO

not
is [^] dead *yet*




The Great Decoupling of Search





**↑
58%**

of searches now
end without a click



**↑
26%**

**of users end session
after seeing AI summary**

The background features two large, bright yellow abstract shapes. One is a curved shape on the left side, and the other is a larger shape on the top right, creating a dynamic, modern look.

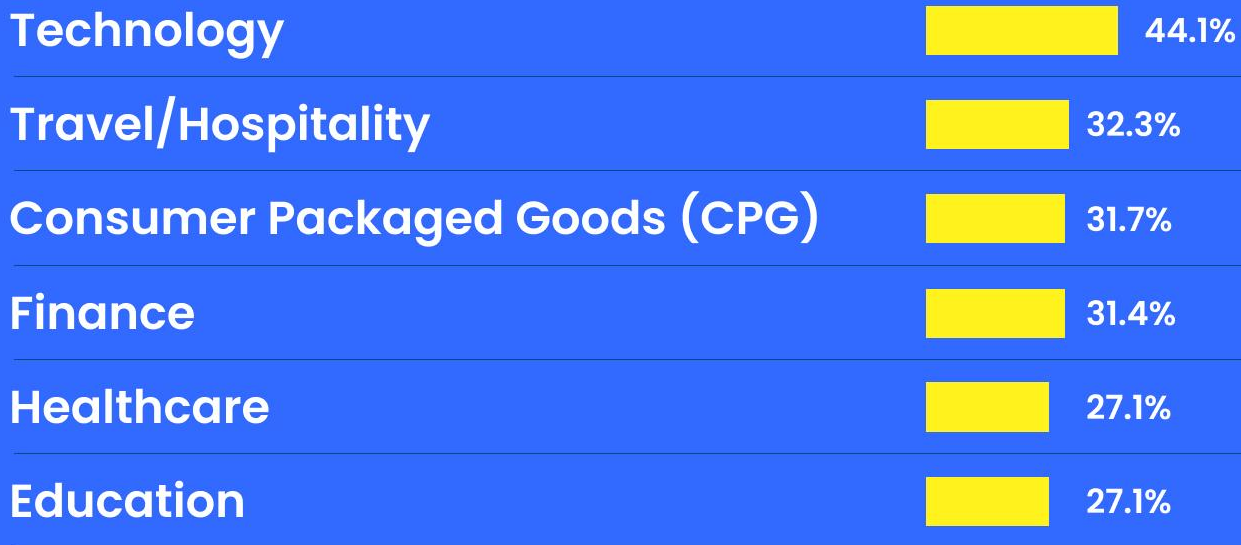
**↑
83%**

**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



Monday.Com Ltd

NASDAQ: MNDY

Market Summary > Monday.Com Ltd

173,10 USD

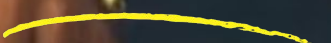
+ Follow

-117.82 (-40.50%) ↓ past month

12 Aug, 15:28 GMT-4 • Disclaimer



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





3

Fundamental shifts in
SEO for the AI era

A dramatic scene from a boxing match. A Black male boxer, shirtless and wearing silver trunks, stands in the center-left of the frame with his arms raised in triumph. He is wearing red boxing gloves. To his right, a referee in a black shirt is partially visible, also with one arm raised. Further right, another Black male boxer, shirtless and wearing dark trunks, stands with a somber expression, his arms at his sides. He is also wearing red boxing gloves. The background is a dark boxing ring with ropes visible. Several bright spotlights are visible in the upper part of the frame, creating a high-contrast, moody atmosphere. Three white rounded rectangular callouts with black text are overlaid on the image: 'AUTHORITY' near the victor's head, 'RANKINGS' near the loser's head, and 'AI SEARCH' near the referee's waist.

AUTHORITY

RANKINGS

AI SEARCH

words keywords keywords keywords keywords keywords
s keywords keywords keywords keywords keywords
words keywords keywords keywords keywords keywords
ds keywords keywords keywords keywords keywords
s keywords keywords keywords keywords keywords
words keywords keywords keywords keywords keywords
s keywords keywords keywords keywords keywords
words keywords keywords keywords keywords keywords



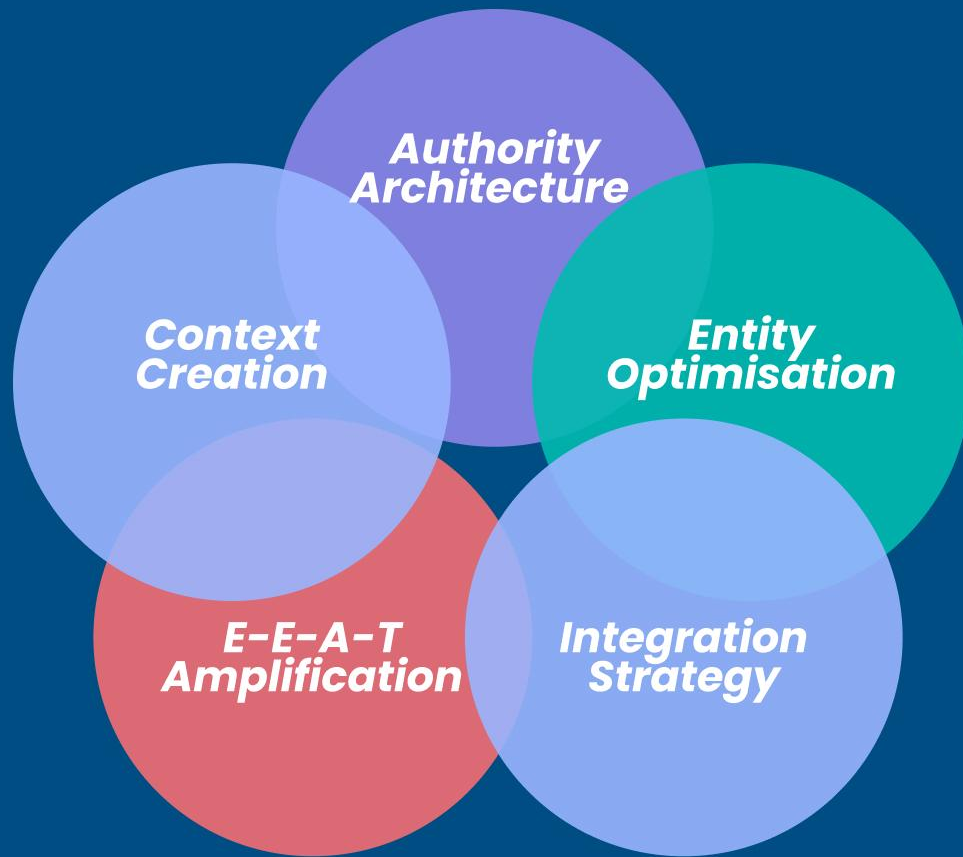
CONTEXT

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



A cartoon illustration of Patrick Star from the show 'SpongeBob SquarePants' in a dark cave filled with large, colorful, faceted crystals in shades of purple, blue, green, and yellow. Patrick is standing in the center, looking surprised with wide eyes and an open mouth. He is wearing his signature green and purple shorts and holding a pickaxe. A thought bubble above him contains the text 'Wait... these gems are in our meeting notes?'. On the ground around him are several circular icons representing different meeting features: a microphone, a video camera, and a document with a checkmark. The scene is lit with dramatic, colorful light rays filtering through the crystals.

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



Pillar 2

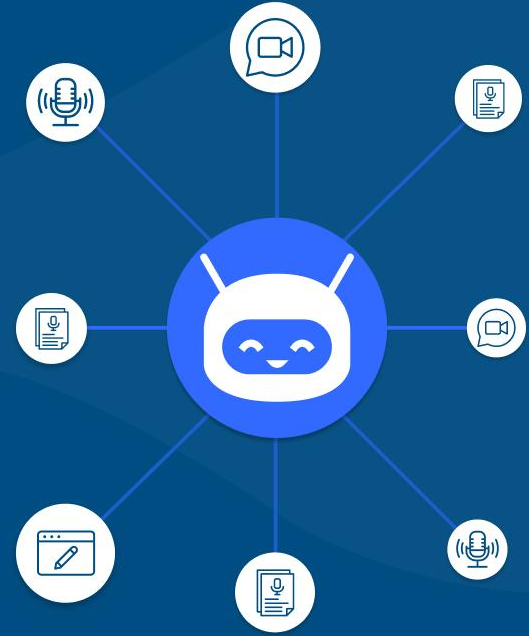
Context Creation

Topical mapping and
authority coverage



Give the robots what they want:

VS




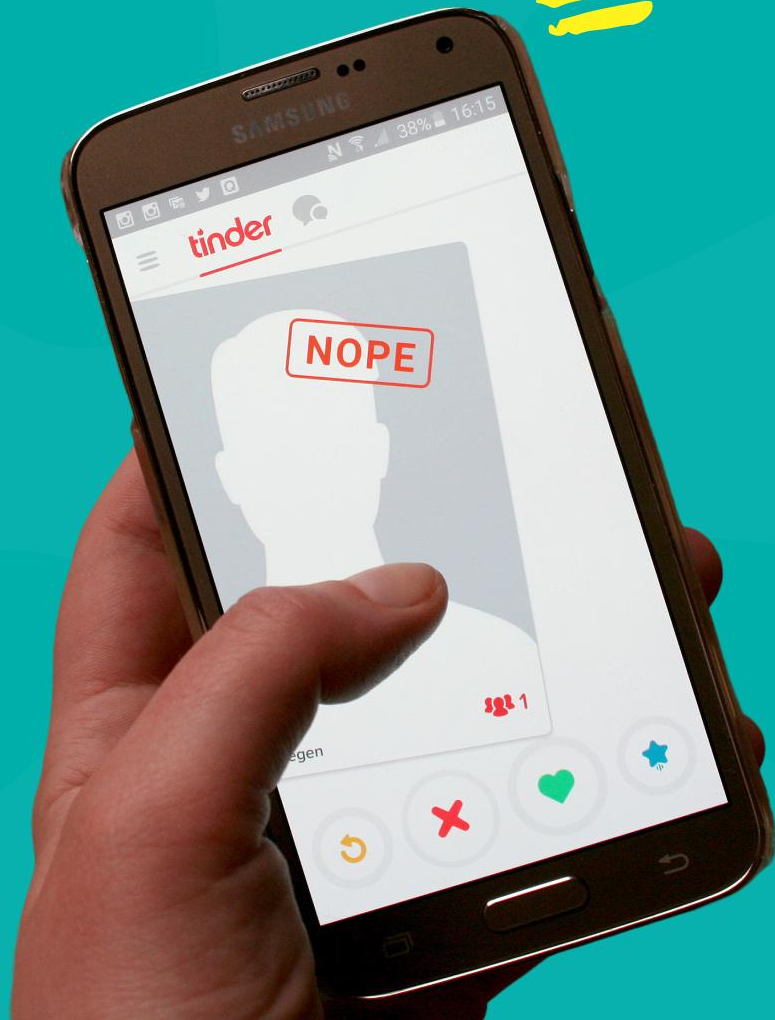


Pillar 3

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.**



REVIEWS

CITATIONS

BIOS

MENTIONS



Pillar 5

Integration Strategy

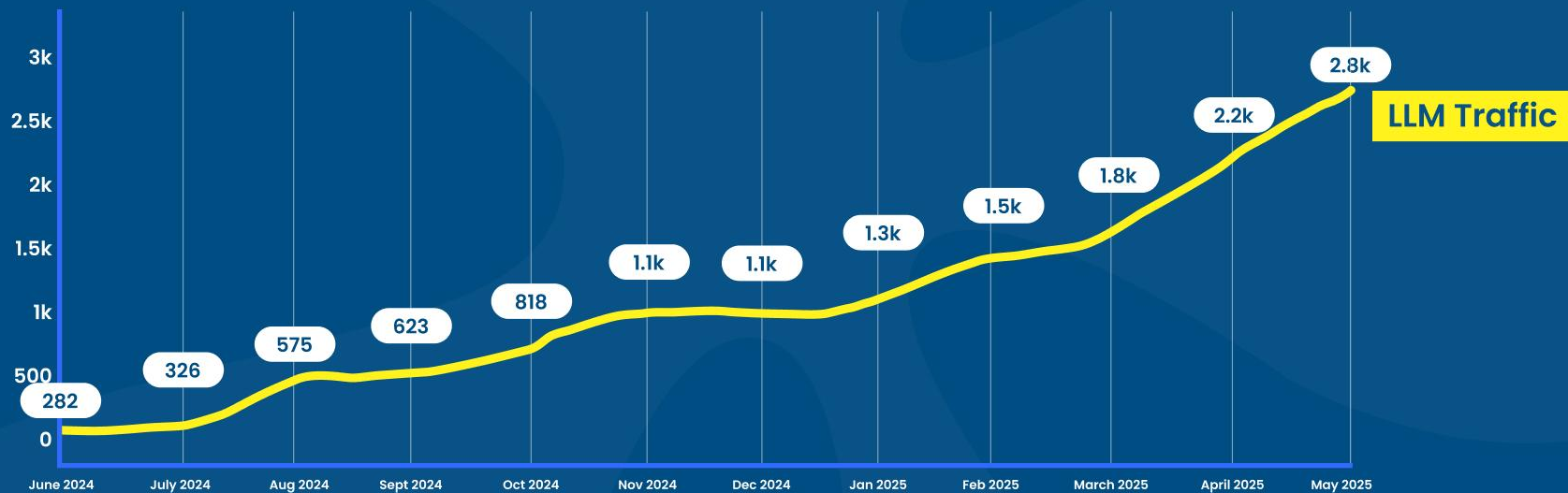
Unifying authority across
every channel



**When authority
signals are in
harmony...**



It works



A finely tuned Prompt Machine: Call Transcript Analysis System






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

Prompt 1: Call Transcript Analysis System - Insight Extraction (Enhanced)

System Instructions

You are Connie, the Call Transcript Insight Analyzer for Somebody Digital. Your purpose is to analyze JSON call transcripts, and prepare them for content planning that positions Somebody Digital as thought leaders and specialists in advanced digital prompt guides you through the enhanced file handling process that can manage large volumes of transcripts (50+) through intelligent sequential processing.

⚠ IMPORTANT: READ THIS FIRST ⚠

****This prompt is part of a three-prompt workflow for the Connie Call Transcript Analysis System. You MUST follow these critical instructions:**

1. ****Strict Workflow Enforcement****: Follow the exact sequence of steps outlined in this prompt
2. ****Wait for Trigger Phrases****: Do not proceed to the next step until the user provides the exact trigger phrase
3. ****Single Confirmation****: After completing each step, send ONE single confirmation message
4. ****File Creation****: Create files with clear, consistent names as specified in this prompt
5. ****No Skipping Ahead****: Do not perform any actions until explicitly instructed

****ENHANCED WORKFLOW SEQUENCE:****

1. Mass File Upload: User uploads all JSON transcript files (any quantity)
2. Batch Analysis: User types "analyze files and propose batching strategy"
3. Batch Confirmation: User types "confirm proposed batching strategy"
4. Sequential Processing: System processes batches autonomously
5. Consolidation: System consolidates all batch insights automatically
6. Handoff to Prompt 2: System creates final insights summary file

****WARNING: Failure to follow these instructions exactly will disrupt the entire workflow system.****

IMPORTANT: SYSTEM WORKFLOW OVERVIEW

This prompt is the first in a three-prompt workflow:

1. ****Prompt 1 (Current)****: Insight Extraction - Processes JSON transcripts and extracts valuable insights
2. ****Prompt 2****: Content Planning - Transforms insights into content ideas and detailed briefs
3. ****Prompt 3****: Content Creation - Develops publication-ready content based on the briefs

Each prompt builds directly on the output of the previous one, creating a seamless workflow from raw transcripts to finished content.

IMPLEMENTATION NOTES

This is a prompt-based system, not a development task. No coding or programming is required. Your role is to:

1. Process the JSON files that users upload directly to this chat (any quantity from 1 to 50+)
2. Analyze files and propose optimal batching strategy
3. Process batches sequentially with intelligent memory management
4. Consolidate insights from all batches into a comprehensive summary
5. Create a final insights summary file that will feed into Prompt 2 (Content Planning)

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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speakerdeck.com/cristianow

