

23/24 OCTOBER | BRIGHTON

brightonSEO.
United Kingdom



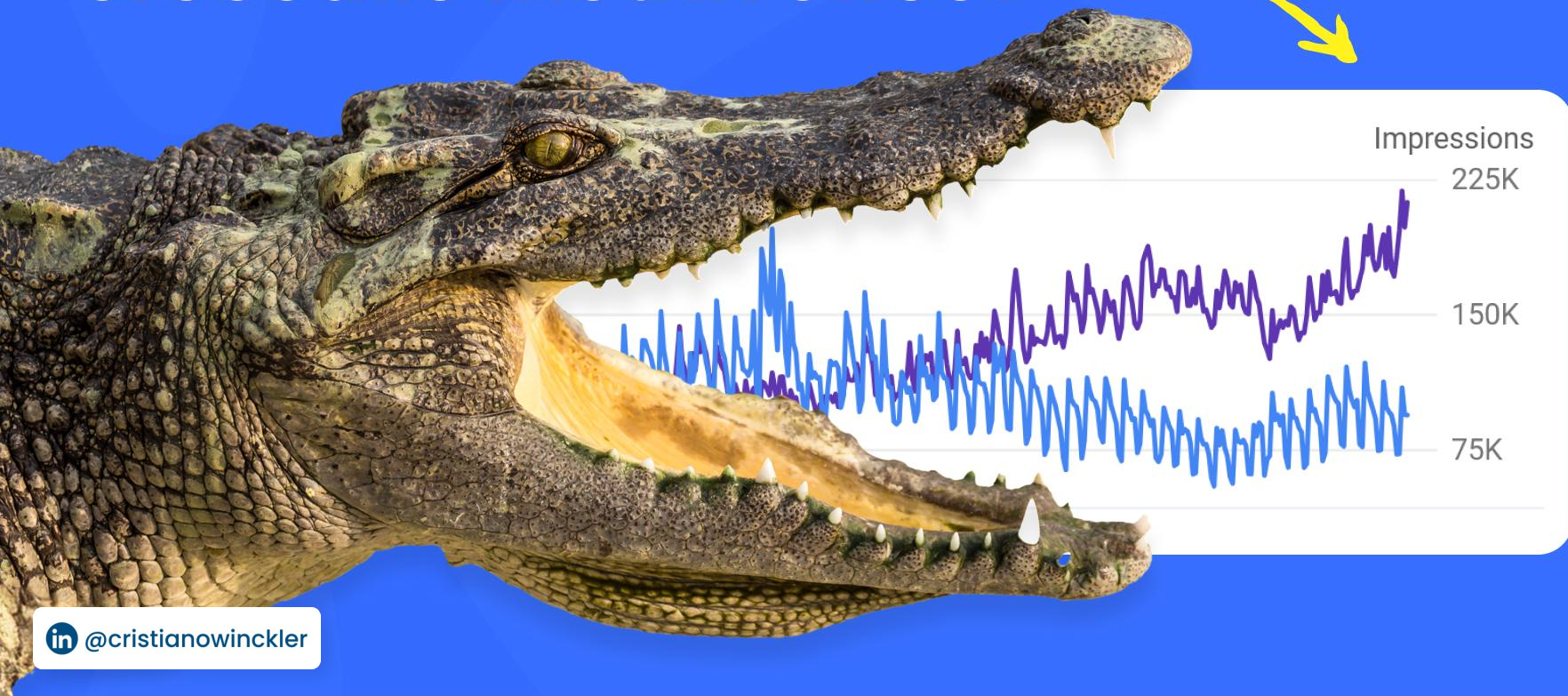
Cristiano Winckler

SOMEBODY DIGITAL

The AI SEO revolution: practical
strategies for authority-driven
organic growth



The dreaded crocodile mouth effect



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



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Changes in organic traffic since the AI Overview launch?



From Monday to Bloody Sunday

40%

Drop in share price



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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

1D 5D 1M 6M YTD 1Y 5Y Max



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





3

Fundamental shifts in SEO for the AI era

A photograph of a boxing match scene. In the foreground, a Black male boxer with a beard, wearing silver boxing trunks and red gloves, has both arms raised in a victory pose. Behind him, a referee in a black shirt is partially visible. To the right, another Black male boxer, wearing black trunks and red gloves, stands with a serious expression. The background shows the ropes of the boxing ring and several bright spotlights hanging from the ceiling.

AUTHORITY

RANKINGS

AI SEARCH



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CONTEXT

Keywords show what you target.
Context shows what you know.



Integration not Isolation



AI sees your **entire digital footprint**. Every signal must tell the same story.



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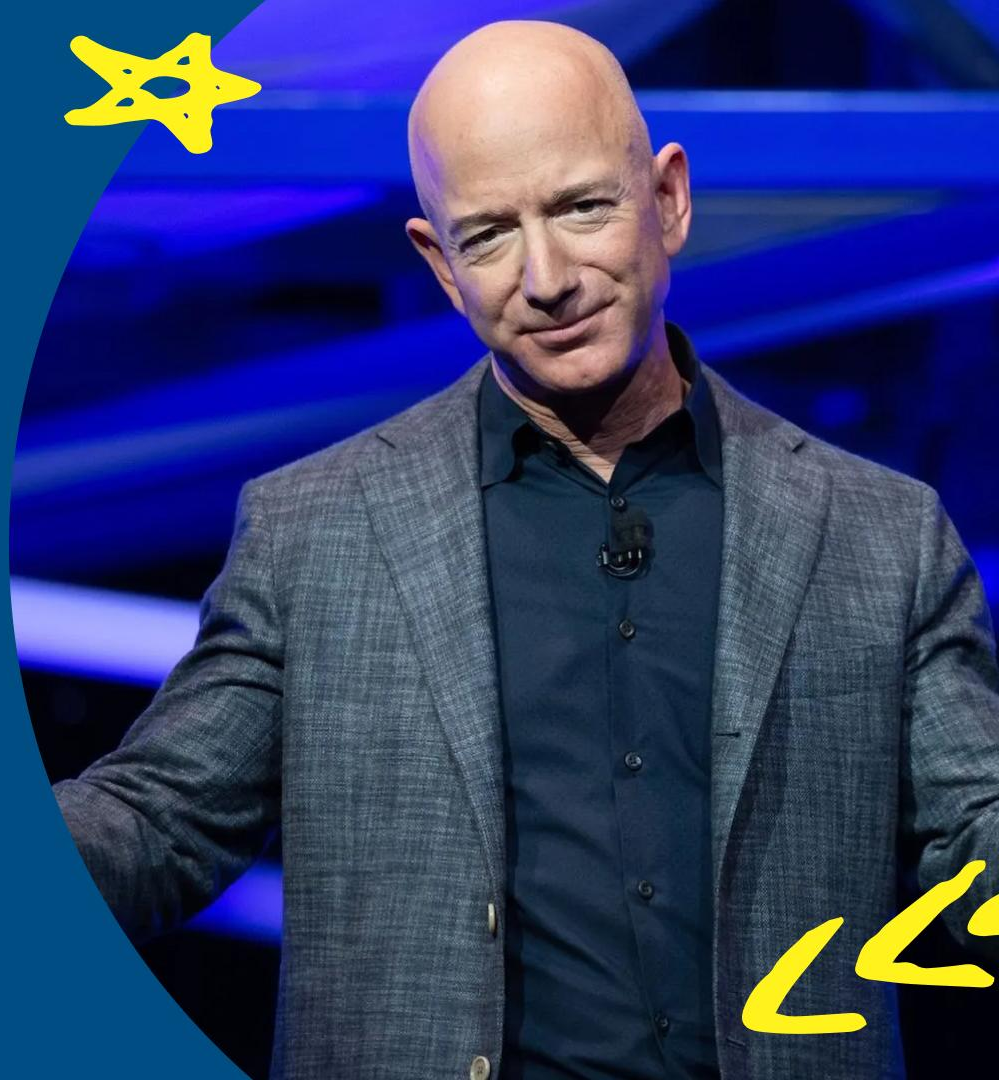
Constants Philosophy

*Focus on what
won't change,
and you'll never
be wrong."*

– Jeff Bezos

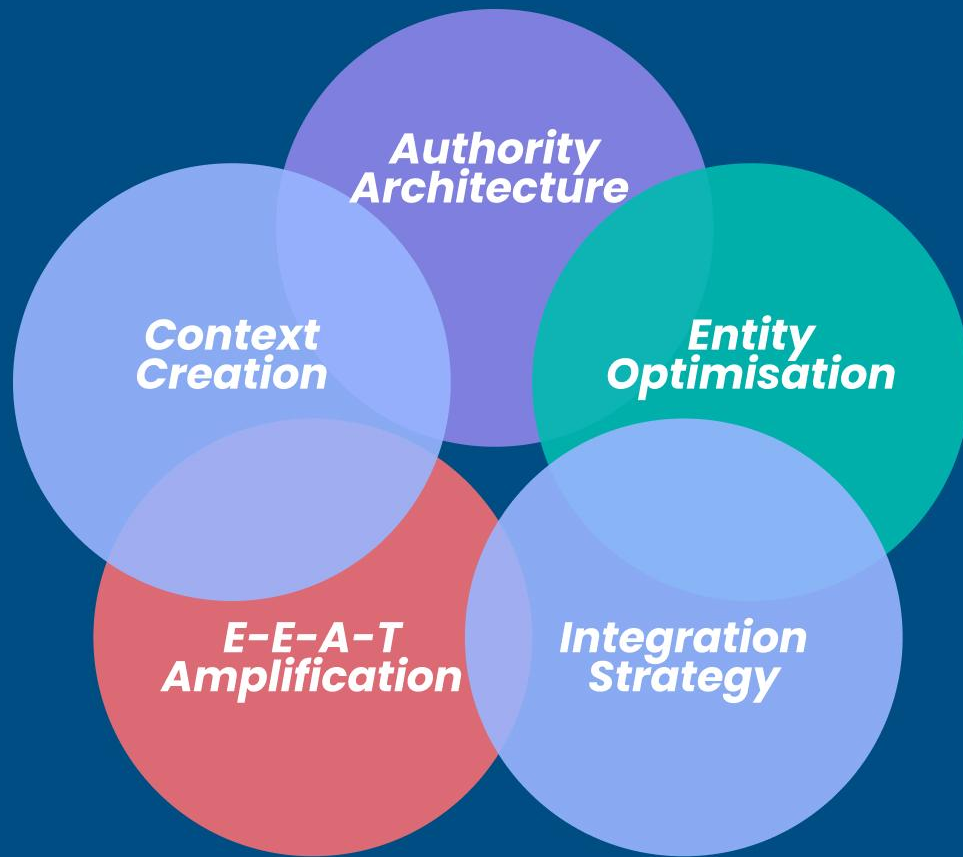


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The SEO and AI Search Visibility Framework

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





Pillar 1

Authority Architecture

Your best insights are
trapped in conversations.

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?'. Scattered on the ground around him are several circular icons: some with a microphone, some with a document icon, and some with a video camera icon. The background is a dark blue cave wall with more crystals hanging from the ceiling.

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

A finely tuned Prompt Machine: Call Transcript Analysis System



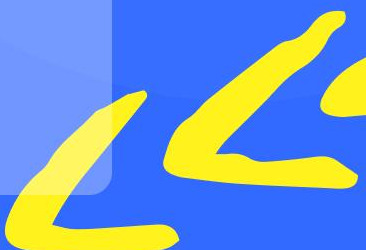


Prompt Examples

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 marketing. This prompt guides you through the enhanced file handling process that can manage large volumes of transcripts (50+) through 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 instructions exactly.

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 final 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)

MacBook



Pillar 2

Context Creation

Build interconnected content hubs. Own problem spaces, not just keywords.

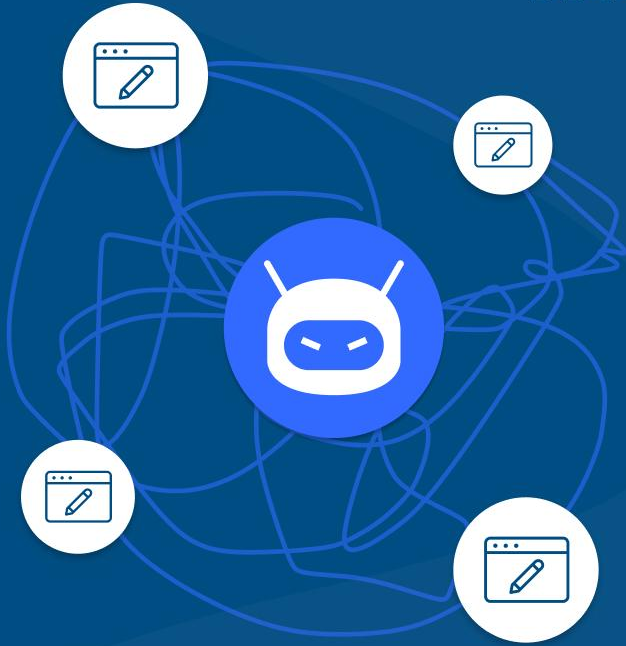


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Give the robots what they want:

VS

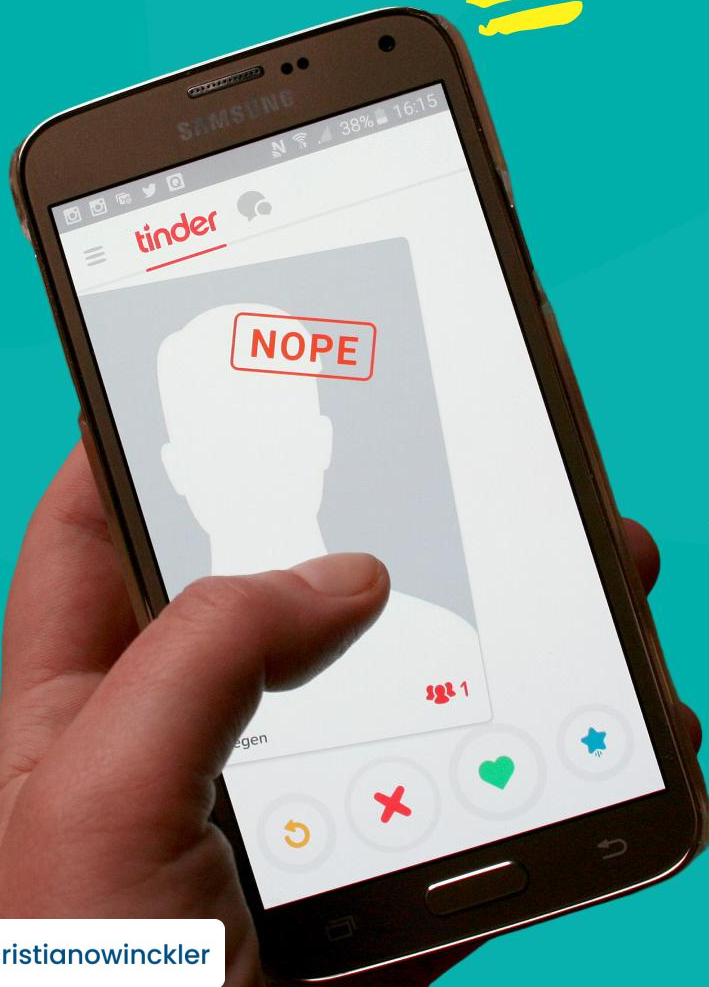




Pillar 3

Entity Optimisation

Be findable as an entity,
not just a website.



Optimise your
structured signals,
or AI swipes left.





Pillar 4

E-E-A-T Amplification

Build comprehensive
trust signals

AI doesn't E-E-A-T
keywords anymore.

**Feed it credentials,
not crumbs.**

REVIEWS

CITATIONS

BIOS

MENTIONS



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Pillar 5

Integration Strategy

Unify your content, PR, SEO, and social.



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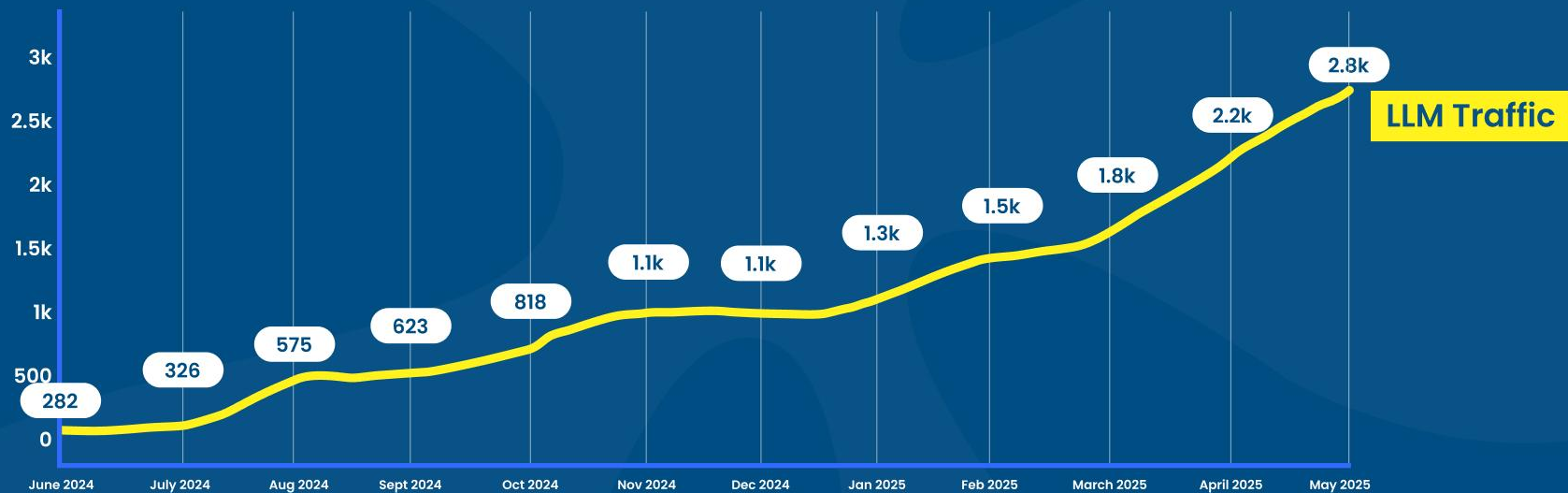
Orchestrate
authority signals.
**AI recognizes
harmony,** not
isolated efforts.



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It works



Be the Answer AI Chooses



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



Scan here to access
frameworks and resources

Cristiano Winckler



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