We built our own agency OS with Claude Code | Artur Kosch, Co-CEO @ KKP

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Show notes

How KKP runs a finance-only search agency on Claude Code Artur Kosch is co-founder and Co-CEO of KKP, a search agency from Saarbrücken that works only for finance and insurance brands like Vanguard, Raisin and DA Direct. What I find most interesting about KKP is how they work. Artur and his team built their own operating system, the KKP OS, on Claude Code. The whole team works in it, with AI agents plugged into their tools, and Artur says it makes them twice as fast as a year ago.

So we opened it up. Why they built it instead of buying something, what a consultant's day looks like inside it, and which tools they cancelled along the way. We also talked about what bank and insurance legal teams ask when an agency works with AI, what they had to rip out again, and why an in-house team does not need an agency to get faster. And we talked about the question every agency is asking right now: if AI does the junior work, how does anyone become a senior?

My 6 biggest takeaways from our conversation:

1. With no-code automation you have to know every step. With an agent, you only have to know the goal.

KKP started where most teams did: ChatGPT, then custom GPTs, then automations in Make and n8n. The turn came when a colleague from their paid team showed Artur what you can build with Claude Code, skills and your own knowledge base. In n8n you define every step and connection. In the KKP OS you say what you want. A consultant's day starts with a morning briefing: the OS scans their emails, Slack and Teams messages, calendar, CRM and project management, flags a client email that sounds worried, points to a new analysis in the Peec AI workspace and suggests what can wait until next week. From there a content workflow pulls the client's prompts from Peec AI, search data from DataForSEO and the brand voice, and pushes the result to a dashboard each client can log into.

2. Build only what no tool does for you, and cancel every tool you no longer open.

KKP still uses Teams and HubSpot, because those do the job. They built their own client dashboard and moved their website from WordPress to code written with Claude Code. Security they left to a partner agency, because KKP has no software engineers. Artur says his own work is now about 90% MCP and API and 10% user interface. KKP cancelled a lot of tools because of DataForSEO, whose MCP he puts at around 50 dollars a month. They keep Sistrix for classic numbers like the visibility index and for its prompt research module, and use Peec AI for about 95% of their AI search work. They did build their own AI visibility reporting with Claude Code, but paying Peec AI is cheaper than paying the API costs of every model. His rule for keeping a tool: watch your own behaviour, and cancel what you no longer open.

3. Bank and insurance legal teams don't ask whether you use AI. They ask who is accountable.

Artur says these talks are less dramatic than you would expect. KKP's contracts state openly that they use AI tools under editorial control. Legal teams want to know which data goes where and who signs off. The answer is always the same: a named person is responsible for every piece, and every number in a report is checked by hand against its source. No client data leaves without the client's approval.

4. The best sign an internal tool works is that the team builds most of it.

Artur checked the week we recorded: 59% of all deployments and changes in the KKP OS came from his team, not from him. He had expected to be the only one pushing it. Not everything worked. Pulse, the part of the OS meant to bring the agency's finances and data together, became so complex that Artur stopped using it, and Excel was better. After three months of building, they ripped it out.

5. An in-house team doesn't need an agency to get faster. It needs a boss who makes room for it.

If AI makes a good SEO twice as fast, why would anyone still hire an agency? Artur encourages companies to build their own SEO team, and says KKP gets the best results with clients who have one. If that team works and the KPIs go up, great. If the KPIs have been stuck for three years, that is when to call someone. For teams that want to move on their own, his advice is that the change has to come from the boss, with time, room and resources. Artur himself is not sure he still has Excel or PowerPoint installed, because Claude Code builds his tables and slides.

6. If AI does 95% of junior tasks, juniors have to be trained like apprentices.

Artur estimates that AI does about 95% of the tasks a junior used to do, faster, cheaper and more precisely. So he looks at junior hires like the German Ausbildung, a three-year apprenticeship where the company puts in more than it gets back. You hire three juniors and maybe one stays long enough to become a senior, and that risk belongs in your planning. For juniors, his advice is to build your own website, the way he and his co-founder learned SEO with affiliate sites on weekends next to their corporate jobs.

Also in this episode: what Artur still does not do in Claude, and why decisions stay with people. How 90% of his LinkedIn posts come out of Claude Code, starting from a team-fed database of AI search news. Whether passion is required to be in the top one or two percent. And the pressure the constant change puts on teams, and what leaders owe the people who are not as nerdy about it as we are. In Artur's words, the company can roll out a red carpet, but you still have to walk it yourself.

Let's connect

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Check out KKP: https://kkp.agency

KKP's weekly AI Search Update newsletter (in German): https://kkp.agency/insights

Full conversation

[00:00:00] For me, it's not just like a tool. It is transformation and working. I work completely different than when i worked one year ago on my LinkedIn posts And all the things that I do in LinkedIn are done by Claude Code. If Claude makes good SEO twice as fast The client's in-house team could potentially

also get same boost from buying Claude. Why they still need an agency? I always encourage companies to do that, build your own SEO team. If you can do it by yourself if we can do in-house and at work its great but with the KPIs stuck for three years call us. maybe they will help You! When you talk to junior who have all of theoretical knowledge And then when compared to talking with experienced like with US you see immediately a difference.

[00:00:52] Get the knowledge try to learn. Before we dive in, you're listening to the Masters of Search podcast with me your host Niklas Buschner. Each week I sit down with some of these smartest people around the world an SEO and AI search to bring their strategies mental models top pieces actionable advice. if You enjoy this podcast don't forget like subscribe follow it on your favorite podcasting app or YouTube. helps us get top-notch guests and create the best possible content for you. Let's dive into todays episode! My guest today is Artur Kosch, co-founder and Co-CEO of KKP a search agency from Saarbrücken in the wonderful Saarland Germany. If you don't know it ,you should definitely visit at some point.

[00:01:52] that works only for insurance & finance brands like Vanguard, Raisin, DA Direct. The part of KKP I find and found most interesting also when i followed Artur is how they work. Artur and his team built their own internal operating system, the KKP OS. The whole team works in it with AI agents plugged into their tools And Artur says that makes them two times faster than a year ago. So today we'll open up why They build instead of buying something where broke. what clients think Of It? Welcome to the podcast, Artur. Hey Niklas thanks for having me! Do you feel like the introduction was a alright representation of the work that you do at KKP? It's on point. not even my AI agent could introduce me better. You already stole my follow up question because I wanted to ask what did the AI agents say about it?

[00:02:51] He said it is perfect and nothing too corrects. on-point Awesome. Thank you so much, cool! Yeah let's start with going back a little bit in time. please take us back to the moment you decided that KKP needed its own operating system like what was going on in the agency at that point. and Was there an aha moment where it said damnit we have to build something like this? Yes Think like back then, almost everyone who's working in the search industry was trying to figure out how we can implement AI and our workflows. And daily doings... We all started with ChatGPT. The next part is custom GPTs. I still remember that it wasn't even able to upload something if you copy-paste it three years ago. Next step were automations with Make or n8n.

[00:03:54] And then one of my colleagues from the paid department in our agency, she came up with something like... She read about a course. Like to build your own brain in Claude Code with IDEs and skills and all that stuff. I thought it was very interesting! A week later he showed me what is possible All that stuff and it was the moment for me when clicked. And I say, okay let's screw all that. Make and n8n automations way better to automate workflows really get them most out of AI. And that was the moment when we started building our KKP OS. So yeah, it was Claude Code and all of our knowledge, workflows... We do daily in our agency to have our clients get more visibility on AI search helps us with Claude Code and all this stuff.

[00:05:02] But what precisely made you feel n8n, Zapier, Make all these like no code flow building things didn't live up to your needs anymore. Because still today a lot of people built AI agents would also be interested. in your opinion if people call a Zapier automation an AI agent is that actually correct representation? but what precisely made you feel This is something that we have outgrown and we have to go beyond that. Yeah, I think how you used automatic tools like that was not for my... I would say naturally using it. so For me the KKP OS we had a window. Um, here type in your wish and I will like do it. Uh And we've made n8n. It's-it's like you have to Know exactly what do you want? What's? the

steps are step one, step two and it disconnects only this API.

[00:06:16] And with our KKP OS we just type in what you want or to wish for what. your repeat workflow and With all the knowledge that knows when it grows with more even more we're gonna use is It just builds naturally without You know what's the task, but you know the goal. And that was for me... The reason we said okay and all in automation tools are nice maybe for some purposes may be for some tasks But it is not a way to go. We want to go. I think when i looked back It wasn't right decision. So because You also obviously have some expertise In finance if i would come To your KKP OS Telling hey How about you make me half a million euros? Will it be able to fulfill my wish?". I don't think so, no. Unfortunately not!

[00:07:13] Okay okay this is something that cannot do yet but let's talk about what it can already do. maybe You can walk us through one workflow or Something that you find as very cool use case and how your team actually leveraging because i know A lot of people out there are currently building their operating systems, knowledge bases and tools. I think it's good to have a real life. look behind the scenes like what can you actually do? I think that it's very, um... Very funny when you walk through our agency here and look at the screens. You would say like even if see a call or you see Claude Code on every desk? And i think nobody is working in Claude Code and maybe ten percent calls! So let me give you small examples.

[00:08:17] so for example a consultant opens his laptop, get his coffee or his tea and starts today. May you know the good morning start in Claude Code? And what it does is it scans all emails, scans all messages like Slack or Teams. It scans calendar meetings... go to the CRM, project management. To figure out exactly what is doing for consultants today? For example it reads an email and says like oh some clients text you in e-mail... And sounds a little bit concerning. may look deeper into this. you have to get answer soon but it sounds like that. and because the Our OS knows the client, he knows like how his text and you know what its purpose is. And now your acts that our client gets to do list What? He's uh...what she's looking for today in particular way or another part Is Like hey there was a new analyzes from the Peec AI workspace from the MCP and You may look into this This week and Other tasks.

[00:09:39] maybe it's time For next Week. so um Our consultants and everybody who's working with our OS gets a very good scan from all the amount we have to do, all day. And focusing on really good tasks because the OS has access of data or information and knows what is important. now maybe it isn't that important. And for example, if the consultants say okay that's a very good point. we have to produce these five content pieces because it is not very crucial. Because data says and clients need them. For example you can start your content production workflows one of biggest work flows built back then in the first part. so what workflow does? the prompts from Peec AI. We do our own prompt research before, of course he gets data from DataForSEO.

[00:10:42] we do all other analysis and text is produced by brand voice and all data for the client. So every client has a dashboard. You can log into it, you have all your data, your reportings, your Peec AI data, Search Console data... All you want is ranking keywords and you've got all the documents we work for. so when clients are ready with their document or some delivery or analysis as they push to the client he gets a message like hey! We have new data here. that's the analysis. if you wanna talk on our next call review That will be reviewed And after that, we're going to make some decisions. So I think maybe a day in the consultancy of our agency is over. Yeah so cool overview! There was already so much food for thought.

[00:11:42] my brain has already buzzing. Let's talk about one thing first because there are lots to unpack. Obviously, you have the OS. It's something that you build for the agency and let the whole agency uses. but already now mentioned a couple of external tools You still use. so you mention Peec

AI? You mentioned DataForSEO. How do you see this balance between your own tool that you built And then external tools? So when Do you still use external tools and why? how has Like software buying, decision process also changed as an agency owner. When do you decide to buy something? when Do You Decide To Build Something? That's a very good question and for us it is like this tool doesn't fulfill our needs hundred percent.

[00:12:39] I think that we consider maybe we can do better not in terms of building the best tools but It's more for our specific needs. For example, we use Teams because I think teams are okay and don't want to build a new messaging tool or HubSpot. is our CRM not necessary to build something else? For example, the search intelligence we built is our dashboard for clients because they want to build specific dashboards and data. that we think and there was our need. Of course, you could use WordPress or something like that but... That's the point! Another example is back then we used Wordpress for a website. now it's fully HTML in JavaScript built with Claude Code because its way easier. I can't remember back then when you just want to, new clients arrived and they have no marketing.

[00:13:45] They had to search for the logo download the logo put it to Photoshop Then we have make the color out And then put on a website. Now just type in. please include this client logon website. It's done in a minute Very faster. So I would say if it's better and fulfill our needs more or If its a faster and cheaper for us, so think that the biggest reasons why we decide to build by own Now around building the OS? I suppose please correct me from wrong That you also built the OS with Claude Code but what i know you don't have. or maybe now it changed, but you didn't have a dedicated software engineers and software developer in-house. This is something that obviously not so new – people building their tools with Claude Code!

[00:14:46] It's something that in the specific marketing bubble feels like common practice now…. But what I care about? How did you implement things like security mechanisms governance ensuring that not everybody on the team. Like can go beyond certain let's say best practices but sort of thing where use a? hey this is our gold standard how we work in the agency because he also have A high quality standard. from what I know, like how did you implement these? Unsexy things and how. so take us through the journey of You opening the first Claude Code session and starting the OS project until now. Like What were also this Maybe let's call it boring unsexy but still very important parts. Yeah as a good question. So all tools we use its are just for our own usage.

[00:15:47] so we know don't sell any software or try to make money with it. So just for our own use, I would say already secure environment because you're not selling it... It's a way different thing. and are we not planning too? Not good as team! Because you were very correct that there aren't engineers here. but all the security stuff like i said is boring. we said no, that's not our expertise. We need the expert. so we work with a partner agency who is specialized in this area like security logins databases and all of stuff whose critical or could be crucial And helps us with this. So yeah, we have a partner tool to help you know for that stuff. So good. Did you your already? I think partly answered that you have no intention or at least right now do not sell Something from the OS in itself, it's always something that enables us an agency.

[00:16:55] But did you along the way also right now ever thought about hey this is something that maybe also provides value in itself? Two clients that may be also cannot afford hiring you as an agency with the extra human power. So how do you think about that turning something, which also solves obvious problems so it has value into something that could sell on its own? I was never a friend of doing two things at the same time owning and leading an agency, then a side project like selling software. I think they're too big to split that apart. so maybe in the future when i would think okay it's very nice idea Yeah, the only thing I can imagine is like to step away from agency and then focusing on a software

because I love what i do every day.

[00:18:16] Every morning And focus like hundred percent in this in this agency? And couldn't you mention two have like another thing Like that would be too much. so all your reason will be like okay The idea's nice. maybe it We can. we can start up from here But not two things at the same time. Would there be any amount of money or something? Or external feedback where people tell you, hey this is so cool. I heard about what your building like. we also need that and yeah obviously i can try building it myself but It will take me probably a year or something. So if anything were could see yourself revisiting the decision coming to different conclusion. Yeah, I think so. It's hard to tell because all we built is so specific for the client.

[00:19:12] of course there are a lot more modules and things that were used... ...for every client but The things we build for their clients was also so specific that I think like maybe older All the analyzes data and maybe deliver words. creation could be may be tool. I could revisit my decision in maybe years or months, but at the moment there's no plans. Okay! And i don't want to talk you into it and i'm just genuinely curious because... ...i feel like there are some agency founders that operate on service businesses that always had this dream of building products and now obviously we are enabled to build product. And it makes absolute sense to build products, let's solve our own problems first but then the obvious question is why not go out into market with its own?

[00:20:19] But you gave a very convincing answer for your conclusion. A lot of SEO tools just started, like you said. It was a tool inside and now they are like Screaming Frog or write back then to start it that way. Yeah That's good keyword pun intended here SEO Tools. so Peec AI, DataForSEO. these two. So, Peec AI is a rather new tool. DataForSEO. I think it's not an really new tool but they have come to new fame due their like API nativeness and being able to implement in workflows with Claude etc. How do you see the let us call them legacy SEO tools? Like Semrush, Sistrix, Ahrefs? Do you still use them? if yes what do we still use then? four And If no When did you cancel them and why? Yeah, it's a good question. So we cancelled a lot of tools because of DataForSEO And you mentioned that they are now pretty famous.

[00:21:34] I don't think. back then there was just some nerds technical SEO. so It is more like an API database than the tool. Now with all the APIs MCPs get, I think pretty famous now. So how to answer this question? It's like we use still Sistrix for the old school SEO KPIs rankings visibility index right and rankings and all that stuff cpc something like that. but you can't get it from DataForSEO as well And i liked. the key is prompt research module from Sistrix. So yeah, but for all the AI search is like ninety-five percent Peec AI. And I think it's a nice view of point because and i think all the tool SEO and Search tool industry reflects very good what is going on in our industry companies, agencies and software providers slept on the trend.

[00:22:53] And didn't saw it coming this hard I think because like you said Peec AI was two years that didn't even exist. now they're like eighty people. i know the founders pretty good. Yeah, they come from already for nothing and I think a lot of old companies or software providers and agencies struggling with this fast growing AI search market. And maybe are too stuck in the old world? Like I said, we use mostly the old school SEO tools for the old-school data and new tools. But i think they are trying. it's always worth looking into what they're doing in terms of AI search data. Let us talk about DataForSEO A little longer for a second here because I feel like you and me, so we also use DataForSEO. We see the value already.

[00:24:06] So yeah For us it already clicked. What would you say to people that maybe are a little bit skeptic still where they say? Yeah DataForSEO. i mean if i look at their website It doesn't look as fancy Maybe as Ahrefs And Like. They don't have a big conference like Ahrefs Evolve etc...so it feels like

maybe smaller-ish provider, why is it still worth looking into? And even thinking about maybe I can cancel my SEMrush or my Ahrefs subscription and replace that with DataForSEO. What makes Data For SEO so interesting? if people think about agentifying their SEO and GEO workflows? I think it's more in the human than data, this decision. Because if you work agentic like with Claude or other AI agents It is a way different approach to work.

[00:25:15] then clicking through your eyes. So what we say? people who are still concerned and not sure about that would tell, try the DataForSEO MCP connected with your Claude Code. Or you're AI of choice and just tried to ask him questions. Try to automate your daily workflows like asking them for a keyword research or as come for content topic hub topics are Yeah, something you always do manually. And so we see the magic because all of data I think it's a magical data and connecting all this data put into one task is the magic. So try the data MCP. It's very cheap like fifty dollars per month Something like that. Try it then It's amazing and you will see by your own behavior that you're not using the UIs anymore, also often any more.

[00:26:25] And how much of a role do think plays exactly what you mentioned? The pricing where for example Semrush so... I can transparently say we also canceled our Semrush subscription. Locks you into a subscription with the very high base fee, and you get a lot of products that like features but it feels different product apart are basically stuck together and bundled together And pay for a lot stuff That don't really use. Then there's other providers AI native or these more like agentic providers, where you just pay for what you need. How much of a role do think that also plays in how you decide which software to keep and which software cancer? Pricing is always the thing experienced SEO or consultant, I think you already know what you want and what you need.

[00:27:40] So for example when i log into Semrush have the same feeling like oh my god it's so much! Like open photoshop but just...I wanna change the color. everything that can do The rest is not necessary to me. the operative work like SEO AI search, it's like ninety percent MCP API and maybe like ten percent UI. And yeah I would just track my own behavior. so when i'm not using it anymore is that necessary for me? So cancel it! That what you use in what you need. stick with it. cool let's talk about something where you actually build But then decided to discontinue it. actually buy something because I saw. I think was opposed on LinkedIn where you said that you build your own AI visibility tracker with Claude Code in ten minutes for ten dollars or ten euros don't know.

[00:28:46] but Then in the end, he still concluded that it makes sense paying for Peec AI. Because yeah what is the reason? Yeah It wasn't. Actually, it was not a tracker. It wasn't reporting but the hook was very good so I used that. But yeah The biggest reason for us to stick with Peec AI is of course data because paying for Peec AI cheaper than paying for API costs from all models So price and features All the things they are building next to data is a very, very good product. So for example like the action plans that were introduced or all of their features bring out there's so interesting data and UI makes a lot sense! I think it's pricing and the features i use especially in such new environment like AI search easier to provide good features because everything is new and in the twenty years SEO world we already saw every feature, so it's not that new anymore or nothing new for us SEOs.

[00:30:12] So I think its the pricing of the features. you see what they're building with passion. get away from this, because I think that's a very important part in our world. to stay on what is happening. Exactly! And Peec AI represented it very good and their feature. so yeah... That are the reasons. Yeah, the Peec AI team feels really cutting edge. Cool! Another thing I was curious about...I already said it in the introduction you completely specialized and working with banks and insurers like the finance industry? And i wondered what do they say when they hear that an increasing part of work for them is done by agents And I especially care about the compliance or legal teams here. What do they say, what did they

say?

[00:31:23] Take us through these conversations a little bit. Yes so honestly it's less drama than you would expect! So our contract said openly we use AI tools under editorial control Yeah, and what legal teams want to know is who's accountable. So which data goes where? And whose signs off... Our answer always the same. A name-it person is responsible for every piece. Every number is reported check it by hand against a source something like that. so there are some little points we have to look deeper into because in this industry yeah but its not dead big difference like compared to our e-commerce industry or fashion, something like that. And have you also looked into the whole model? provide data retention? Where does the data go?

[00:32:26] so using Claude on the Anthropic API directly US based using Claude through something like Google I think now it's called AI Studio. It used to be called Vertex, which then allows EU routing versus even using EU data centers with for example open-weight models like GLM etc., how do you think about that? For a performance having the most capable model but also price and compliance so to say or is something that you feel like it's important at all. Yeah, I think we work with our partners in this part as well because he is doing a lot of stuff for the industry and so he helps us alot. but i can't tell you much about details. But what I know is like that everything we do, everything we work for and every data it goes in is transparent.

[00:33:45] We communicate with the clients so they don't want to do anything or no data goes out too. It's just everything with approval from the client. I want to wrap up the part about KKP OS a little bit with looking at the development process again, not like with the nitty gritty tech details. But what would you say? What worked better than expected? and were there also things that you built then had to rip out again saying oh man we really overdid it here this is getting out of hand. let's redo it and delete the last like five thousand lines of code. Yeah, very good! The do's and don'ts and glory moments maybe also the fuck ups. So things better than I thought is... I checked it. like this week, that's a fifty-nine percent of all deployments and changes in our OS is done by our team.

[00:35:02] So not my me! And so thats things goes better than i thought because back then i felt like ah its just going to be me. now we have to tell please use it but A great way to work, that the people and team is loving this OS. And continue developing it by its own. so like I said a ninety-five percent are built not by me. So thats... yeah.. a good sign. you build something great. The thing we have to screw with Was our rapid out again. Yeah, was our I would say like the agency we call it Pulse. that was our agency operating system to get all the finances and data together And the financial part was so complex. So many data, so many points. I wasn't even able to use it anymore and didn't know what... So Excel is better than this tool.

[00:36:17] That's why we last week said after three months of developing Okay let's rip that apart. It doesn't fulfill the needs any more. its way more complex. Take us more time then helps. Okay, I want to play Devil's Advocate a little bit now because... ...I read you saying that the KKP OS, Claude. The whole like agentification basically makes your team twice as fast. Now if Claude Let's simplify here a little it If Claude makes good SEO and i know You only have good SEOs on Your Team Makes A Good SEO Twice As Fast. The client's in-house team could potentially also get the same boost from buying Claude or ChatGPT, whatever. Why do they still need an agency? Or why is it still a better decision... ...or when is not even the best decision to hire an agent as KKP?

[00:37:25] Very important questions and I think you can ask this question five years ago. Because there always been companies, they do everything or a lot of things in-house and what I think is great because... ...I always encourage companies to do that. build your own SEO team And i think we can bring the best results when We work with clients who have their old SEO Team because you have

responsibility Bring good results. So Yeah, if you can do it by your own If we can do in-house and that works And bring this the KPIs up It's great but with the KPI stuck for three years Call us and maybe help You. That is a very on point response. Let me still challenge A little bit. For example, it's someone so let's look for options where maybe people can still get value from this as an in-house team.

[00:38:36] So let's say okay that for whatever reason there may be skeptical of hiring agency what would you say if? For example is someone ahead of marketing marketing lead or something is listening to this and he says Okay I Get It would love to hire someone like KKP, but right now I don't have the budget approval or something. Like that what are maybe your top three things? That you will tell them how they can enable their team and move their team a little bit more towards where for example your team already is having this AI transformation. owning this AI Transformation What Are Your Top Three Top Three Things Maybe Yeah, so when we for example get in touch with a new client We never say, hey make it like this and don't make that because they're the experts.

[00:39:37] They know what is going on in his company to know KPIs. there are their bosses who knows everything. but I think we can always bring a different perspective with our expertise. I think we saw everything in the SEO world, in this search word. In this industry... The most important part is that encouragement has to come from the boss. so for me it's not just a tool but transformation and working one year ago. And this transformation needs room and time, resources to do it. so its not like a project you have to throw in okay let's work with the eye for couple of weeks. So It Needs The Time, It Neads The Right Place To Do This. And Its A Transition That Needs Time. And it was like, for us the same. Like I said one year ago we worked differently completely differently and a lot of people were faster another person was slower.

[00:41:02] they needed help. there are concerns. now. all that stuff is going on. so to answer your question as i would say The boss have started transformation work more with AI Yeah, and have to encourage a team. show them that it's the way to work because if you're younger team. You have to say hey guys your twenty or thirty years of work in front of you And now change how we work. It is not Excel anymore nor Powerpoint anymore. I don't know if I even still have Excel on my computer or PowerPoint, because it's Claude Code building my tables and Claude Code building my slides. So no necessarily needed... And that is the biggest point. so i would say the transformation needs room time and the bosses need to encourage their team.

[00:42:14] invest in this transformation. Where do you still have things that you DO NOT do, and Claude? I think everything in terms of decision-making, that's nothing i do include. so it helps but its never on point. It is still manually using by our consultants. Yeah...I think thats the... Its hard to answer this question because have to think about. There's almost nothing I think nowadays, so maybe for example all you see on my LinkedIn posts and the thing that i do in LinkedIn is ninety percent by Claude Code it gives me... So we have a database of AI search news that gets provided by our teams or every one providing this feed with news As a start of the week, I get a content plan for my LinkedIn posts. They say okay analyze this and then create all the slides or text.

[00:43:55] Then you have to check it out and the comments as well. So I'll barely use the link in UI anymore, just get my reports from my agents on the phone. so yeah it's hard to tell a question maybe calls and making decisions but everything else is Claude Code. Crazy! So cool for probably um...the final part I want to focus on something that i feel like is especially important for younger people. Because there's this discussion about agents basically being able to replace juniors or replacing the work that juniors did so with juniors. obviously we mean interns, working students and junior SEO managers etc. My question is if agents do their job? How can anyone become a senior if they are not yet? Yeah, that's very good question and I think That's the question get asked in every digital industry

Because i think when we It it can gets bigger problem.

[00:45:17] In few years When the old heads retire And do you need to new people young people And I think we have to look at it in a different perspective. Like you said, and that's the same in our company there is no... like i would say ninety-five percent of anything necessary do by a junior because the AI faster quicker cheaper more precisely than a junior. but We have to Look at it like educational building Way like in Germany with the Ausbildung. so we go three years and you get a little bit for the English listeners apprenticeship. And they get just a little amount of money very low, that's why it is because its more putting work into this employee than getting out. So I think that's the way we have to do it.

[00:46:17] so and of course there is a risk because like imagine you hire in junior or for internship. And then after three years, okay now he's ready to work with our clients and then he is leaving your company. but yeah i Yeah, that's a part you have to include in your risk decision-making and in your finances. Like okay let's hire three juniors maybe one stays after two years then we'll have senior. I think it is the perspective of looking at this Do this thing manually or do with AI but learn and get experience needed before we can throw on our client. And what would you say? What do people actually have to learn, especially the younger or more junior people if things keep changing so fast and will change.

[00:47:16] So let's zoom back in time maybe ten years. of course also things changed but I would say specially in the SEO industry it was slower. Maybe you had a new Google Core update, maybe you have a new tactic or strategy. that came about and then somebody said hey look they did this cool thing. interesting! This is how we can get a lot of backlinks. let's also try it... And then maybe you tried in the couple weeks.. A couple months and then you assessed whether work etc. Now I feel like this happening real time Like i see people David Konitzny from your team previously, now Peec AI, publishing research about what changes in the new ChatGPT models etc. basically every week like there's something happening probably everyday or at least every second day.

[00:48:13] so What is it actually that junior people have to learn? because I suppose? It's not Like a best practice or a tactic. Or what ChatGPT retrieves as the top sources under GPT-Five point six soul or what's your take on that? Yeah, it was a good question. I think even experienced people struggle on desk. so um What i will say young people is like try to stay Um Try to keep up with all the changes especially in the AI search and uh In the AI workflow agentic world two big parts that's placed together and I think the biggest part in work as a search marketing, search marketer. And when you talk to junior who have all of theoretical knowledge then compared with experience like us You see immediately difference in the first two sentences.

[00:49:22] So I think because they know what you're doing, to do a lot is this... They saw everything and just like experienced. so i think it's get the knowledge try to learn and get experience And then you are confident with what your'e doing and the confidence which tasks or recommendations will give to clients or how to raise your visibility. So things like try to keep up, maybe it helps. We have a newsletter once a week for AI Search. may that help. so you or follow me of Follow You. That Helps To Keep Up With All The AI Search News and Keep Up with the AI agentic world, how it's working and literally worth changing. And yeah try to get experience! If there is no company that can help you just maybe build your own website.

[00:50:19] That´s what I learned back then with SEO. we had this affiliate websites, twenty or thirty of ads... There was the best way to learn and building our own website is very cheap. now You can build content, you can build backlinks To. prompt research is, I mean almost everything for free online and i think that helps a lot. So it's knowledge and experience like was back then was the same. We will put the link to the newsletter in the description and I also have agents that help with post production. You can find it under kkp.agency/insights, scroll a little bit. then there's this AI search update weekly. It's in

German, but even if you're an English speaker maybe you can ask Claude to translate it for you or maybe Artur will at some point offer a English version too.

[00:51:16] For some people with there is enough demand. But so If I got your correctly You basically made the speech for side projects again right? Junior people having to do their own projects learning it hands-on. i had Julian Redlich on the podcast. he was Involved in building up. The seo team at Booking.com. back in days Went, up until head of seo and Booking.com, now working at Permira. this I think private equity ish company? I don't know enough about finance but they basically own Kleinanzeigen, mobile.de, FlixBus, etc. And he basically said the same. He feels like ten or fifteen years ago everybody was doing side projects. Now it has become less But maybe its'the best time to start again for junior people Setting up your own domains trying get excited Trying to get into AI responses.

[00:52:17] Would you agree? Is that something That is The only track even To get this experience You talked about? Yeah, I don't think it's the only way but give you this slight edge compared to other people. They just do their regular stuff and go into company because they have no limits. I was working back then in a company as an SEO instead of going out on weekends with. now my co-founder did SEO and affiliate websites. Saturday, Sunday when we closed our laptop on Monday went back to the corporate job And that's how we learned it. I think gave us this light edge in knowledge & experience. There was a big part for me. It gives you permission another permission or the Shows you that maybe the boss are your Your co-workers there.

[00:53:29] You're passionate about this because it gives you also credibility. exactly Yeah, exactly, credibility That's yeah, you were passionate about and even Put your free time into it so I don't think it's necessary but i'm pretty sure It gives you to the edge Next to your colleagues or people who don't do it. Maybe that leads us to a philosophical question, but I still want to ask you... Do you feel like one can become really good in anything? Be at AI Search, be at SEO if your not truly passionate about it. so is being passionate the necessary premise Deliver top-notch work. I think if you want to be top notch and the last I would say one or two percent, I will say yes Yeah hundred percent. we like you have to.

[00:54:33] when i look at our people You have to be on the couch On the evening and scroll through linkedin because your curious. what's new? new things are. Listen to podcasts, no? Like. I listen a lot too. To your podcast because you have very nice guests and the topics are very interesting. so listening on when i drive my car or when i enter gym Or...I don't know When do my dish is something like that. So it's not- I don't think It's. maybe You can be good..you Can. we have a good life. but if you want really Be top notch And another one percent you Have to be passionate about it and everything Else comes by its own, because you want to do it and interesting. You just cover this very good speech! Artur, we are already approaching the hour mark and since... ...we now know that a lot of people listen to us in The Gym.

[00:55:33] We want give them proper one-hour workout companion. I always wrap up. if you're a frequent listener You know it! There's always final question at end. That comes as great surprise. But i wanna know what didn't we talk about? I think we should talk about the... I think like more, or maybe with your next guests. About pressure in our industry? I think that's a pressure of all changes especially an old SEO and new AI search And the change from working manually to now with AI agents. For a lot of people there's a lot pressure. Yeah, to keep up with your thoughts we still have some time. I think it is very interesting point Because for us its like oh nice that new. i want try this agent and build this workflow.

[00:56:41] A poster today linkedin post wrote about Start some Claude sessions and bring it to the gym or my phone on a remote control and prompting while I'm working out because i love It but there are other people they're not. Not built this way, so deep into it which is totally okay. I mean, it's totally okay.

don't have to be this nerdy like we are and i think there's a lot of pressure in. oh my god that's too fast! I cannot keep up with it? how am able get into next to my eight hour work so busy? So maybe we talked about another previous question. It always has come from the boss. He has to give you this room and the space, resources... ...to try to keep up with it. I think that builds a lot of pressure because people may be in their thoughts.

[00:57:51] So think like, oh my god maybe I'm not good enough anymore. And i think that needs a space especially in the HR when bosses talk one-to-one with their employees and it should be something leaders have in his mind That everybody is running this fast as we do And that's totally okay, but you have to be... You had this in mind. That builds a lot of pressure. Maybe one additional thought don't know what do think about it? I'm curious to hear! they rightfully have. They want us to deliver results and so, they say to us you have to be on the cutting edge! You have to tell me what's going on? And what the implication is for us?! I feel like that. it's actually our duty as business owners... ...to build systems that allow our teams to stay on top of it without having to be this nerdy guys.

[00:59:09] go through LinkedIn, attend events, attend conferences. Listen to podcasts on a Sunday morning when we pick up some bread or etc. for the breakfast. so I think this was at least my feeling that We also have a duty and also is the capability now to encode all that knowledge The great research, for example also that comes out or we do on our own to encode into systems. so Monday morning the team as you described it so nicely opens up their laptop and is not feeling overwhelmed by oh my god! So much happening. What the hell? But actually feels calm because they can trust this system that helps them stay on top. what do think about that Also from a business owner perspective here? So it's a great answer to this question.

[01:00:10] That is why always I say our employees, I don't want to be always say like, Be happy you work in this company. Like with us because we provide everything that you said exactly. We are on the cutting edge where providing everything building me pushing and it's almost rolling out red carpet agent carpet but you have to walk by your own. That's a perfect answer you gave. But there are other companies, they're not even a carpet. it is not the floor. You have to fly or jump and theres way bigger gaps between what we want to achieve And whats really capable because theyre not like this pushing AI nerds Like We Are. Yeah so cool Artur, it has been a pleasure talking to you. We will put the link to your LinkedIn profile in description.

[01:01:12] A very big recommendation to follow You. I think most content is German speaking But i think linkedin we'll do a good job and auto translating. if someone here Is native English then? Thank you so much. See you, bye-bye!