

* seoiing...

What's left for the meat proxies?

Chapter 1

...once upon a time there was a fellow SEO.

ACCESSIBLE

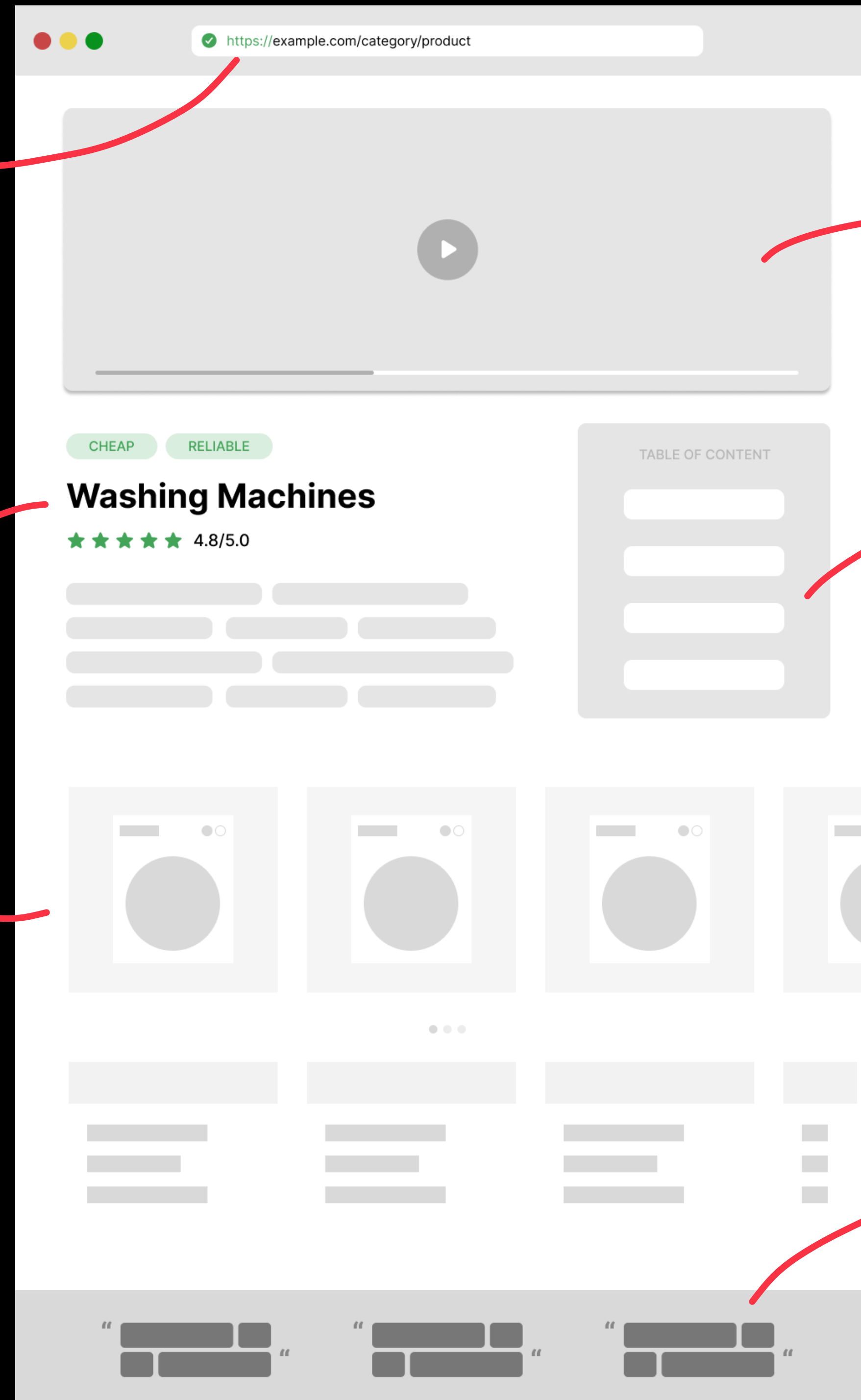
EMOTIONAL

CLEAR

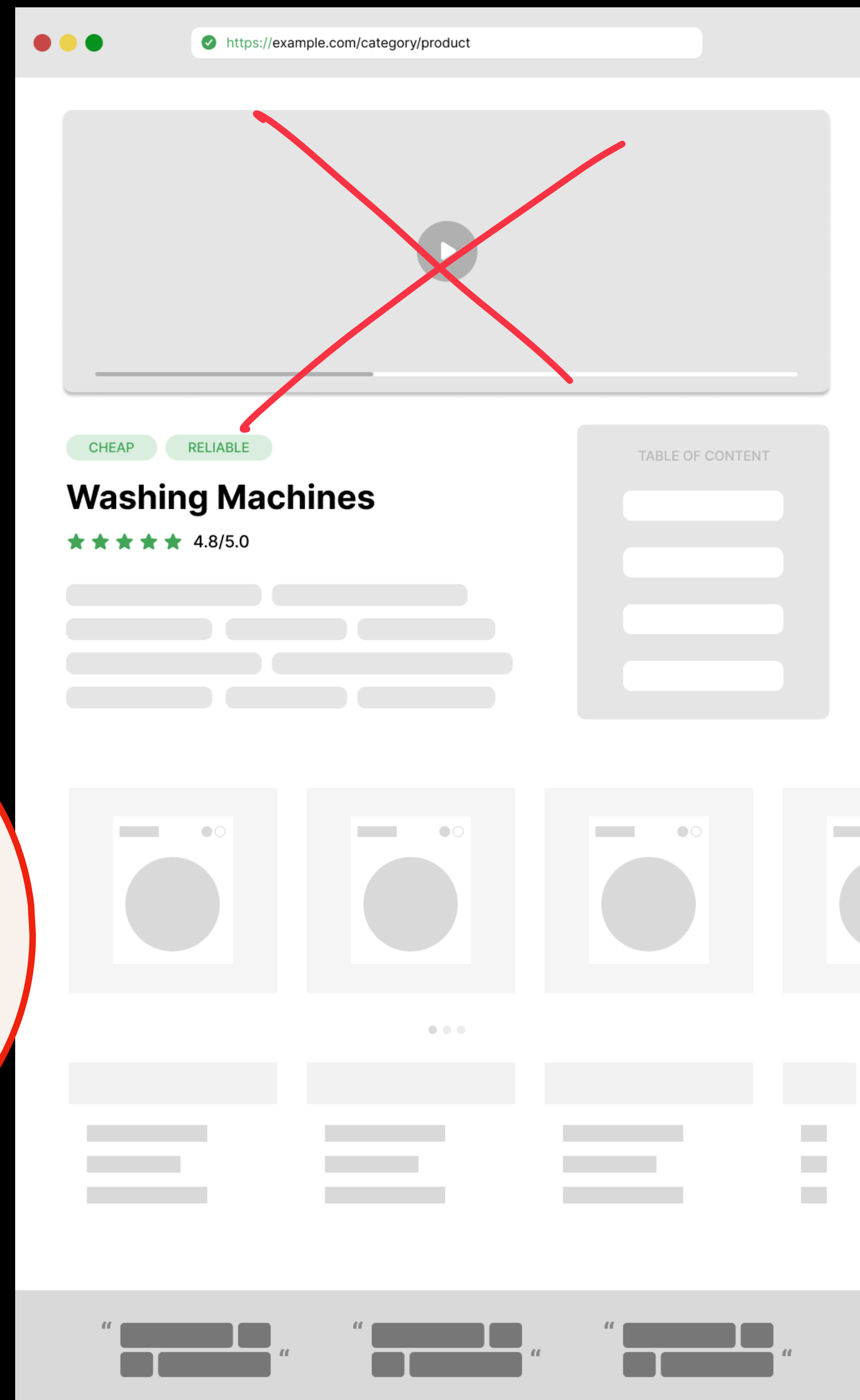
WELL
STRUCTURED

BEAUTIFUL

TRUSTWORTHY



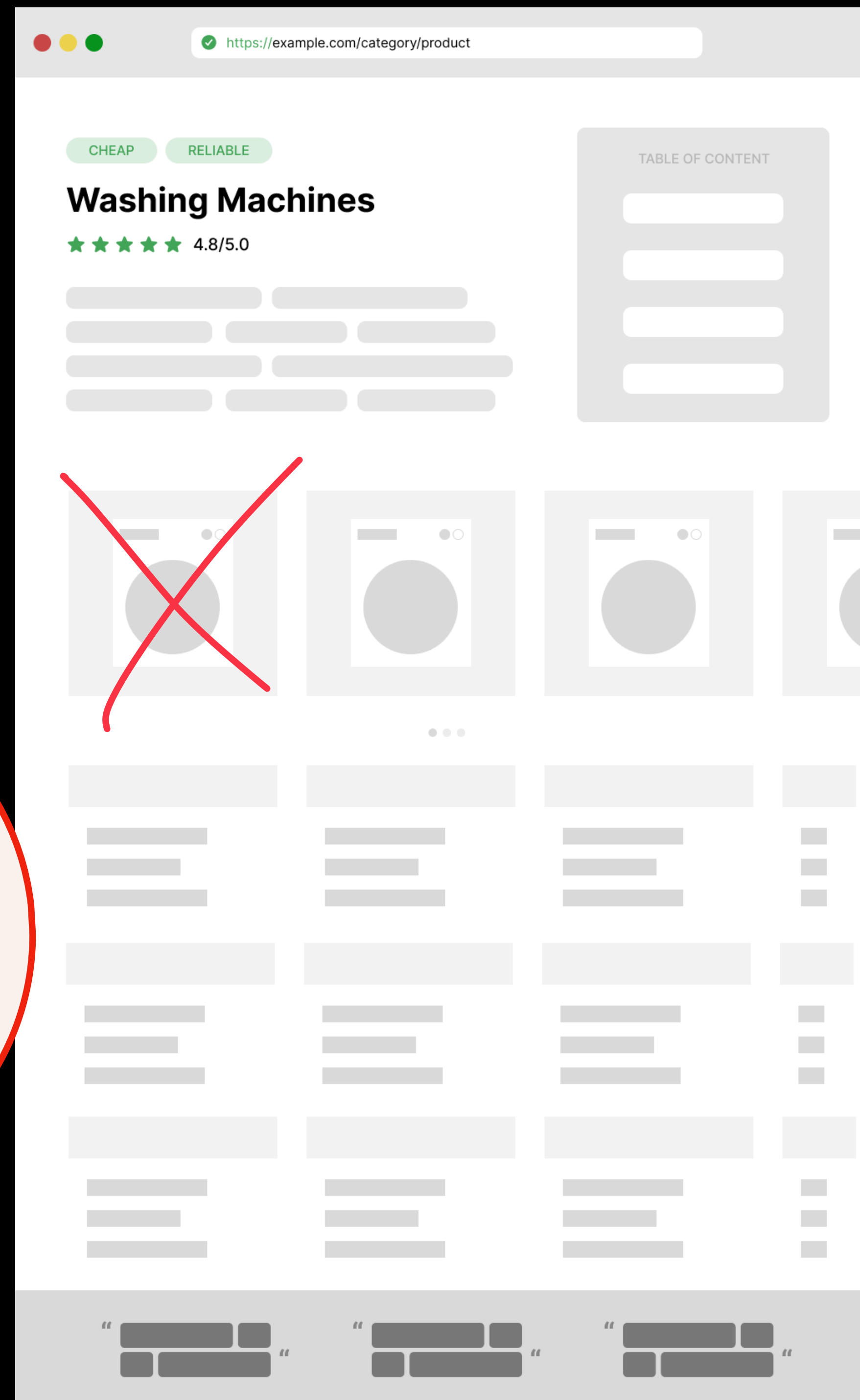
"This video shoot is too expensive. Let's skip."
– Finance



RELIABLE

TABLE OF CONTENT

“ [REDACTED] ”
[REDACTED] “ [REDACTED] ”



✓https://example.com/category/product

CHEAP

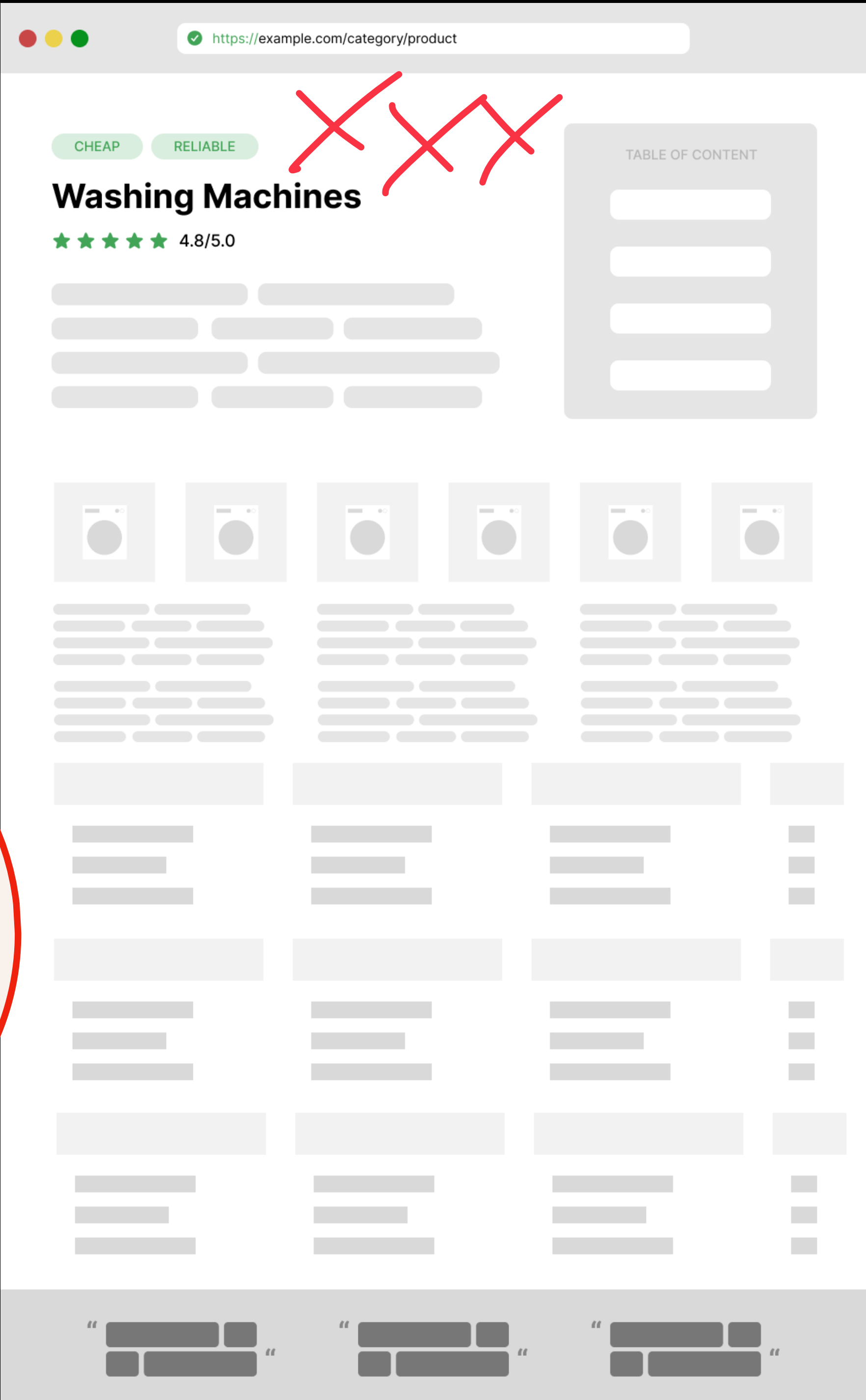
RELIABLE

Washing Machines

★★★★★4.8/5.0

TABLE OF CONTENT

"We need to include our
influencer testimonial!"
– Brand Marketing



✓https://example.com/category/product

“

!!“

CHEAP

RELIABLE

Washing Machines

★★★★★

4.8/5.0

TABLE OF CONTENT

“

“

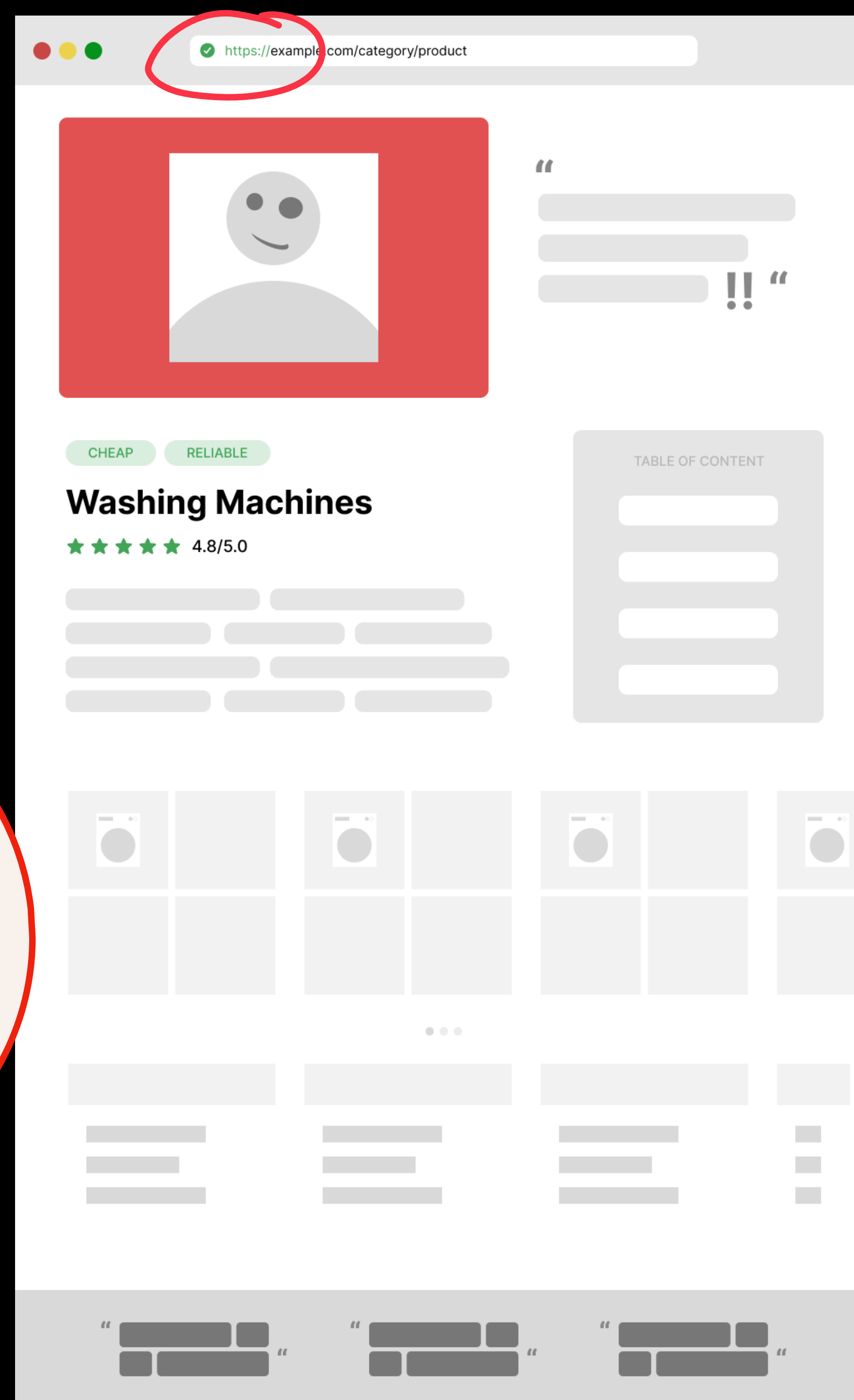
“

“

“

“

“Whatever, please add this tracking code.”
– Data Analytics





RELIABLE

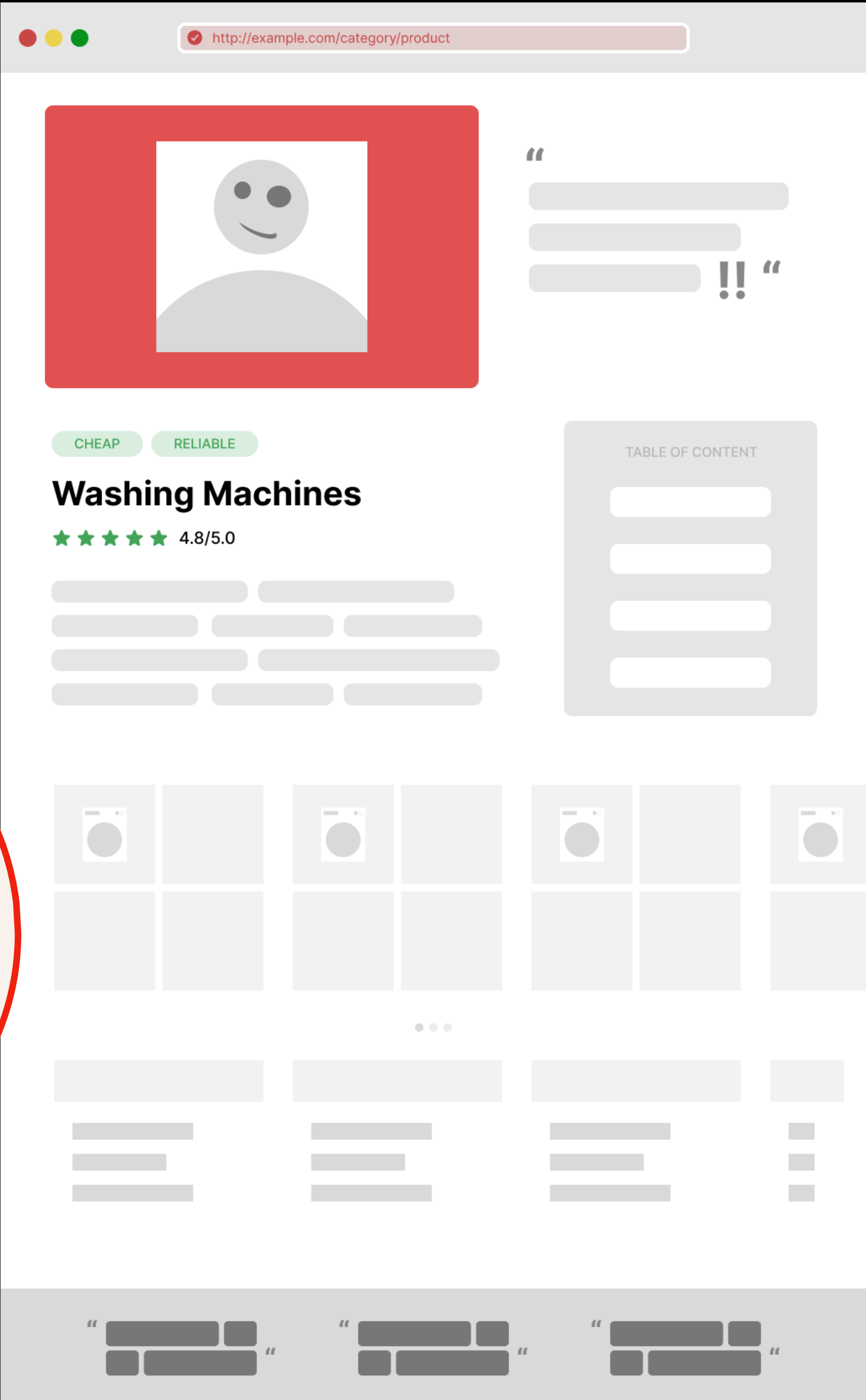
★★★★★ 4.8/5.0



Country	Share of GDP	Share of GDP	Share of GDP
United States	10.5%	10.5%	10.5%
Germany	10.5%	10.5%	10.5%
France	10.5%	10.5%	10.5%
Japan	10.5%	10.5%	10.5%
United Kingdom	10.5%	10.5%	10.5%
Italy	10.5%	10.5%	10.5%
Spain	10.5%	10.5%	10.5%
Sweden	10.5%	10.5%	10.5%
Netherlands	10.5%	10.5%	10.5%
Belgium	10.5%	10.5%	10.5%
Austria	10.5%	10.5%	10.5%
Portugal	10.5%	10.5%	10.5%
Greece	10.5%	10.5%	10.5%
Ireland	10.5%	10.5%	10.5%
Finland	10.5%	10.5%	10.5%
Denmark	10.5%	10.5%	10.5%
Poland	10.5%	10.5%	10.5%
Czech Republic	10.5%	10.5%	10.5%
Slovakia	10.5%	10.5%	10.5%
Hungary	10.5%	10.5%	10.5%
Slovenia	10.5%	10.5%	10.5%
Lithuania	10.5%	10.5%	10.5%
Latvia	10.5%	10.5%	10.5%
Estonia	10.5%	10.5%	10.5%
Malta	10.5%	10.5%	10.5%
Cyprus	10.5%	10.5%	10.5%
Bulgaria	10.5%	10.5%	10.5%
Romania	10.5%	10.5%	10.5%
Croatia	10.5%	10.5%	10.5%
Serbia	10.5%	10.5%	10.5%
Bosnia and Herzegovina	10.5%	10.5%	10.5%
Montenegro	10.5%	10.5%	10.5%
Albania	10.5%	10.5%	10.5%
Moldova	10.5%	10.5%	10.5%
Ukraine	10.5%	10.5%	10.5%
Belarus	10.5%	10.5%	10.5%
Armenia	10.5%	10.5%	10.5%
Georgia	10.5%	10.5%	10.5%
Azerbaijan	10.5%	10.5%	10.5%
Kazakhstan	10.5%	10.5%	10.5%
Uzbekistan	10.5%	10.5%	10.5%
Tajikistan	10.5%	10.5%	10.5%
Kyrgyzstan	10.5%	10.5%	10.5%
China	10.5%	10.5%	10.5%
India	10.5%	10.5%	10.5%
United States	10.5%	10.5%	10.5%

“ [REDACTED] ”
[REDACTED] “ [REDACTED] ”

"Can only do that on a separate subdomain."
– Back End





RELIABLE

★★★★★ 4.8/5.0

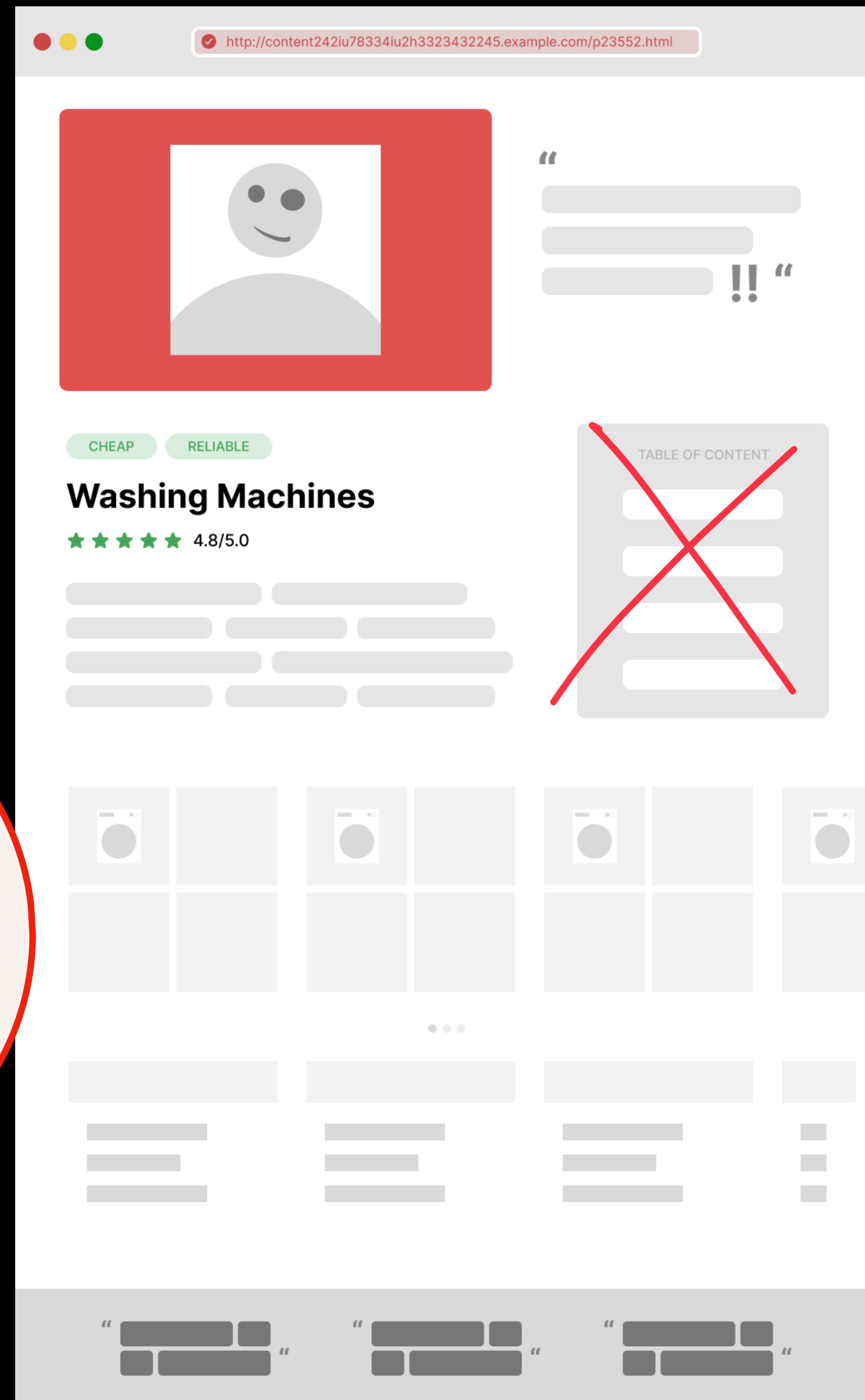


Category	2019	2020	2021	2022
Overall	100%	100%	100%	100%
On-time	95%	95%	95%	95%
On-budget	90%	90%	90%	90%
On-quality	95%	95%	95%	95%

“ [REDACTED] ”

[REDACTED] “ [REDACTED] ”

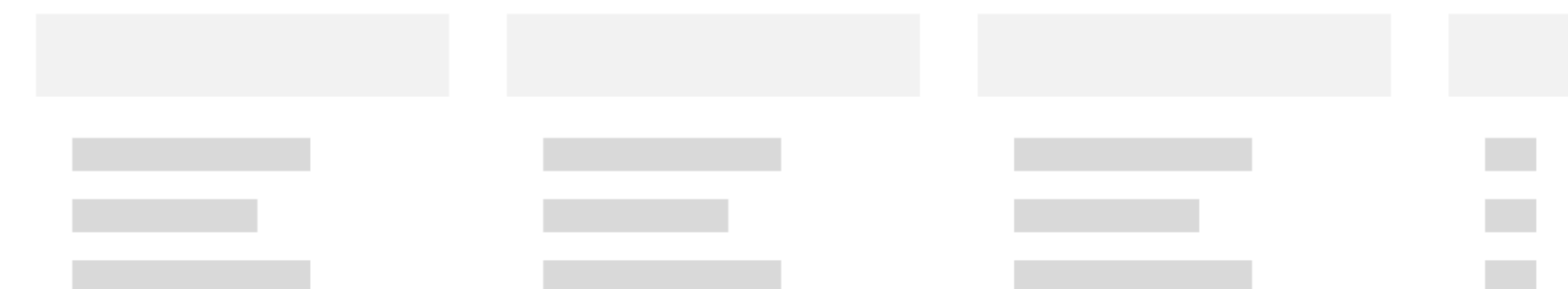
"We don't have this
component in our Library."
– Design



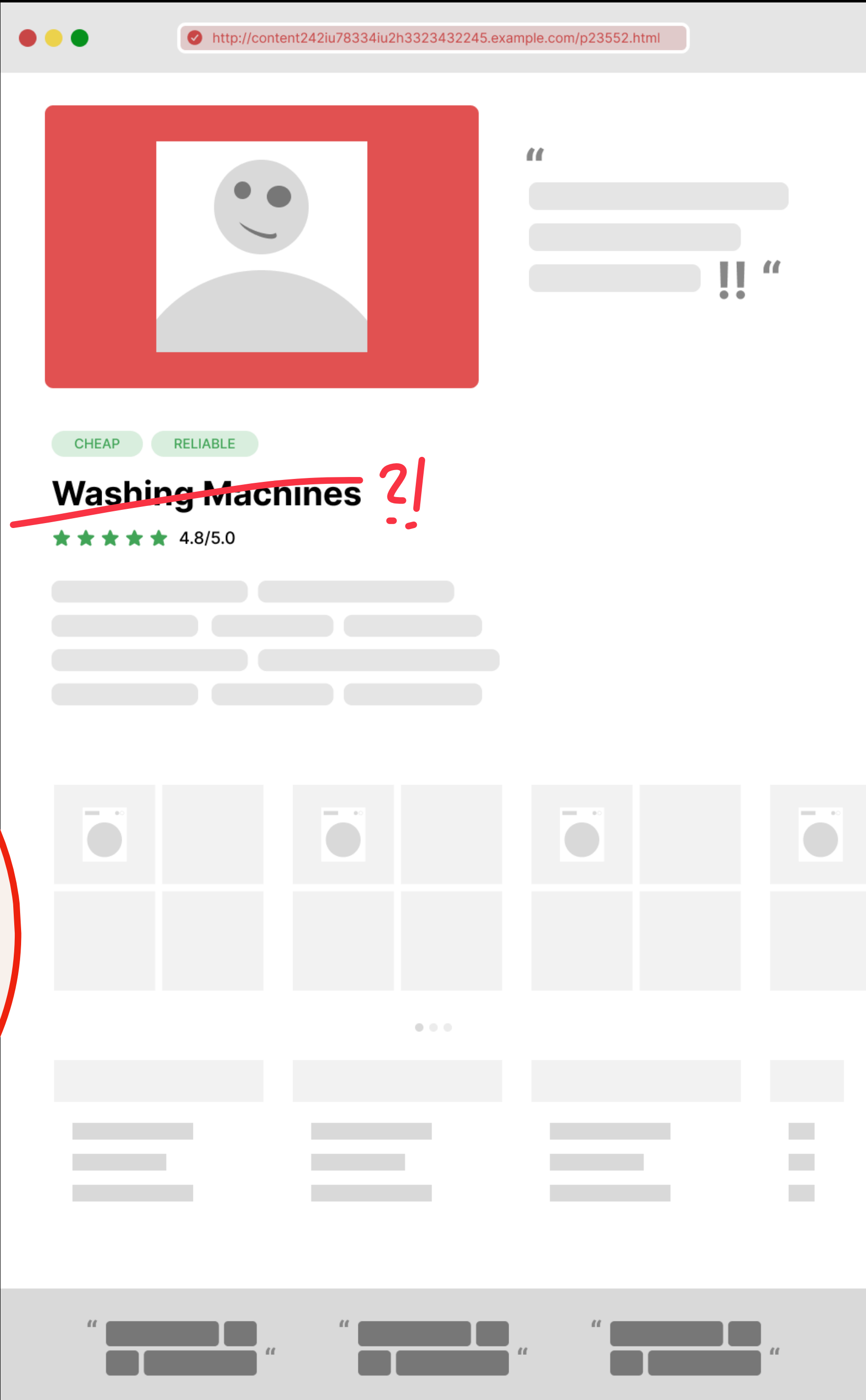


RELIABLE

★★★★★ 4.8/5.0



"Never ever call it
washing machine!"
– Copy



✓

http://content242iu78334iu2h3323432245.example.com/p23552.html

“

!! “

The green & clean revolution®

★★★★★

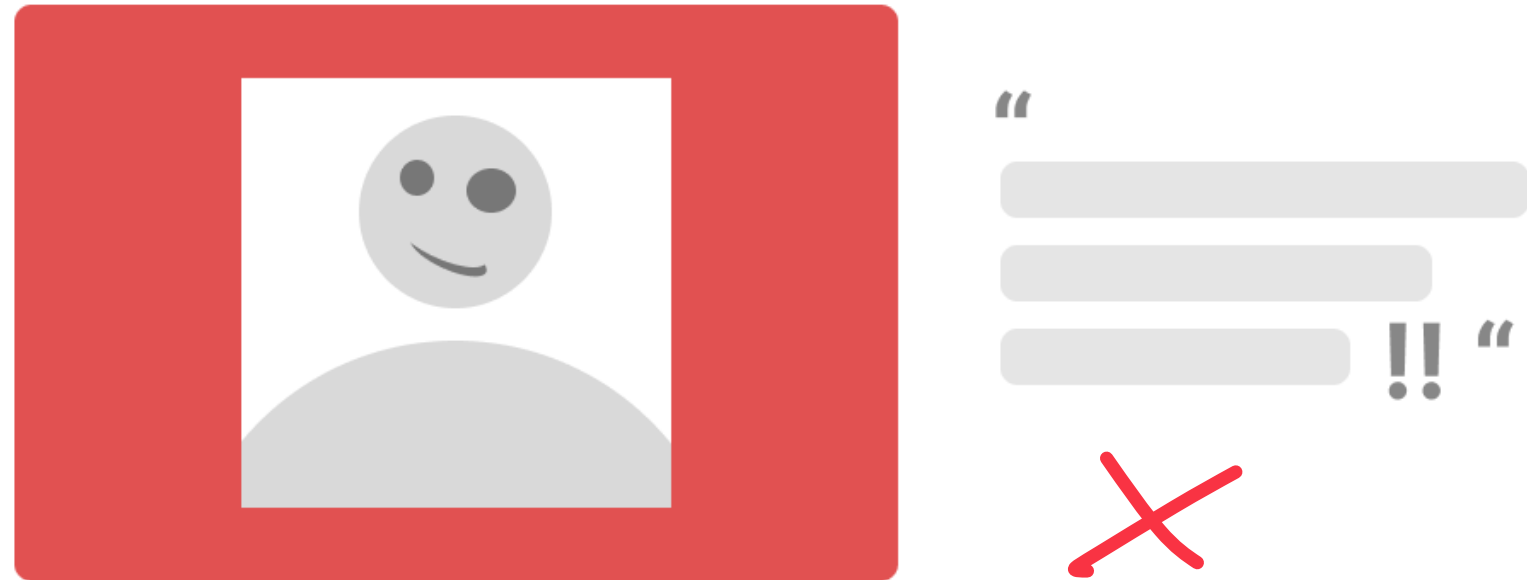
4.8/5.0

“

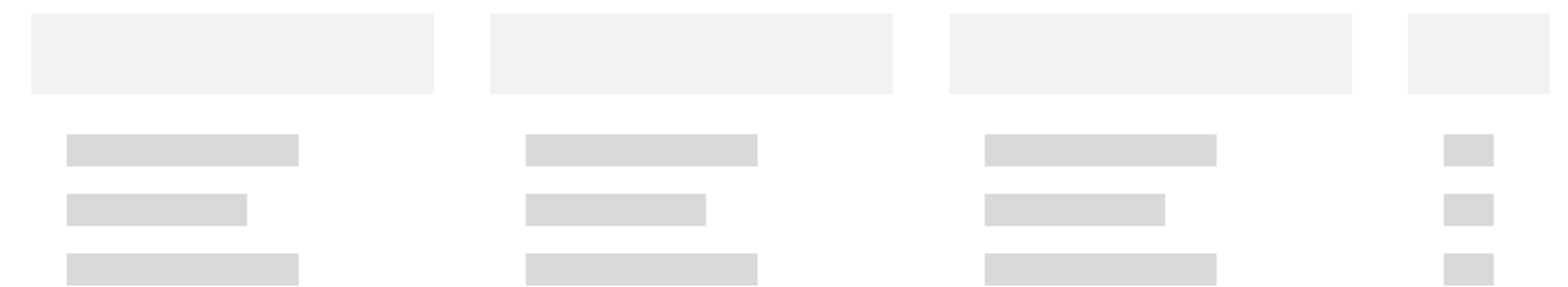
“

“

“



★★★★★ 4.8/5.0



http://content242iu78334iu2h3323432245.example.com/p23552.html

!!

Buy Now!!!

The green & clean revolution®

★★★★★ 4.8/5.0

Buy Now!!!

Buy!

Buy!

Buy!

Buy Now!!!

"Shhh.. my buddy told me a secret SEO trick."
– CEO

http://content242iu78334iu2h3323432245.example.com/p23552.html



“

!! “

Buy Now!!!

The green & clean revolution®

★★★★★ 4.8/5.0

Buy Now!!!









Buy!

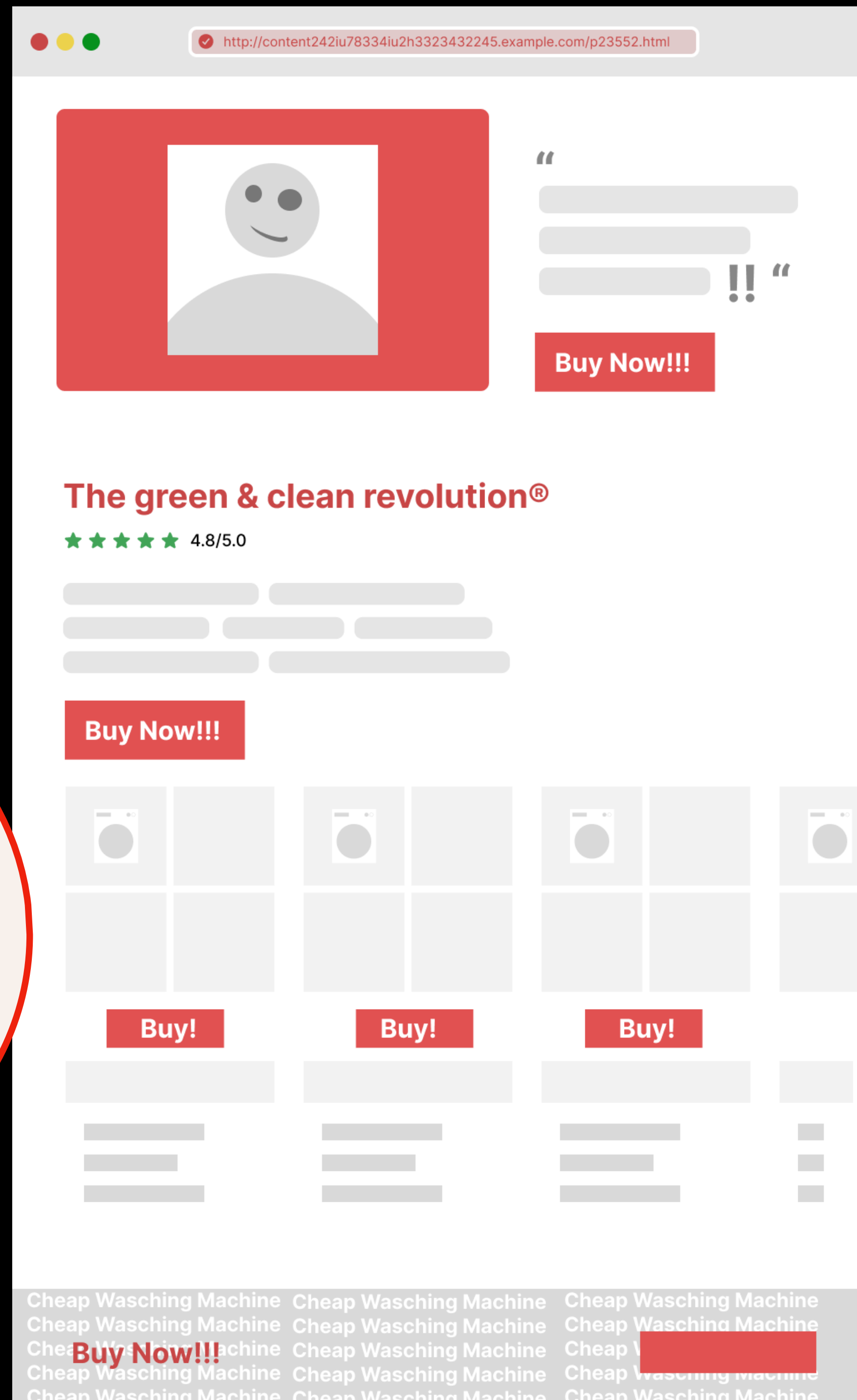
Buy!

Buy!

Buy Now!!!



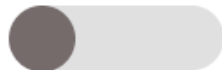
"Not without our consent management solution!"
– Legal



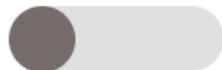


Consent Management Center

Placeholder text for the top section of the Consent Management Center, consisting of two columns of horizontal lines.



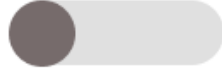
Placeholder text for the first toggle item.



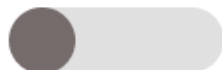
Placeholder text for the second toggle item.



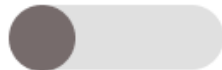
Placeholder text for the third toggle item.



Placeholder text for the fourth toggle item.



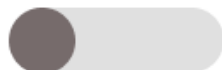
Placeholder text for the fifth toggle item.



Placeholder text for the sixth toggle item.



Placeholder text for the seventh toggle item.

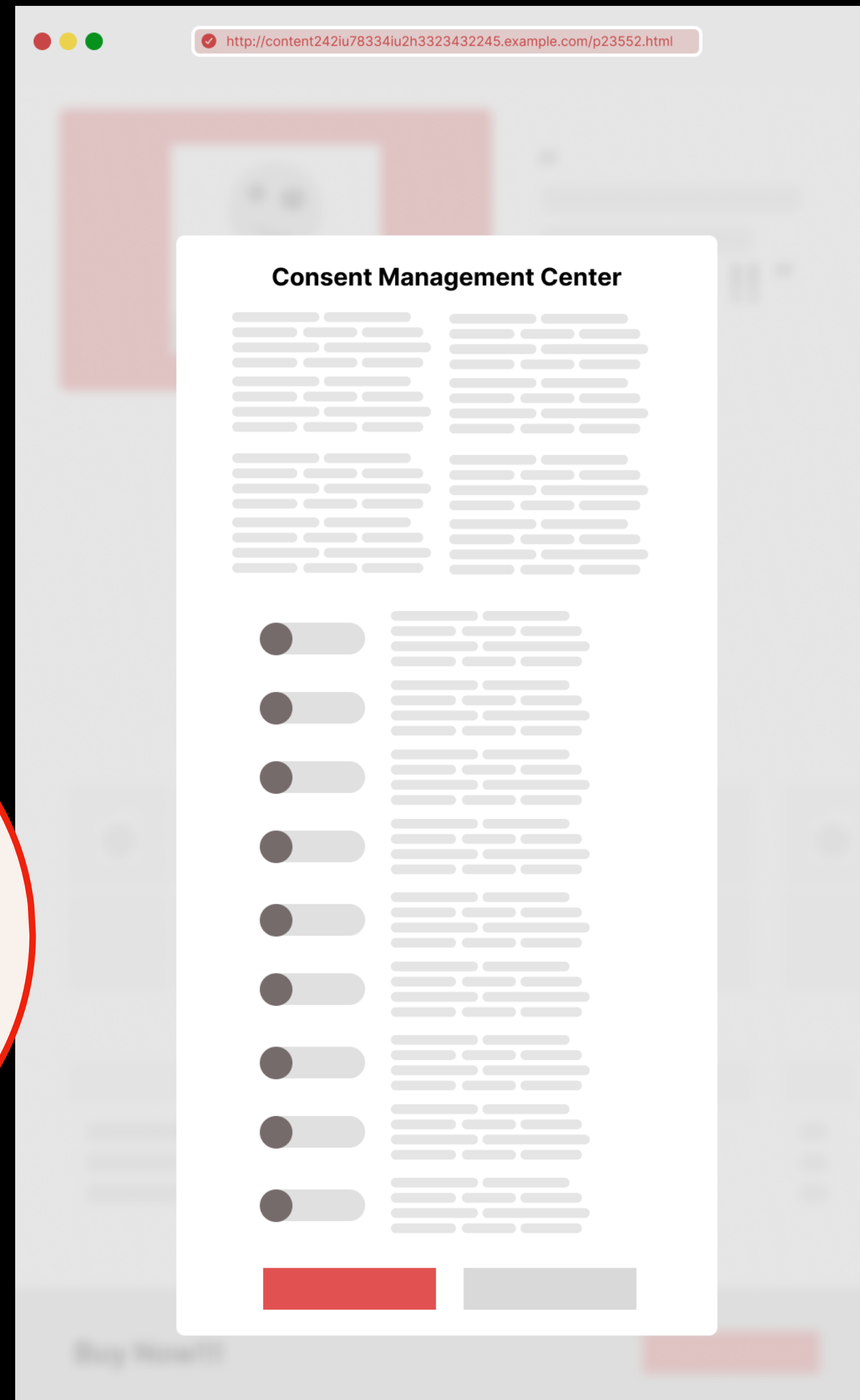
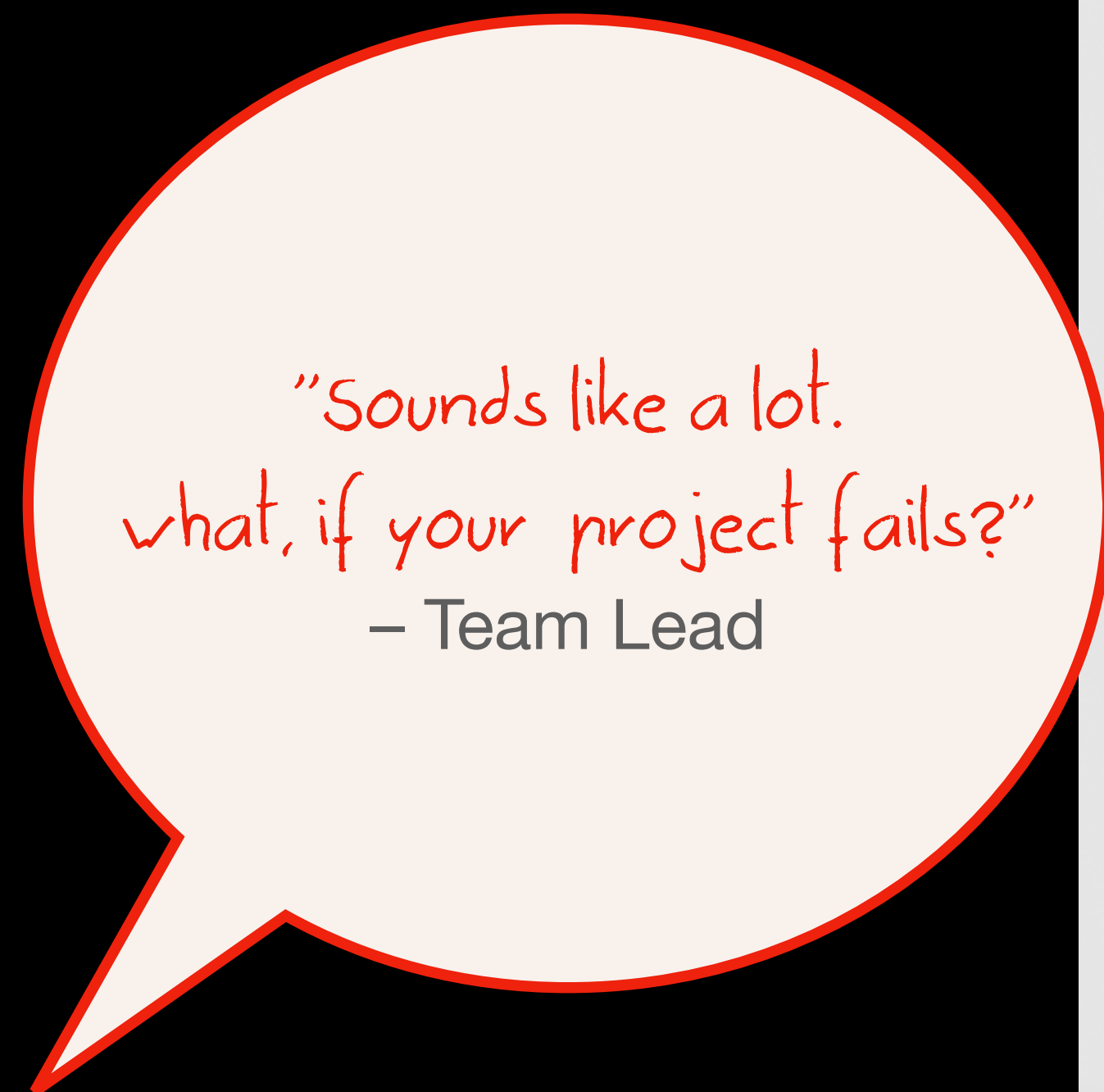


Placeholder text for the eighth toggle item.



Placeholder text for the ninth toggle item.







✓ http://content242iu78334iu2h3323432245.example.com/p23552.html

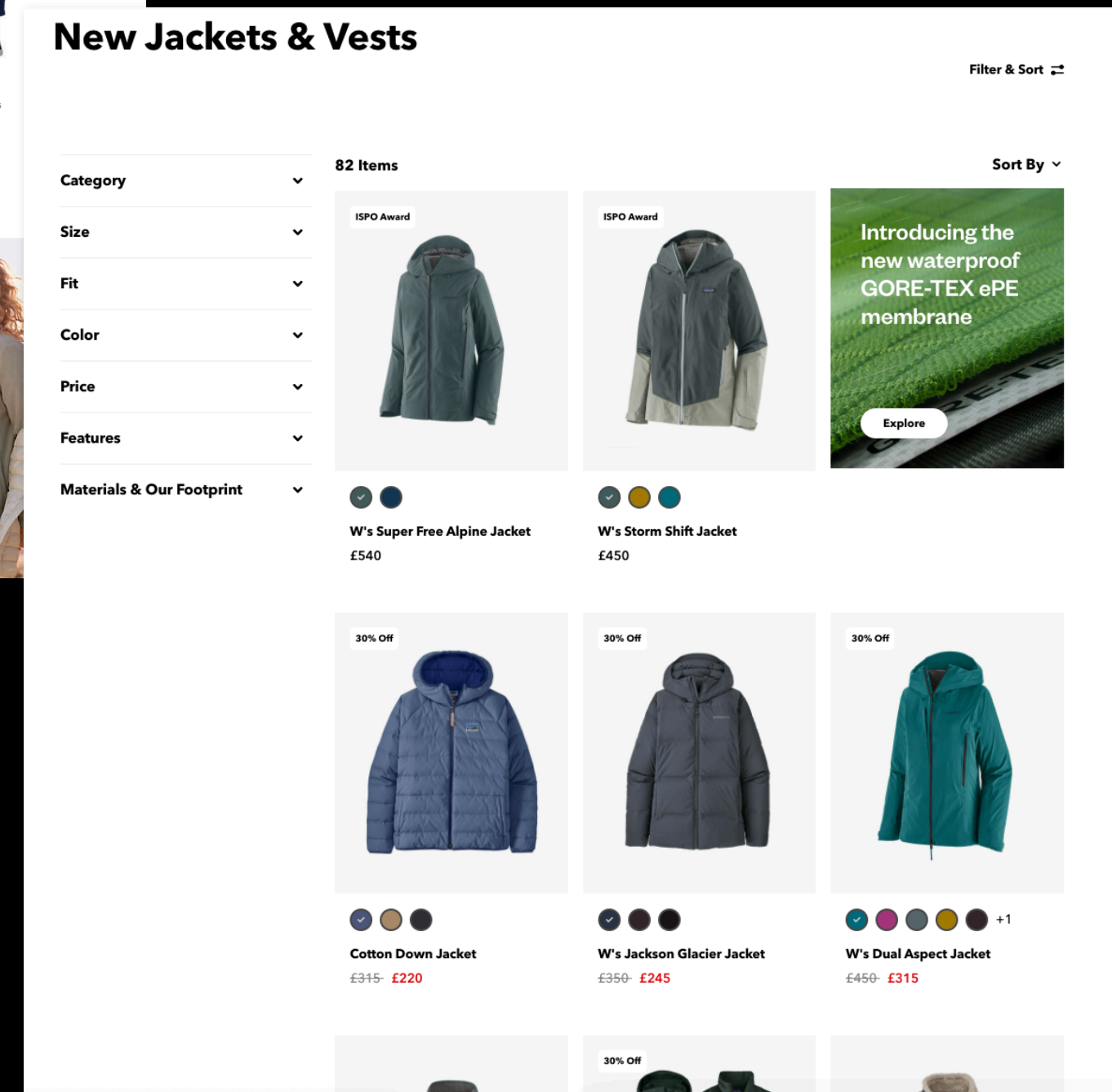
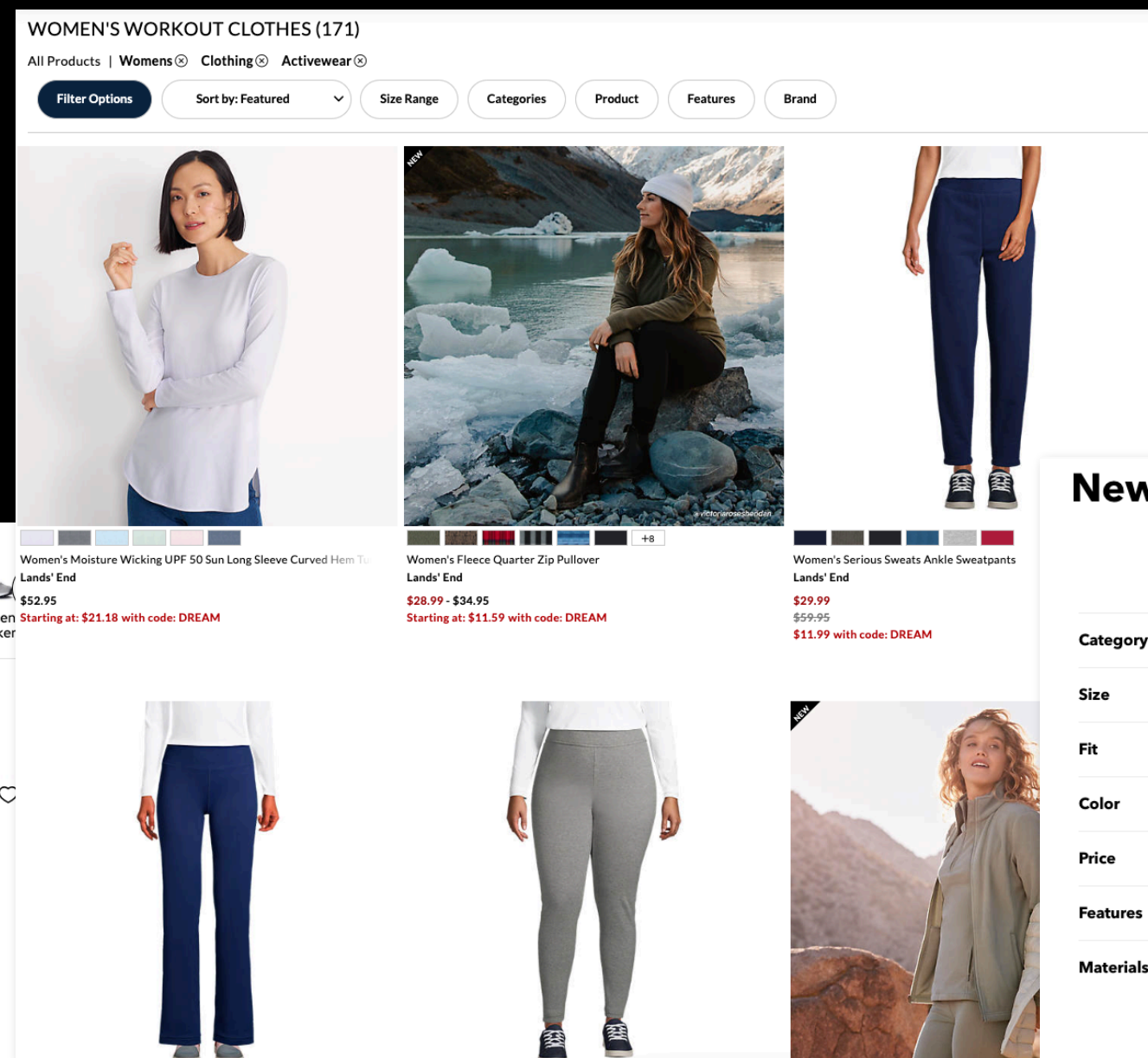
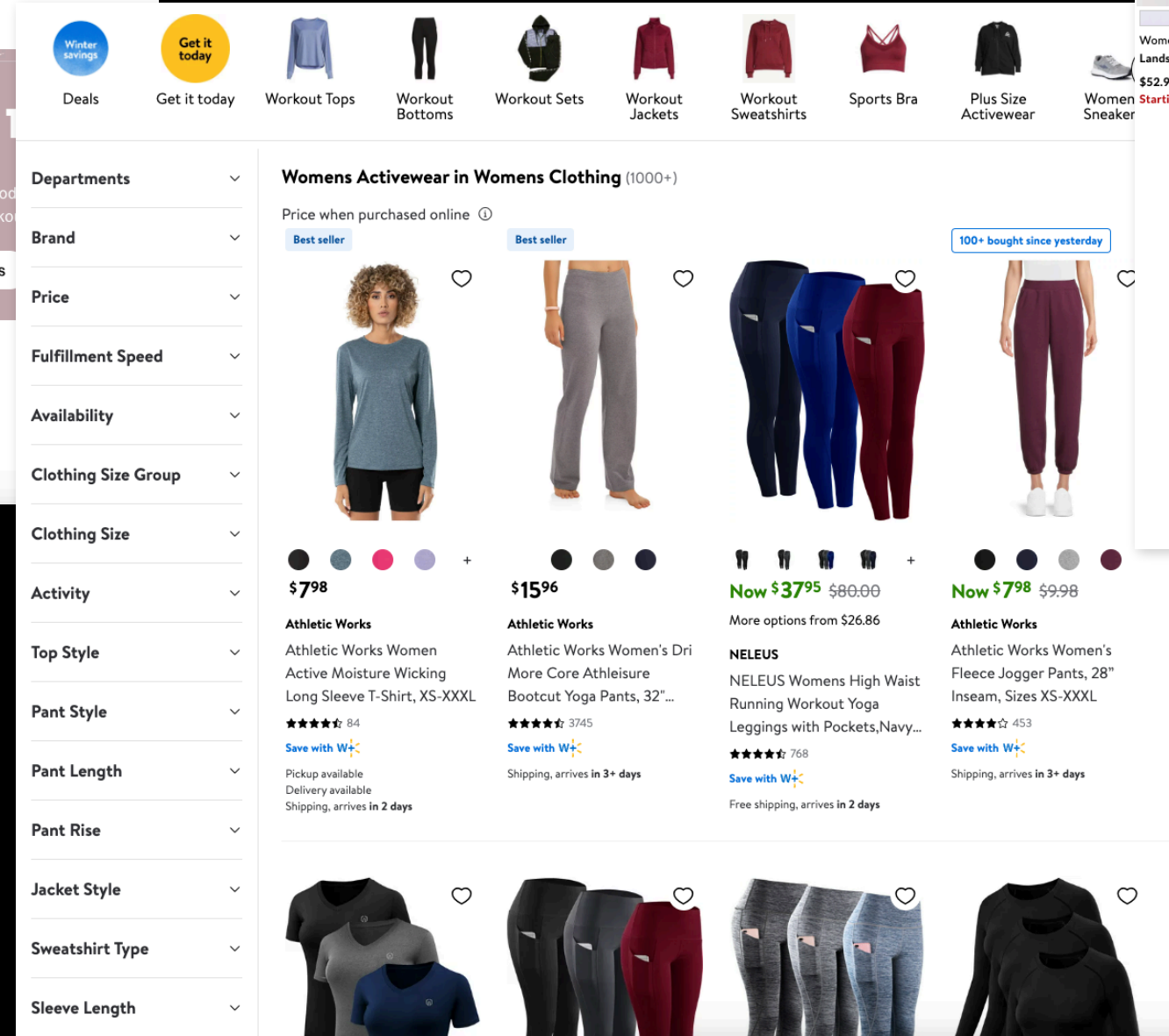
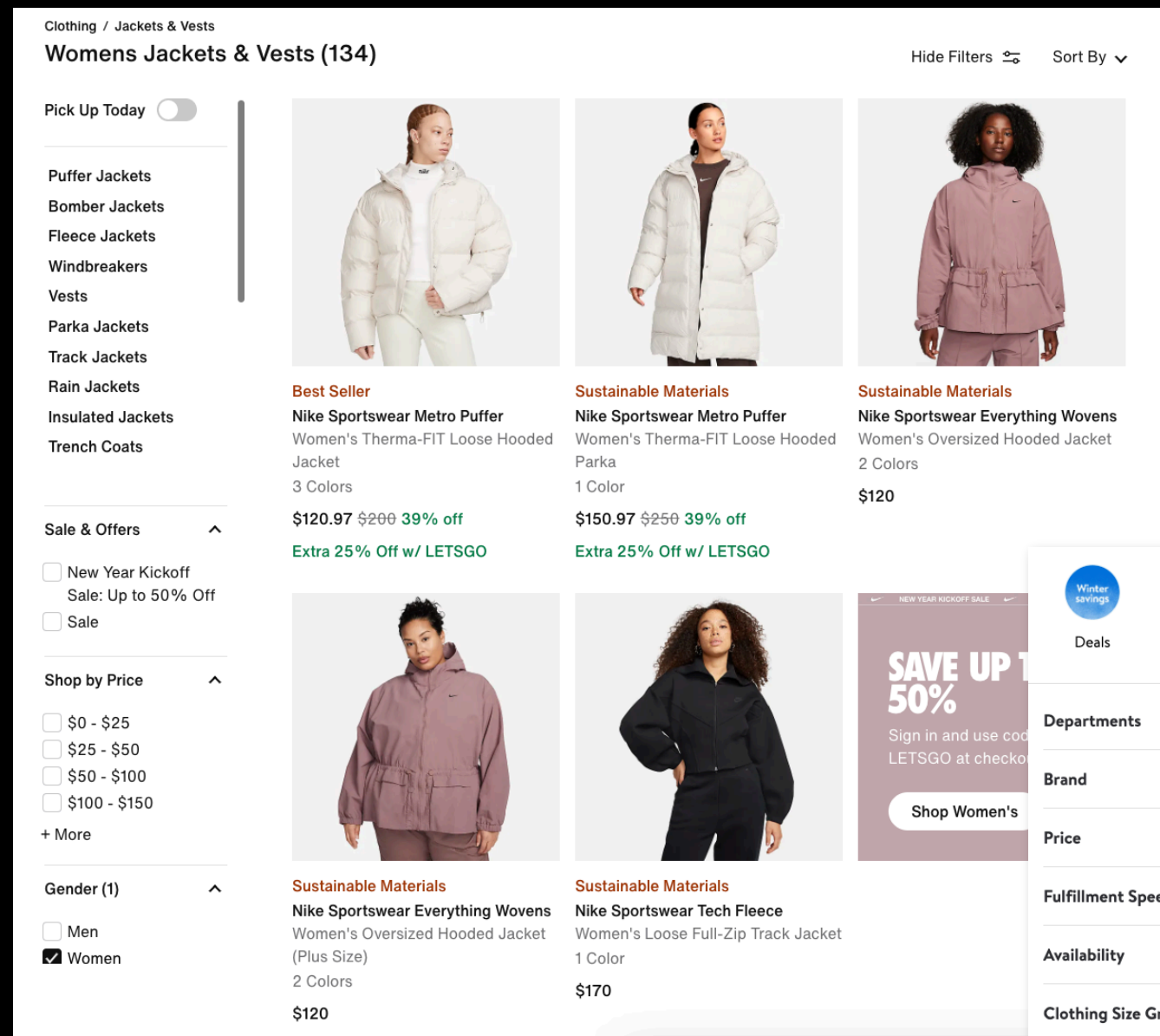
404

Chapter 2

We must treat SEO as a solved problem.

We must treat SEO as a solved problem.

Firstly, ideation: There's a finite number of ways websites can be built.



We must treat SEO as a solved problem.

Secondly, production: Claude does it all.

▶▶ auto mode on

If AI can't do the majority of your
production yet, there's a high chance it's
because of humans standing in their way.

Not a single one of their blockers was due to missing knowledge.

"Please small
images only."
– Front End

"Whatever, please
add this tracking code."
– Data Analytics

"CTA, CTA,
CTA!"
– CMO

"Can only do that on a
separate subdomain."
– Back End

"We need to
include our influencer
testimonial!"
– Brand Marketing

"Sounds like a
lot. what, if your
project fails?"
– Team Lead

"This video shoot is too
expensive. Let's skip."
– Finance

"We don't have this
component in our
Library."
– Design

"Never ever call it
washing machine!"
– Copy

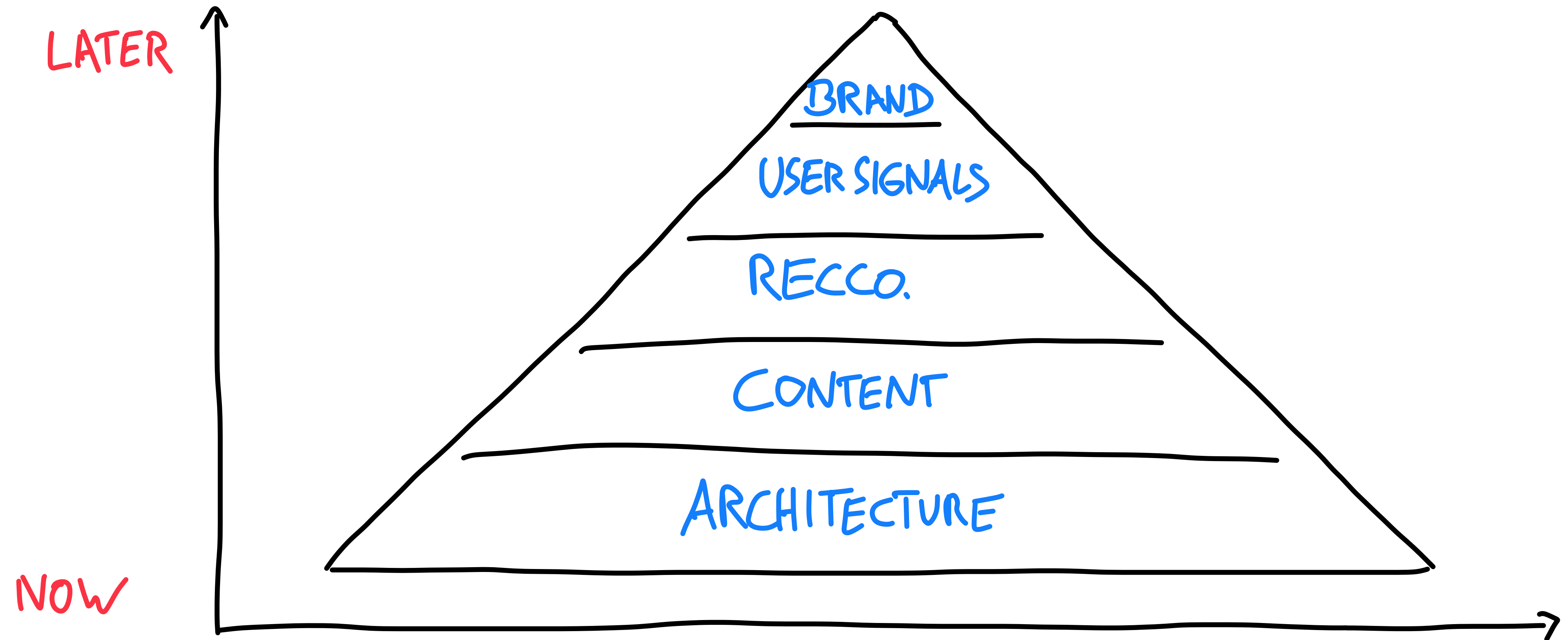
"Shhh.. my buddy
told me a secret SE
trick."
– CEO

"Not without our
consent management
solution!"
– Legal

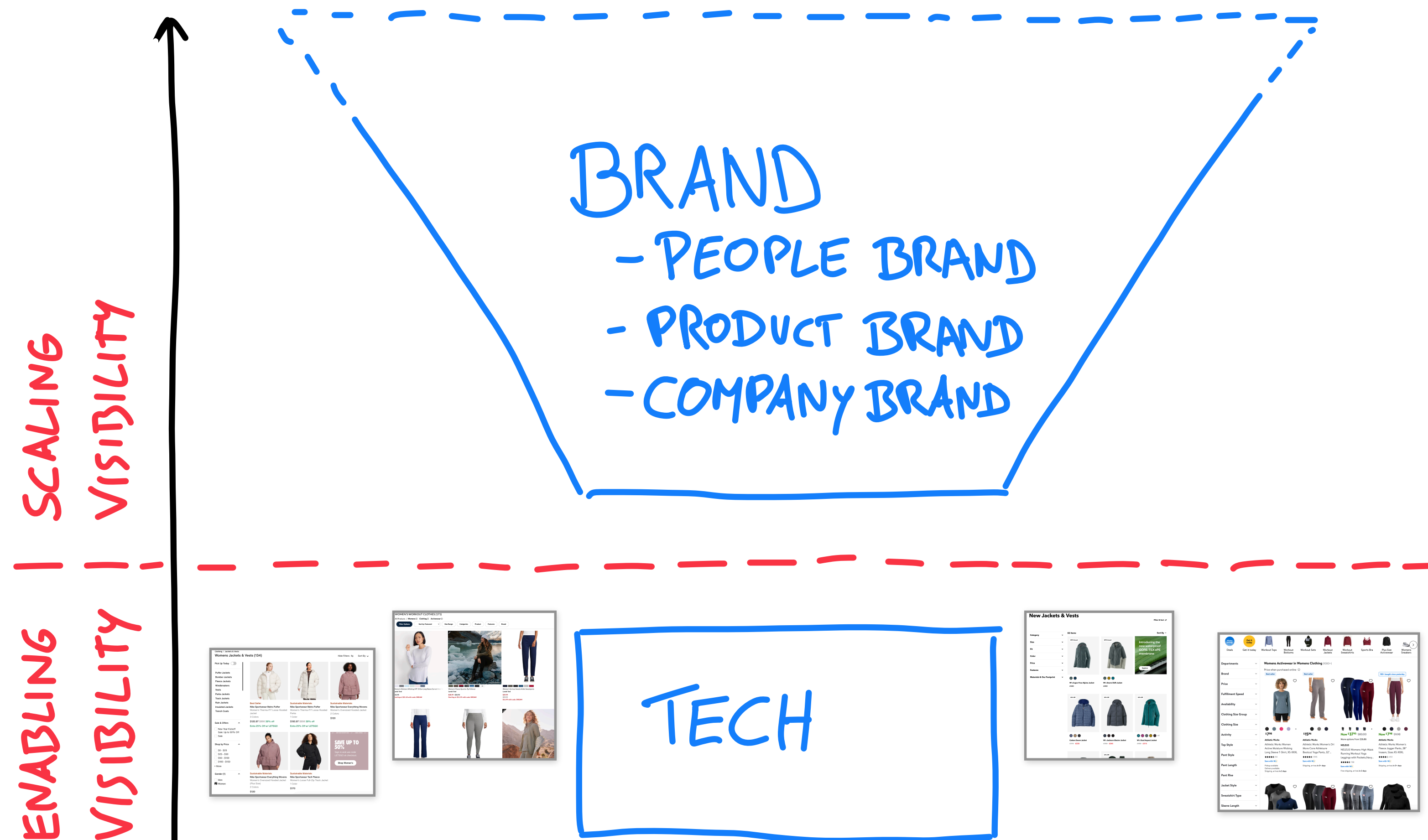
In fact, when ideation and production are available at zero marginal costs, the SEO's job description must change dramatically.

▶▶ auto mode on

What used to be this...



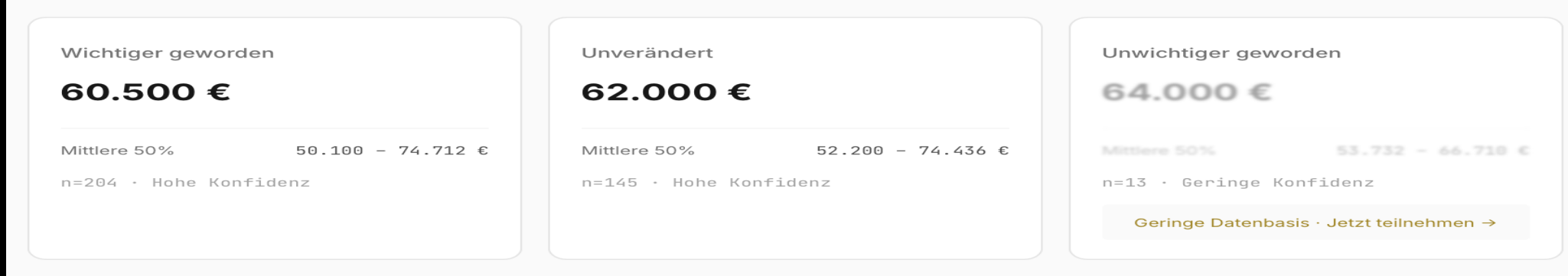
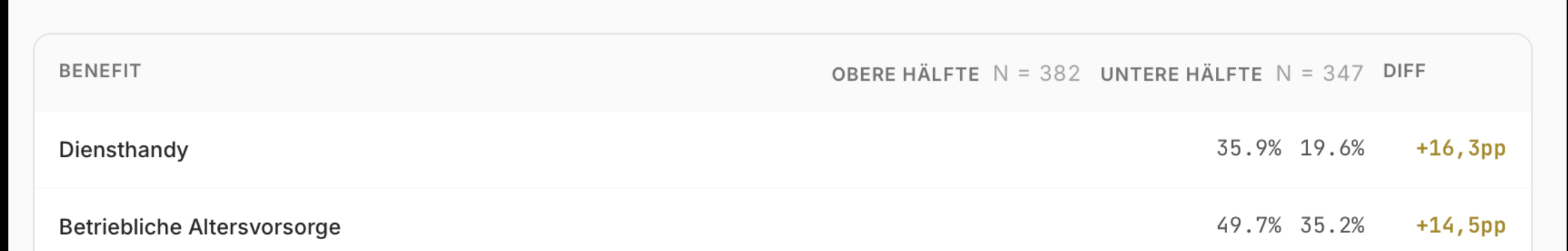
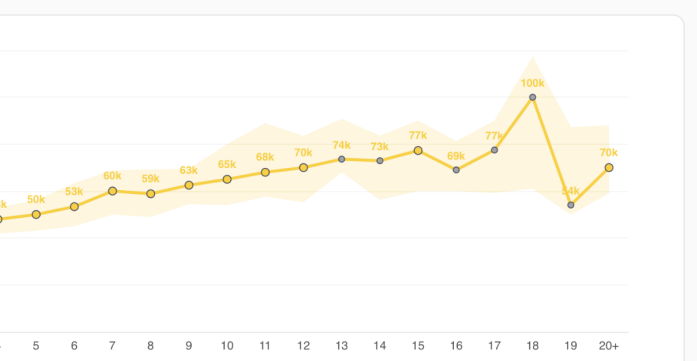
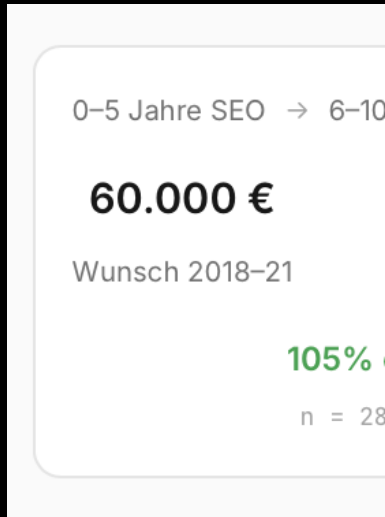
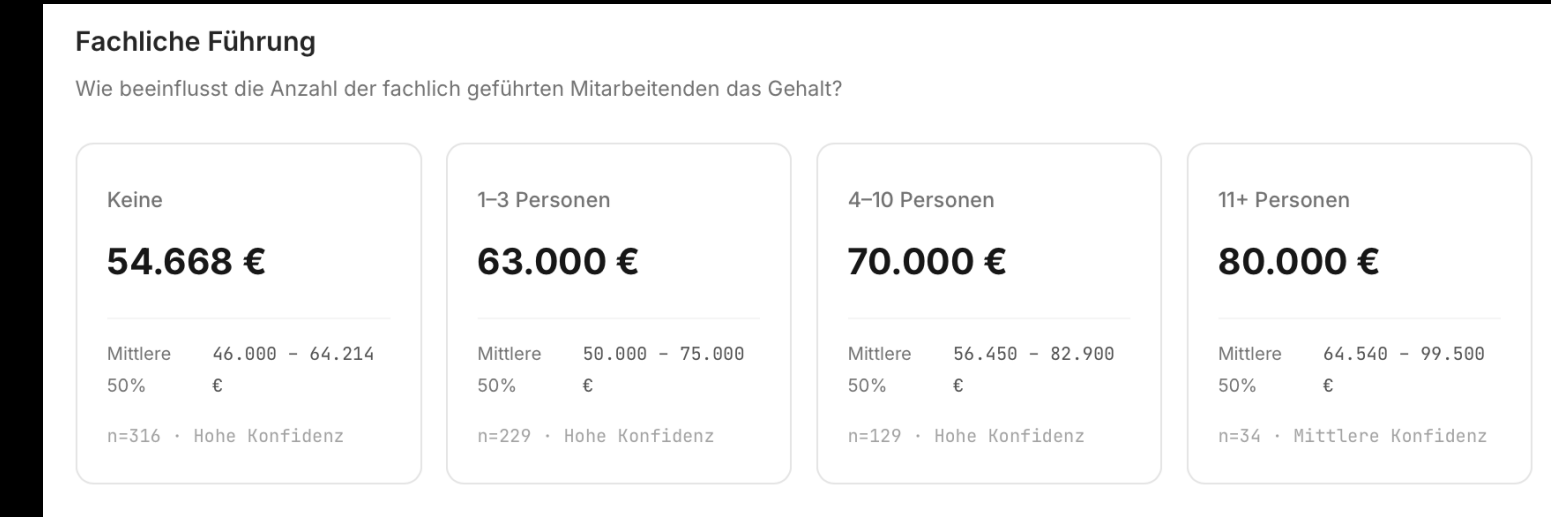
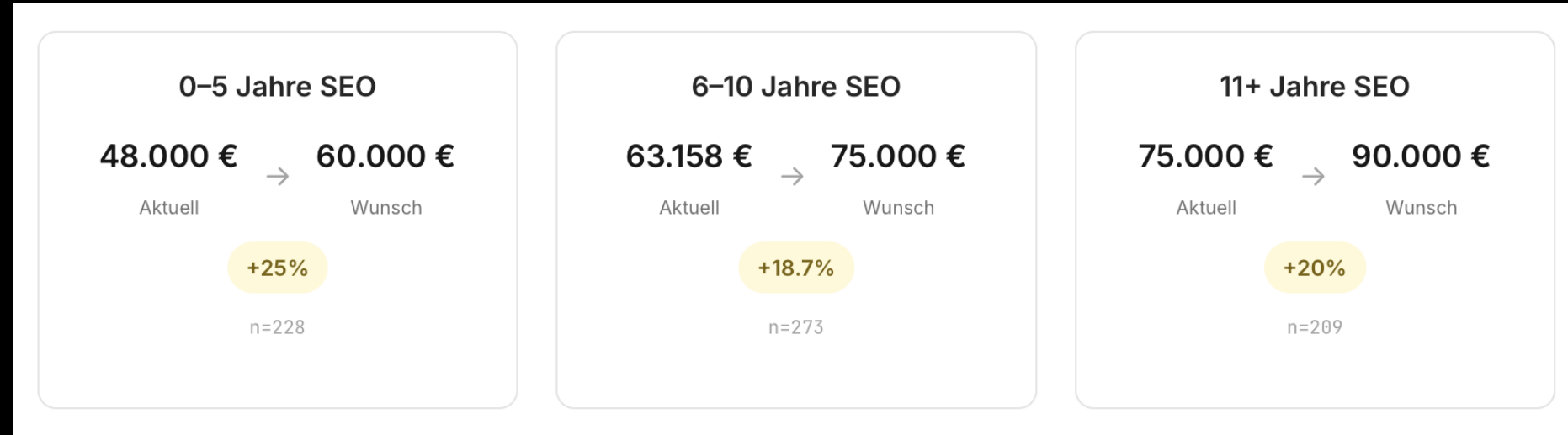
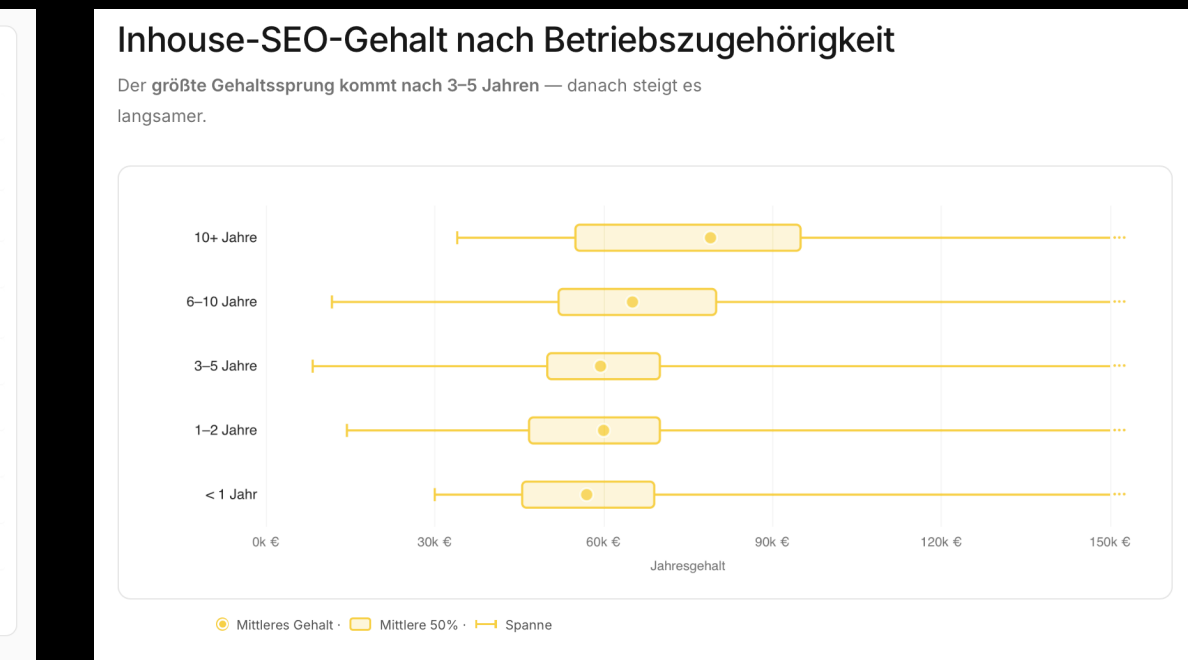
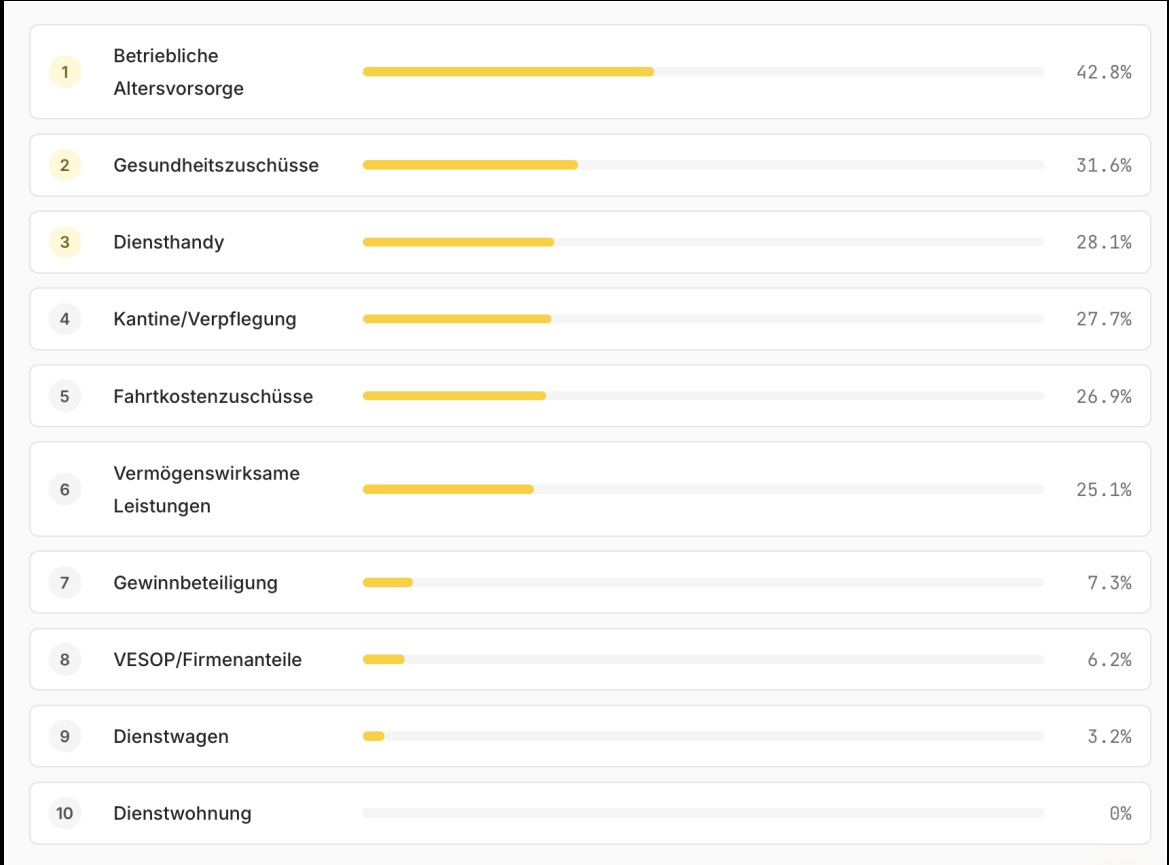
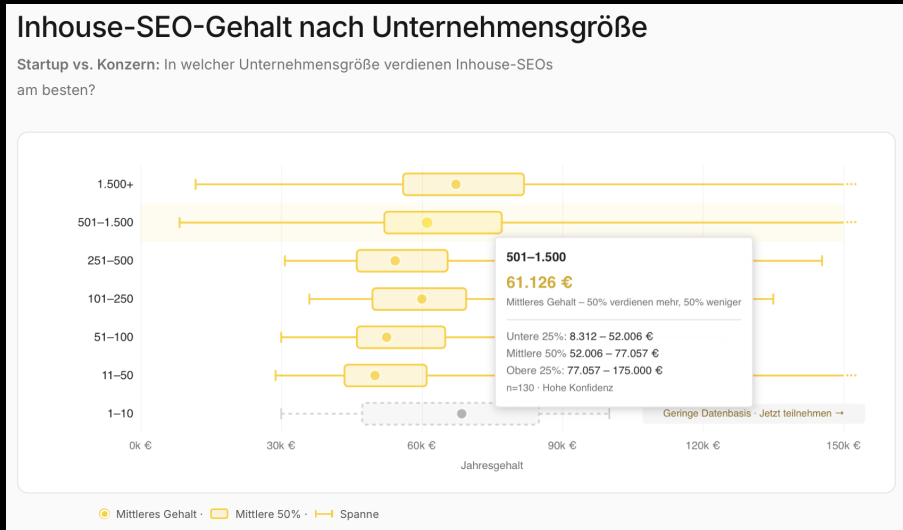
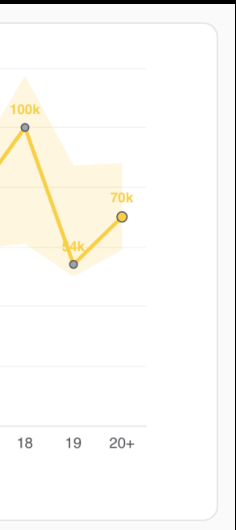
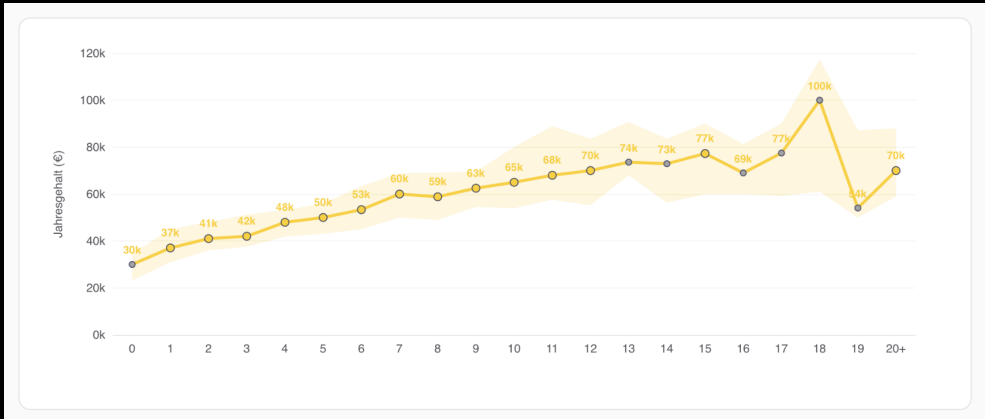
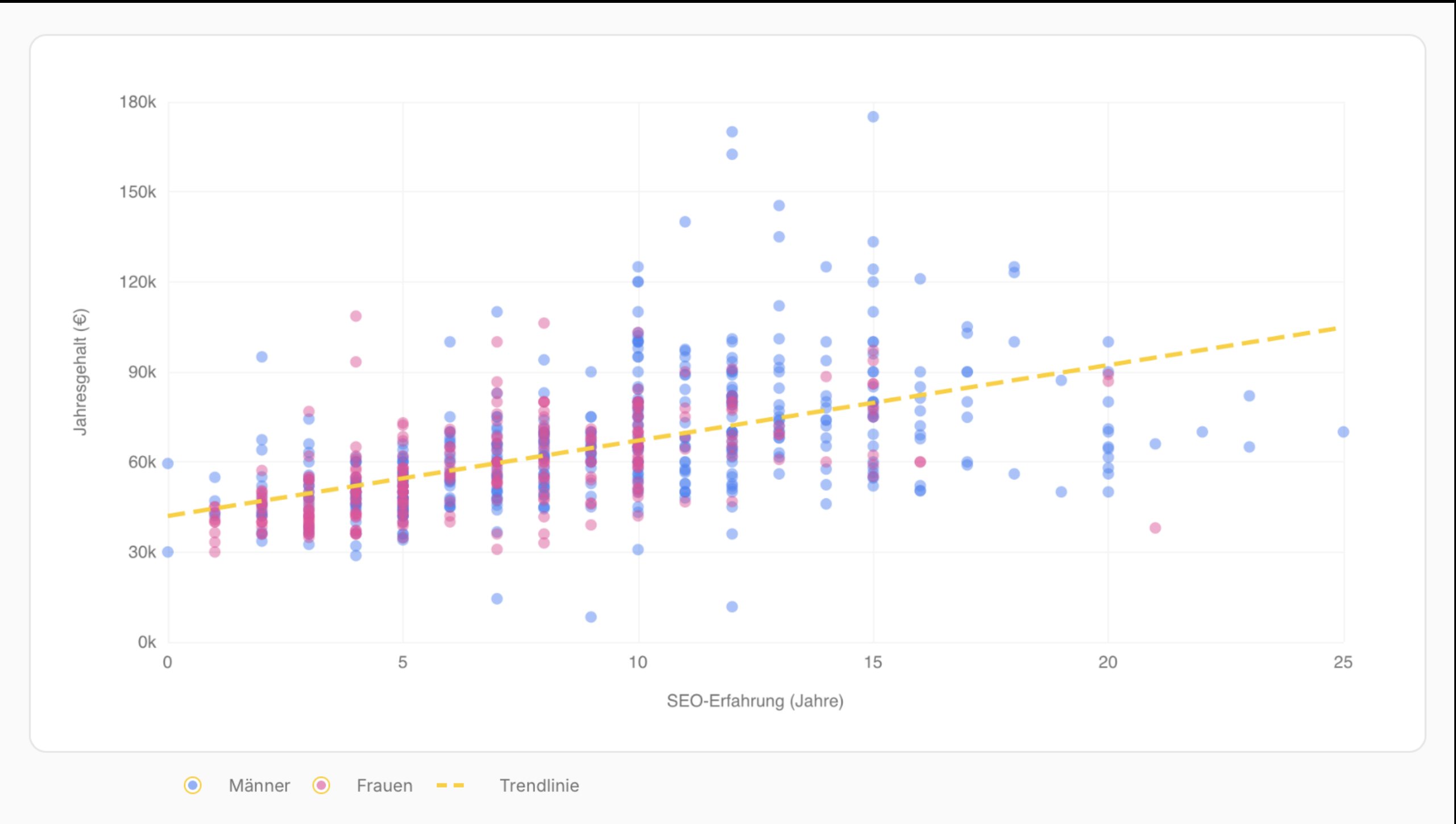
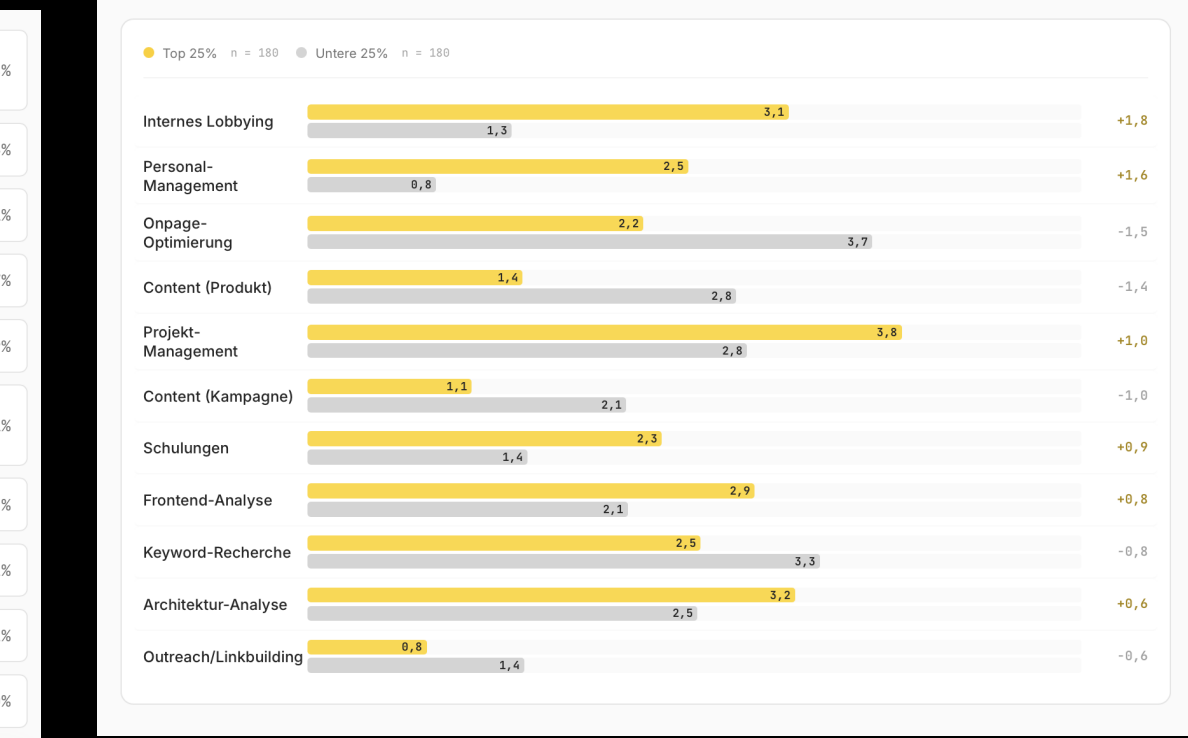
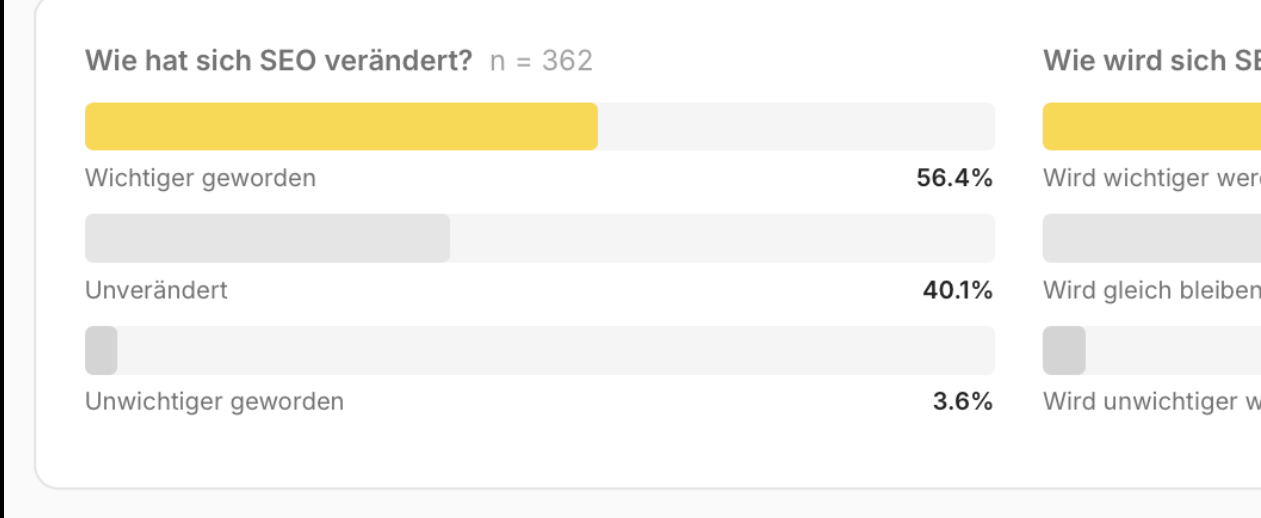
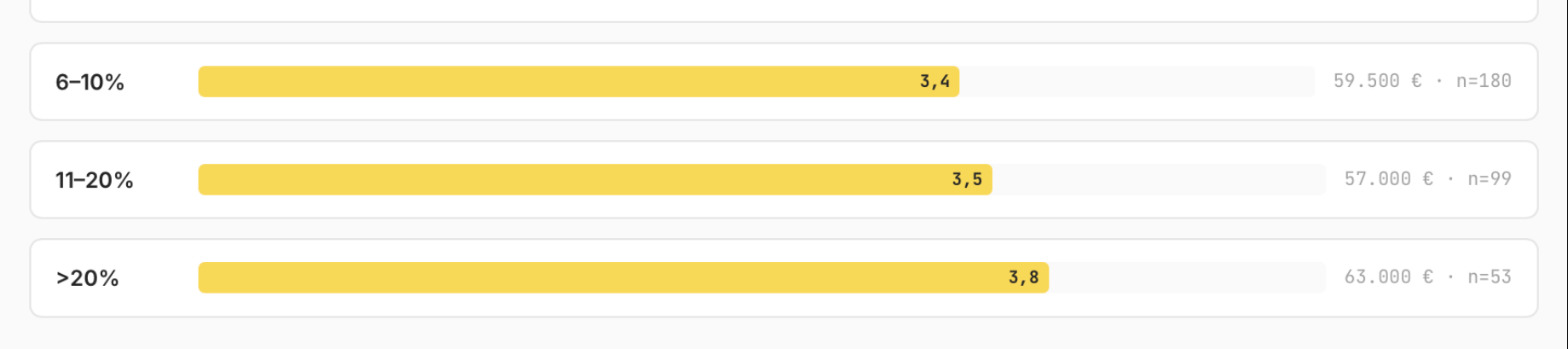
...is becoming that.



Tech doesn't become less important.
It's becoming binary.



Chapter 3







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[Salary Reminder](#)

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7%



3 →

How many people does your employer have?

A

1–4 people

B

5–10 people

C

11–25 people

D

26–50 people



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11%



4 →

What type of company do you work for?

The lines are blurry, please choose the best fitting option.

☒ A Startup (bootstrapped)

☐ B Startup (VC-funded)

☐ C Small business



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7%



3 →

How many people does your employer have?

A

1–4 people

B

5–10 people

C

11–25 people

D

26–50 people

This feature would never have made it
through the industrial production process.



Please evaluate if

What is the value

Do we really

We can't run

„Q4 planning is
already too

„We need to

„V

Impact, no A/B test will ever be able to prove.

It's part of a brand, a reputation, something people associate with me.

AI ~~allows~~ forces us to
become tech world class.

AI ~~allows~~ forces us to
Apply human taste & character.

To the most human web ever.

* seo-ed for 30 minutes · done

mail@dominik-schwarz.net

verticalinhouse.com