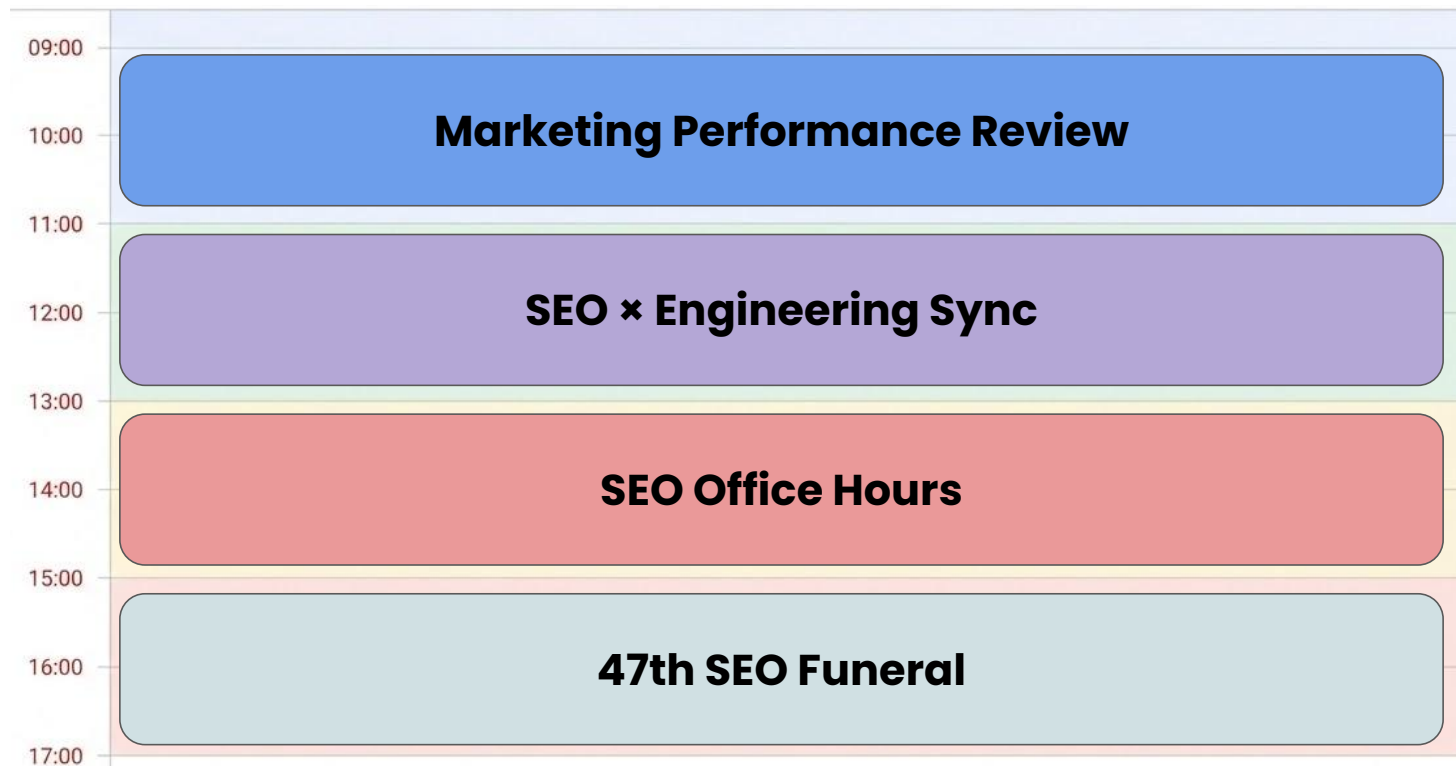


3 Principles That Survived 47 SEO Apocalypses

Old SEO problems, new AI tricks, and a lot less waiting.

presented by *Radyant* in partnership with  Peec AI &  OMK **REVIEWS**

How an SEO day was without AI



We Automated Reporting. What Could Go Wrong?



The Health Score Dropped. We Blamed the Release



Website Health AI Agent APP 10:24 AM



WEBSITE HEALTH ALERT

Critical: Website health score dropped significantly.

Major degradation detected following the latest website release.



Engineering attention required.



RELEASE ROLLED BACK

Previous version has been restored.

Plot Twist: It Was the Data



Reporting scope changed

Crawler started including noindex pages.



Health score dropped

Comparing two different sets of pages.



Release blamed

Drop coincided with the website release.

The release was revenue-positive.

PRINCIPLE 1

Garbage in garbage out.

THE TAKEAWAY

Automate analysis.
Verify the data.



Can we trust this data?

- ☐ Correct source
- ☐ Complete data
- ☐ Right period
- ☐ No anomalies

We Finally Removed the Publishing Bottleneck



PROJECT

AI-Powered Templates

Objective

Scale template publishing

Target

~3,000 new templates

Language

English only

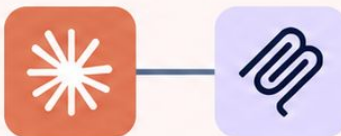
Publishing

Automated via Claude + MCP



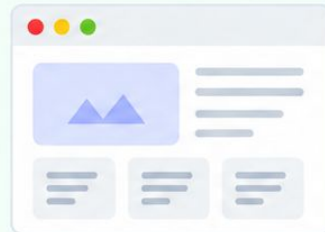
Content inputs

Template data,
brand guidelines,
existing templates.



Claude + MCP

Generate templates,
format content,
prepare metadata.



Website

Publish directly.
No manual upload.

Our Crawler Had Some News

~20,000

NEW PAGES PUBLISHED

7

LANGUAGES

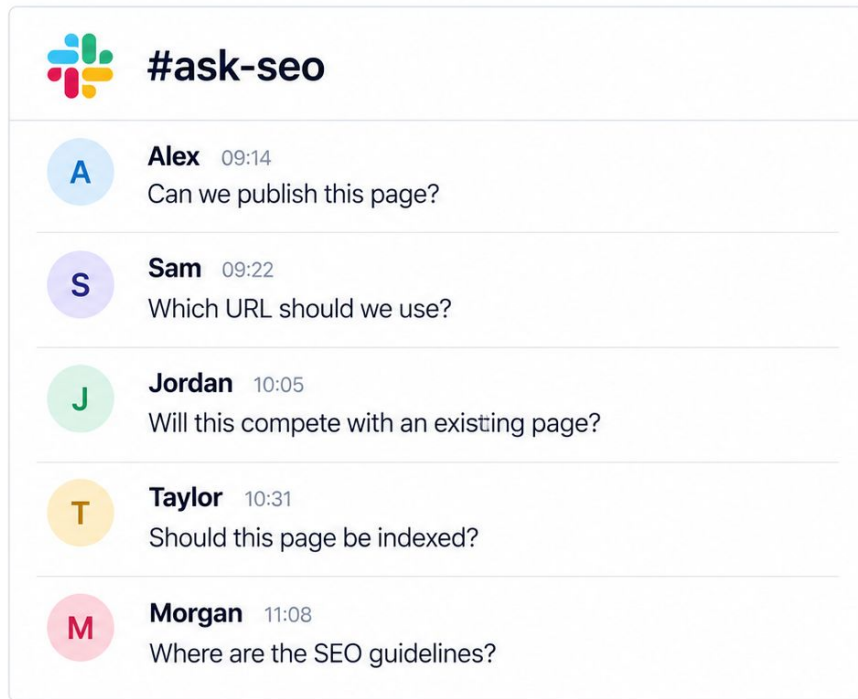
Just because you can doesn't mean you should.

THE TAKEAWAY

Automate execution.
Keep the judgment.



Our Most Popular SEO Tool Was Slack



We Made Ourselves Less Necessary

Im going to launch a new campaign for course creation. should I create a new page?

Thoughts ^



Analyzing Campaign Strategies

I am evaluating the simulated campaign question about creating a new page for the course campaign, considering different strategies.



Searched your sources



Reviewing Response Guidelines

I'm reviewing guidelines to tailor responses for non-technical roles, like campaign managers, in preparation for addressing your course campaign inquiry.

01

INDEPENDENT PUBLISHING

PMM and campaign teams can move forward without waiting for SEO.

02

ALMOST ZERO SUPPORT MEETINGS

Routine SEO support meetings nearly disappeared.

03

EARLIER RISK DETECTION

Potential keyword cannibalization identified before publication.

Nobody Reads the Manual.

THE TAKEAWAY

Make SEO knowledge accessible.
Let teams act independently.



How an SEO day with AI and Principles

