

Automating AEO with Claude

What it takes to hand work off



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AI can work on its own for hours once three things are in place

Access

to do the work, not just prepare
briefs, docs and drafts

Context

to know what it should do, for
your company and your role

Guardrails

to make the work as close to
flawless as possible

A new website, in an ideal world: what the AI needs

Access

- Registrar: buy new domains, manage DNS
- Server: deploy the code and go live
- Mail: set up sending for forms
- LLM API keys: build AI features in

Context

- What the project is for
- Who the audience is
- What success looks like
- Brand, tone, what to avoid

Guardrails

- An alignment session with deep questions, before anything is built
- Self-review of every part before it's deployed
- An advisory board: design, copy, the audience, your CEO

Pricing Friends went from one prompt to a public site in one evening

The screenshot shows the Pricing Friends website. At the top, there's a navigation bar with links: Pricing-Audit, Private Equity, Podcast, Wissen, Preisindex, Über hy, and a button 'Gespräch mit hy'. The main heading is 'Was kostet euch euer Pricing gerade?'. Below it, a paragraph describes the tool: 'Für Software- und SaaS-Anbieter: Score und Befunde zu Preismodell, Paketen, Preispunkten und Einstiegsangebot in rund einer Minute. Dazu, was ChatGPT, Claude und Gemini über eure Preise sagen.' There's a search bar with 'eure-firma.de' and a 'Pricing prüfen →' button. Below the search bar, there's a small profile picture of Dr. Sebastian Voigt and text: 'Kostenlos, ohne Anmeldung. Von Dr. Sebastian Voigt und hy, aus mehr als 600 Pricing-Projekten.'

The tool interface shows four pricing models: Kostenlos, Rechnung, Buchhaltung, and Buchhaltung Pro. Each model has a description, a price, and a 'Tarif buchen' button. The 'Kostenlos' model is 0,00 €. The 'Rechnung' model is 5,16 € (12 Monate). The 'Buchhaltung' model is 10,36 € (12 Monate). The 'Buchhaltung Pro' model is 13,96 € (12 Monate). There's also a 'Umschalter: monatlich oder jährlich' at the bottom.

50 min

of alignment and questions

6.5 h

of building, mostly on its own

148

podcast episodes, with transcripts

One recording, nine deliverables, about 30 minutes of my time



Thumbnail and cover,
made and uploaded by
the skill

Transcript fixed via Podigee API ("PKI" becomes "Peec AI")

NEW

27 chapter marks

NEW

Titles and show notes for Podigee and YouTube

Cover uploaded to Podigee

Video and thumbnail to YouTube (Google Cloud, authorised once)

Episode page on the podcast site, from the feed

Newest episode on radyant.io too, in the hero and the Resources menu

LinkedIn posts in the guest's voice, from his own posts

NEW

Draft email to the guest

**What did you try to automate
that didn't work?**

(yet)

Take it home: one link, and Claude tells you where to start



Read START-HERE.md at
github.com/niklas-radyant/claude-skills and tell me where to start.

- **automation-consultant** finds what's blocking a process
- **advisory-board** critics review your work before anyone else
- **afk** plan once, then it builds for hours
- **taste-profile** turns your past corrections into rules
- **pr-preflight** checks code changes before they ship