

The AI SEO Playbook

Replace your SEO agency with one Claude Code skill

What you'll learn:

- ✓ How to install the AgriciDaniel/claude-seo skill in 60 seconds (no coding needed)
 - ✓ Run a full SEO audit with 7 parallel AI agents in 3 minutes
- ✓ Understand health scores, keyword gaps, and AI search readiness
 - ✓ Build an automation agent to implement the entire plan for you
- ✓ Get your content showing up in ChatGPT, Perplexity, and AI Overviews

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1. Why AI Beats Your SEO Agency

Most entrepreneurs are paying \$2,000 to \$10,000+ per month for SEO services that deliver a monthly PDF they barely understand, take weeks for a basic audit, and have zero strategy for AI-powered search engines.

The landscape has shifted. People are now searching inside ChatGPT, Perplexity, Claude, and Google AI Overviews. Traditional SEO agencies haven't caught up. They're still optimizing for ten blue links while your potential customers are asking AI for recommendations.

The cost comparison

	SEO Agency	Claude Code + Skill
Monthly cost	\$2K-\$10K+	\$20 (Claude Pro)
Audit speed	2-4 weeks	3 minutes
AI search strategy	Rarely included	Built in (GEO/AEO)
Customization	Cookie-cutter	Your specific site
Contracts	6-12 months	Cancel anytime
Transparency	Black box PDF	Full breakdown you control

Pro tip: This isn't about replacing every aspect of SEO forever. It's about getting 90% of the value for 1% of the cost, and using the savings to invest in what actually moves the needle: great content and genuine authority.

2. Setting Up Claude Code + the SEO Skill

All you need

- A Claude Pro, Team, or Enterprise subscription (\$20/month for Pro)
- Claude Code (available as a desktop app or command line tool)

That's it. No coding experience required.

Option A: The Desktop App (easiest)

This is the recommended way if you're not a developer. Download the Claude Code desktop app from claude.ai/download. Once it's open, just tell Claude:

```
Install the SEO skill from  
https://github.com/AgriciDaniel/claude-seo
```

Claude will handle the rest. It will clone the repo, put the files in the right place, and confirm when it's ready. You don't need to touch a terminal.

Option B: From the terminal (if you prefer)

If you already use Claude Code from the command line, you can install the skill manually:

```
git clone https://github.com/AgriciDaniel/claude-seo.git  
~/.claude/skills/seo
```

Either way, once installed, you're ready to run your first audit.

The desktop app is genuinely the easiest path. You don't need to know what a terminal is, what git means, or where files go. Just paste the GitHub link and Claude figures it out.

3. Running Your First Full Audit

Once the skill is installed, just tell Claude:

```
Run a full SEO audit on https://yourwebsite.com
```

Or if you prefer the slash command:

```
/seo audit https://yourwebsite.com
```

Both work. Claude understands what you want either way.

What happens behind the scenes

Claude spins up 7 parallel subagents, each specializing in a different aspect of SEO analysis:

Agent	What It Does
Technical SEO	Crawls site structure, checks robots.txt, sitemap, page speed
On-Page Analysis	Reviews title tags, meta descriptions, H1s, keyword density
Content Quality	E-E-A-T scoring, readability, content depth analysis
Schema Markup	Checks JSON-LD structured data, identifies missing schema
Image Optimization	Alt text, file sizes, format efficiency, lazy loading
AI Search (GEO)	AI crawler access, citability scoring, brand mentions
Strategic Planning	Keyword opportunities, competitor gaps, action priorities

The entire process takes about 3 minutes. At the end, you get a comprehensive report with health scores, content breakdowns, keyword analysis, and an AI search readiness plan.

4. Reading Your Results

Health scores

Your overall site health score is broken into four categories. Here's what to focus on first:

- **Technical SEO (target: 80+):** Fix crawl errors, broken links, and missing sitemaps first. These are the foundation.
- **On-Page SEO (target: 75+):** Optimize title tags, meta descriptions, and header hierarchy. Quick wins live here.
- **Content Quality (target: 70+):** E-E-A-T signals, content depth, and readability. Takes longer but compounds.
- **AI Readiness (target: 60+):** This is the new frontier. Most sites score under 30 here.

Keyword analysis

The tool maps your current keywords against competitor gaps and search intent. Look for:

- **Quick wins:** Keywords where you rank 5-20 and a small optimization could push you to page 1
- **Content gaps:** Keywords your competitors rank for that you don't have content for
- **Intent mismatches:** Pages targeting informational keywords with commercial content (or vice versa)

Content breakdown

Each page gets scored individually for E-E-A-T (Experience, Expertise, Authoritativeness, Trustworthiness). Pages scoring below 60 need attention. The report tells you exactly why each page scored the way it did, and what to change.

5. The AI Search Readiness Plan

This is where the skill really stands apart from traditional SEO tools. AI search optimization (GEO) is about making your content citable by AI systems like ChatGPT, Claude, Perplexity, and Google AI Overviews.

What GEO checks

- **AI crawler access:** Are GPTBot, ClaudeBot, PerplexityBot allowed in your robots.txt? The tool checks 14+ AI crawlers.
- **Citability score:** How likely is your content to be cited by AI systems? Based on content structure, authority signals, and factual density.
- **Brand mentions:** Your presence on platforms that AI systems reference (YouTube, Reddit, Wikipedia, LinkedIn, etc.).
- **llms.txt:** The emerging standard for helping AI crawlers understand your site structure.
- **Schema for AI:** Structured data that makes your content machine-readable for AI citation.

Key insight: Brand mentions on high-authority platforms correlate 3x more strongly with AI visibility than traditional backlinks. Focus on building presence on YouTube, Reddit, and authoritative niche forums.

6. Building an Agent to Implement Everything

Here's where it gets wild. Once you have your SEO report, you can feed it back to Claude Code and ask it to build an implementation agent. This agent can:

- Generate optimized meta tags for every page on your site
- Create JSON-LD schema markup and inject it into your pages
- Write content briefs for keyword gaps with target word counts and headers
- Build an internal linking strategy and suggest specific link placements
- Generate a llms.txt file for your site
- Create an AI-optimized FAQ section based on common queries

The prompt

After your audit, just say this to Claude Code:

```
Based on the SEO audit you just ran, implement the top 10 highest-priority fixes. Start with technical SEO issues, then on-page optimization, then content gaps. Show me what you changed and why.
```

Claude will create a plan, ask for your confirmation, and then work through each fix. You just approve and watch.

7. Advanced: MCP Integrations

The skill supports MCP (Model Context Protocol) server integrations for live SEO data. These are optional but powerful add-ons:

Integration	What It Adds
DataForSEO	Live SERP data, keyword volumes, backlink analysis
Ahrefs MCP	Domain authority, referring domains, organic keywords
Semrush	Competitive intelligence, ad data, position tracking
Google Search Console	Real click/impression data from your own site
PageSpeed Insights	Core Web Vitals, performance scores, opportunities

See the MCP Integration Guide in the GitHub repo for setup instructions for each provider.

8. Your 30-Day AI SEO Action Plan

Week 1: Foundation

- Download the Claude Code desktop app and install the SEO skill (paste the GitHub link)
- Run your first full audit on your website
- Fix all critical technical SEO issues (broken links, missing sitemaps, crawl errors)
- Allow AI crawlers in robots.txt

Week 2: On-Page Quick Wins

- Optimize title tags and meta descriptions for your top 20 pages
- Fix header hierarchy issues (every page needs one H1)
- Add schema markup (Article, FAQ, Organization at minimum)
- Generate and add a llms.txt file

Week 3: Content

- Write content for your top 3 keyword gaps
- Update your 5 lowest-scoring E-E-A-T pages
- Build internal links between related content
- Add author bios and credentials to all content

Week 4: AI Search + Monitor

- Search for your brand in ChatGPT, Perplexity, and Google AI Overviews
- Build presence on 2-3 platforms AI systems reference
- Re-run the full audit and compare scores
- Set a monthly calendar reminder to re-audit

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