# SEO and AEO with AI CHEAT SHEET

**Plex Consulting**

**AI automates SEO execution. Strategy remains yours. Eight techniques to accelerate your search performance.**

## 1. Competitor Content Gap Analysis

Scan competitor sites with AI and find topics they are not covering — then create content to fill those gaps.

> "Scan these sites: [URLs]. What content gaps exist? Find 5 topics I should cover to be more helpful than them."

- If you provide more value than competitors, you win the top spot.
- Focus on informational content competitors neglect — FAQs, guides, how-tos.

## 2. Automated Schema Audit

Use AI to inspect page source, inventory existing schema, and generate JSON-LD for missing high-priority markup.

> "Open [URL]. Check page source and list all schema. Say if LocalBusiness exists. Output: (1) existing schema + verdict, (2) missing schema + priority. For HIGH priority, generate clean JSON-LD."

- Focus on LocalBusiness, Product, and Organization schema.
- Clean JSON-LD with placeholders — no guessing at actual business data.

## 3. High-Intent Local Keywords

Target keywords with buying intent — "near me", "emergency", "same day", "open now".

> "List 20 high-intent local keywords for a [Service] in [City] that indicate a customer is ready to buy NOW."

- Low competition, high conversion — most businesses ignore these.
- Combine with Google Business Profile posts for local dominance.

## 4. Competitive SEO Intelligence

Extract services, geo-targeting, trust signals, and selling points from competitor sites, then compare.

> "Visit my site [URL] and extract services, cities, selling points. Then visit [Competitor URLs] and extract their services, locations, strengths, trust signals. Compare me vs them."

- Identifies where competitors are stronger and where you have an edge.
- Trust signals include reviews, certifications, awards, partner logos.

## 5. GBP Post Optimisation

Analyse competitor Google Business Profile posts for keyword gaps, then write posts that outperform them.

> "Analyse these competitor GBP posts. Identify keyword gaps. Write 10 high-impact posts for my business in [City] with local landmarks and a strong Call Now CTA."

- GBP posts are an underused SEO channel — most businesses ignore them.
- Reference local landmarks for geographic relevance signals.

## 6. GBP Posting Plan

Systematic competitor analysis covering post types, frequency, themes, offers, CTAs, media, and timing.

> "Review GBP posts of [Competitors]. Analyse post types, frequency, themes, CTAs, media usage, timing. Identify patterns that correlate with strong rankings. Create an actionable posting plan."

- Correlate competitor patterns with map rankings and engagement.
- Produce a directly actionable plan — not vague advice.

## 7. AI-Powered Keyword Research

Automate Ahrefs competitor keyword extraction — top pages, target keywords, volumes, and difficulty scores.

> "Go to Ahrefs and analyse my competitor [URL]'s top 20 pages. Extract target keywords, search volumes, and give me a prioritised list with difficulty scores in a spreadsheet."

- Done in 10 minutes, not 10 hours.
- Focus on top-performing competitor pages for maximum ROI.

## 8. Full AI-Agent SEO Workflow

Claude + DataForSEO: five parallel agents audit, plan, and implement — from audit to ranking in two weeks.

- **Step 1** — install Claude SEO skill from GitHub.
- **Step 2** — run `/seo audit` + your URL.
- **Step 3** — tell Claude to use DataForSEO for live keyword data.
- **Step 4** — 5 parallel agents produce a full audit with AI search optimisation plan.
- **Step 5** — feed the plan back to Claude and it builds an implementation agent.
- **Results** — top 3 Google Maps rankings, visibility in ChatGPT and Perplexity searches.

Sources: @artificialzone, @mikemeansbusiness_ai