



The AI SEO Playbook

How I'm Getting Thousands of
Organic Impressions With AI

My complete system for studying competitors,
creating content blueprints, building backlinks
and scaling organic growth.

By Jorge Ferreiro

*searching for
SEO keywords*



 **everydayseo**



SEO just got cheaper, faster, and easier to scale.

With the right stack, one founder can build an SEO system that used to take a whole team.



The tools behind the playbook



KnowledgeSDK

Scrape the internet, collect competitor pages, and keep your research fresh.



SuperBuilder

Turn research into a repeatable SEO playbook with structure, prompts, and workflows.



Claude Code

Use AI to analyze patterns, write faster, and turn insights into publishable content.



A lean stack beats a big team when the system is this clear.



Something really crazy with our **SEO**.

Brand new project. Few backlinks.

Thousands of impressions.

Total clicks

80

Total impressions

16.9K

Average CTR

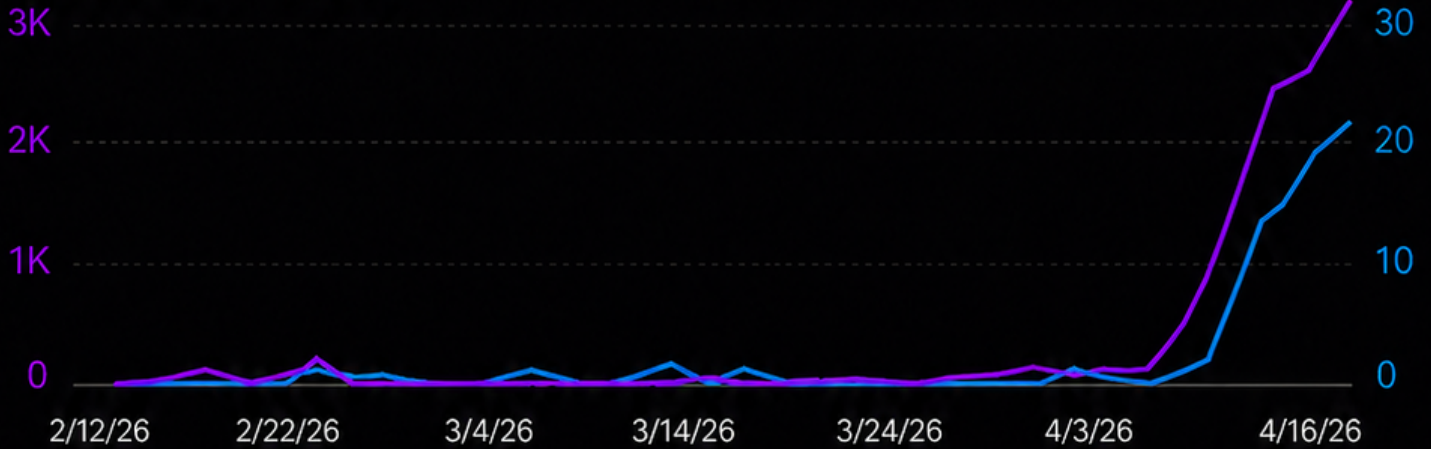
0.5%

Average position

22.9

Impressions

— Impressions — Clicks



Purely organic
and free



New domain
No paid ads



Only a few
backlinks

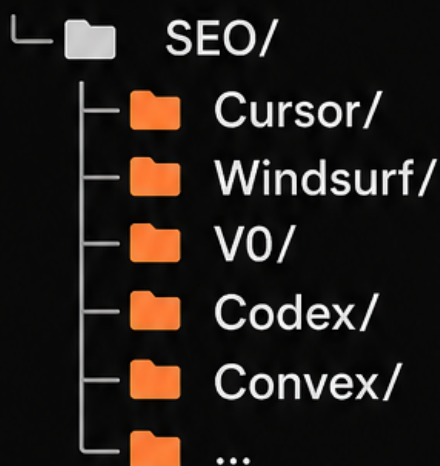
Step 1

Download the market.

First, I download all the content from my direct competitors.

- ✓ Use tools like **KnowledgeSDK** to scrape and index competitor sites.
- ✓ Organize everything by domain.
- ✓ Refresh automatically to capture new pages over time.
- ✓ Store everything locally for AI to learn from.

Folder structure example



*One folder
per competitor.*

Download world-class SEO content.

To build effective blueprints, it's not enough to download only your competitors' content. Learn from companies that have invested millions into SEO.



A. Direct competitors

Useful for understanding topic relevance and keyword intent.

- Cursor
- Codex
- Convex



B. World-class SEO companies

Useful for learning structure, formatting, internal links, and content quality.

- Zapier
- HubSpot
- Ahrefs



1. Make a list of 5 companies relevant to your industry with stunning SEO
2. Use a tool to download everything locally – I use KnowledgeSDK again here
3. Study their structure, content patterns, and page templates to build better blueprints



Competitors show **what** to write about.
Best-in-class companies show **how** to make it world-class.

Turn pages into blueprints, not copies.

Feed winning pages into AI, extract the patterns behind what works, and turn them into a reusable content blueprint.

What AI should extract



Topic clusters



Page structure



Title patterns



Intro formulas



Comparison logic



CTA patterns



Internal linking ideas



The goal is to steal the structure, not the wording.

What to do

1. Collect 10–20 high-ranking pages for the keyword you want to win.
2. Ask AI to read them and spot the recurring structure, angles, and sections.
3. Turn those recurring patterns into a reusable page blueprint.
4. Rewrite the blueprint with your own insights, product context, and voice.
5. Publish an original page built from the pattern — never a copy.



Blueprint example

Keyword

best AI coding tools

Intent

comparison

Recommended structure

1. Intro + who this is for
2. Quick comparison table
3. Tool-by-tool breakdown
4. Best use cases
5. Verdict
6. CTA



My simplest backlink plays.

The tactics I actually use.



Cross-links between my products

Referencing all my projects in footers.



Marketplaces & directories

Zapier, Stripe, and other platforms.



Partner & founder network

Ask, include each other, and both win.



Case studies & vendor stories

Neon, tools we use, and customer stories.



GitHub & developer channels

Docs, READMEs, mentions, and communities.

Step 4

Publish from a **system**, not from vibes.

- ✓ Follow a weekly (or daily) publishing rhythm.
- ✓ Use competitor refreshes as triggers.
- ✓ When they publish, your system learns and responds.

What to publish first



Comparisons



Alternatives



Templates



How-to guides



Integrations



Use cases



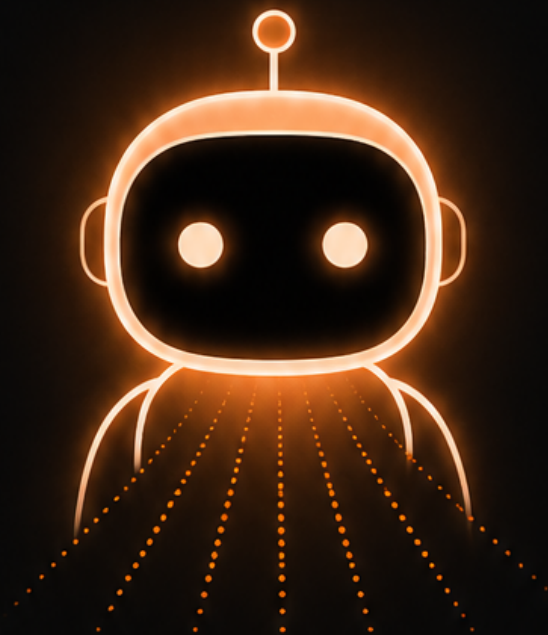
Prepare your content for the **agent world**.

AI agents are reading too. Make it easy for them.

- ✓ One clear topic per page
- ✓ Strong H1 and descriptive H2s
- ✓ Short paragraphs and simple language
- ✓ Direct answers early
- ✓ Tables, bullets, and visuals
- ✓ FAQ sections
- ✓ Internal links and helpful CTAs
- ✓ Clean metadata and summaries
- ✓ Markdown-friendly and scannable

Why it matters

Structured content is easier for Google and AI agents (ChatGPT, Claude, Perplexity, etc.) to understand, index, and recommend.





Why most people **still fail** at AI SEO.

- ✘ Copying competitors instead of extracting patterns
- ✘ Publishing without structure or intent
- ✘ Targeting vague or low-intent keywords
- ✘ Ignoring backlinks and distribution
- ✘ Relying on one article, not a system
- ✘ Writing for robots, not for humans
- ✘ Stuffing pages with AI fluff
- ✘ No refresh loop or monitoring
- ✘ Weak internal linking across your site

Watch the full walkthrough.

See the full SEO process, the exact system,
and the tools behind the results.

CLAUDE CODE


STEAL MY SEO

17,000 IMPRESSIONS!

Total Impressions
17,000
+312% vs last 28 days

Better rankings.
More traffic.

The image shows a man with his hands clasped, smiling. Overlaid on the image are several UI elements: a search icon, a play button icon, a starburst icon, and a line graph showing an upward trend. The text 'CLAUDE CODE' is in a white box with a starburst icon. 'STEAL MY SEO' is in large, bold, black letters. '17,000 IMPRESSIONS!' is in a white box with an orange border. The total impressions and percentage increase are shown in a white box with an orange arrow. The 'Better rankings. More traffic.' text is in a white box with a search icon.

 Watch on YouTube >



everydayseo.com/claude

 Open the link to watch the full video.

Need help or got questions?



Chat with my partners at everydayseo.com

They can help you figure out your SEO workflow, answer questions, and point you in the right direction.



Chat with EverydaySEO >

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Thank you!

I appreciate you being part of this journey. Let's keep building, optimizing, and **winning** together.

X @jgferreiro



“
Time to
win **SEO!**
”