SEO, AI Search (GEO) and Automation

MINI-CONFERENCE #004

Building Scalable Automations to Win Visibility in both Traditional and Agentic search



LAZARINA STOY

Marketing & AI Consultant, Founder of MLforSEO

WOMEN IN MARKETING BULGARIA

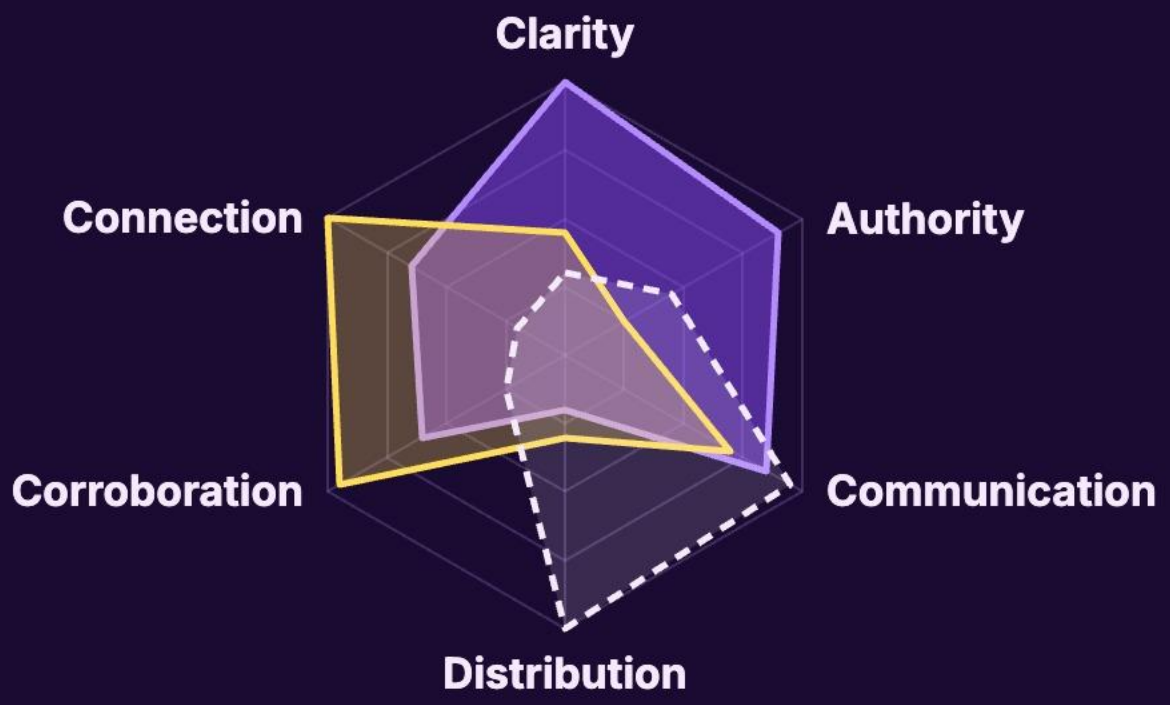
In collaboration with ProCredit Bank One other bank 25 years yoast

THE PROBLEM

Automations that work on one site and fall apart on the next aren't really automations.

ORGANIC SEARCH AND AGENTIC VISIBILITY

What each use case does for visibility



01 Entities + knowledge graphs
Be understood: clarity, authority, communication through prose

02 Structured data
Be connected: connection, corroboration, communication through technical setup

03 Content transformation
Be everywhere: communication through new formats, distribution

A CAVEAT

These three aren't everything. They're what AI can scale.

TODAY: AI HELPS YOU SCALE

- Being understood, at scale
- Being connected, at scale
- Being everywhere, at scale

STILL YOURS, AND NOT TODAY'S TALK

- Defining your brand
- Your customers' real pain points
- Having something worth saying
- Trust you earn from people

Don’t take notes. Take the field guide.

Every workflow, script, prompt and skill from today, step by step, with links to run them yourself.

lazarinastoy.com/scalable-automations-field-guide

PART 01

The recipe for automations that travel

THREE INGREDIENTS

Every automation mixes three kinds of systems

RULES

Rules

Same input, same output, every time. Free and explainable.

ML API

Machine learning APIs

Trained perception at scale: find entities, score them, classify, embed.

LLM

Language models

Language work: judge, interpret, rewrite, write in a voice.

Two more labels on every pipeline slide: CLAUDE CODE the conductor YOU the human gate

THE ONE RULE

If the answer should be the same every time, it's not a job for an LLM.

You can ask it to explain, not to count.

IN THE RIGHT ORDER

Each one does what it's good at

ML API

Extract

cheap, identical every run



LLM

Interpret

one call, once



RULES

Decide

no model, no cost

AND ONE CONDUCTOR

Claude Code runs the whole process, not one API call

- Reads your files, data and house rules
- Runs your scripts, calls the APIs
- Writes drafts, logs what it did, waits for you

```
claude · ~/wimbg-engine

> /wimbg-webinar-recap webinar-006.docx youtu.be/…
✓ transcript read · segments and timestamps mapped
✓ speakers fetched from the event page (WP-CLI)
✓ recap written in the house format
✓ saved as a draft in Webinar Recaps
… waiting for your review before anything goes live
```

THE PORTABLE PATTERN · IN RED, WHERE IT USUALLY BREAKS

One pattern, every site

1 — Site config
.env, registry, voice, URLs
RULES
hard-coded keys

2 — Shared tools
WordPress client, renderer, validators
RULES

3 — Skill
The process, written down
CLAUDE CODE
lives in a head

4 — Draft
Never straight to live
CLAUDE CODE
straight to live

5 — Review
You approve or fix
YOU

6 — Log
What changed, where, why
RULES

7 — Monitor
Re-run the checks on a schedule, fix drift
RULES
no checks

STEP ZERO, ONCE PER SITE

Connect the APIs before anything runs

Google Cloud console

New project → enable Natural Language and Knowledge Graph Search → one API key, restricted to both

Anthropic Console

An API key for Claude, with a monthly spend limit

DataForSEO

API login and password from the dashboard, pay as you go

MCP servers

Connect tools to Claude Code once: DataForSEO, Screaming Frog, Kit

```
# .env (never committed; .env.example has the names only)
GOOGLE_API_KEY=…
ANTHROPIC_API_KEY=…
DATAFORSEO_LOGIN=…  DATAFORSEO_PASSWORD=…
```

Keys live in .env. Never in a prompt, a sheet or a slide.

HOW I ORGANISE IT · PROOF IT TRAVELS

An engine repo per site, one shared client

3

repos run the same WordPress client, byte for byte

MLforSEO content

www + academy: posts, ebooks, tools, skills

MLforSEO community

news, papers, jobs, the weekly newsletter

Data Studio for Marketers

playbook, 2 skills, 6 subagents

Women in Marketing BG

recaps, YouTube, LinkedIn, Slack bots

lazarinastoy.com

site, redirects, small plugins

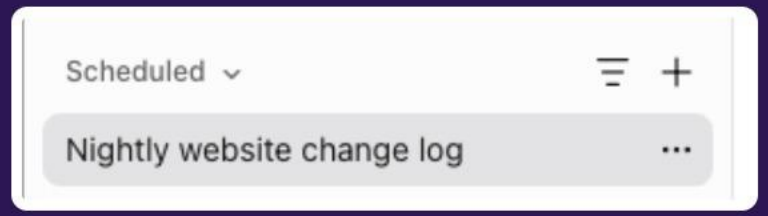
Shared by every site

structured data, change logs, campaign renderers

NOTHING HAPPENS OFF THE RECORD

500+ site changes logged across four sites

THE SCHEDULED TASK IN CLAUDE CODE



Every night, 23:30

1. Read the day's Claude Code sessions
2. List what changed on the four sites
3. Skip anything already logged
4. Add one line per change

THE LOG · ONE MARKDOWN FILE PER SITE, NEWEST FIRST

2026-11-18	WiM-BG	Switched all 12 MC#001/#002 conference lessons to YouTube embeds
2026-11-17	WiM-BG	Set MC#004 in-person ticket stock to 10 (was 12)
2026-11-05	MLforSEO	Academy: backfilled 126 students into their Slack course channels
2026-10-27	lazarinastoy	Removed Elementor, ElementsKit and the Sinatra theme, backup kept
2026-10-21	DSFM	Added mu-plugin that refreshes a Google ranking-updates dataset daily

UNDER THE HOOD

A skill, and the house rules

SKILL.MD · THE PROCESS

A name, when to use it, the steps

```
# .claude/skills/wimbg-webinar-recap/SKILL.md
name: wimbg-webinar-recap
description: Turn a WiM-BG webinar
  into a blog recap. Use WHENEVER …
## The workflow
1. Read the transcript, map segments
2. Fetch event + speaker data
3. Write the recap (house format)
4. Publish as a draft
```

CLAUDE.MD · THE GUARDRAILS

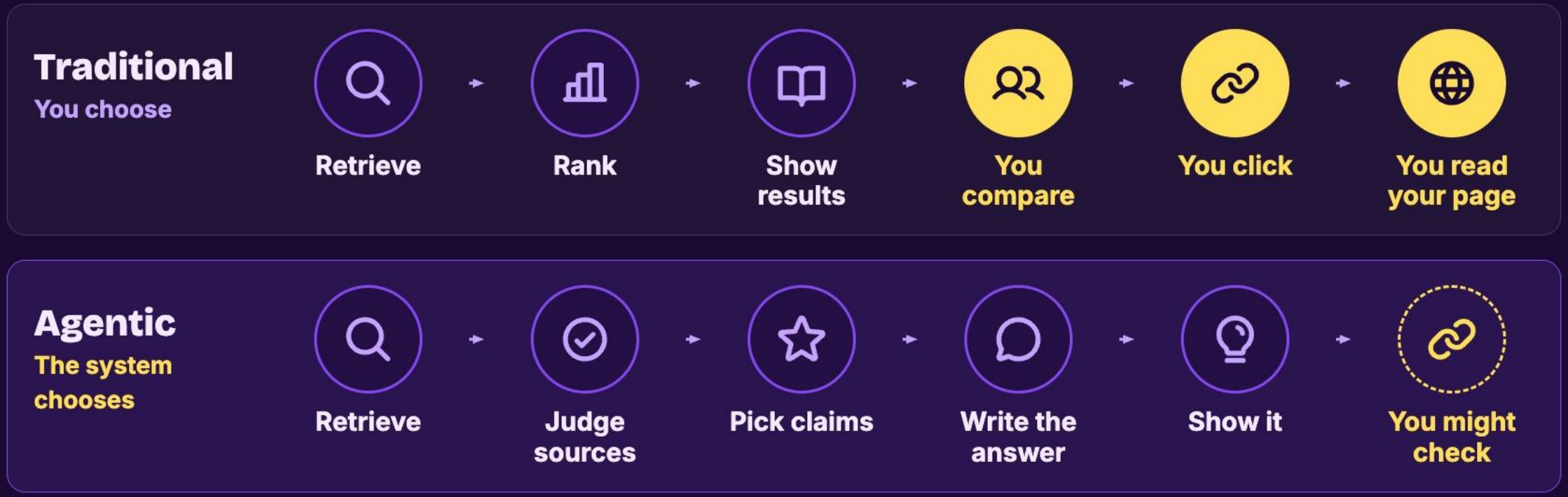
Read at the start of every session

```
# datastudioformarketers-engine/CLAUDE.md
- Posts: use the dsfm-write skill
- Lazarina is the author. First person.
- No figure that isn't in facts.md
- WordPress writes go through scripts/
- New posts are drafts.
  Live changes need approval.
```

Entity audits and internal knowledge graphs

SETTING THE SCENE

Who chooses changed



THE AUDIT FRAMEWORK

The 5Cs of entity representation

C1 1/3
Clarity

Can a machine tell what this page is about?

C2 1/3
Coverage

Are the right entities and attributes there?

C3 1/3
Consistency

Is each entity named the same way everywhere?

C4 1/3
Connection

Do pages and entities link up?

C5 1/3
Corroboration

Does the rest of the web agree?

5/15 My own site, mlforseo.com, on 20 August 2026: **machines were guessing**

BEATRICE GAMBA'S BRIDGE FRAMEWORK

The rest of this section, in one framework



Blueprint
The 5C audit, my site's score

Relationships
Internal knowledge graph

Implementation
Fix content, links, structured data

Distribution
In Beatrice's course

Growth
In Beatrice's course

Evaluation
Re-run the same pipeline

THE PIPELINE

Ten steps. Nine cost nothing.

1
Crawl + freeze
Screaming Frog
RULES

2
Extract entities
Google NLP API v1
ML API

3
Filter the noise
stop-entities, chrome
RULES

4
Page profiles
dominant vs intended
RULES

5
Score the 5Cs
Scorecard
RULES

6
Reconcile to the KG
Knowledge Graph API
ML API

7
Competitors + keywords
DataForSEO
RULES

8
Write the brief
Claude, once
LLM

9
Ship the fix
reviewed drafts
YOU

10
Re-run
same pipeline
RULES

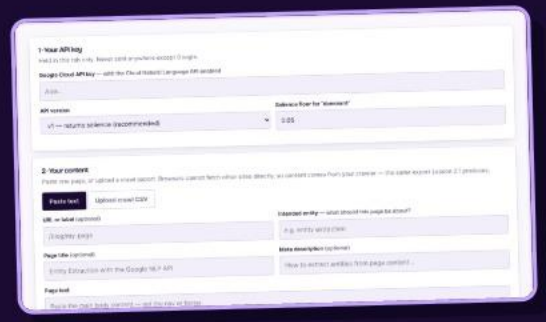
WHAT THE AUDIT SHOWED

Five findings, and how to approach them

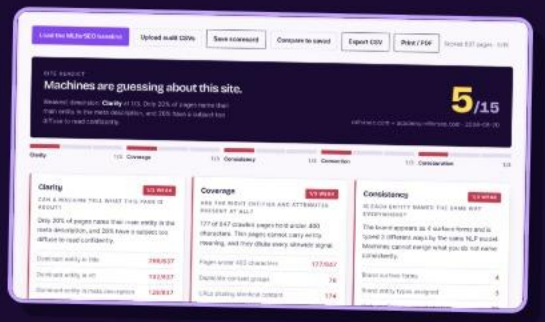
What we found	What it shows	How to approach it
Unfiltered, the top “gap” was Kubernetes	Raw entity lists are mostly navigation and noise	Filter with rules first: 8,035 → 1,242, for free
My ranking competitors were Stack Overflow and GeeksforGeeks	Google files you by the queries you already rank for	Compare against three lists: current, aspirational, AI-cited
“eav model”: 2,400 searches a month, position 18	The best gaps are terms you nearly own	Edit what exists before writing new pages
The brand read as a PERSON in 102 of 148 mentions	One line of markup can mistype a brand everywhere	Fix the schema node first: everything depends on it
28 spellings of one name	Machines can’t merge names you don’t keep consistent	Agree a naming table before anyone writes

BUILT FOR NO-CODERS

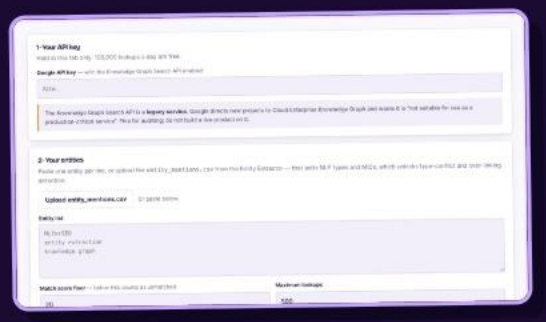
Seven free tools, already live



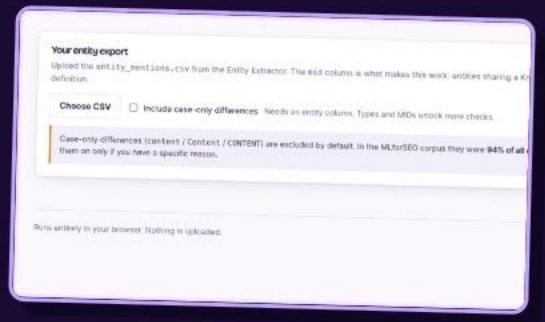
Entity Extractor



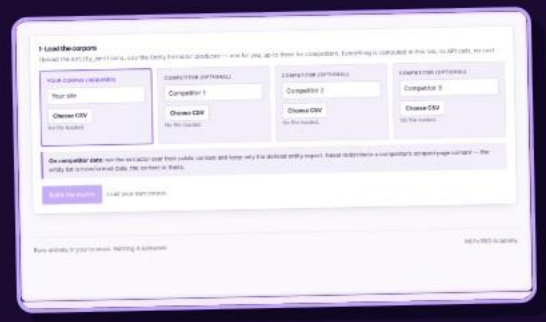
5C Scorecard



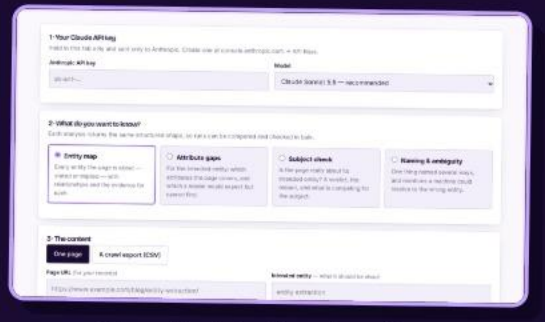
Knowledge Graph Reconciler



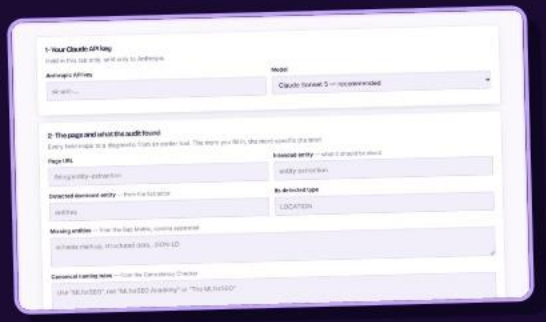
Consistency Checker



Entity Gap Matrix



Claude Entity Analyst



Entity Brief Generator

ALL SEVEN · FREE

Runs in your browser. Your key stays in your tab.

academy.mlforseo.com/tools

TAKE IT A STEP FURTHER

The whole audit as one Claude Code agent

Orchestrator

holds the goal, the constraints, the output format

SERP analyst

RULES + API

Entity extractor

ML API

Brief writer

THE BIG MODEL

QA checker

SMALL MODEL

PROCESS 1 · CONTENT

How we fix content: only what fails

1 Extract
Entities and salience per page
ML API

→

2 Check
The extraction checklist, per section
RULES

→

3 Brief
What to add, avoid and name
LLM

→

4 Rewrite
Failing sections only, no new facts
LLM

→

5 Verify
Quotes checked, salience re-measured
RULES

→

6 Ship
Review CSV, import with a backup
YOU

TRADITIONAL SEARCH
The page names its subject in the title, H1 and meta, and ranks for the entity you meant

AGENTIC SEARCH
Every section stands on its own, so it can be retrieved and quoted

REWRITING FOR ATOMIC EXTRACTION

The extraction checklist, per section

CHECK	IF IT FAILS
The heading names the subject and the angle	Make it the question the section answers, in the reader's words
The first sentence answers, not a pronoun	Define the subject in full: no "it", no "this"
No "as mentioned above"	Repeat what's needed: each section stands alone
Every statistic has its source in the same sentence	Add the source, or mark it [SOURCE NEEDED]
One claim per paragraph	Split multi-claim paragraphs; scope each claim
Under about 400 words	Split into two sections, each with its own heading

REWRITE TO A PATTERN **heading as the query → definition first → one scoped, sourced claim → the implication**

ONE PAGE, THREE ROUNDS

20×

salience for the intended entity, 0.0115 → 0.2311

MISMATCH → MATCH, with 3.6% more text

	Before	R2	R3
“entities”	0.4987	0.2046	0.1582
“brand entities”	–	0.1116	0.0115
“Entity prioritisation”	0.0115	0.0470	0.2311

PROCESS 2 · INTERNAL LINKING

How we fix internal linking at scale

1 Naming table
Canonical name, variants, owner page
YOU

→

2 Mentions
Which page mentions which entity
ML API

→

3 Link map
Entity → owner page, minus existing links
RULES

→

4 Placement
Quote the sentence where it fits, or say no
LLM

→

5 Link rules
Applied sitewide at render time
RULES

→

6 Re-crawl
Orphans and inlinks measured
RULES

TRADITIONAL SEARCH
Crawl paths and topical hubs. True orphans 4 → 1; posts with one inlink or fewer 14 → 0

AGENTIC SEARCH
One owner page per entity, connected everywhere it's mentioned



YOUR INTERNAL KNOWLEDGE GRAPH

One name, one owner page, linked everywhere

A naming table: 28 spellings to one

303 glossary terms as the entity layer

Link rules built by arithmetic, not by a model

MLFORSEO.COM, EIGHT DAYS AFTER THE FIXES

Markup and links moved within a week

Measure	Before	3 Nov
Brand node @type	Person + Org	Organization
Brand sameAs links	0	4
True orphan pages	4	1
Posts with ≤1 contextual inlink	14	0
www pages under 400 characters	86	16

THE THREAD THROUGH ALL THREE

One naming table drives every fix

One naming table

One name and one @id per entity, decided once

YOU

PROCESS 1

Content

Says what the page is about

ML API · LLM · RULES · YOU

PROCESS 2

Internal links

Connect the pages that share an entity

ML API · RULES · LLM

PROCESS 3

Structured data

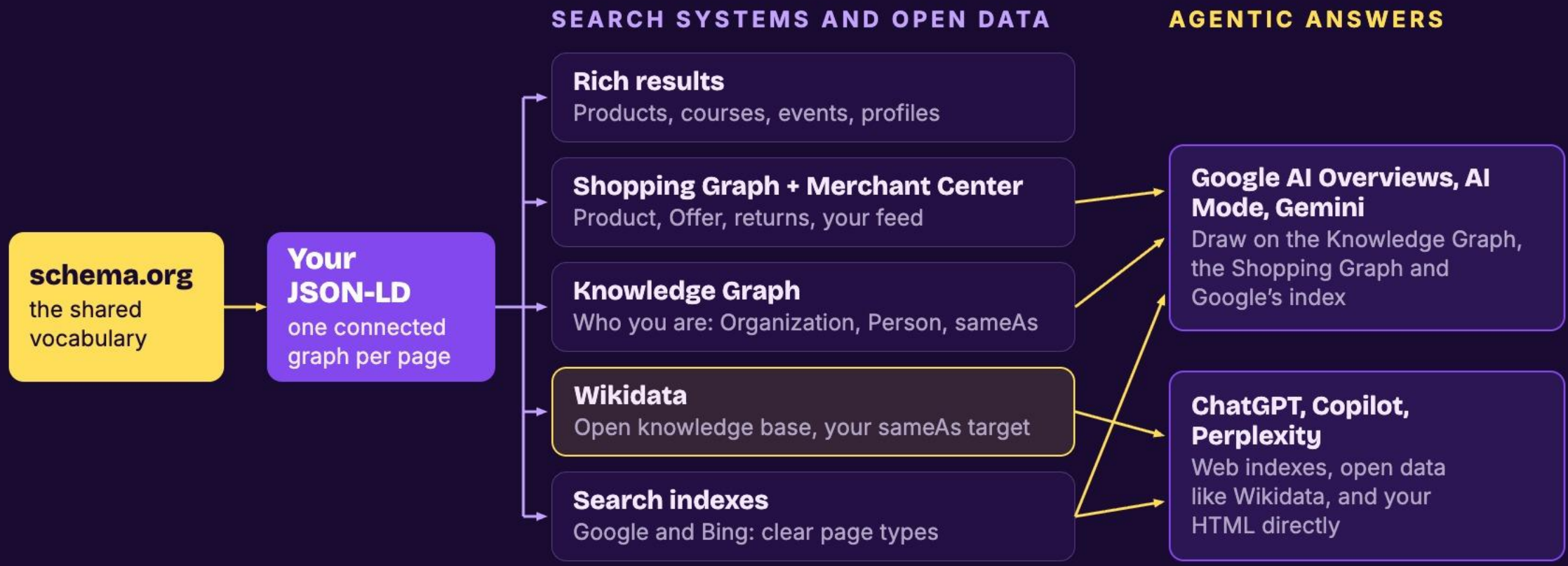
Declares it, in markup machines read

RULES

Structured data, from audit to live

WHERE IT GOES

One graph, the sources AI answers draw on



AND WITHOUT IT?

Without it, machines guess

102/148

Your brand becomes a person

Google's NLP read MLforSEO as a PERSON, because the markup said Person and Organization at once

134

Paid lessons look like thin free pages

No paywall signal, so indexable lessons looked like pages with little content

92

One author, two identities

Posts giving the same person two different @ids, so the authority splits

0 of 7

Courses nobody can see as courses

Academy course pages with no Course entity: no course features, no link to the product

LAZARINASTOY.COM, 23 OCTOBER

One radio button, set years ago, nobody decided

```
// homepage JSON-LD, before
{
  "@type": ["Person", "Organization"], ①
  "@id": "…lazarinastoy.com/#person", ②
  "name": "Lazarina Stoy",
  "logo": { "caption": "LAZARINA STOY." } ③
  "sameAs": none ④
}
```

1. A person and an organisation in one node
2. The @id itself says person
3. A 2021 logo, as the person's logo
4. Nothing to corroborate it: zero sameAs

A QUESTION FOR THE ROOM

Can an organisation also be a person?

BEFORE AND AFTER

Two entities, one relationship

BEFORE · ONE NODE, TWO TYPES



Lazarina Stoy

`["Person", "Organization"]`

One @id, the brand's logo on a person

AFTER · TWO NODES, LINKED



Person

Lazarina Stoy

lazarinastoy.com/#person · 16 sameAs · Knowledge Graph ID

founder

Organization

MLforSEO

mlforseo.com/#organization · 4 sameAs

THE METHOD

Six steps, every site

1
Detect
Every URL, every syntax, every block

RULES

→

2
Classify
Group pages by purpose

RULES

→

3
Map
Class → schema.org + Google feature

YOU

→

4
Register
One @id per real thing

LLM DRAFTS

→

5
Generate
Plugin renders from live data

RULES

→

6
Validate
Three layers + smoke test, every push

RULES

STEP 1 · DETECT

What the audit flags

NOTHING TO READ

Missing

- ⚠ No JSON-LD at all
- ⚠ Breadcrumbs only
- ⚠ Articles without author or date
- ⚠ A person without sameAs

TWO ANSWERS

Conflicting

- ⚠ Person + Organization in one node
- ⚠ Two @ids for one person
- ⚠ More than one block per page

CAN'T BE PARSED

Broken

- ⚠ & inside values
- ⚠ http:// inside markup
- ⚠ An invalid JSON-LD block

Twelve findings on a validator-clean site



FROM DETECTION TO SUGGESTIONS

Every suggestion says which signal fired

Signal on the page	Suggested type
og:type article, or a <time> element	Article
A price and an “add to cart” button	Product
A date plus “tickets” or “venue”	Event
A YouTube iframe	VideoObject
A person’s name as the page’s main subject	ProfilePage + Person

ACROSS SITES

One person, one @id, five sites



CANONICAL NODE · LAZARINASTOY.COM

lazarinastoy.com/#person

jobTitle, 16 sameAs, Knowledge Graph ID

mlforseo.com

lean reference

academy.mlforseo.com

lean reference

womeninmarketing.bg

live 18 Nov

Data Studio for Marketers

datastudioformarketers.com

next

WHERE THE LLM HELPS

Claude drafts, code checks, you approve

```
# jsonld_from_registry.py · the rules Claude gets
- Refer to registry entities by @id only.
- Never invent a new @id.
- One @type per node.
- No sameAs that isn't already in the registry.
- Only facts visible on the page or in the registry.
Then list every claim you made, with the exact
sentence from the page that supports it.
```

WHAT IT DOES

Claude writes the JSON-LD for a page. Code then checks every claim against the page text and puts anything unsupported in a review file for you.

WHY IT MATTERS

Traditional search: markup that says something the page doesn't is against Google's guidelines and can cost you rich results.

Agentic search: facts in your markup that match your page are facts AI systems can repeat about you without contradicting it.

STEP 5 · GENERATE

Owning the graph is mostly turning things off

```
// mlforseo-schema.php (simplified)
// 1. switch off the SEO plugin's JSON-LD
add_filter('rank_math/json_ld',
           '__return_empty_array', PHP_INT_MAX);
// 2. switch off WooCommerce's footer JSON-LD
remove_action('wp_footer', $woo_structured_data);
// 3. strip JSON-LD that blocks print (FAQ etc.)
add_filter('render_block', 'strip_ld_json', 99);
```

WHAT IT DOES

Turns off the three other places printing structured data, so each page prints exactly one connected graph, built from live data.

WHY IT MATTERS

Traditional search: three blocks per page meant conflicting answers; one block is one answer.

Agentic search: one clean graph in the HTML, readable even by crawlers that don't run JavaScript.

STEP 6 · TEST

Three checks, every change

1 BEFORE IT SHIPS

Check on every push

Lint the plugin and registry, check no secrets leak

GITHUB ACTIONS

< 90 s

from push to live, tested

2 RIGHT AFTER DEPLOY

Smoke test

Exactly one structured-data block per key page: connected, and ours

CODE

16/16

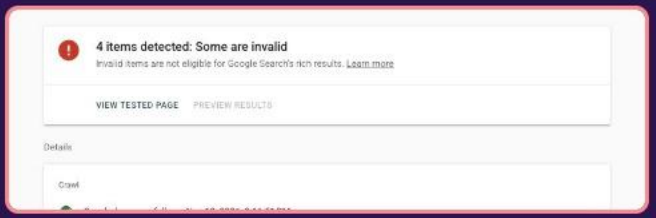
key URLs pass today

3 WITH GOOGLE

Rich Results Test

One URL per page type, every new rollout

GOOGLE



Caught a broken Events item on WiM-BG. Fixed in 1.0.1, minutes later.

THE PILOT · LAZARINASTOY.COM · 23 OCTOBER

Before and after, the same day

MEASURE	BEFORE		AFTER	WHY IT MATTERS
Issues on 21 key pages	61 flags	→	**0**	Clean, consistent markup everywhere that matters
About page	1 breadcrumb	→	**Profile + Person + 4 orgs**	Google can tell who the site is about: Profile page valid
Pages with a Person	71%	→	**100%**	Every key page says who's behind it
sameAs links	0	→	**16**	LinkedIn, YouTube, GitHub and industry sites corroborate it's me
Knowledge Graph	not linked	→	**ID matched, 177 vs 12**	The site is tied to Google's entity for me, for search and AI answers

MLFORSEO.COM + ACADEMY · 26 OCTOBER · ONE RELEASE

Twelve findings, fixed at once

Measure	www	academy	What shipped
Escaped & inside values	226 → 0	22 → 0	One owned builder renders every value
One author, two Person @ids	92 → 0	15 → 0	/author/ pages 301 to expert profiles
http:// inside markup	19 → 2	10 → 0	One owned builder renders every value
JSON-LD blocks per page	up to 2 → 1	up to 3 → 1	SEO plugin, WooCommerce, FAQ JSON-LD off
Pages with WebPage markup	431 → 499	20 → 154	One connected graph per page
Pages with breadcrumbs	470 → 531	1 → 166	One connected graph per page
Course entities	5 → 5	0 → 6	Same Course node on both sites
Paid lessons with paywall markup	n/a	0 → 134	Paywalled, linked to their course
Expert profile pages	0 → 4	n/a	ProfilePage with one Person, in the sitemap

Also: products linked to courses (merchant warnings 4 → 1) · tools typed as WebApplication · 283 glossary terms fixed · **Rich Results Test valid** for courses, products, reviews, profiles, paywalled content and articles

STRESS-TESTED ON THREE LIVE SITES

What running it for real turned up

81
broken links found on live pages, as a bonus

16
incidents logged, from CI to Google's validator

1 rule
fix it in the tool, not in memory

Every incident and its fix: in the structured data course

THE REAL TEST · WOMENINMARKETING.BG · 18 NOVEMBER

Third site, 58 minutes

58 min first command to live and checked

TRAVELS AS IT IS

- The spec and the @id rules
- The audit, validator and smoke test
- The deploy workflow and kill switch

NEW FOR THIS SITE

- The registry: an NGO and its people
- Builders for events, speakers, webinars

SAME 173 PAGES, BEFORE → AFTER

One connected graph	131 → **173**
Two separate blocks	42 → **0**
Breadcrumbs only	65 → **0**
Validator errors	21 → **0**
Speaker profile pages	0 → **47**
Events fully linked	0 → **40**
Recaps with video markup	0 → **5**

THIS CONFERENCE · LIVE SINCE 18 NOVEMBER

Mini-Conference #004 as a graph

NGO
Women in Marketing – Bulgaria

founder



Person
Lazarina Stoy
lazarinastoy.com/#person

organizer

Event
Mini-Conference #004
21 Nov 2026 · location: Sofia

sponsor

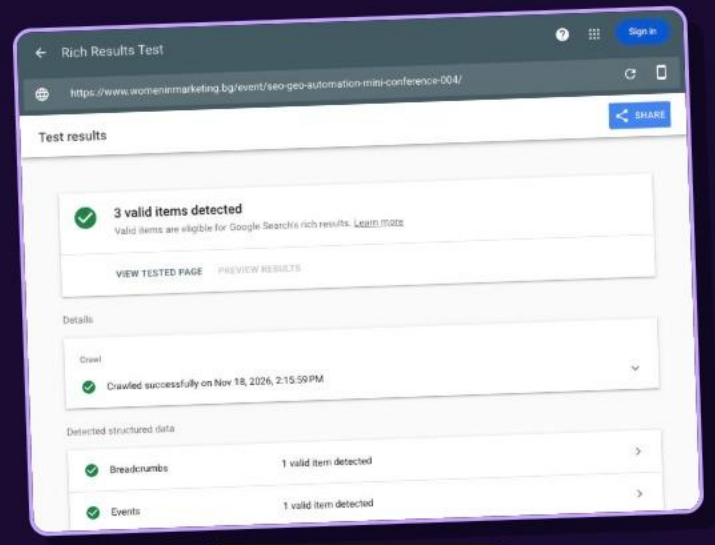
performer

Person × 9 · speakers
Aleyda Solís · Beatrice Gamba · Jojo Furnival · **Lazarina Stoy** · Myriam Jessier · Roxana Stingu · and more

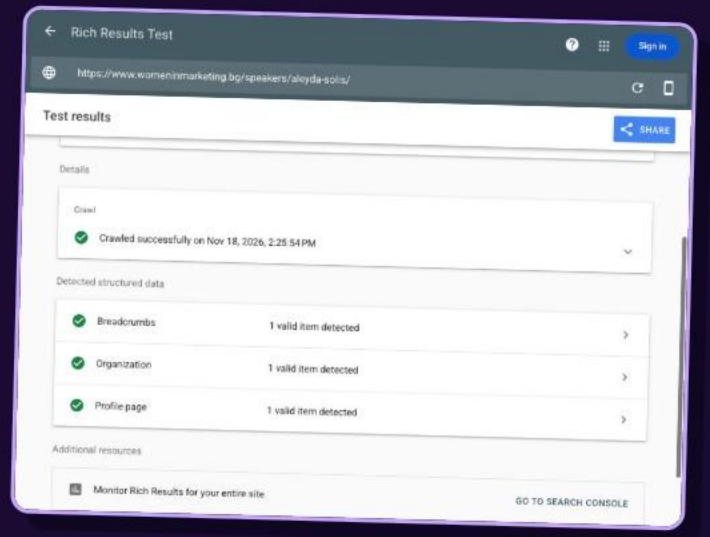
Organization × 4 · sponsors
ProCredit Bank Bulgaria · Yoast · and more

GOOGLE'S RICH RESULTS TEST · VALID

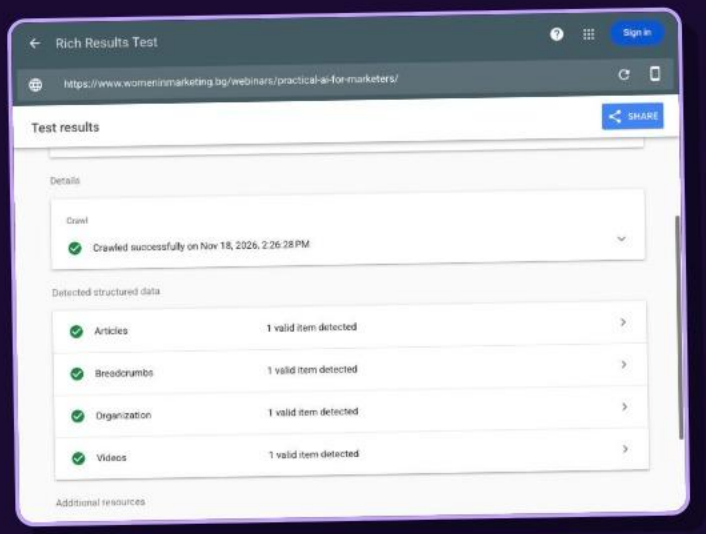
This conference, as Google reads it



Events: MC#004



Profile page: speakers



Articles + Videos: recaps

BEING HONEST

What I can’t show you yet

Traffic

Four weeks in. Eligibility is measured; clicks are not yet.

AI answers

No before/after test of how assistants describe the brand.

Knowledge Graph

The organisations don’t have a node yet. That takes corroboration.

RUN IT YOURSELF

Start free, go deeper next

Coming next · waitlist open

End-to-End Automated Structured Data Audit and Implementation

Everything in this section, as a course: detect, register, generate, deploy and test, on your own sites.

Join the waitlist: mlforseo.com/courses

</>

Structured Data Automation Kit

Audit, suggest, generate and validate JSON-LD with Python

Free · resource library and GitHub

Guides

What @id does, and why your entity graph falls apart without it

Free · mlforseo.com

One asset, every channel

WHERE IT STARTS

Start with your know-how.

UNIQUE KNOWLEDGE, THREE EXAMPLES

Every brand is sitting on something only it has

WOMEN iN MARKETiNG BULGARIA

A COMMUNITY'S VOICES

- Contributor workshops
- Mini-conference talks
- Speaker dinner talks
- Community webinars

A PRACTITIONERS' ACADEMY

- Contributors' expertise
- Course knowledge
- Internal know-how
- Tools and resources we built

Data Studio for Marketers

ONE EXPERT'S EXPERTISE

- Years of hands-on Data Studio work
- Training teams to build dashboards
- Templates and ebooks from that experience

SIX KINDS OF TRANSFORMATION

Find yours: what goes in, what comes out

Video → text

Webinar → recap with timestamped sections

Transcript + Claude

Text → text

Course transcript → posts, emails, ebook chapters

Claude

Text → image

Words → graphics, carousels, thumbnails

HTML + headless Chrome

Video → platform

Recordings → YouTube with chapters and playlists

YouTube Data API

Video → video

One webinar → a video per speaker

YouTube API, code

Many → one

A week of curated links → one newsletter

Claude, Kit API

ONE ASSET, EVERY CHANNEL

One course, five channels

ONE COURSE · 14 LESSONS

AI Search Optimization & Agentic SEO

Beatrice Gamba

103	**LinkedIn posts** Company page + founder	Claude writes from a concept bank; loaded as Buffer drafts	LLM
10	**Blog posts** mlforseo.com	Claude drafts; diagrams rendered; WordPress scheduled	LLM
5	**Emails** Kit	Branded HTML built as Kit drafts	RULES
140+	**Graphics, 12 carousels** LinkedIn and blog	HTML rendered to PNG and PDF with headless Chrome	RULES
180	**Page ebook** Academy shop	The Field Guide skill: chapters, figures, paged.js render	CLAUDE CODE

TEXT → TEXT · TEXT → IMAGE · FOR SOCIAL MEDIA DISTRIBUTION

Transcripts in, drafts out

1
Concept bank
angles, quotes, stats, each tagged
LLM

→

2
Quote check
verbatim against the transcripts
RULES

→

3
Write
in the brand voice, from a brief
LLM

→

4
Render
HTML to PNG and PDF carousels
RULES

→

5
Load drafts
Buffer, Kit, WordPress
RULES

→

6
Review
then schedule
YOU

WHAT COMES OUT: CAROUSELS FOR LINKEDIN

MLforSEO page





Lazarina's profile





VIDEO → TEXT · WIM-BG WEBINARS

One webinar, one recap, every speaker linked

Transcript + YouTube link — RULES

→

Segments + timestamps — LLM

→

Speakers from the event — RULES

→

Recap, house format — LLM

→

Draft, review, publish — YOU

CASE STUDY · TEXT → TEXT, AT BOOK LENGTH

Three courses became three field guides

THE PROBLEM

Hours of course video nobody can skim, search or keep on the desk

THE CASE

Three academy courses, with their transcripts and slide decks

WHAT WE DID

Transcripts and slides in → chapters in the author's voice → figures redrawn → fact pass → PDF

HOW LONG

One course: from transcripts to a 237-page full draft in two days

THE SOLUTION

A reusable ebook skill with a runbook, so the next book starts from step one, not from zero

WHAT IT'S FOR

A product from content that already exists, and a way into the full course

CASE STUDY · HOW LONG, AND WHAT CAME OUT

Introduction to ML for SEO: a book in two days

30 Jul
Modules 1–2
63 pages

→

30 Jul
Module 3
96 pages

→

31 Jul
Modules 4–5
171 pages

→

31 Jul
Full draft
36 chapters · 237 pages

→

4 Aug
Store drafts
product + resource page

TWO SITES, TWO BOOKS, ONE PIPELINE

Same process, two different jobs



MLforSEO Academy · paid

Course → field guide

BUILT FROM

Course transcripts, slides and workbooks

FOR THE READER

The know-how in another format: the guide, workbooks and scripts, without the videos, at a lower price

FOR THE BUSINESS

A product from content that already exists, and a way into the full course



Data Studio for Marketers · free

Posts + training → beginner guide

BUILT FROM

Blog posts, past team trainings and new research

FOR THE READER

One beginner guide that covers everything needed to pick up the tool

FOR THE BUSINESS

A lead magnet: free, in exchange for an email

BUILT THIS WEEK · VIDEO → VIDEO

One webinar → a video per speaker

1 **One long recording** — YOUTUBE API
A 72-minute webinar and its captions

2 **Who spoke, and when** — LLM
Intros and talks, from the transcript and the picture

3 **One video per speaker** — CODE
Their intro, their talk, a link back

4 **Review, then publish** — YOU
Uploaded private; I check, add end screens, go live



WHAT ONE VIDEO IS MADE OF

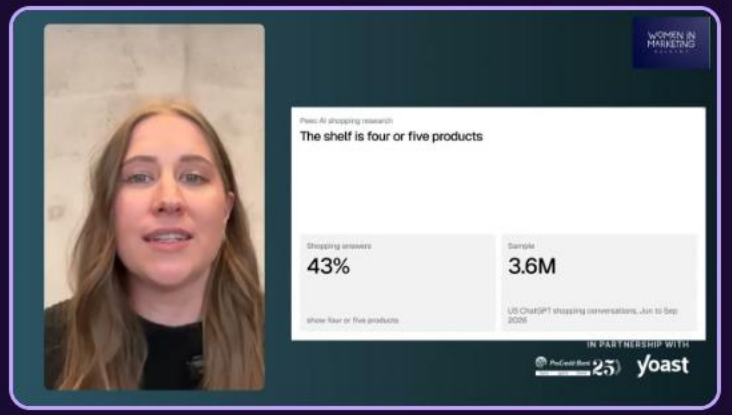
Three parts, one rule each



1

Their intro

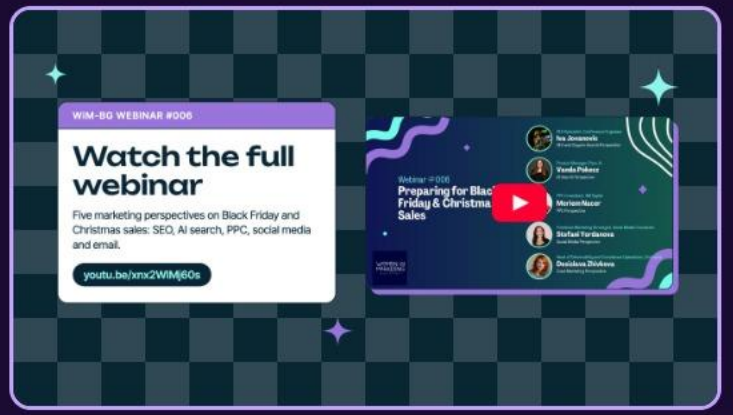
Their tile from the opening round, pulled to full frame



2

Their talk

Exactly as streamed: camera and slides



3

The way back

10 seconds: watch the full webinar

WEBINAR #006 · MEASURED, NOT ESTIMATED

One webinar, five videos, 30 minutes

3½ min
Download
Recording and captions

→

4½ min
Who spoke when
Every intro and talk, to the word

→

3¾ min
Titles, chapters
Written in parallel

→

21 min
Render
Built the tool, then 5 videos

→

1 min
Upload
Private, with thumbnails

5
videos, one per speaker

66 min
of finished video from a 72-minute webinar

0
published without me

THE OUTPUT

Five speakers, five videos











THEN THE BACK CATALOGUE

Five more webinars → 23 videos

5.1 h
of webinar recordings

23
speaker videos, all private until approved

1 h 27 min
for webinars #001–#005, same skill

WHAT BROKE, AND WHAT I'D DO DIFFERENTLY

Every fix goes into the skill

BROKE

The downloader was out of date

Now: the working version and the fix are written down

BROKE

Parallel renders overwrote each other

Now: shared files are built once, first

BROKE

Older webinars looked different

Now: the tool measures each layout

THE COSTLY ONES WEREN'T TECHNICAL

1

Ask about taste. Measure the rest.

A crop picked without asking cut faces in 10 intros

2

Approve before you upload.

23 uploads before review meant 15 re-uploads and 15 deletions

≈ 1 h

not ≈ 2 h 30, for webinars #001–#005, if we'd known at the start

Pick a task you've done three times this month, or one you know really well.

FROM CHAT TO SKILL

Five steps

1. Do it once in Claude Code, explaining every step as you go
2. Ask it to write a SKILL.md from that session
3. Move keys to .env and site facts to a config file
4. Add one check and one human gate
5. Run it on a second site. Fix what breaks, in the skill.

GATES AND GUARDRAILS

Write the stops into the process

GATES INSIDE A SKILL

12 stages · 6 subagents · 2 human gates

```
# dsfm-write/SKILL.md (excerpt)
Gate A: Lazarina approves the outline.
        Wait.
Stage 8: a fresh auditor checks the draft,
  never the drafting context.
Gate B: Lazarina approves the draft.
        Wait.
```

A SCHEDULED TASK'S NEVER-LIST

Report-only is the default

```
# mlforseo-weekly-upkeep/SKILL.md
Rules (always):
- Never send emails or Slack messages.
- Never delete or unpublish content.
- Allowed live: two link builders,
  a cache purge. The rest: report only.
- Never print or commit secrets.
```

THEN LET IT RUN

Two ways to put it on a schedule

Claude Code scheduled tasks

A prompt on a cron: Monday upkeep, monthly piracy watch, nightly change log

Runs while the desktop app is open

GitHub Actions

Python + the Claude API in the cloud: news digests, the weekly newsletter, schema deploys

Runs with the laptop closed

IF YOU REMEMBER THREE THINGS

1. Rules first, ML APIs for perception, LLMs for language
2. Only the config changes between sites
3. Write the process down as a skill, with a human gate, and don't forget your guardrails

EVERYTHING FROM TODAY

One page, every workflow

The field guide PDF, with links to the scripts and notebooks, the free browser tools and the skills in the MLforSEO resource library.

lazarinastoy.com/scalable-automations-field-guide

GO DEEPER · ACADEMY.MLFORSEO.COM

A course for each part



Part 1 · the recipe



Part 2 · entities



Part 2 · knowledge graphs



Part 2 · extraction



Keyword research

COMING NEXT

Automated Structured Data, end to end

Join the waitlist

Part 3 · structured data

Black Friday · 26–30 Nov **EBOOK50**: 50% off e-books · **BUNDLE25**: 25% off course bundles

Thank you

Lazarina Stoy · MLforSEO

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