# 50 LLM Tricks In 50 Minutes





**Ex:** Verve Search, the7stars

I went from a big team to no team.

The dullest tasks seemed to take the longest.

Here's how I found my balance.

#### **O. Better Prompts**

console.anthropic.com

Generate new prompts, improve existing ones and understand where your prompts might be vague.



# Content



#### 1. Research

Open Al's <u>Deep Research</u> is market-leading at present.

Use it to quickly understand a client's industry, but also throw really hard problems at it. It won't necessarily give you the answer, but will give you a good basis to consider them.





### 2. Summarise Videos

Watching my BrightonSEO talk is a *fantastic* use of your time, but not all videos are.

Knowing, before you start, whether a video is worthwhile spending time on can be hard.



How (A)I fixed my broken content workflow - James Finlayson - brightonSEO October 2024



### 2. Summarise Videos

Read a summary of Youtube videos before deciding whether to watch them.

I use the Youtube Summariser extension for <u>Raycast</u>.

<b>E</b>	
<ul> <li>Content marketing is experiencing exponential growth due to</li> <li>AI, leading to a "content tsunami"</li> <li>Traditional keyword research is becoming less effective as it mainly focuses on awareness rather than resonance, reputation,</li> </ul>	Title How (A)I fixed my broken content Channel brightonSEO 7
and edge Search behavior is changing - more users are making branded searches and relying less on Google	Published 21/10/2024 Duration
Al-generated content will soon be indistinguishable from human-written content	23 minutes Views
The "RARE" framework for better content:	261
<ul> <li>Resonance (what connects with audience)</li> <li>Awareness (search volume)</li> <li>Reputation (brand perception)</li> </ul>	Al Model Anthropic
How (A)I fixed my broken content workflow - James Finlayso Ask Follo	w-up Question 🖵 🛛 Actions 🕱 K

Raycast 'Summarize YouTube Videos With Al' Extension



### **3. Creating Word Lists**

Over the years I've needed word lists of cities, types of pets, medical illnesses, languages, car makes, car models etc etc.

Producing these using LLMs can work brilliantly *if* you can get the results to be consistent.

#### Criteria: cities in England

- 1. Generate a list of items precisely matching the given criteria.
- 2. Format the list as follows:
  - Remove any descriptions or additional information.
  - Remove all brackets, punctuation (except spaces), and special characters.
  - Place each item on a new line.
  - Sort the list into alphabetical order.
- 3. Process the list:
  - Remove any duplicate entries.
  - Convert all items to lowercase.
  - Where an item has a longer official name but is commonly referred to in a shorter form, include all commonly referred to ways to refer to that item as separate lines. Examples:
    - "newcastle upon tyne" → "newcastle"
    - "the united states of america" → "united states", "usa", 'america"
    - "the lord of the rings: the fellowship of the ring" → "lord of the rings", "lotr", "lotr 1", "fellowship of the rings"
- 4. Review:
  - Check through the list to make sure that each entry complies with all previous steps, removing or fixing any that do not.
  - Check through the list again to make sure that no entries are missing, adding any in the same format if they are.
- 5. Output the final list:
  - Do not include any introductory text or explanations.
  - Do not use any XML tags in the output.
  - Ensure each item is on a separate line.
  - Do not include any blank lines between items.



### **3. Creating Word Lists**

I store these in SEOmonitor's <u>Keyword Vault</u> (free, unlimited, monthly rank tracking) as a way to share them across the team.



by website topic - chrome://topics-internals

by custom topic - seomonitor

by intent - seomonitor

by persona - Ilm

by searcher need - Refined Query Classifier





by website topic - Chrome Topics Internals

by custom topic - seomonitor

by intent - seomonitor

by persona - Ilm

by searcher need - Refined Query Classifier

2 AI CLUSTERING ~ Agency Solutions 62 - 29.1K 19% +7% -Agency Dashboard 9 - 4.3K 0.7% -2.3% All Features 33 - 21.1K 25% +10% Reporting and Integra... 8 → 560 0% -3 SEO Proposal 12 → 3.2K 0% Core SEO Tools 252 - 535K 1% +0.1% -Content Writer 11 - 30.6K 0% -Keyword Research 72 - 343K 0% -⑦ Organic Traffic Analy... 23 → 11.1K 5.9% +2.3% Rank Tracker 103 - 134K 2.7% +0.3% SEO Forecasting 11 -> 2.8K 42% -7.1% SERP Features 14 -> 7.6K 15% +2.4% Visibility Metrics 18 - 5.6K 1.8% +0.3% Learning Resources 35 - 32.7K 6.3% +7% -Help Center Articles 15 - 12.1K 0% -SEO Guides 20 - 20.6K 11% +14%



by website topic - Chrome Topics Internals

by custom topic - seomonitor

by intent - seomonitor

by persona - Ilm

by searcher need - Refined Query Classifier

KEYWORD INTE	ENT ①		
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Keyword Intent	Informational	30% The sea	rch intent ratio of this 1. based on the type



by website topic - Chrome Topics Internals

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by persona - Ilm

by searcher need - Refined Query Classifier

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Keyword Intent	t			
1 1 6 7	<ul> <li>Informational</li> <li>Navigational</li> <li>Commercial</li> <li>Transactional</li> </ul>	30% 0% 30% 40%	The search i keyword, bar of content of results.	ntent ratio of this sed on the type f the top 10 SERP



by website topic - Chrome Topics Internals

by custom topic - seomonitor

by intent - seomonitor - or LLM

by persona - Ilm

by searcher need - Refined Query Classifier



You will be given a list of URLs. Your task is to visit each URL and classify the type of page it is. Here is the list of URLs: <url\_list> {{URL\_LIST}} </url\_list> For each URL, you should classify it into one of the following categories: 1. Transactional - a product page 2. Commercial - a category page 3. Informational - a page that primarily provides information on a topic

4. Navigational - a page users primarily use to get to other pages (e.g. the homepage)

Visit each URL in the list and determine its classification. Keep a count of how many URLs fall into each category. Where you're unable to access a page, or the page does not fit into any of these categories at all, ignore that page in your calculations.

After classifying all URLs, calculate the percentage of pages that fit each classification. The percentage should be accurate to one decimal place. Present your final output in the following format:

<output>

Informational: A%

Navigational: B%

Commercial: C%

Transactional: D%

</output>

Where A, B, C, and D are the calculated percentages for each category.

by website topic - Chrome Topics Internals

By custom topic - seomonitor

by intent - seomonitor

by persona - IIm

by searcher need - Refined Query Classifier



You will be given a list of personas and a list of keywords. Your task is to categorise these keywords for each persona based on their likelihood to search for them. Follow these steps: 1. First, you will receive a list of personas: conses {{PERSONAS}} </personas> 2. Then, you will receive a list of keywords: <keywords> {{KEYWORDS}} </keywords> 3. Process the keywords and personas as follows: a. For each persona, filter the list of provided keywords to only include those that personas is highly likely to search for. b. A keyword can appear in multiple persona lists if appropriate. c. Only include a keyword in a persona's list if that persona is highly likely to search for it. 4. Format your output like this: [persona name] [keyword1] [keyword2] [next persona name] [keyword1] [keyword2] 5. Apply these formatting and sorting rules: a. Sort the personas in alphabetical order. b. Sort the keywords under each persona alphabetically. c. Convert all text to lowercase. d. Remove any duplicate entries within each persona's list. e. Place each item (persona name and keywords) on a new line. f. Include one blank line between personas, but no blank lines between keywords. q. Each persona name should be bold 6. Before finalising your output: a. Review the entire list to ensure compliance with all previous steps.

b. Remove or fix any entries that do not comply.

c. Do not include any introductory text, explanations, or XML tags in the final output. Provide your final output without any additional commentary or explanation.

by website topic - Chrome Topics Internals

By custom topic - seomonitor

by intent - seomonitor

by persona - Ilm

by searcher need - Refined Query Classifier





#### 5. Translation

Automated translation is becoming surprisingly good. I wouldn't recommend it as a permanent solution, but for proof-of-concept, tools like <u>DeepL</u> can quickly prove-out demand.





### 6. Trend Forecasting

SEOmonitor has per-keyword, category-level and site level forecasting built in by default.





### 6. Trend Forecasting

LLM's can and will generate the code to produce their own forecasts though.

Many say that LLMs aren't good at forecasting or other maths-based tasks. It's true if you just get them to guess at an answer, but if you can trigger python code creation they'll use much of the same algorithms that dedicated tools will.

You can then interrogate the data and work it into suiting your use case.

# Based on 80% of keywords moving to positions 1-10 over 12 months

Month Additional Traffic Total Traffic

#### **Key Findings**

- Current estimated monthly traffic: 31,291 visits
- Projected traffic after 12 months: 124,777 visits
- Additional monthly traffic: 93,486 visits
- Percentage increase: 298.8%

#### **Ranking Improvements**

- Keywords in top 10 positions (before): 9 (10.8%)
- Keywords in top 10 positions (after): 23 (27.7%)
- High-impact improvements in months 6, 10, and 11
- Total keywords improved: 66 (80% of total)

Note: This model accounts for increasing difficulty in ranking improvements as positions get closer to #1. The simulation shows realistic monthly progress based on keyword difficulty and ranking potential.



#### **Traffic Growth Comparison**

Scenario 1: Gradual SEO Improvements vs. Scenario 2: Site Acquisition

Monthly Traffic Cumulative Traffic



#### Scenario 1: Gradual SEO

- Current traffic: 31,291 visits/month
- Final monthly traffic: 124,777 visits/month
- Total yearly traffic: 835,334 visits
- Additional yearly traffic: 459,844 visits
- Percentage increase: 298.8%

#### Scenario 2: Site Acquisition

- Current traffic: 31,291 visits/month
- Final monthly traffic: 295,665 visits/month
- Total yearly traffic: 2,649,107 visits
- Additional yearly traffic: 2,273,618 visits
- Percentage increase: 944%

#### Comparison Highlights

### 7. What-if Scenarios

Because we can quiz this data, adding in 'what if' scenarios becomes trivial.

Be care to make sure you understand the logic (not necessarily code) behind it, though, to make sure the assumptions its making our sound.



### 8. Content Gap Analysis

<u>Gemini</u> has a 2m+ context window. That makes it possible to feed it all of your page titles, all of your competitor's page titles and leave it to work out where the content gaps are using the prompt to the right.

You'll *need* to use Gemini for this one.



You are tasked with analysing the content coverage of two websites based on their page titles. Your goal is to identify topics that the competitor is covering in detail but are missing from my website. Follow these steps to complete the analysis: 1. You will be provided with two sets of page titles - my page titles and my competitors. Each are the bottom of this prompt. 2. Analyse both sets of titles to identify the main topics covered by each website. Consider keywords, themes, and subject areas that appear in the titles. 3. For each identified topic, assess the depth of coverage by considering: a. The number of pages dedicated to the topic b. The specificity of the titles (e.g., general overviews vs. detailed subtopics) c. The use of technical or specialised terms in the titles Identify topics that appear in the competitor's page titles but are absent or minimally covered in the my page titles. Prioritise the missing topics based on: a. The depth of coverage by the competitor (more detailed coverage = higher priority) b. The potential importance of the topic in the industry or field c. The uniqueness of the topic (topics not commonly covered elsewhere = higher priority) 6. Present your findings in the following format: <analysis> <missing topics> [List the top 3-5 missing topics, ordered by priority] 1. [Topic 1] 2. [Topic 2] 3. [Topic 3] </missing topics> <detailed\_analysis> [For each missing topic, provide:] <topic>[Topic name]</topic> <competitor coverage> [Describe how extensively the competitor covers this topic, citing specific page titles as evidence] </competitor coverage> <importance> [Explain why this topic is important and represents a significant opportunity for the client] </importance> <recommendation> [Suggest how the client could incorporate this topic into their content strategy] </recommendation> </detailed analysis> </analysis> 7. Ensure that your analysis is objective and based solely on the information provided in the page titles. Do not make assumptions about the actual content of the pages beyond what can be reasonably inferred from the titles. 8. If there are no significant missing topics or if the client's coverage appears more comprehensive than the competitor's, state this clearly in your analysis. Remember to focus on identifying the largest opportunities for the client to expand their content coverage based on the competitor's strengths. <my\_page\_titles> {{MY\_PAGE\_TITLES}} </my\_page\_titles> <competitor page titles> {{COMPETITOR PAGE TITLES}} </competitor\_page\_titles>

### 8. Content Gap Analysis

... or SEOmonitor's missing pages report

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# 9. Sentiment Analysis of User Reviews

LLM's aren't good at sentiment analysis. LLMs are great at writing the code that can *do* the sentiment analysis.

Scrape reviews, then explicitly ask it to use tools like SpaCy to understand what people most love and hate about you and your competitors.



### 10. SERP Quality Checking

Not every SERP answers a question well. When you find one that doesn't, it's an opportunity whether there are large sites ranking or not.

Use the prompt on the left to compare the SERPs to the QRG and see if there's opportunity.



You are an AI assistant tasked with evaluating the guality of search engine results based on Google's Quality Rater Guidelines (QRG). Your goal is to provide a single overall score for the top 10 search results for a given query. The quality rater guidelines are attached. Make sure you understand them fully. The search query you will be evaluating is: <search query> {{SEARCH QUERY}} </search query> Here are the top 10 search results (in order) for this query: <search results> {{SEARCH RESULTS}} </search results> Please analyse these pages based on the QRG principles outlined above. Consider the following factors as set out in the QRG document: 1. Relevance: How well do the results match the user's search intent? 2. Accuracy: Are the results factually correct and up-to-date? 3. E-E-A-T: Do the results demonstrate Experience, Expertise, Authoritativeness, and Trustworthiness? 4. Overall usefulness: How well do the results satisfy the user's needs? Based on your evaluation, assign a single overall score from 1 to 10, where 1 represents poor quality results and 10 represents excellent quality results. This score should reflect the overall quality of the search results in answering the query. Present your response in XML in the following format <evaluation> <score>[Your score from 1 to 10]</score> <justification>[Brief explanation of the score]</justification> </evaluation>

Do not present your thinking or justifications outside of the XML format.

### 10. SERP Quality Checking

It's set up to give a JSON style output, so you can easily add it into internal tooling to compare a lot of keywords quickly. <evaluation> <score>5</score>

<justification>Some results are relevant and authoritative, such as WebMD and The Washington Post, but others lack credibility or do not fully answer the query. The presence of an unrelated forum post and a YouTube video with unclear content lowers the overall usefulness.</justification> </evaluation>



### 11. Synthetic Users

Better understand your user needs, journeys and insights without spending tens of thousands on surveys.

<u>Synthetic Users</u> isn't cheap, but blends real data with LLMs to deliver some remarkably accurate feedback.





### 12. Content Briefs

If I asked you to write a page on topic X, without any other context, it'd probably just as bad as what most AI's produce.

Build systems that feed it the context of:

- 1. R: resonance
- 2. A: awareness
- 3. R: reputation
- 4. E: edge

More on this in my BrightonSEO talk. Alternatively, SEOmonitor does it by default.

Content Writer *		55 🖬 🕂	search intent
Outline	Artic	le	H2 H3 H4 ¶ i⊟ i⊟
93	Title Headings Coverage	94% 85% 100%	Al-generated outline for your topic baland the structure of the top ranking of Headings, and keywords as needed, the article:
SEO score Based on top 10 articles >		1/17 tracked	Search intent - Und for user queries
	Mahamaa		What is search intent and
Q Keyword	volume	Presence	Keywords for SEO: search intent, what is search
Title Optimization	5.8K	94%	Guiding questions: How does search intent intent
search intent	4.4K	0	understanding search intent? Recommended word count: 300 words
searchers intent	720	0	Types of search intern
keywords intent	320	0	Keywords for SEO: types of search is search



### 13. Writing Blog Posts

This is even more important when generating whole pages of content.

I'd go as far as to say *not* to use Claude, Gemini or ChatGPT to produce content. There are too many considerations at this point.

Even if not SEOmonitor, use a specialist tool for it.

Content Writer ¢		24 🗎 +		
Outline	Article			
	Title	92%		
85	Headings Coverage	67% 88%		
Saora	Wordcount	1.6K/3K		
Based on analysing the top 10 ranking competitors. View Competitors >	lmages Uniqueness	5/7 2 100 %		
SEO brief				
Q, Keyword	Volume	Presence		
Title	7.7K	92%		
seo specialist job description	4.4K	O		
seo specialist	3.6K	0		
seo job profile	2.9K	0		

R2 H3 H4 《 B I G2 67 관 호 네 프 프 프 수 ---Revise article and mark as published once live on your website. New article Current article Reset all changes @ TRIe

seo specialist job description ≓

#### SEO Specialist Job Description: Essential Skills and Responsibilities

An SEO specialist is a digital marketing professional who optimizes websites to improve their visibility i search engine results pages (SERP4). These experts are essential in an era where billions of searches take place every day. They use various techniques to help websites stand out among millions of competing results.

#### Key Responsibilities of an SEO Specialist

The main goal of an SEO specialist is to increase organic traffic by implementing on-page and other optimization strategies. This requires a mix of technical expertise, content creation, and strategies planning. Key responsibilities typically include: Conducting keyword research to identify valuable search terms

- Optimizing website content, meta tags, and structure
- Analyzing website performance and search rankings



#### 14. Page Relevancy Checker

Use sentence transformers, embeddings and cosine similarity to calculate page similarity. This is useful to algorithmically prove that the changes the brand team have made have hurt a page.

Code released soon - follow me on LinkedIn :)



```
from typing import Tuple
from bs4 import BeautifulSoup
from trafilatura import fetch_url, extract, metadata
from trafilatura.settings import use_config
from sentence_transformers import SentenceTransformer
import numpy as np
import pandas as pd
import concurrent.futures
config = use_config()
config.set("DEFAULT", "EXTRACTION_TIMEOUT", "0")
NUM THREADS = 8
def load_similarity_model():
        return SentenceTransformer('sentence-transformers/all-MiniLM-L6-v2')
model = load_similarity_model()
def scrape_page_primary_text(url, title=False, meta_description=False, get_h1=False):
        downloaded = fetch url(url)
                h1 = metadata.extract metadata(downloaded).title + '\n'
        except Exception:
                h1 = ' '
        primary text = h1 + str(
                extract(
                        downloaded,
                        include_comments=False,
                        include_formatting=False,
                        include links=False.
                        config=config,
                soup = BeautifulSoup(downloaded, features="lxml")
        except Exception:
                return ("blank", "blank") if get_h1 else "blank"
        if meta_description:
                metas = soup.find_all('meta')
                description = [meta.attrs['content'] for meta in metas if 'name' in meta.attrs and 'content' in
                                                and meta.attrs['name'] == 'description'][0]
                return primary text, description
        if title:
                t = soup.find('title')
                title = t.string
                return primary_text, title
        if get_h1:
                h1 = t.string if (t := soup.find('h1')) else " "
```

return primary text h1

#### 15. Factual Accuracy Checker

With content accuracy being ever more important to Google - and there being a real-life reputation penalty to inaccurate content, running an 'accuracy audit' on site's semi-regularly is worth considering.

Loki can either be run locally, at very little cost, or in the cloud, and pulls out anything on the site that, algorithmically, seems wrong.

	Loki Fact-	Varification	
	An open-source i		
	Try Now	Github Repo et free credits (enough for months!): NEWLOKI5	
1	.∋_LIBR∆I	G B 🔛 Haranij	
	10 1 Fact checking v     13 Name Check 1 1     12.60%     16	Begenter Nell Carlles Continential Unertilate dan 0 3 0	
	Known for its lengelanting co Policeing #1552 we'l be with Known for its longstanding.	Claims MEZUM offers programs at both undergraduate and graduate invest.	
	The UNIt values the rate of th. UAE, MB2UAI is home to a vasit beam of experts across multiple		
	The surveri President of the recoognized for its comprehensive analy of programs all both	<ul> <li>MEDLETHOFT - Industrial active</li> <li>Enderscent (MEDLA) Mess the Mathema Methem of Sciences (MSLC) programs: - Musice of Sciences in Generative Vectors, Harvan of Sciences (Mischine Lawring, Marker of Science ),</li> </ul>	
	MEQUAL is the first AL undergraduate and graduate levels Despirates can be easily spot. primarily focusing on the theoretica associate of artificial intelligence.	Responding. The enclosive specifically-monitories Matther of Science programs at the graduate level, contriving the MERIA/collers programs at the graduate book interace. It does not provide Information advanced advanced advance programs. These the interace support is well be the second advanced a	
	Eller Murk Bought Teither in 2	gedata inver programs, the class about thiring programs at both undergraduate and graduate invests remains processis.	
	The earth is very big.	100V/105- missual act ant	
	Facial recognition technology	SUPPORTS - referant an an     Support of the second s	
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	Collaborating with th	he best teams in the world!	
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	Se Orinvorony		
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### 16. Transcreation

Quickly convert your blog posts into what you need to promote them on social media.



You will be given a piece of text and your task is to create content for three social media platforms based on this text: an image prompt for Instagram, a tweet for X (formerly Twitter), and a post for Facebook. The text is at the bottom of this prompt:

First, create a prompt for an image to be used on Instagram. This prompt should describe a visually appealing image that captures the essence of the text. The image should be eye-catching and suitable for Instagram's visual-first platform. Keep in mind that the image should be able to stand alone without the original text, but still convey its main message or mood.

Next, craft a tweet for X (Twitter). This tweet should be concise and engaging, capturing the key point of the text in 280 characters or less. Include relevant hashtags if appropriate, and try to phrase it in a way that encourages engagement (retweets, likes, or replies).

Finally, write a Facebook post based on the text. This can be longer than the tweet but should still be concise. You may include a brief quote from the original text if relevant. The tone should be conversational and encourage interaction from Facebook users.

Present your results in the following format: <instagram\_prompt> [Your image prompt for Instagram here] </instagram\_prompt> <tweet> [Your tweet for X (Twitter) here] </tweet> <facebook\_post> [Your Facebook\_post> Remember to tailor each piece of content to its specific platform while maintaining the core message or theme of the original text. <text>

{{TEXT}}

</text>

### 17. Newsjacking

Set up ChatGPT tasks to bring the stories to you.



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#### £ G

You are an AI assistant tasked with finding and evaluating news stories for potential newsjacking opportunities. Your task is to be performed twice daily (at 10am and 3pm) from Monday to Friday.

Here's the company you're working for:

<company\_name> SEOmonitor

</company\_name>

This company is an online SEO rank tracker.

Your task involves the following steps:

1. Seatch the internet for news stories from the last 7 hours related to SEO and online marketing,
2. Filter these stories to identify those where SEOmonitor could potentially newsjack by providing aspert opinion, data, or by performing a sturt.
3. Da-objectiae stories found across offferent new outlets.
4. For each relevant story, determine what information would be needed before reaching out to ionumalists.

Important criteria: - Only consider news outlets that serve a UK or US audience. - Exclude any outlets owned by competitors of SEOmonitor.

For each story you identify, wrap your analysis in <story\_analysis> tags:

1: Briefly summarise the news story.
 2: Analyse with its story is relevant to SEOmonitor.
 3: Brainstorm specific ways SEOmonitor could newsjack this story.
 4: Consider potential risks or challenges associated with newsjacking this particular story.
 5: Evaluate if this opportunity needs all criteria (relevance, newsjacking potential, appropriate news ocitet).
 A. Assign a prointy level (High, Medium, Low) based on the potential impact and feasibility of the nemplexing opportunity.
 /: If the story passes all checks, format the information according to the specified output structure.
 B. Double-check that your output is concluse, clear, and actionable.

Present your findings using the following format for each story:

cbotds-Story Xo-2bolds cbolds/Whit's happends-(/bolds) [Provide a short summary of the news] cbolds/Whity it's relevant:
cbolds/Whity it's relevant:
cbolds/Whity it's relevant to <company\_names-</p>
company\_names

Example output structure (note: this is a generic example, please provide real content based on your findings):

<bold><Story 2></bold> <bold>What's happened:</bold> [News summary] <bold>Why it's relevant:</bold> [Relevance explanation] <bold>Opportunity:</bold> [Newsjacking suggestion] <bold>Priority:</bold> [High/Medium]Low]

Please proceed with the ranalysis and present your findings for any relevant stories you discover.

Message ChatGPT

+ 🌐 🗬 🔂 Tasks

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### 17. Newsjacking

**What's happened:** Unilever's new CEO, Fernando Fernandez, plans to increase spending on social media influencers to mitigate consumer distrust of corporate branding. The company will shift to a social media-first advertising model, raising its investment on these platforms from 30% to 50% of their total advertising budget.

Why it's relevant: This shift underscores the growing importance of influencer marketing in digital strategies, highlighting a trend that SEOmonitor's clients may need to consider in their SEO and content marketing efforts.

**Opportunity:** SEOmonitor could analyze the impact of influencer collaborations on organic search rankings and traffic, providing data-driven insights to help brands optimize their influencer partnerships for better SEO outcomes.

Priority: High



#### 18. Persona Generation

Personas are dependent on the information you feed into it. So pair the prompt on the right with some GA data and perhaps some Sparktoro data, to get some robust personas to work from.



You are a UK-based marketing expert working on marketing {item}. Respond with at most 5 personas for {item}'s customer audience. Each persona should have a name, as a header, and then details about that audience including their age range. gender split, NRS social grade, interests/hobbies, publications they read, jobs to be done, motivations, frustrations etc. For each persona you should estimate what percent of the product or brands' total audience is made up by that personas. Be concise and do not use words that imply lack of certainty, such as 'likely'. Example: Brand: Nike \*\*Persona 1: Gvm Rats\*\* Age: 25-40 Gender: 20% Female, 80% male NRS Social Grade: C2DE Interests: Gym; fitness; health; sports Publications: Fitness monthly, Gym weekly Jobs to be done: Performance enhancement; durability and guality; comfort and fit; technology integration; belonging; reward and achievement Motivations: fitness goals; inspirational role models; brand prestige; confidence; health and wellness; lifestyle alignment Frustrations: Not being able to find the right gym gear; moisture wicking; poor fit; limited sizing options; high cost; availability; lack of expert guidance Percent of total audience: 30% \*\*Persona 2: Fashionistas\*\* Age: 18-20 Gender: 80% Female, 20% male NRS Social Grade: ABC1 Interests: fashion: instagram: entertaining Publications: Vogue, Elle Jobs to be done: Be seen, be a fashion thought-leader; keep up to date with fashion; feel confident; feel empowered; a sense of belonging; signal status Motivations: Brand prestige and reputation; innovative design; crossover appeal; iconic collaborations; cultural significance Frustrations: Bland fashion; not being able to find the right outfit; difficulty of obtaining limited editions; sustainability concerns: logo prominence: ethical and labour practices Percent of total audience: 70% Please now complete the analysis, as explained above, for {item}, but return the results in CSV format. The CSV should: - Have a header row - Have a column for each of the following: Persona Name, Age Range, Gender, NRS Social Grade, Interests, Publications, Jobs to be done, Motivations, Frustrations, Percent of total audience - Have a row for each persona - Have the persona name as the first column - Have the percent of total audience as a number between 0 and 100 - Have the rest of the columns as text - Don't include any commas in the text columns - Encapsulate text columns in double guotes - Don't start or end the file with a blank line or anything to signify that it's a csv

## Ideas



### 21. Idea Generation

Prompt generates 50 ideas, over a range of topics, in a single shot.



You are a creative media planner working on a pitch deck for a company in the UK. Your task is to generate a 'big idea' for their campaign. Here's the context and information you need to work with: <company>{COMPANY}</company> This company sells: <product>{STUFF}</product> They want to be seen as: <attitude>{ATTITUDE}</attitude> Their main goal is to: <goal>{DO SOMETHING}</goal> The main topic for generating big ideas is: <topic>{topic}</topic> First, generate a list of 10 subtopics that are likely to create buzz, engagement, and sales around the brand under the main topic provided. These subtopics should be relevant to the company's products, attitude, and goals, Next, for each of those 10 subtopics, come up with 5 big ideas. Remember, a 'big idea' is a hook or theme that you want potential customers to recall, share, and act upon. It should be an overarching concept that can stretch across all media channels. When describing each big idea: 1. Provide a concise yet concrete description. 2. Explain exactly what you would do across which channels. Limit your explanation to a maximum of three sentences. Present your final output in the following format: <bold><Topic 1></bold> \* <bold>Idea 1</bold> - [Your explanation here] \* <bold>Idea 2</bold> - [Your explanation here] \* <bold>Idea 3</bold> - [Your explanation here] \* <bold>Idea 4</bold> - [Your explanation here] \* <bold>Idea 5</bold> - [Your explanation here] <bold><Topic 2></bold> \* <bold>Idea 1</bold> - [Your explanation here] \* <bold>Idea 2</bold> - [Your explanation here] \* <bold>Idea 3</bold> - [Your explanation here] \* <bold>Idea 4</bold> - [Your explanation here] \* <bold>Idea 5</bold> - [Your explanation here] Continue this format for all 10 topics. Ensure that each big idea is: - Rooted in a piercing insight - Linked to the campaign's objectives - Capable of maximum impact and relevance - Applicable across multiple media channels Be creative, innovative, and think outside the box while keeping the company's goals and target audience in mind.

Once you have completed this, get your boss - a creative visionary - to look through and improve the ideas. Make amends following their recommendations.

#### 21. Idea Generation

#### **Exclusive Collaborations**

Idea 1 – Partner with a top fashion brand to design limited-edition Waitrose shopping totes that scream "affordable luxury." Preview the totes on Instagram ar encourage early sign-ups for waitlists. Distribute them free with purchases over a set amount in-store to boost basket size.

Idea 2 – Team up with a local gourmet chocolate maker for a "Chocolate & Beyond" range, exclusively available at Waitrose. Tease the collaboration on TikTol behind-the-scenes glimpses. Launch with an in-store tasting weekend and special gift-with-purchase promotion.

Idea 3 – Join forces with upscale home décor companies for a "Waitrose Hostess Collection," offering co-branded dinnerware sets online and in-store. Displa them in a dedicated section for easy upsell during seasonal celebrations. Promote the collection in lifestyle magazines and curated Instagram ads.

Idea 4 – Co-create a monthly "Little Luxuries" subscription box featuring carefully chosen items from Waitrose's premium range plus surprise samples from partner brands. Use influencer unboxings to drive subscriptions. Provide loyalty points for each monthly renewal.

 Idea 5 – Collaborate with an acclaimed chef to release signature marinade and sauce blends exclusive to Waitrose. Host live cooking demonstrations in store share short, enticing Instagram tutorials. Reward loyalty card holders with early access and discounts.

#### Recipes to Impress

- Idea 1 Produce a "Dinner Party Heroes" blog series with step-by-step guides to show off high-end meals without high-end costs. Post each guide on the Waitrose site and push it through social ads. Invite readers to shop instantly via embedded product links.
- Idea 2 Develop a Waitrose "Showstopper" kit, comprising ingredients and instructions for a four-course feast. Sell it in-store in eye-catching packaging.
   Encourage hosts to post photos of their dinner parties, using a branded hashtag for a chance to win a cooking class.
- Idea 3 Publish quick Instagram Reels featuring staff or home chefs plating up impressive meals under the tagline "Easy to Impress." Pair each reel with a dii link to the complete recipe. Use short brand bumpers emphasizing Waitrose's affordable luxury.
- Idea 4 Organize a "Secret Dinner Club" influencer event, where each table must style their dining space with Waitrose produce and décor items. Capture
  aesthetically stunning images to share across all social channels. Follow up with an online gallery featuring behind-the-scenes tips.
- Idea 5 Launch a "Waitrose Cooking Hotline" on WhatsApp for quick tips on impressive plating and meal prep. Promote the hotline on shopping bags and receipts. Extend the conversation on Twitter by sharing screenshots of real tips and success stories.



# Testing



#### 24. Splitting Pages Into Buckets

Feed in GA data with the prompt on the right to split pages into buckets that you'd expect to behave identically, ready for your a/b tests.



You will be given Google Analytics (GA) data for various web pages. Your task is to analyze this data and split the pages into two buckets that you'd expect to behave identically over the next 3 months.

Here is the GA data: <ga\_data> {{GA\_DATA}} </ga\_data>

To complete this task, follow these steps:

1. Carefully review the GA data provided. Pay attention to metrics such as page views, bounce rate, average time on page, and any other relevant information.

2. Identify patterns and similarities among the pages. Look for pages that have similar:

- Traffic levels
- User engagement metrics
- Content types or themes
- Seasonal trends (if applicable)

3. Based on your analysis, create two buckets of pages that you believe will perform similarly over the next 3 months. Consider factors such as:

- Historical performance
- Current trends
- Potential for growth or decline
- Seasonal influences

4. Provide a justification for your bucketing decision. Explain why you believe these two groups of pages will behave identically over the next 3 months.

5. Present your final answer in the following format:

#### <answer>

<justification>

[Provide your reasoning for the bucketing decision here. Explain the key factors that influenced your decision and why you believe these two groups will perform similarly over the next 3 months.]

<br/>
<br/>
<br/>
List the pages in the first bucket here, one per line]<br/>
</bucket\_1>

<br/>
<br/>
List the pages in the second bucket here, one per line]<br/>
</bucket\_2><br/>
<asswer>

Remember to base your decision solely on the GA data provided and your analysis of potential future performance. Do not introduce external information or assumptions not supported by the given data.

#### 25. Producing 'good enough' content for indicative results

I previously said not to use Claude etc for content product - this is the exception. Getting content up quickly, knowing that this is the worst it's ever going to be, can sometimes be useful to prove a point. Have a plan to take it down though.



#### 26. Generating Variations of Content

Perhaps the sole good use for Apple Intelligence - its ability to change text to fit a certain mood allows you to prove out whether the tone is harming content goals.





#### 🛑 🕒 🍯 📋 🕜 🛛 Search Quality Evaluator GPT 🗧

#### 27. Benchmark Pages Against QRG

The Search Quality Evaluator Custom GPT can be quite useful to get a quick look at the problems a page might have.

Analyse content th Qual By C	hrough the official Google Search fry Rater Guidelines. Caltlin Hathaway	
T HERE! Evaluate a page.		



#### 27. Benchmark Pages Against QRG



#### 

#### 3 Page Quality Rating:

I rate this page High+ (just below Highest) because:

Strong E-E-A-T from SEOmonitor as an authoritative SEO tool provider.

The page is very relevant to the commercial intent, offering a direct solution for SEO forecasting.

Well-structured with clear explanations, data visuals, and a CTA.

X Lacks author attribution, external validation, and competitor comparisons—which slightly limits its trust factor.

#### Meeds Met Rating (How Well It Satisfies the Query Intent)

Rating: Highly Meets (HM)

The page is very useful for users searching for SEO forecasting solutions, but it isn't Fully Meets (FullyM) because:

- · Some users may want comparisons with other tools.
- A few might expect real-world case studies before making a decision.

#### **Final Verdict & Improvements**

- Solid SEO forecasting page that effectively promotes SEOmonitor's tool.
- ☆ To reach "Highest" quality and "Fully Meets," consider:
- Adding a named author or industry  $expe(\mathbf{v})$  boost credibility.

sk anvthing

Ŧ

hatGPT can make mistakes. Check important info.

111

# **Tech SEO**



#### 28. Better Tickets To Devs



🔴 🔵 🌑 ChatGPT - Ticket Generator 🗙 🕂



#### 30. Complex Page Matches





### **31. Redirect Maps**

Screaming Frog can now use OpenAl to calculate embeddings.

Following <u>this guide</u> you can easily turn embeddings into a method to match pages.





### **31. Redirect Maps**

I personally have had more success with BERT etc - a more fuzzy match.

Dentsu created a really simple tool (which you can run locally if you're paranoid) <u>here</u>.

Created I	by BaileyDoesSEO				Ŷ
Advanc	ed Settings				~
Upload Liv	ve CSV/XLSX/XLS Drag and drop file here Limit 200MB per file • CSV, XLSX, XLS	Browse files	Upload Staging CSV/9 Drag and Limit 200 XLSX, XLS	KLSX/XLS d drop file here MB per file * CSV,	Browse files



### 32. Alt Text for Images

There's an incredible blog post on how different LLMs stack up for alt-text creation <u>here</u>.

OFROID A vibrant city intersection with crowds crossing, surrounded by illuminated billboards and towering buildings, likely Shibuya, Tokyo.



### 32. Alt Text for Images

This is a good case for using something like <u>Make</u> to build a process to push through all of the alt text.

Also available through Screaming Frog, but with slightly less control.





#### **35. Better Change Alerts**



Correlate content changes wi	th keyword	performa	ance				Key c	ontent changes
Check the performance in the last 30 days	of each of your	tracked keyw	vords (bel	ow) and	the key chan	ges in the		
esulted in a Visibility drop and iterate on t	he content or rol	back to a pr	evious ve	rsion.			Нн	2 Partially Present
RACKED KEYWORDS 7	% CLICKS	VOLUME 0	YOY RANK	TREND 0	OPP. SCORE		FRO	M: The North Face Zumu taped logo t-shirt in black
	_	_	_	_			TO:	The North Face Shispare 1/4 zip logo fleece in leopard print exclusive to ASOS
orth face tracksuit T H H	83%	22.2K	- 21	-3		0	нн	2 Partially Present
orth face gilet mens T H H	57%	9.9K	- 38	-4	0	0	FRO	M: The North Face Redbox backprint t-shirt in off white
ens north face coat T H H	83%	14.8K -3	3% 5	+3	$\odot$	0	TO:	The North Face Camping retro back graphic t-shirt in white Exclusive at ASOS
				_		-	Нн	2 Partially Presen
orth face slippers mens T (H H)	77%	4.4K	- 26	-19		0	FRO	M: The North Face Base camp voyager duffel 32I in black and white
he north face jacket mens T H H	100%	4.4K	- 4	+3	0	0	то:	The North Face Logo patch cuffed beanie in grey
ne north face tracksuit 🔳 H H	100%	3.6K -1	8% 16	+4	0	0		
	774					0	E 0	ONTENT Word count 0 -
orth face parka 1 H H	11%	4.46	376 13	745	$\odot$	0	-	ULL KEYWORD PRESENCE
								north face tracksuit 0 0
							р	PARTIAL KEYWORD PRESENCE:
								north 0 0 tracksuit 0 0

#### **35. Better Change Alerts**





### 36. Run a Local LLM

Security policies holding you back? Running an LLM locally used to be really hard, but isn't anymore.

<u>LM Studio</u> can be setup in minutes, can run fully locally and so keep all your data safe.





# **Automation**



#### **39. Proof Of Concept** Interactive Elements

<u>Claude</u>, especially with 3.7 Sonnet, can now produce widgets that are ready to use in a single prompt.



£1 Million Pension Calculator	Code
£1 Million Pe	ension Calculator
Monthly	Annual
Current Age:	
30	
Target Retirement Age:	
67	
Current Pension Pot (£):	
0	
Expected Annual Return Rate	e (%):
5	
	Coloulata

#### **39. Proof Of Concept** Interactive Elements

If you need something more complex, though, <u>Cursor</u> is remarkable.





### 40. Questions for Clients

Quickly dump the brief into this prompt to get considered clarifying questions to ask the client.

You are an AI assistant tasked with helping to interrogate and improve a project brief. Your job is to generate up to 20 insightful questions that would be asked in a meeting with the person who created the brief. These questions should help clarify the project, uncover potential issues, and gather additional information needed to create an effective response to the brief. The brief to analyse is at the bottom of this prompt.

To complete this task, follow these steps:

1. Carefully read and analyse the brief, paying attention to the project goals, target audience, key requirements, and any potential ambiguities or missing information.

2. Generate up to 20 questions that would help clarify the brief and gather additional information. Consider the following areas:

- Project goals and objectives
- Target audience and their needs
- Timeline and budget constraints
- Technical requirements and limitations
- Success metrics and evaluation criteria
- Potential challenges or risks
- Stakeholder involvement and approval process
- Competitive landscape and market positioning
- Brand guidelines and tone of voice
- Distribution channels and marketing strategy
- 3. Ensure that each question is:
- Relevant to the brief
- Specific and focused
- Open-ended to encourage detailed responses
- Not redundant with information already provided in the brief (unless seeking further clarification)
- 4. Number the questions in order of importance, with the most critical questions first.
- 5. Present each question on a new line.

6. Do not include any additional commentary or explanations beyond the numbered questions. Here are some examples of good questions:

- What specific metrics will be used to measure the success of this project?
- How does this project align with the company's long-term strategic goals?
- What are the top three features or aspects that absolutely must be included in the final deliverable?

Remember to prioritise the questions based on their importance to the project's success and clarity. The most crucial questions should be listed first.

- <brief>
- {{BRIEF}}
- </brief>



#### 43. Re-Writing Emails to Different Audiences



You will be rewriting an email for three different audiences. The original email is provided below at the bottom of this message.

Your task is to rewrite this email for the following audiences:

- 1. The marketing generalist client (a brief tl;dr version)
- 2. The developer who needs to make the change

3. The account manager at the agency

For each audience, consider the appropriate tone and level of detail needed. Rewrite the email accordingly, keeping in mind the following guidelines:

- 1. For the marketing generalist client:
- Keep it brief and to the point (tl;dr version)
- Provide an overview of what's happening
- Mention that they'll be CCd on other emails
- Use a friendly, informative tone

2. For the developer:

- Provide more technical details about the change required
- Be clear and specific about what needs to be done
- Use a professional, straightforward tone
- 3. For the account manager:
- Inform them that the task has been assigned
- Provide a summary of the situation
- Use a collegial, internal communication tone

Present your rewritten emails in the following order, using the specified XML tags: <client\_email> [Rewritten email for the marketing generalist client] </developer\_email> <developer\_email> [Rewritten email for the developer] </developer\_email> <account\_manager\_email> [Rewritten email for the account manager] </account\_manager\_email> Ensure that each rewritten email maintains the core message of the original while adapting the tone,

level of detail, and focus to suit the specific audience.

<original\_email>

{{ORIGINAL EMAIL}}

</original\_email>

#### 45. Predictive Churn Analysis





### 47. AI Time Tracking



You are an AI assistant tasked with creating a timesheet for an SEO professional based on screenshots of their work. The screenshots of their work are attached.

The current time in London is:

<current\_time>

{{CURRENT\_TIME}}

</current\_time>

Your task is to create a detailed timesheet of the SEO professional's work based on the provided screenshots. The timesheet should list the length of time spent on each activity, the client, and a description of the activity.

The SEO professional has the following clients, though they may not have worked on all of them today: {CLIENTS}

Instructions for analysing the screenshots:

1. Examine each screenshot carefully to identify the activities being performed.

2. Note the timestamps or any other time-related information in the screenshots.

3. Identify which client each activity is associated with.

Directions for creating timesheet entries:

1. Assume an activity starts at the first moment you have evidence (through screenshots) that it began.

2. Assume an activity ends at the moment you have evidence that it is no longer continuing.

3. For the last screenshot, assume the activity has finished at the exact time that it is now in London (as provided in the <current\_time> tag).

4. Round all activities up to the closest half an hour.

5. If it's not clear which client an activity is for, assume it's for the previous client that was being worked on.

6. Create a relatively generic description for each activity so that different parts of the same activity can be included within the same task.

Format the final timesheet as a series of tables with the following formatting:

<bold>[Client Name]</bold>

[Start Time] [End Time] [Duration] [Activity Description]

<bold>[Client Name]</bold>

[Start Time] [End Time] [Duration] [Activity Description]

...

Ensure that the timesheet entries are sorted chronologically and grouped by client. Use 24-hour time format for consistency.

#### 47. AI Time Tracking



SEOmonitor			
Start Time	End Time	Duration	Activity Description
09:30	10:00	0.5h	Reviewing SEOmonitor API documentation and collecting API data for reporting.
10:00	10:30	0.5h	Compiling API data into a structured format in Google Sheets.
10:30	11:30	1h	Conducting keyword research using SEOmonitor's Keyword Explorer, analyzing search volume, competition, and trends.
11:30	12:00	0.5h	Reviewing keyword research insights and organizing data for reporting.
Spaceist			
Start Time	End Time	Duration	Activity Description
12:00	12:30	0.5h	Reviewing Spaceist's Outdoor Cafe Tables product pages for content analysis.
12:30	13:00	0.5h	Drafting recommendations in Google Docs for improving Spaceist's Outdoor Cafe Tables content.
13:00	13:30	0.5h	Structuring and refining content recommendations for publication.

Sign up to a bunch of newsletters that you never read?

Dread that monthly 'industry update' you send to clients?

There's another way...

☆	)	Medium Daily Digest	Inbox   Helped Invent Generative AI and I Know When You're Using ChatGPT   Joe Procopio in Entrepreneurship Handbook - /.	06:40
☆	)	Medium Daily Digest	Inbox A Unified Machine Learning Framework for Time Series Forecasting   Shenggang Li in Data Science Collective - //medi	12 Mai
☆	*	Substack	Inbox Recommendations from your Substacks - Explore what AI Gamechangers, Heather Crist, Ellice Ellis, and Jim Clyde Monge a	11 Mai
☆		Medium Daily Digest	Inbox Building a Multi-Agent RAG Pipeline with Crew AI   TONI RAMCHANDANI in Data And Beyond - //medium.com/@jamesfi	11 Mai
☆	30	After Dinner Conver.	Inbox 150,000 Substack Subscribers! - afterdinnerconversation.substack.com/p/150000-substack-subscribers What a wild ride it	10 Mai
☆	3	Medium Daily Digest	Inbox Agentic Mesh: Building Highly Reliable Agents   Eric Broda in Data Science Collective - //medium.com/@jamesfinlayson?	10 Mai
☆	)	Medium Daily Digest	Inbox Can a Degree Predict Job Performance   Travis paakki in Write A Catalyst - //medium.com/@jamesfinlayson?source=emai	9 Mai
☆	*	Links I Would Gchat.	Inbox #734: Instagram cringe and millennial redemption - linksiwouldgchatyou substack.com/p/734-instagram-cringe-and-mille	8 Mai
☆	۲	Medium Daily Digest	Inbox SpaceX Has Finally Figured Out Why Starship Exploded, And The Reason Is Utterly Embarrassing   Will Lockett in Pred	8 Mai
☆	3	Medium Daily Digest	Inbox 15 Al Agent Business Ideas to Get Rich in 2025   Manpreet Singh in Everyday Al - //medium.com/@jamesfinlayson?source	7 Mai
☆	30	Medium Daily Digest	Inbox 10 Seconds That Ended My 20 Year Marriage   Unbecoming - //medium.com/@jamesfinlayson?source=email-e3e8349f6a8	6 Mai
☆	۲	Medium Daily Digest	Inbox My Boss Laughed at PythonThen I Showed Him This   Builescu Daniel in Python in Plain English - //medium.com/@jam	5 Mai
☆	30	Medium Daily Digest	Inbox Make \$649 Every Month With AI Images   Da Money Hacker in The Writers' Pub - //medium.com/@jamesfinlayson?source	4 Mai
☆	)	Medium Daily Digest	Inbox Laziness Does Not Exist   Devon Price in Human Parts - //medium.com/@jamesfinlayson?source=email-e3e8349f6a86-174	3 Mai
☆		Medium Daily Digest	Inbox Goodbye RAG? Gemini 2.0 Flash Have Just Killed It!   Manpreet Singh in Everyday AI - //medium.com/@jamesfinlayson?s	2 Mai
☆	30	Links I Would Gchat.	Inbox #733: Digital packrats and AI inspo - linksiwouldgchatyou substack com/p/733-digital-packrats-and-ai-inspo Hi, hello!, and	1 Mai
☆	)	Medium Daily Digest	Inbox How 60 Minutes a Day Can Change Your Life   Roy Phang in alphtitude - //medium.com/@jamesfinlayson?source=email-e	1 Mai
☆	3	Medium Daily Digest	Inbox 5 Python Decorators That Will Transform Your Coding Workflow   Kevin Meneses González in Python in Plain English - /.	28 Feb
☆		Medium Daily Digest	Inbox 5 Mental Models That Will Take Your Leadership from Good to Great   Gaurav Jain in The Good Boss - //medium.com/@j	27 Feb
☆	)	Medium Daily Digest	Inbox How to Read Someone's Personality in 10 Seconds (Backed by Psychology)   Singh Bhai - //medium.com/@jamesfinlayso	26 Feb
☆	30	Medium Daily Digest	Inbox This One AI Certification Could Land You a Six-Figure Job—Here's Why!   Abhishek Ashtekar in AI Simplified in Plain E	25 Feb
☆	۲	Medium Daily Digest	Inbox Google just unveiled Agentspace - and it could completely change the future of business.   Julio Pessan - //medium.co	24 Feb
슜	۲	Medium Daily Digest	Inbox 19 Insanely Useful Python Automation Scripts I Use Every Day   PURRFECT SOFTWARE LIMITED in Python in Plain Eng	23 Feb
슜	*	Links I Would Gchat.	Inbox #732: Online accents and fast fashion frontiers - linksiwouldgchatyou substack.com/p/732-online-accents-and-fast-fashio	22 Feb
☆	۲	Medium Daily Digest	Inbox Warren Buffett Just Sold \$133 Billion in Stock: Does He Know Something We Don't?   Jayden Levitt in Level Up Coding -	22 Feb
☆	30	Medium Daily Digest	Inbox Top Al Agents for Sales   Stephen Amell - //medium.com/@jamesfinlayson?source=email-e3e8349f6a86-1740105022004-di	ChatG



Select the newsletters and forward as attachment to get a zip you can download





...ask AI to summarise them as a *new* newsletter



You are tasked with creating a 'super' newsletter based on the content of several newsletters received via email. Your goal is to analyse these newsletters, identify the most common and exciting topics, and compile them into a single, well-formatted newsletter. Follow these steps carefully:

First, review the content of the newsletters attached. Now, follow these steps to create your 'super' newsletter:

1. Analyse the content:

- Identify the topics that appear most frequently across the newsletters.

- Note which topics seem to generate the most excitement or emphasis.

- Keep track of any interesting links or resources mentioned.

2. Prioritise topics:

- Rank the topics based on their frequency and perceived importance.

- Aim to cover a broad range of subjects while focusing on the most prevalent ones.

3. Structure your 'super' newsletter:

- Begin with a brief introduction summarising the key themes.

- Organise the content into clear sections, each focusing on a major topic.

- Use subheadings to break up the text and make it easily scannable.

4. Write the content:

- For each topic, provide a concise summary of the key points from across the newsletters.

- Include specific details, facts, or quotes to make the content concrete and informative.

- Incorporate relevant links from the original newsletters where appropriate.

5. Format and length:

- Ensure the total length does not exceed 700 words.

- Use bullet points, short paragraphs, and white space to enhance readability.

- Bold important information or key takeaways.

6. Final review:

- Check that you've covered a broad range of topics while maintaining focus on the most important ones.

- Ensure all included links are properly formatted and functional.

- Verify that the content is specific, concrete, and informative.

Remember to maintain a well-formatted structure that allows for quick browsing, and include relevant links from the original newsletters.

Let the LLM pull out the most important stories for you to read.

# Summarisat

#### SEOmonitor

#### The Digital Pulse: March 2025 Edition

Welcome to this month's edition of *The Digital Pulse*, where we explore the latest conversations in tech, media, and digital culture. This curated selection brings you the most insightful discussions from across leading newsletters. Let's dive in!

#### 1. Social Media & Content Evolution

Social media remains a dynamic space, with platforms like **TikTok**, **Instagram**, **and Substack** at the center of innovation and debate.

- TikTok's Next Wave: While TikTok continues to dominate, many creators are eyeing alternative platforms like Xiaohongshu, a Chinese social app gaining traction globally.
- Instagram & the Millennial Redemption Arc: The return of nostalgia-driven millennial content is reshaping Instagram's cultural footprint.
- Substack's Expansion: As newsletter platforms rise, many journalists and independent writers are leaving traditional media in favor of direct audience engagement.

✓ Read more: The 10,000 Faces of TikTok, Why TikTokers Are Moving to Xiaohongshu

#### 2. The Future of Media & Journalism

As traditional media continues to decline, independent journalism and digitalfirst content creation are filling the gap.

- Newsletters as the New Local News: With local journalism in crisis, newsletters are emerging as a key source for community-driven reporting.
- The Fragmentation of News Consumption: Social media algorithms are shaping what news people engage with, leading to hyper-personalized but fragmented media consumption.
- The Battle Between Gen Z & Gen X: Generational shifts in media
  preferences are driving new content formats and engagement models.

Read more: How Newsletters Are Replacing Local News

### 49. Internal Knowledge Base Creation

...



#### Welcome to Acme!

#### Week 1 checklist

#### Recommended reading

Slack guidelines

Org chart

@\* Q1 OKRs

Grab laptop from IT desk

Set up VPN (@David Tibbits can help)

Write a "working with me" doc

#### Meet your teammates

( 😑 Team: Design 🍬 🗸 ) 💿 Office: NY 🗽, Tokyo 🗼 🗸 )





### 49. Internal **Knowledge Base** Creation

● ● ● Ξ ← → + 🗑 Marketing / ... / 🖽 Social Media Posts / 🧘 Podcast Release



9 57 ....

#### **English Copy**

Hype post! S Exciting news! K We're thrilled to announce the launch of our brand new podcast, TechTalks, coming to your favorite podcast platforms this Tuesday! #

Announce the new podcast (TechTalks) launching on TuesdayGet ready for insightful conversations, expert interviews, and the latest tech trends delivered straight to your earbuds. Whether you're a tech enthusiast or just curious about the digital world, TechTalks has something for everyone.

Keep it light and fun. Don't miss out! Subscribe now and join us for our premiere episode. Let's explore the future of technology together!

#TechTalks #NewPodcast #TechEnthusiast #InnovationStation

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#### 50. Maintaining Knowledge

Transfer the inbox of long-time employees, when they leave or go on holiday, to a RAG.

<u>AnythingLLM</u> runs locally and doesn't require any programming knowledge - just select a model, drag and drop in the export of their inbox and wait for it to process.





#### Freebie!



#### Q&A

