

SEO FOR AI PLAYBOOK

THE LILY RAY FIELD NOTES

Curated Strategy & Complete Transcript Archive

Guest: **Lily Ray**, Founder of Algorhythmic & VP of SEO/AI Search at Amsive
Curated from the **Smarty Marketing** AMA on [r/SEO_for_AI](#)

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PART I: STRATEGY & IMPLEMENTATION

In the transition to **Generative Engine Optimization (GEO)**, the goal is to become an **"AI-Anchor"**—the authoritative source cited by tools like Perplexity and ChatGPT.

NARRATIVE ARCHAEOLOGY INSIGHT

AI systems prioritize **opinionated expertise**. Authentic human voices are the most resilient defense against "AI slop." Focus on earning Knowledge Panels to make your brand DNA "readable" to LLMs.

The Agentic Technical Stack

CATEGORY	PROTOCOLS & TOOLS
Emerging Protocols	WebMCP, MCF, UCP, Schema.org, Product Feeds
LLM Optimization	LLM-related .txt files (Robots.txt), Cloudflare's Markdown for AI
Brand Reputation	Brandwatch, SparkToro, BuzzSumo
Data & Monitoring	Hotjar, MS Clarity, GSC, GA4, Log file monitoring
AI Testing	Perplexity, Gemini, ChatGPT, Claude

The Automation Boundary

✓ Automate for Scale

- Keyword clustering & research
- Content summarization drafts
- Schema & Title tag generation
- Automated reporting

✗ Keep Human for E-E-A-T

- Brand Storytelling Strategy
- Reputation & Authority Audits
- Social Engagement & Video
- High-stakes Technical Migrations

Consultant's Pro-Tip: Frame E-E-A-T as *risk mitigation* and long-term resilience, not just a content checklist. The brands thriving today are those that would be successful even if search engines didn't exist.

PART II: THE FULL TRANSCRIPT ARCHIVE

I. AI Search, LLMs, and Visibility

Q1: How do solopreneurs build 'AI-Anchor' visibility?

Lily Ray: Start by being the expert—coming up with the original ideas for great content! Create expert-driven, opinionated, authentic content that AI systems will increasingly prioritize. Becoming the source that AI tools reference is an important part of the question.

Q2: Are AI Overviews a success?

Lily Ray: Most users aren't 'SEO people' and are likely satisfied. However, the finding that 6% of AI Overviews are incorrect is alarming. I think the 'default' version of AI Mode will look very different in a few months.

Q3: Should I pay for third-party listicles in ChatGPT prompts? How to show ROI?

Lily Ray: It's about translating GSC/GA to show the power of being mentioned in tools like ChatGPT. We need to find the metrics that show value to clients, even if 'impressions' in Gemini/Perplexity are still hard to calculate.

Q4: How do I make expertise clear to Google?

Lily Ray: Try to earn a Knowledge Panel and be a recognized entity in Google's Knowledge Graph.

II. E-E-A-T and Brand Authority

Q5: When you do an E-E-A-T audit, is it SEO or Brand/PR?

Lily Ray: Much of it is manual and human-judgment based. We work to improve online reputation. E-E-A-T uses tens of thousands of signals both on and off-site. Off-site is likely the most important for YMYL sites.

Q6: Does E-E-A-T matter in a world of Agentic Search?

Lily Ray: Yes, it makes people trust your perspective. The goal is to build an organic following where people truly value your original insights.

Q7: How do you measure ROI on E-E-A-T?

Lily Ray: It's less about a specific author bio change and more about long-term resilience. It is a risk-mitigation strategy that is very hard to fake.

III. Technical Execution and Tools

Q8: Take on AI-only tactics like .txt and .md files?

Lily Ray: LLM-related .txt files are a top priority. I'm more skeptical about .md versions of pages; Cloudflare's Markdown for AI is more interesting.

Q9: What to automate vs. keep manual?

Automate: Research, summarization, HTML/schema generation (with review). **Manual:** Strategy, social media, content creation, E-E-A-T audits, migrations.

Q10: Build for AI agents or humans?

Lily Ray: Build for humans first. But get familiar with WebMCP, MCF, and UCP to make your business easier for agents to find and crawl.

Q11: What is your E-E-A-T tech stack?

Lily Ray: GSC/GA, Brandwatch, BuzzSumo, Hotjar, Microsoft Clarity, SparkToro, and LLMs like Perplexity/ChatGPT for brand analysis.

IV. Career and Future Outlook

Q12: How to start from scratch today?

Lily Ray: Narrow in on one skill. Pair it with organic marketing and honest takes on industry updates. Focus on TikTok, LinkedIn, or Substack.

Q13: Future of SEO agencies?

Lily Ray: Focused on strategic consulting, original research, and integrating SEO with PR, video, and branding.

Q14: Advice for being impatient with Google?

Lily Ray: Stop obsessing over Google. Build a presence on social, email, or paid channels. Successful sites would thrive even without search engines.

Q15: Risk to AI Overviews?

Lily Ray: Community-driven sites with authentic human content are best positioned to withstand disruption.

Q16: Will current SEO strategies stop working?

Lily Ray: Long-term success requires authenticity and strong personal brands. Research that can't be copied is key to standing out.