

# PROGRAMATIC SEO

AUTONOMOUS RESEARCH, CONTENT CREATION,  
AND PUBLISHING ENGINE

---

Created By: Luka Salagishvili



# 01

2025

AI Automation

Case Study

# THE MANUAL BOTTLENECK

Traditional content scaling is resource-intensive. It requires hours of manual keyword research, faces bottlenecks in drafting, and often suffers from inconsistent brand voice when scaling across multiple writers.

The AI Advantage We have built a vertically integrated AI agent that combines deep analytical power with creative execution. It doesn't just "write" -it researches, structures, and distributes content 24/7, adhering strictly to your specific brand guidelines and SEO requirements.

# INTELLIGENCE & RESEARCH

**Data-Driven Discovery** The process begins not with guessing, but with rigorous analysis. The AI Agent connects strictly to robust data sources (like DataForSEO APIs) to perform:

- **SERP Analysis:** Scanning current search results to understand what is ranking and why.
- **Keyword Extraction:** Identifying 3-5 high-potential primary keywords, along with necessary secondary and "latent" (LSI) keywords to ensure topical authority.
- **Competitor Analysis:** analyzing top-performing pages to benchmark word count and structure.

**Autonomous Ideation** Based on this data, the agent generates 3-5 unique blog post concepts per keyword. It evaluates these ideas against user intent to ensure we aren't just creating content, but answering specific search queries.





Inactive ☐

Share

Saved



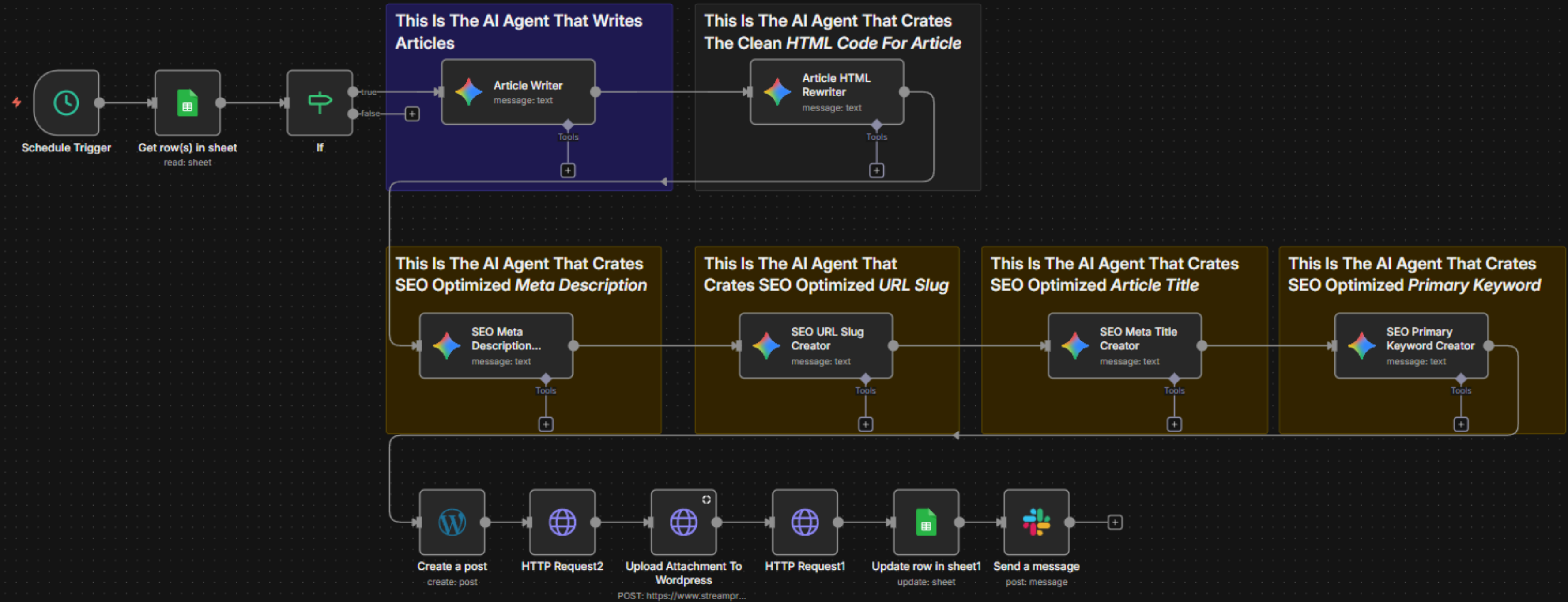
Star

160,049

Editor

Executions

Evaluations



Execute workflow



# INTELLIGENT CREATION

**Pre-Trained Brand Voice:** The core of the writing engine is a custom-tuned ChatGPT model. We have pre-trained this model on your specific company writing style, tone, and past successful articles. This ensures that every piece of content feels authentically "you," with zero generic AI fluff.

Dynamic Asset Management Writing is only half the battle. The agent integrates directly with your Asana project boards. It identifies the task, locates the specific marketing images assigned by your team, and embeds them contextually within the article to ensure visual engagement matches the textual quality.

Technical SEO Precision Every draft is generated with a production-ready HTML structure, including:

- Optimized H1, H2, and H3 headers.
- Meta titles and descriptions.
- Alt tags for all embedded images.

04



# HUMAN-IN-THE-LOOP CONTROL

A

**Step 1: Automated Handoff** Once the AI completes the draft, it doesn't just save a file; it updates the specific card in your Asana board. The full HTML article is attached, and the task status is automatically moved from "In Progress" to "Review Required," notifying the team immediately.

D

**Step 3: Refinement Cycle (Optional)** If changes are needed, the team can leave comments or adjust the prompt directly in the task. The automation is bi-directional; it can read feedback to regenerate specific sections if the initial output requires a different angle.

B

**Step 2: Collaborative Review** Your marketing team reviews the content directly within the workflow they already use. Because the content is already formatted, this is purely a quality check for tone and factual accuracy, rather than a heavy editing session.

E

**Step 4: The "Trigger" Action** When the draft is final, no complex uploading is required. The team simply marks the Asana task as "Approved" or "Complete." This single click acts as the digital trigger that fires the next phase of the automation instantly.

Case Study

AI Automation

2025



# 06

## Publishing & Distribution

This system eliminates the tedious "copy-paste-format" cycle. Upon approval, the automation interacts directly with the WordPress API to perform a complete publishing sequence:

- Asset Mapping: It uploads the featured image and places inline images correctly.
- Categorization: It assigns the correct Categories and Tags based on the initial keyword research.
- SEO Field Population: It automatically fills in the Meta Title and Meta Description fields (compatible with Yoast/RankMath), ensuring the post is optimized for search engines the second it goes live.

Omnichannel Syndication Content needs visibility immediately. Simultaneously with the website publish, the agent executes a syndication workflow that adapts the message for each platform:

- Platform-Native Formatting: It doesn't just blast the same link. It writes a professional summary for LinkedIn, a conversational hook for Facebook, and a punchy thread starter for Twitter/X.
- Hashtag Optimization: It generates relevant hashtags based on the article's core topics.
- Synchronized Launch: All channels fire in unison, creating a "freshness" signal that alerts search engines to the new content immediately.





# THANK YOU

READY TO AUTOMATE?

Let's build a system that turns your  
traffic into revenue.

[info@designup.ge](mailto:info@designup.ge)