What Kind of AI SEO Player Are You?

Take the quiz below and give yourself a point for each element you are already doing to see how well you are exploring AI opportunities to enhance performance and strategy!

POINTS

ON-SITE — HOW TO AI IT

Keyword Research

Utilize keyword and AI-powered tools to analyze search trends, discover high-value keywords, and uncover untapped opportunities, enabling more precise targeting and improved SEO performance.

TOOLS TO DO IT — SEMrush, Ahrefs, Moz, Exploding Topics, SurferSEO, Perplexity.ai, Harpa.ai + LMMs (Chat Gpt, Gemini, Claude)

POINTS

ON-SITE — HOW TO AI IT

Content Ideation & Blog Outlines

Leverage AI to generate fresh, data-driven content ideas by analyzing audience interests, competitive content, and trending topics. This ensures relevance and engagement while streamlining the content creation process with detailed blog outlines that identify key topics, structure content logically, and cover essential points.

TOOLS TO DO IT — SEMrush, Ahrefs, Moz, Exploding Topics, SurferSEO, Perplexity.ai, Harpa.ai + LMMs (Chat Gpt, Gemini, Claude)

POINTS

ON-SITE — HOW TO AI IT

Content Optimization & Creation

Use AI tools to generate and optimize high-quality, SEO-friendly content at scale. These tools assist in drafting, editing, and enhancing existing content by analyzing keyword density, readability, and SEO best practices, ensuring a balance between creativity and technical SEO requirements. And don't forget to include image content!

TOOLS TO DO IT — Surfer SEO, Yoast SEO, SEMrush Writing Assistant, Jasper.ai, Alli.ai, Clearscope, LMMs (Chat Gpt, Gemini, Claude, Hemingway, Dalle 3, Midjourney, Canva

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POINTS

ON-SITE — HOW TO AI IT

Competitor Analysis

Employ AI to conduct in-depth competitor analysis, uncovering their SEO strategies, content gaps, and backlink sources, allowing you to stay ahead in the search rankings.

TOOLS TO DO IT — SEMrush, Ahrefs, Moz, Similar Web + LMMs (Chat Gpt, Gemini, Claude)

POINTS

ON-SITE — HOW TO AI IT

User Engagement Analysis

Analyze user behavior with AI to gain insights into how visitors interact with your content, identifying areas for improvement and optimizing for higher engagement and conversions.

TOOLS TO DO IT — Hotjar, Clarity, Google Analytics + LMMs (Chat Gpt, Gemini, Claude)

POINTS

OFF-SITE — HOW TO AI IT

Backlink Analysis

Use AI to assess your backlink profile by identifying high-quality links, spotting potential toxic links, and discovering new link-building opportunities for improved SEO authority.

TOOLS TO DO IT — Ahrefs, Moz, SemRush + LMMs (Chat Gpt, Gemini, Claude), Smartwriter.ai, Rankster.ai

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POINTS

OFF-SITE — HOW TO AI IT

Outreach Automation

Automate your outreach campaigns with AI by personalizing emails, segmenting prospects, and optimizing send times, increasing the efficiency and success rate of your link-building efforts.

TOOLS TO DO IT — Ahrefs, Moz, SemRush + LMMs (Chat Gpt, Gemini, Claude),

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POINTS

TECHNICAL — HOW TO AI IT

Meta Titles and Descriptions

Utilize AI to generate optimized meta titles and descriptions that are keyword-rich, compelling, and tailored to increase click-through rates from search engine results pages.

TOOLS TO DO IT — Ahrefs, Moz, SemRush + LMMs (Chat Gpt, Gemini, Claude), Smartwriter.ai, Rankster.ai

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POINTS

TECHNICAL — HOW TO AI IT

Schema Markup Creation

Leverage AI tools to automatically generate and implement structured data (schema markup) across your website, enhancing search engine understanding and potentially boosting rich snippet appearances.

TOOLS TO DO IT — Rich Results Test, Schema Markup Validator + LMMs (Chat Gpt, Gemini, Claude)

POINTS

TECHNICAL — HOW TO AI IT

Site Audits & Page Speed Performance

Conduct comprehensive site audits using AI to analyze technical SEO & page speed issues and optimization opportunities, providing actionable insights and next steps for improving site performance.

TOOLS TO DO IT — SEMrush, Ahrefs, Screaming Frog + API Connections for Page Speed Insights, Ahrefs, GA etc. + LMMs (Chat Gpt, Gemini, Claude) Smartwriter.ai, Rankster.ai

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POINTS

TECHNICAL — HOW TO AI IT

SEO Reporting

Generate detailed and accurate SEO reports with AI by aggregating data from multiple sources, visualizing trends, and providing actionable recommendations, streamlining the reporting process.

TOOLS TO DO IT — Google Analytics, Google Search Console, Ahrefs, Moz, SEMrush + LMMs (Chat Gpt, Gemini, Claude), Looker Studio

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Disclaimer: These aren't our partners, these are tools we have tested. Each person should try them out and decide what works best for them.

Results

High Score: — 9-11 Points

You're like Super Mario Maker at his peak! You've mastered the game and are using AI to its fullest potential in your SEO strategy. From advanced AI tools to predictive analytics, you're leveling up faster than your competitors and breaking through all SEO challenges with ease.

Ready to go even further? Schedule a call with us to explore how we can help you elevate your SEO strategy even more and maximize your success.

Medium Score: — 4-8 Points

You're like Super Mario in his prime! You've got a solid understanding of how to use AI in your SEO game, and while you're not at the top level yet, you're making great progress. You'll be unstoppable with a few more power-ups (AI tools).

Want to accelerate your progress? Let's hop on a call to discuss how we can help you optimize and advance your AI SEO strategy.

Low Score: — 0-3 Points

You're like 8-Bit Mario at the beginning of the journey. You've just entered the AI SEO world and have room to grow. Start by adding a few AI tools to your SEO strategy, and you'll see progress in no time—just like Mario on his first adventure!

Not sure where to begin? Schedule a call with us, and we'll guide you through the best AI tools and strategies to start building your SEO success.

Single Grain