

From SEO to AEO: a practitioner's guide



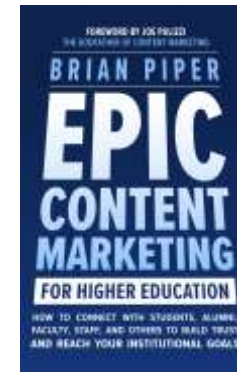
Brian Piper

Founder, AlreFlow Solutions
AI Integration and
Content Marketing Consulting

brian@brianwpiper.com

<https://brianwpiper.com/>

<https://www.linkedin.com/in/brianwpiper/>





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APPROACHES
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We've helped firms from ADP to Xerox to achieve their training goals. Take a look at some [sample projects](#).

We're also [a vendor's vendor](#) of CBT development. We have helped such firms as IBM, EDS, and Ernst & Young to meet their clients' expectations.

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If you need an OS/2-based CBT development tool, you need our powerful [CCW for OS/2](#), especially if you need to train people on an OS/2 application.

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**** NEW **** [Have your own customized in-house glossary!](#)

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0164556

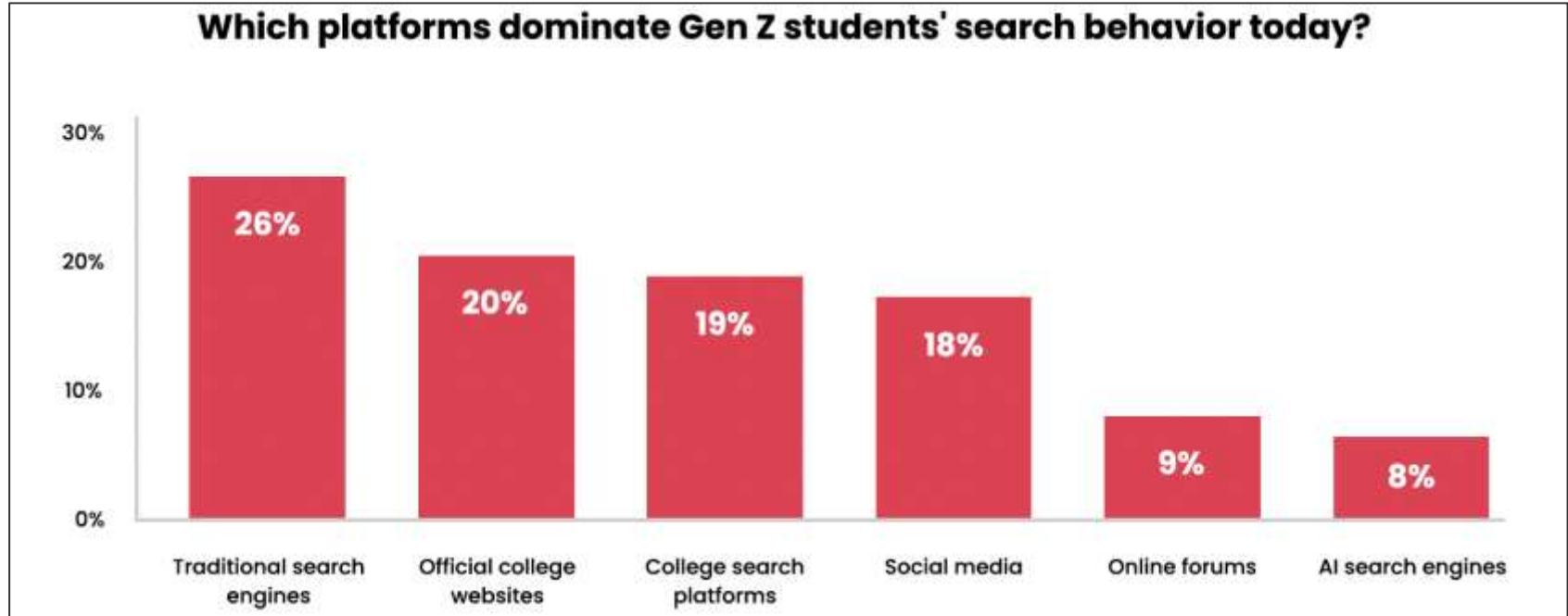
[Home](#) [Contents](#) [Pricing](#)  [News](#) [Contact Us](#) [Links](#)

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[Trademarks](#)

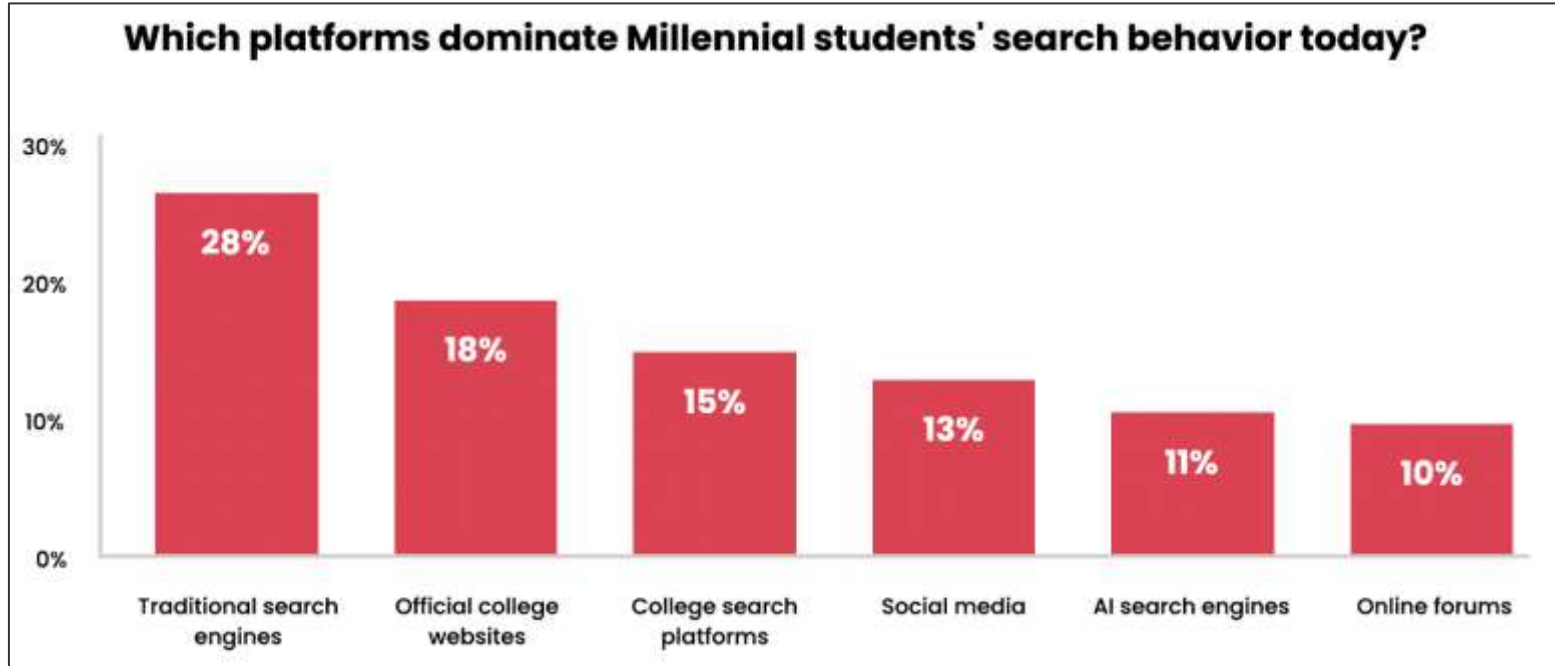
Why does it matter in higher ed?



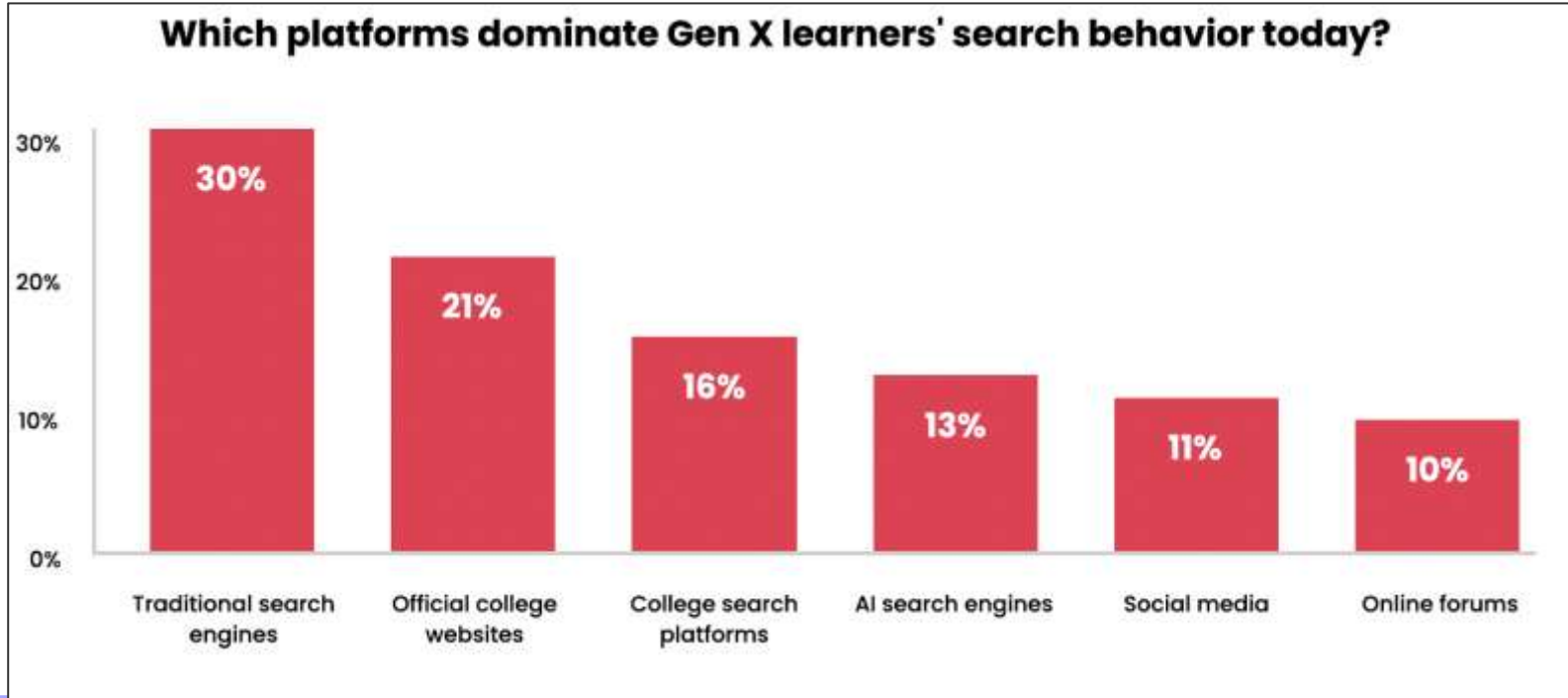
Why does it matter in higher ed?



Why does it matter in higher ed?

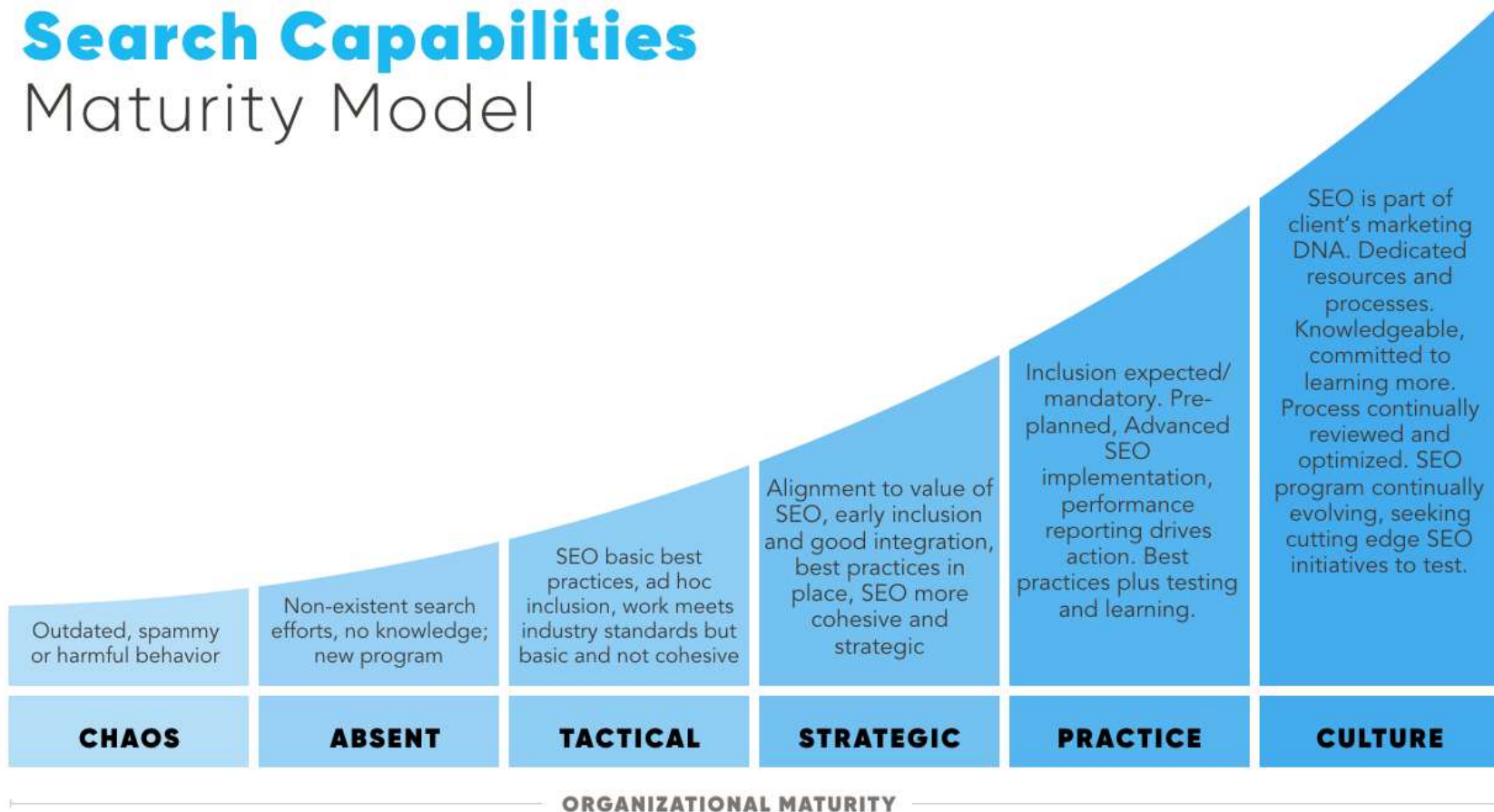


Why does it matter in higher ed?



Search Capabilities Maturity Model

CAPABILITIES MATURITY



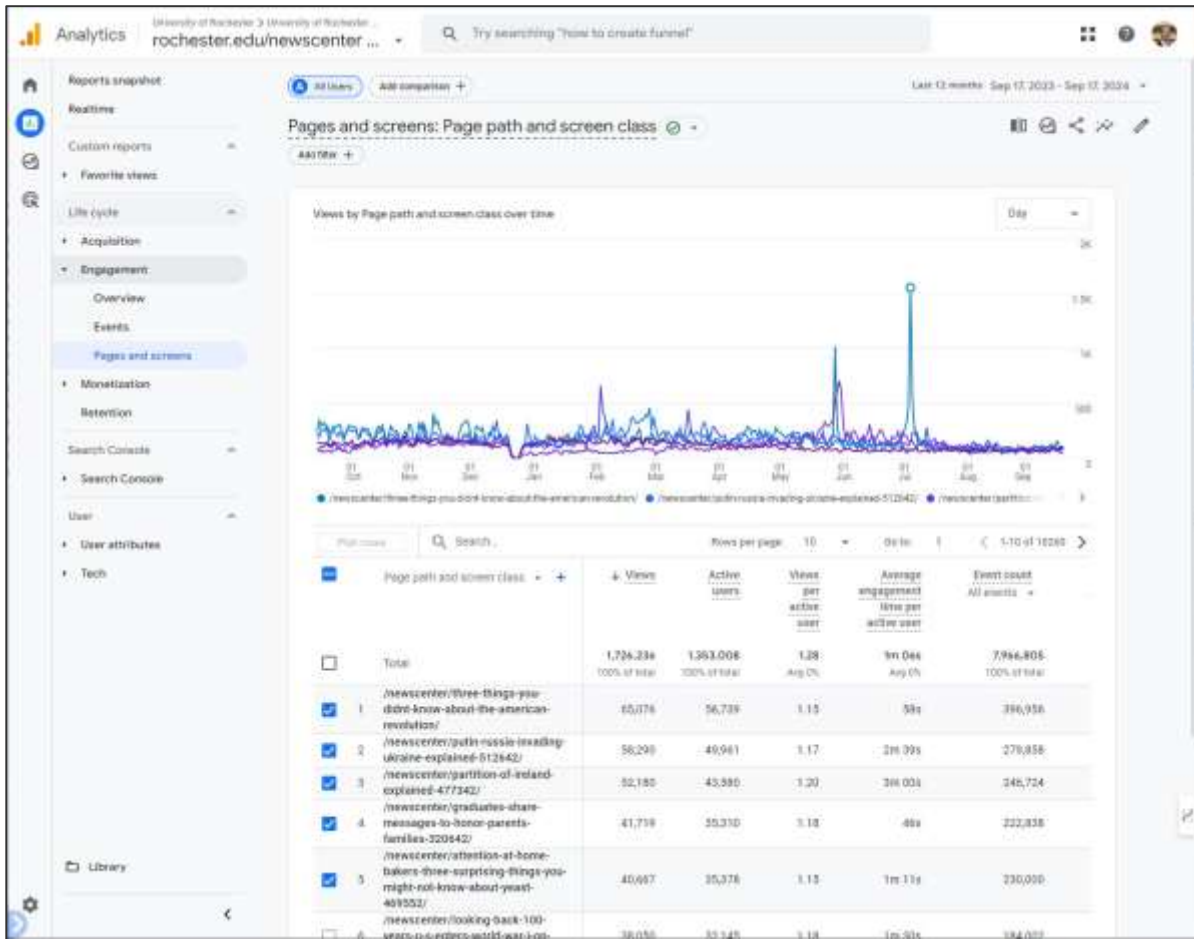
Reactive/proactive

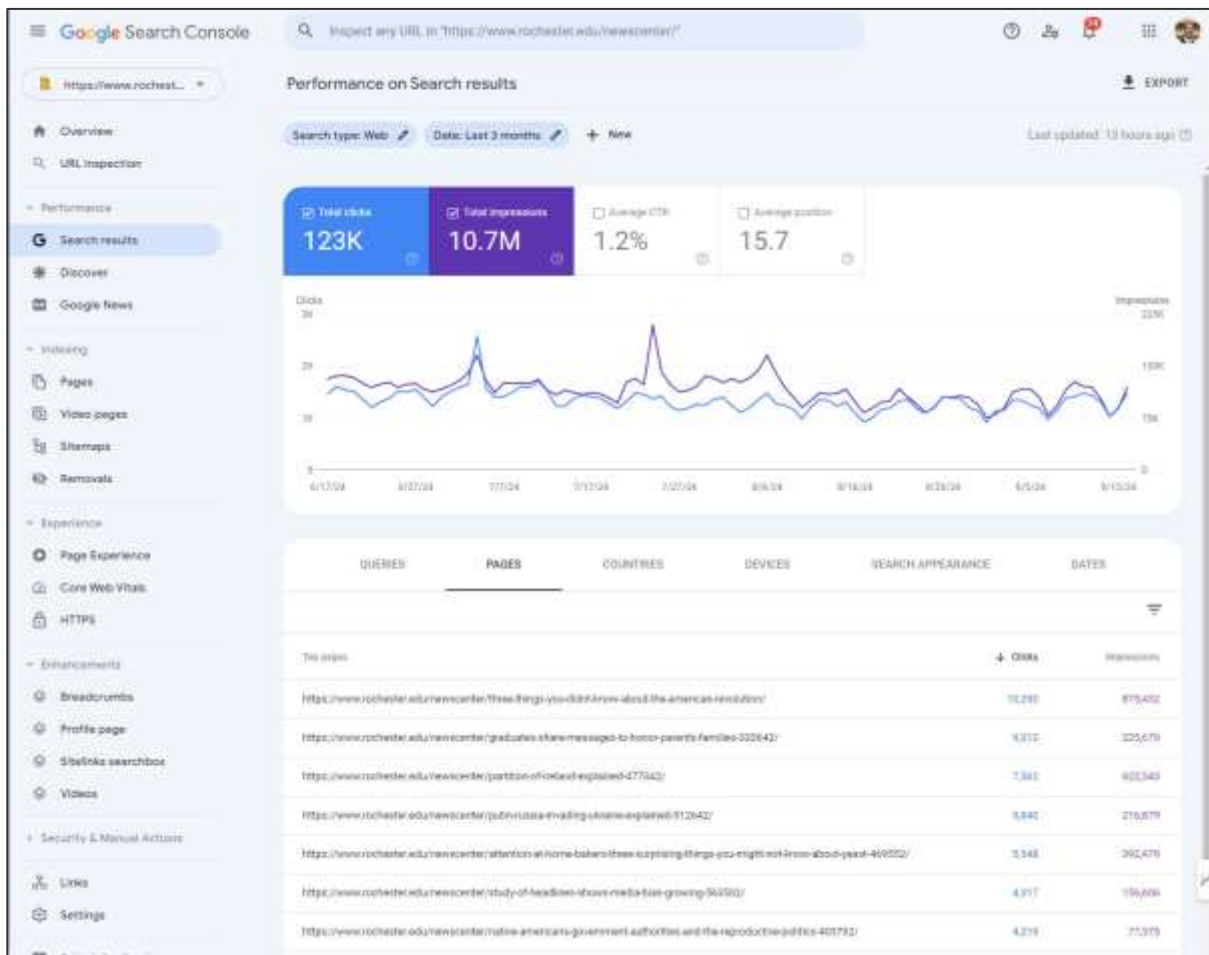


Photo credit: Midjourney

Content performance and optimization

Look at your data





Apr 17, 2023 - Apr 15, 2024

| Query | Landing Page | Impressio... | Url Clic... | Average Posi... |
|--|---|--------------|-------------|-----------------|
| 1. why does russia want ukraine | https://www.rochester.edu/newscenter/putin-russia-mixing-ukraine-explained-512642/ | 68,993 | 1,429 | 1.23 |
| 2. where does yeast come from | https://www.rochester.edu/newscenter/attention-at-home-bakers-three-surprising-things-you-might-not-k... | 75,735 | 5,424 | 1.02 |
| 3. what does russia want from ukraine | https://www.rochester.edu/newscenter/putin-russia-mixing-ukraine-explained-512642/ | 104,675 | 4,432 | 3.47 |
| 4. why russia wants ukraine | https://www.rochester.edu/newscenter/putin-russia-mixing-ukraine-explained-512642/ | 55,764 | 3,711 | 2.5 |
| 5. why does putin want ukraine | https://www.rochester.edu/newscenter/putin-russia-mixing-ukraine-explained-512642/ | 24,576 | 3,274 | 1.84 |
| 6. when did the revolutionary war end | https://www.rochester.edu/newscenter/three-things-you-didnt-know-about-the-american-revolution/ | 176,233 | 3,181 | 2.44 |
| 7. how long was the revolutionary war | https://www.rochester.edu/newscenter/three-things-you-didnt-know-about-the-american-revolution/ | 55,219 | 2,244 | 1.12 |
| 8. are aliens real | https://www.rochester.edu/newscenter/masa-brings-standards-of-evidence-to-the-search-for-ufos-527122/ | 78,942 | 2,209 | 10.24 |
| 9. j147b | https://www.rochester.edu/newscenter/gigapro-cmg-system-around-1407b/ | 482,871 | 2,111 | 5.45 |
| 10. are aliens real | https://www.rochester.edu/newscenter/technosignatures-hold-clues-to-advanced-extraterrestrial-life-441... | 453,247 | 1,897 | 11.08 |
| 11. how long did the revolutionary war last | https://www.rochester.edu/newscenter/three-things-you-didnt-know-about-the-american-revolution/ | 39,298 | 1,842 | 1.23 |
| 12. fetal alcohol syndrome adults | https://www.rochester.edu/newscenter/fetal-alcohol-syndrome-fast-survivors-timing-499312/ | 54,318 | 1,695 | 2.83 |
| 13. revolutionary war | https://www.rochester.edu/newscenter/three-things-you-didnt-know-about-the-american-revolution/ | 312,291 | 1,695 | 5.32 |
| 14. when did the american revolution start | https://www.rochester.edu/newscenter/three-things-you-didnt-know-about-the-american-revolution/ | 158,423 | 1,676 | 1.5 |
| 15. perovskite | https://www.rochester.edu/newscenter/metal-perovskite-solar-cells-vs-silicon-efficiency-550212/ | 106,078 | 1,676 | 9.9 |
| 16. when did the american revolution end | https://www.rochester.edu/newscenter/three-things-you-didnt-know-about-the-american-revolution/ | 96,358 | 1,642 | 1.14 |
| 17. what is yeast made of | https://www.rochester.edu/newscenter/attention-at-home-bakers-three-surprising-things-you-might-not-k... | 49,106 | 1,600 | 1.84 |
| 18. yeast | https://www.rochester.edu/newscenter/attention-at-home-bakers-three-surprising-things-you-might-not-k... | 150,680 | 1,577 | 7.31 |
| 19. hildgard of bingen | https://www.rochester.edu/newscenter/6-things-you-didnt-know-about-saint-hildegard-of-bingen-370722/ | 122,987 | 1,474 | 4.52 |
| 20. what is yeast | https://www.rochester.edu/newscenter/attention-at-home-bakers-three-surprising-things-you-might-not-k... | 64,283 | 1,400 | 4.3 |
| 21. do aliens exist | https://www.rochester.edu/newscenter/masa-brings-standards-of-evidence-to-the-search-for-ufos-527122/ | 183,827 | 1,301 | 9.28 |
| 22. thank you message for graduation | https://www.rochester.edu/newscenter/graduates-share-messages-to-honor-parents-families-320642/ | 11,300 | 1,149 | 4.66 |
| 23. why did the us enter ww1 | https://www.rochester.edu/newscenter/looking-back-100-years-u-s-enters-world-war-on-april-4-1917/ | 116,079 | 1,129 | 4.38 |
| 24. thank you message for family and friend... | https://www.rochester.edu/newscenter/graduates-share-messages-to-honor-parents-families-320642/ | 20,613 | 1,126 | 5.51 |
| 25. when did the us enter ww1 | https://www.rochester.edu/newscenter/looking-back-100-years-u-s-enters-world-war-on-april-4-1917/ | 92,512 | 883 | 2.49 |
| 26. graduation thank you message | https://www.rochester.edu/newscenter/graduates-share-messages-to-honor-parents-families-320642/ | 20,460 | 864 | 8.2 |

1 - 100 / 948709 < >

Content performance and optimization

Look at your data

Let AI look at your data

Apr 17, 2023 - Apr 15, 2024

| Query | Landing Page | Impressio... | Url Clic... | Average Posi... | |
|---|---|--------------|-------------|-----------------|-------|
| 1. why does russia want ukraine | https://www.rochester.edu/newscenter/putin-russia-invading-ukraine-explained-512642/ | 88,993 | 4,205 | 1.23 | |
| 2. where does yeast come from | https://www.rochester.edu/newscenter/attention-at-home-labors-three-surprising-things-you-might-not-k... | 76,735 | 5,428 | 1.02 | |
| 3. what does russia want from ukraine | https://www.rochester.edu/newscenter/putin-russia-invading-ukraine-explained-512642/ | 104,675 | 4,432 | 3.87 | |
| 4. why russia wants ukraine | https://www.rochester.edu/newscenter/putin-russia-invading-ukraine-explained-512642/ | 55,744 | 3,711 | 3.5 | |
| 5. why does putin want ukraine | https://www.rochester.edu/newscenter/putin-russia-invading-ukraine-explained-512642/ | 54,576 | 3,274 | 1.84 | |
| 6. when did the revolutionary war end | https://www.rochester.edu/newscenter/when-did-the-revolutionary-war-end-512642/ | 176,233 | 3,151 | 2.44 | |
| 7. how long was the revolutionary war | https://www.rochester.edu/newscenter/when-did-the-revolutionary-war-end-512642/ | 95,319 | 2,944 | 1.12 | |
| 8. are aliens real | https://www.rochester.edu/newscenter/are-aliens-real-512642/ | 527,122 | 796,042 | 2,358 | 10.24 |
| 9. j1427b | https://www.rochester.edu/newscenter/are-aliens-real-512642/ | 885,527 | 2,111 | 3.45 | |
| 10. are aliens real | https://www.rochester.edu/newscenter/are-aliens-real-512642/ | 488,047 | 1,857 | 11.58 | |
| 11. how long did the revolutionary war last | https://www.rochester.edu/newscenter/when-did-the-revolutionary-war-end-512642/ | 91,288 | 1,842 | 1.23 | |
| 12. fetal alcohol syndrome adults | https://www.rochester.edu/newscenter/fetal-alcohol-syndrome-adults-512642/ | 54,718 | 1,655 | 2.83 | |
| 13. revolutionary war | https://www.rochester.edu/newscenter/when-did-the-revolutionary-war-end-512642/ | 312,204 | 1,655 | 5.32 | |
| 14. when did the american revolution start | https://www.rochester.edu/newscenter/when-did-the-revolutionary-war-end-512642/ | 198,423 | 1,676 | 1.5 | |
| 15. peroxide | https://www.rochester.edu/newscenter/when-did-the-revolutionary-war-end-512642/ | 100,015 | 1,676 | 9.9 | |
| 16. when did the american revolution end | https://www.rochester.edu/newscenter/when-did-the-revolutionary-war-end-512642/ | 86,250 | 1,643 | 1.14 | |
| 17. what is yeast made of | https://www.rochester.edu/newscenter/when-did-the-revolutionary-war-end-512642/ | 43,138 | 1,620 | 1.94 | |
| 18. yeast | https://www.rochester.edu/newscenter/when-did-the-revolutionary-war-end-512642/ | 190,680 | 1,577 | 7.21 | |
| 19. illegal of larger | https://www.rochester.edu/newscenter/when-did-the-revolutionary-war-end-512642/ | 122,087 | 1,674 | 4.62 | |
| 20. what is yeast | https://www.rochester.edu/newscenter/attention-at-home-labors-three-surprising-things-you-might-not-k... | 84,283 | 1,620 | 4.3 | |
| 21. do aliens exist | https://www.rochester.edu/newscenter/issue-for-legal-standards-of-evidence-to-the-search-for-ufos-527122/ | 190,527 | 1,361 | 9.28 | |
| 22. thank you message for graduation | https://www.rochester.edu/newscenter/graduates-share-messages-to-honor-parents-families-320642/ | 11,300 | 1,149 | 4.64 | |
| 23. why did the us enter ww1 | https://www.rochester.edu/newscenter/looking-back-100-years-u-s-enters-world-war-i-in-april-6-1917/ | 116,019 | 1,128 | 4.28 | |
| 24. thank you message for family and friend | https://www.rochester.edu/newscenter/graduates-share-messages-to-honor-parents-families-320642/ | 20,813 | 1,126 | 5.51 | |
| 25. when did the us enter ww1 | https://www.rochester.edu/newscenter/looking-back-100-years-u-s-enters-world-war-i-in-april-6-1917/ | 82,512 | 988 | 2.42 | |
| 26. graduation thank you message | https://www.rochester.edu/newscenter/graduates-share-messages-to-honor-parents-families-320642/ | 20,483 | 984 | 6.2 | |

Export Data

Name:

Export As

CSV

CSV (Excel)

Google Sheets

Options

Keep value formatting

Cancel
Export



You



Newscenter search console_url_Table.c...
Spreadsheet

You are a content marketing expert.

You will be coming up with strategic recommendations on new content we could create that would support our strategic priorities and be relevant for prospective undergraduate students, graduate students, or knowledge seekers.

Use the attached search console data to see areas where we currently have search potential and compare those to general interests of our target audiences and determine which content might also support our strategic priorities at <http://boundless.rochester.edu>

Create 20 new content ideas, please. Take your time.



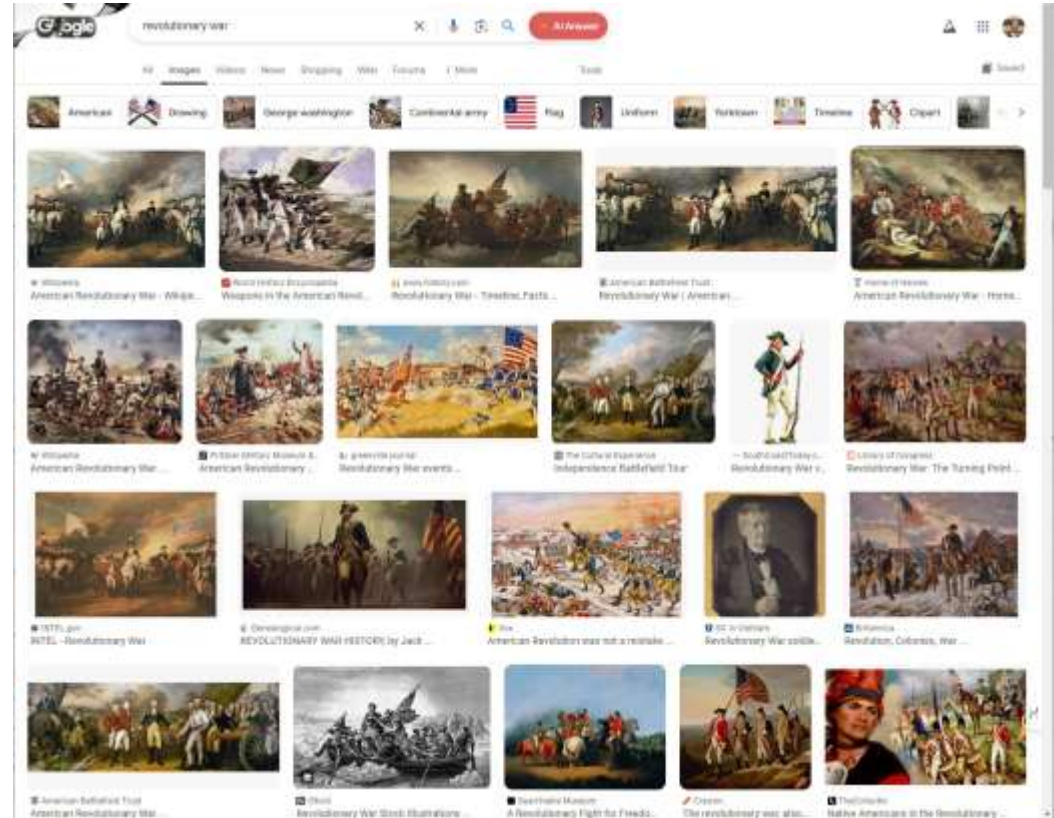
What to target

- Featured snippet
 - People also ask
 - Things to know

The image shows a Google search results page for the query "revolutionary war". The search bar at the top contains the text "revolutionary war" and a red "AI Assist" button. Below the search bar, the search results are filtered to "All" (Images, Videos, News, Shopping, Web, Forums, Maps, Tools). The primary result is for "American Revolutionary War" with a featured snippet from Wikipedia. The snippet includes the title "American Revolutionary War" and a brief description: "The American Revolutionary War (April 19, 1775 – September 3, 1783), also known as the Revolutionary War or American War of Independence...". Below the featured snippet is a "People also ask" section with four questions: "What was the Revolutionary War and why did it happen?", "Who won the Revolutionary War in 1775?", "How long did the Revolutionary War last?", and "Who fought in the Revolutionary War?". Below that is a "Things to know" section with three items: "Death toll", "Outcome", and "Winning battle". On the right side of the page, there is an "Upsuggest" notification, a "More images" gallery, and an "About" section with details such as "Dates: Apr 19, 1775 – Sep 3, 1783", "Location: United States, North America, Lexington, Caribbean, MCRF", and "Military personnel involved: James O'Rourke".

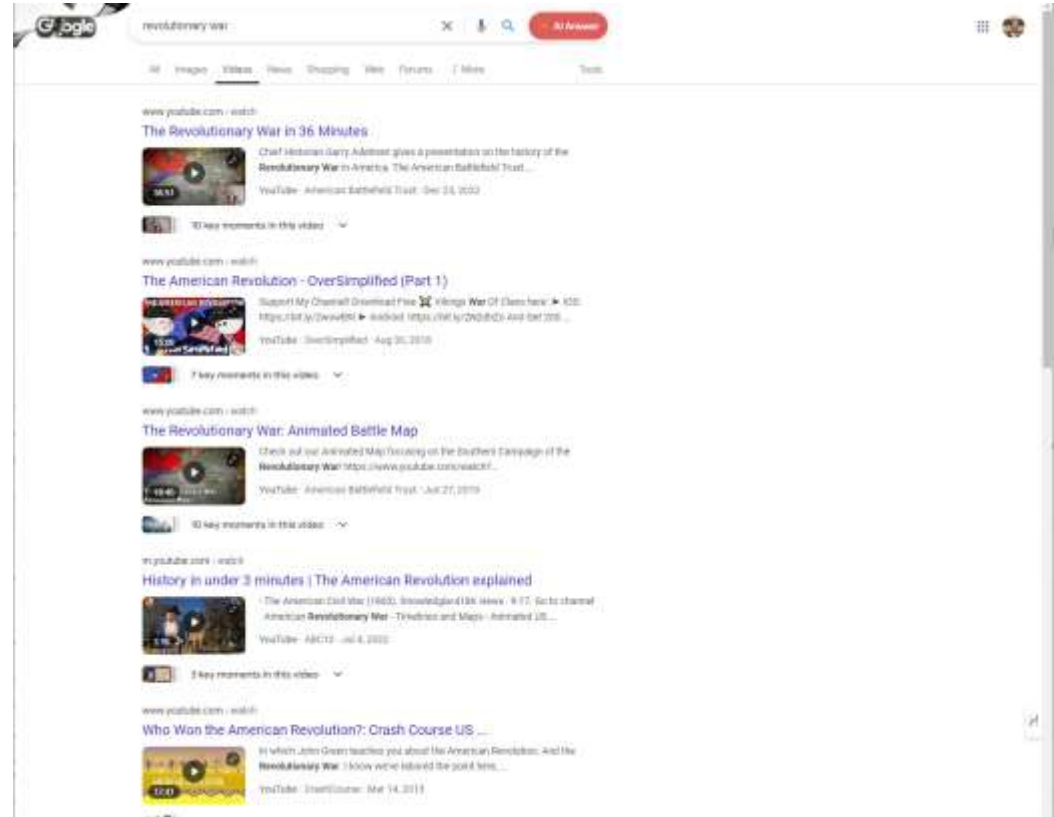
What to target

- Featured snippet
 - People also ask
 - Things to know
- Image search



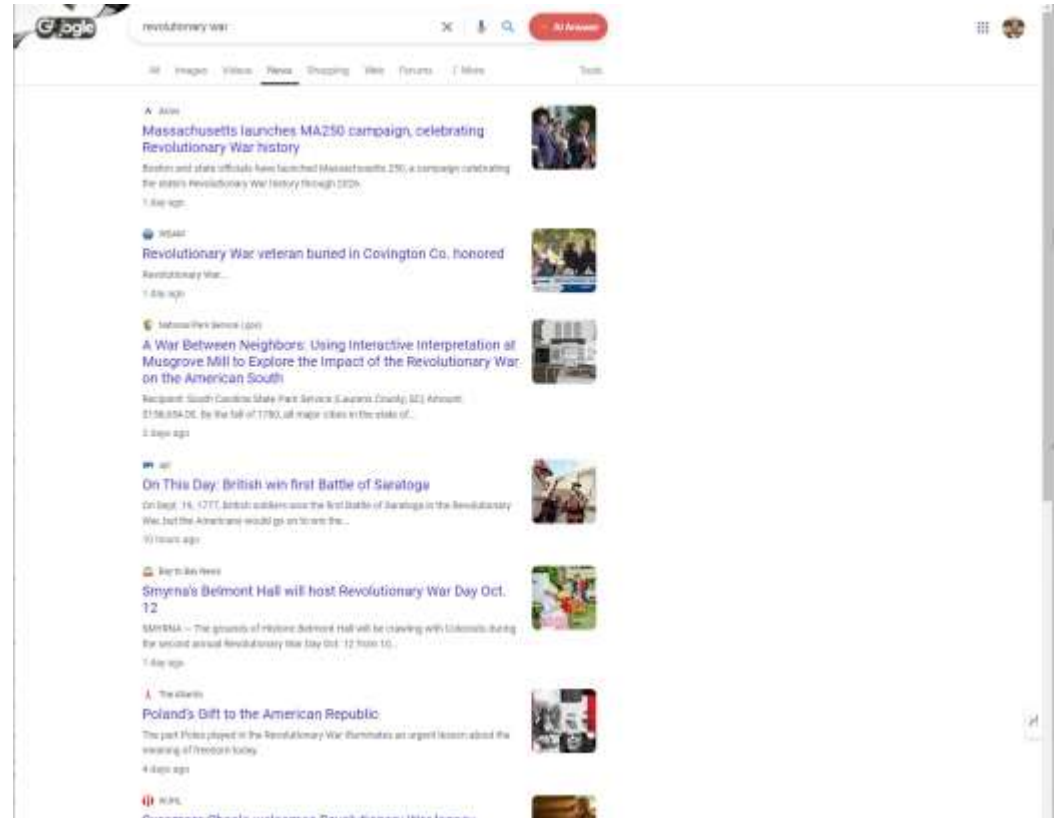
What to target

- Featured snippet
 - People also ask
 - Things to know
- Image search
- Videos



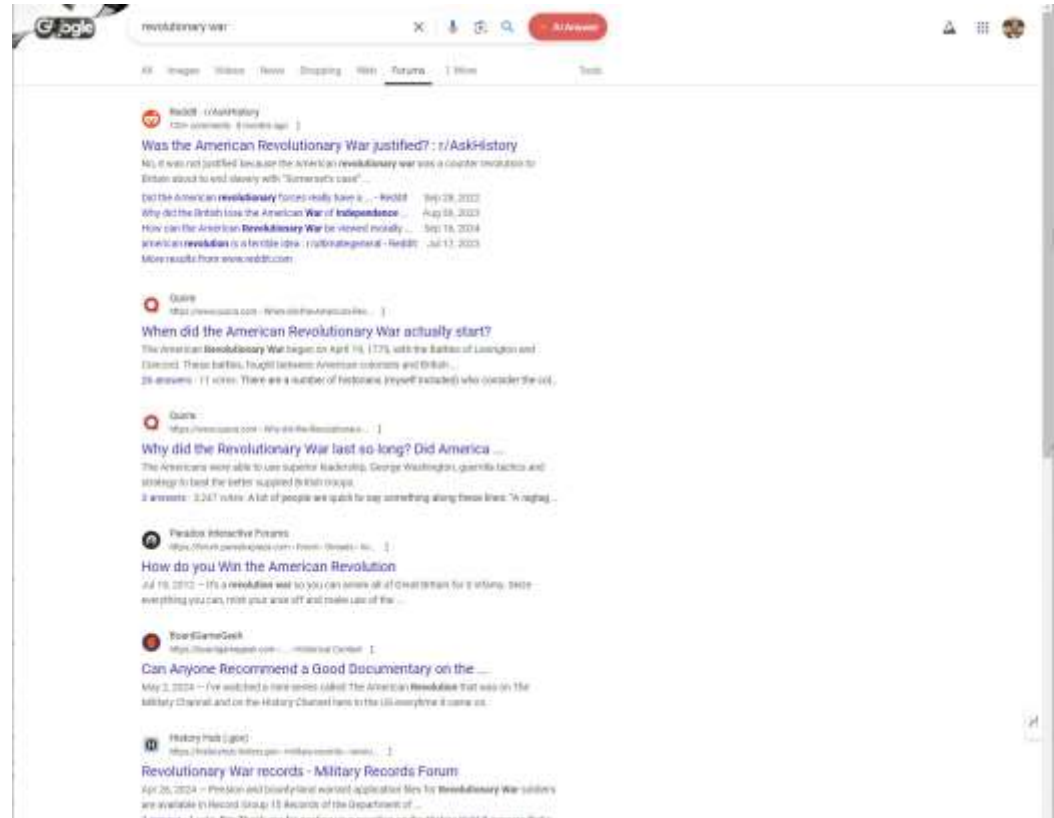
What to target

- Featured snippet
 - People also ask
 - Things to know
- Image search
- Videos
- News stories



What to target

- Featured snippet
 - People also ask
 - Things to know
- Image search
- Videos
- News stories
- Community



What to target

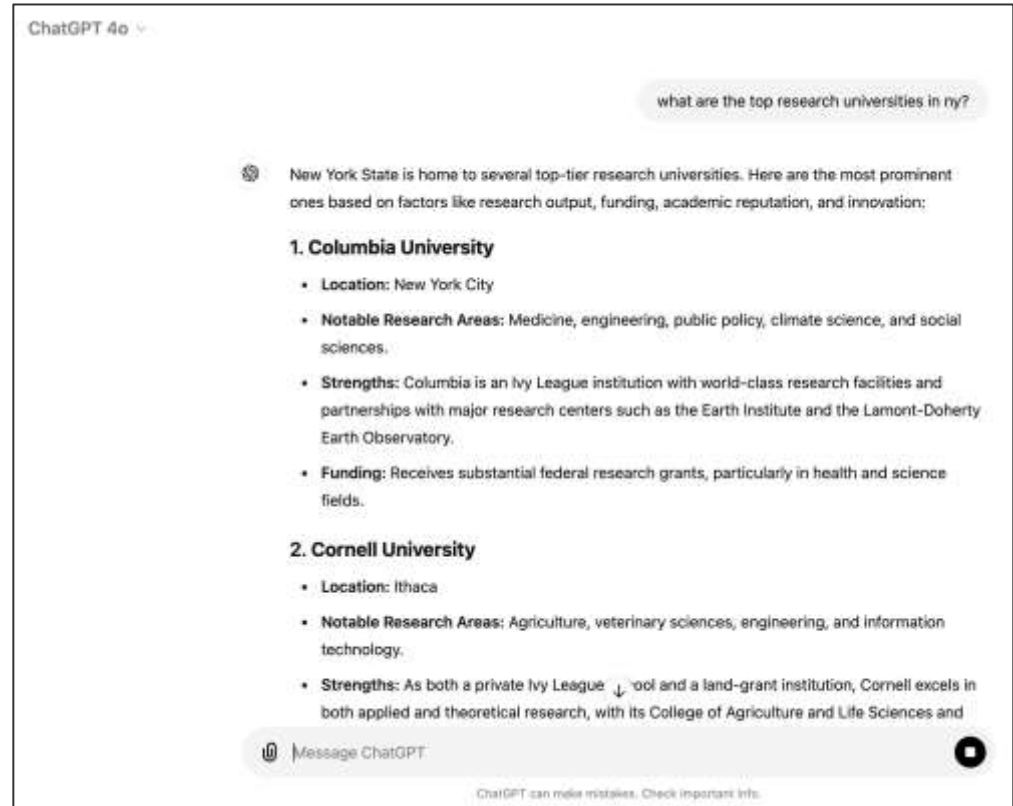
- Featured snippet
 - People also ask
 - Things to know
- Image search
- Videos
- News stories
- Community
- Voice



Photo credit: Midjourney

What to target

- Featured snippet
 - People also ask
 - Things to know
- Image search
- Videos
- News stories
- Community
- Voice
- AI



ChatGPT 4o

what are the top research universities in ny?

New York State is home to several top-tier research universities. Here are the most prominent ones based on factors like research output, funding, academic reputation, and innovation:

- 1. Columbia University**
 - **Location:** New York City
 - **Notable Research Areas:** Medicine, engineering, public policy, climate science, and social sciences.
 - **Strengths:** Columbia is an Ivy League institution with world-class research facilities and partnerships with major research centers such as the Earth Institute and the Lamont-Doherty Earth Observatory.
 - **Funding:** Receives substantial federal research grants, particularly in health and science fields.
- 2. Cornell University**
 - **Location:** Ithaca
 - **Notable Research Areas:** Agriculture, veterinary sciences, engineering, and information technology.
 - **Strengths:** As both a private Ivy League school and a land-grant institution, Cornell excels in both applied and theoretical research, with its College of Agriculture and Life Sciences and

Message ChatGPT

ChatGPT can make mistakes. Check important info.

First things first

Create for people,
not for search engines.



How are users searching?

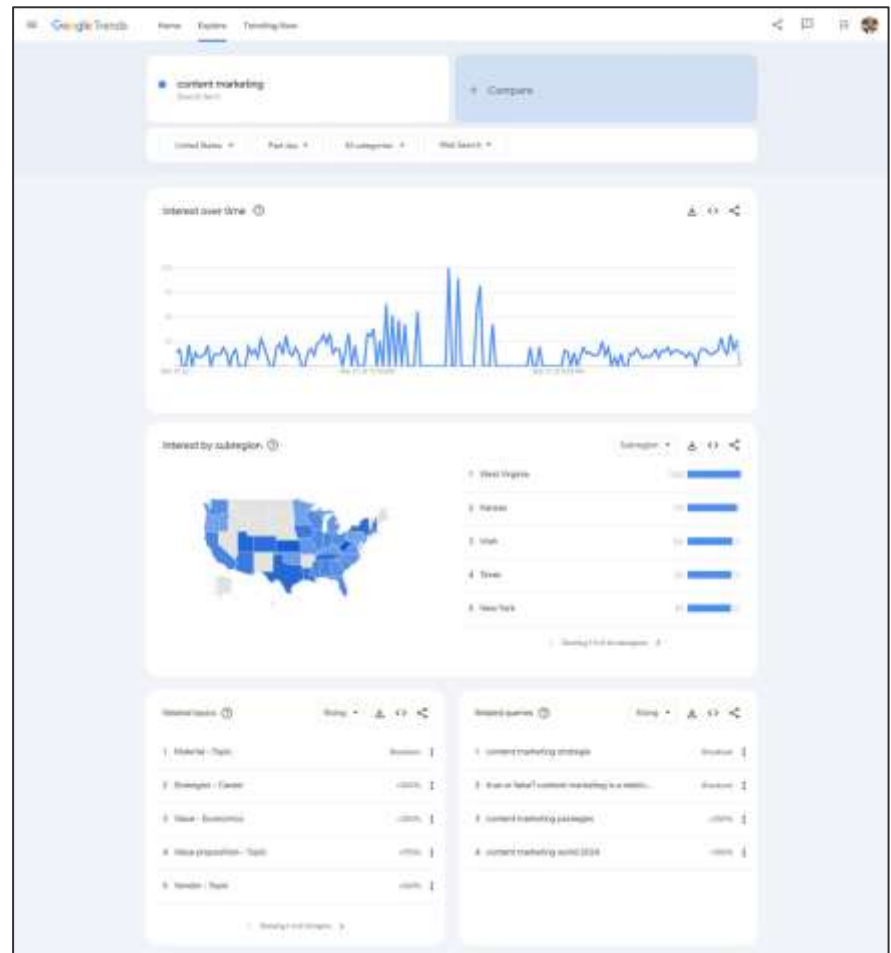
What does your audience need?

What questions are they asking?

What are related topics and terms?

Research

- Google trends



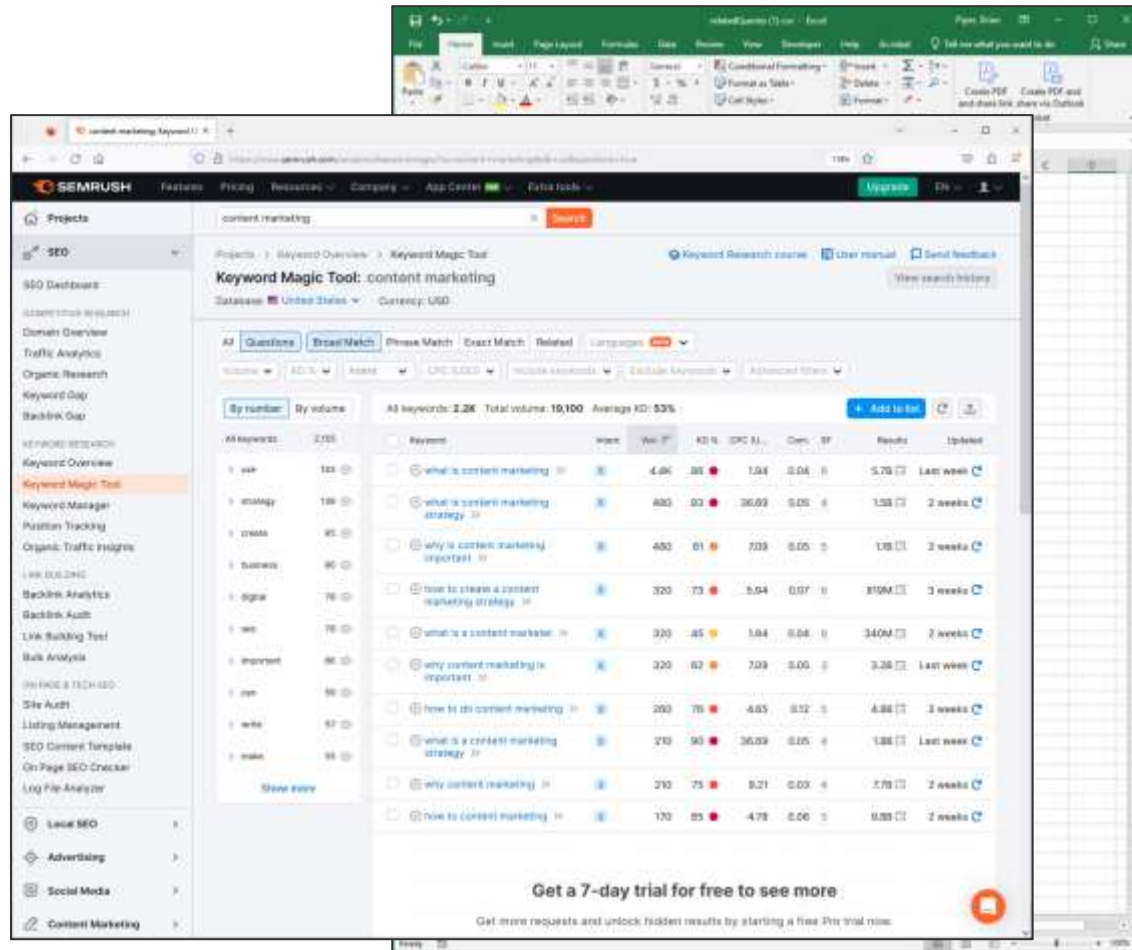
Research

- Google trends
- Google search

The screenshot shows a Google search for "American Revolutionary War". The search bar at the top contains the text "American Revolutionary War" and the Google logo. Below the search bar, there are tabs for "All", "Images", "Videos", "News", "Shopping", "Web", "Books", "Maps", and "Tools". The search results are displayed in a grid format. The first result is from Wikipedia, titled "American Revolutionary War", with a brief description: "The American Revolutionary War (April 19, 1775 - September 3, 1783), also known as the Revolutionary War or American War of Independence, ...". Below this, there is a "People also ask" section with four questions: "What was the Revolutionary War and why did it happen?", "Who won the Revolutionary War in 1776?", "How long did the Revolutionary War last?", and "Who fought in the Revolutionary War?". The second search result is from History.com, titled "Revolutionary War - Timeline, Facts & Battles", with a brief description: "On Jul 28, 1776 - The American Revolutionary War was an insurrection by Patriots in the 13 colonies against British rule, resulting in American independence...". Below the search results, there is a "Things to know" section with three items: "Death toll", "Outcome", and "Winning battle". On the right side of the page, there is a "Ubersuggest" extension notification, a "Micro images" section with four small images, and an "About" section with a detailed description of the war, including its dates (Apr 19, 1775 - Sep 3, 1783), location (United States, North America, Leeward, Caribbean, MORE), and military personnel involved (James Mifflin). At the bottom right, there is a "People also search for" section with several small images.

Research

- Google trends
- Google search
- AnswerThePublic.com
- MOZ/Semrush/aHrefs



Research

- Google trends
- Google search
- AnswerThePublic.com
- MOZ/Semrush/aHrefs
- Google Search Console/
Looker Data Studio

Newscenter search console

Reset Share Edit

Landing Page
<https://www.rochester.edu/newscenter/3566-Things-you-didnt-know-about-the-am...> Sep 20, 2022 - Sep 16, 2024

| Query | Landing Page | Impress... | Url Clic... | Average Pos... |
|--|---|------------|-------------|----------------|
| 1. revolutionary war | https://www.rochester.edu/newscenter/3566-Things-you-didnt-know-about-the-americ... | 27,026 | 1,767 | 4.08 |
| 2. how long was the revolutionary war | https://www.rochester.edu/newscenter/3566-Things-you-didnt-know-about-the-americ... | 14,221 | 1,369 | 5.21 |
| 3. when did the american revolution end | https://www.rochester.edu/newscenter/3566-Things-you-didnt-know-about-the-americ... | 10,381 | 1,497 | 5.14 |
| 4. when did the american revolution start | https://www.rochester.edu/newscenter/3566-Things-you-didnt-know-about-the-americ... | 13,647 | 1,447 | 5.44 |
| 5. how long did the revolutionary war last | https://www.rochester.edu/newscenter/3566-Things-you-didnt-know-about-the-americ... | 10,497 | 1,438 | 5.33 |
| 6. when did the revolutionary war end | https://www.rochester.edu/newscenter/3566-Things-you-didnt-know-about-the-americ... | 13,647 | 144 | 5.88 |
| 7. facts about the american revolution | https://www.rochester.edu/newscenter/3566-Things-you-didnt-know-about-the-americ... | 21,214 | 823 | 5 |
| 8. how long did the american revolution last | https://www.rochester.edu/newscenter/3566-Things-you-didnt-know-about-the-americ... | 15,114 | 911 | 5.13 |
| 9. how long was the american revolution | https://www.rochester.edu/newscenter/3566-Things-you-didnt-know-about-the-americ... | 12,679 | 791 | 5.28 |
| 10. american revolution | https://www.rochester.edu/newscenter/3566-Things-you-didnt-know-about-the-americ... | 16,035 | 702 | 5.67 |
| 11. how did the american revolution start | https://www.rochester.edu/newscenter/3566-Things-you-didnt-know-about-the-americ... | 21,692 | 919 | 2.04 |
| 12. who won the revolutionary war | https://www.rochester.edu/newscenter/3566-Things-you-didnt-know-about-the-americ... | 43,293 | 913 | 5.32 |
| 13. american revolutionary war | https://www.rochester.edu/newscenter/3566-Things-you-didnt-know-about-the-americ... | 77,982 | 241 | 4.94 |
| 14. american revolution facts | https://www.rochester.edu/newscenter/3566-Things-you-didnt-know-about-the-americ... | 18,812 | 420 | 4.95 |
| 15. who fought in the revolutionary war | https://www.rochester.edu/newscenter/3566-Things-you-didnt-know-about-the-americ... | 15,473 | 413 | 5.99 |
| 16. how did the revolutionary war start | https://www.rochester.edu/newscenter/3566-Things-you-didnt-know-about-the-americ... | 11,117 | 407 | 5.61 |
| 17. when did the revolutionary war begin | https://www.rochester.edu/newscenter/3566-Things-you-didnt-know-about-the-americ... | 11,027 | 390 | 4.39 |
| 18. american revolutionary war start date | https://www.rochester.edu/newscenter/3566-Things-you-didnt-know-about-the-americ... | 10,590 | 388 | 2.40 |
| 19. who won the american revolution | https://www.rochester.edu/newscenter/3566-Things-you-didnt-know-about-the-americ... | 14,090 | 320 | 5.57 |
| 20. when was the revolutionary war over | https://www.rochester.edu/newscenter/3566-Things-you-didnt-know-about-the-americ... | 10,941 | 345 | 5.07 |
| 21. when did the american revolution start | https://www.rochester.edu/newscenter/3566-Things-you-didnt-know-about-the-americ... | 7,897 | 324 | 4.9 |
| 22. when was the revolutionary war | https://www.rochester.edu/newscenter/3566-Things-you-didnt-know-about-the-americ... | 14,022 | 244 | 5.16 |
| 23. who fought in the american revolution | https://www.rochester.edu/newscenter/3566-Things-you-didnt-know-about-the-americ... | 17,714 | 208 | 1.8 |
| 24. end of american revolution | https://www.rochester.edu/newscenter/3566-Things-you-didnt-know-about-the-americ... | 8,229 | 200 | 1.09 |
| 25. when did american revolution end | https://www.rochester.edu/newscenter/3566-Things-you-didnt-know-about-the-americ... | 14,131 | 218 | 1.05 |
| 26. when did the revolution war start and | https://www.rochester.edu/newscenter/3566-Things-you-didnt-know-about-the-americ... | 26,746 | 78 | 4.44 |

1 / 100 / 2018

Research

- Google trends
- Google search
- AnswerThePublic.com
- MOZ/Semrush/aHrefs
- Google Search Console/
- Looker Data Studio
- AI – semantic terms

Act like an SEO expert and give me a list of 50 high performing search keywords that are semantically related to the phrase "research university"

1. Top research universities
2. Best research institutions
3. Leading academic institutions
4. World-class research universities
5. Renowned research schools
6. Prestigious research colleges

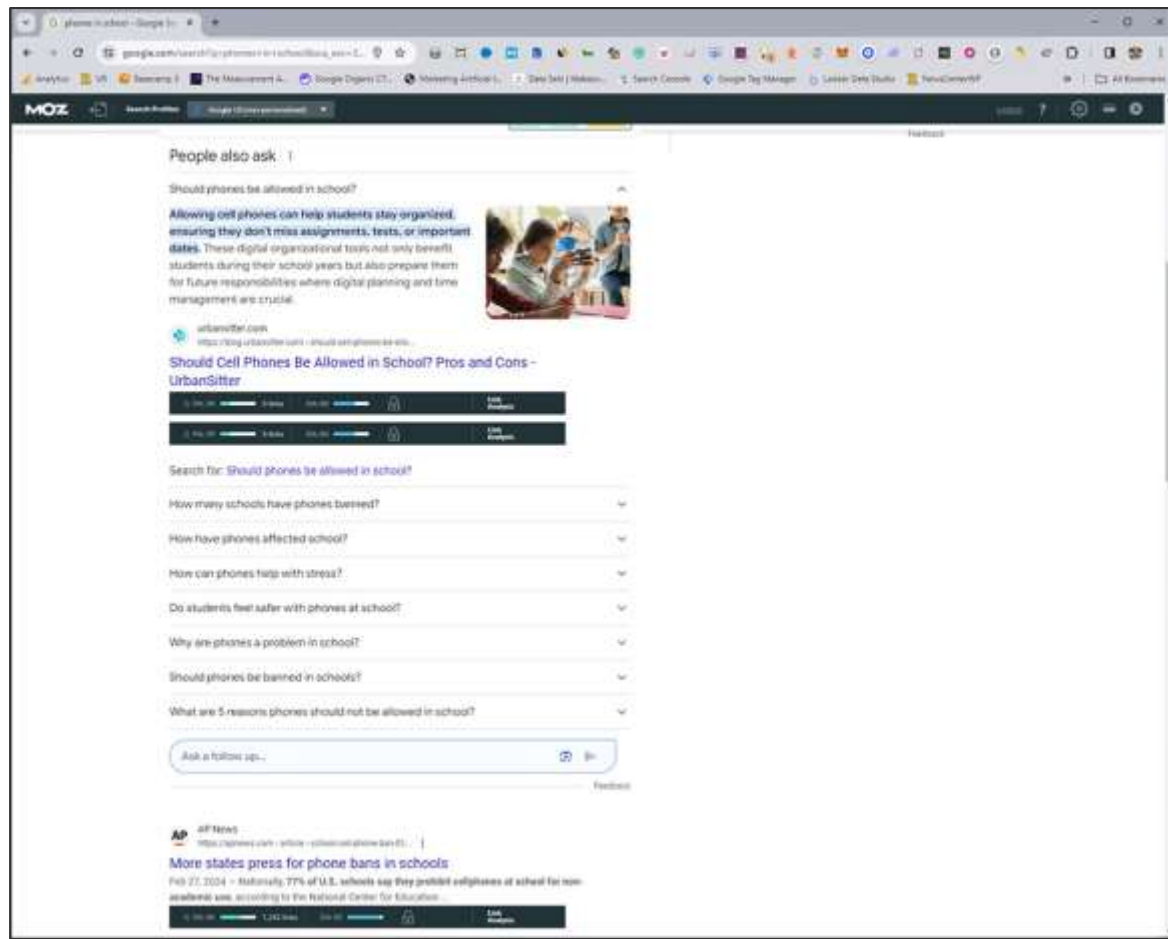
Act like an SEO expert and give me a list of 50 high performing search keywords that are semantically related to the phrase "research university"

See, here are 50 high performing search keywords that are semantically related to the phrase "research university":

- Research university
- R1 university
- Doctoral university
- Research-intensive university
- Top-tier university
- Elite university
- Ivy League university
- Public research university
- Private research university
- Land-grant university
- Sea-grant university
- Space-grant university
- Health-sciences university
- Engineer-ing university
- Liberal arts college
- Comprehensive university
- Master's university
- Baccalaureate university
- Associate's college
- Vocational school
- Continuing education
- Online education


Research

- Google trends
- Google search
- AnswerThePublic.com
- MOZ/Semrush/aHrefs
- Google Search Console/
Looker Data Studio
- AI – semantic terms
- MOZ bar

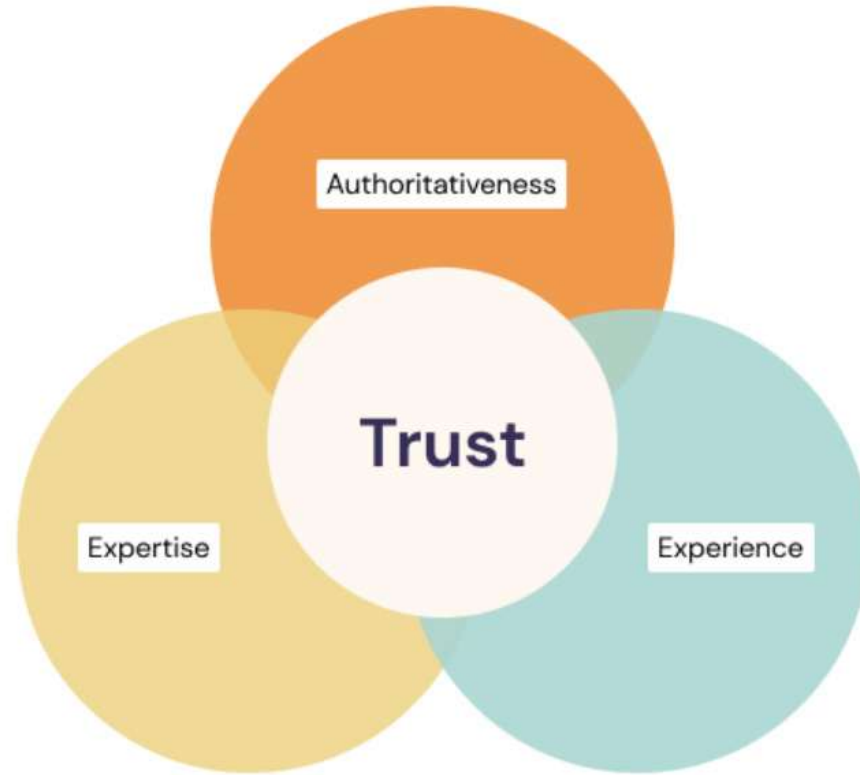


Search Quality Evaluator Guidelines

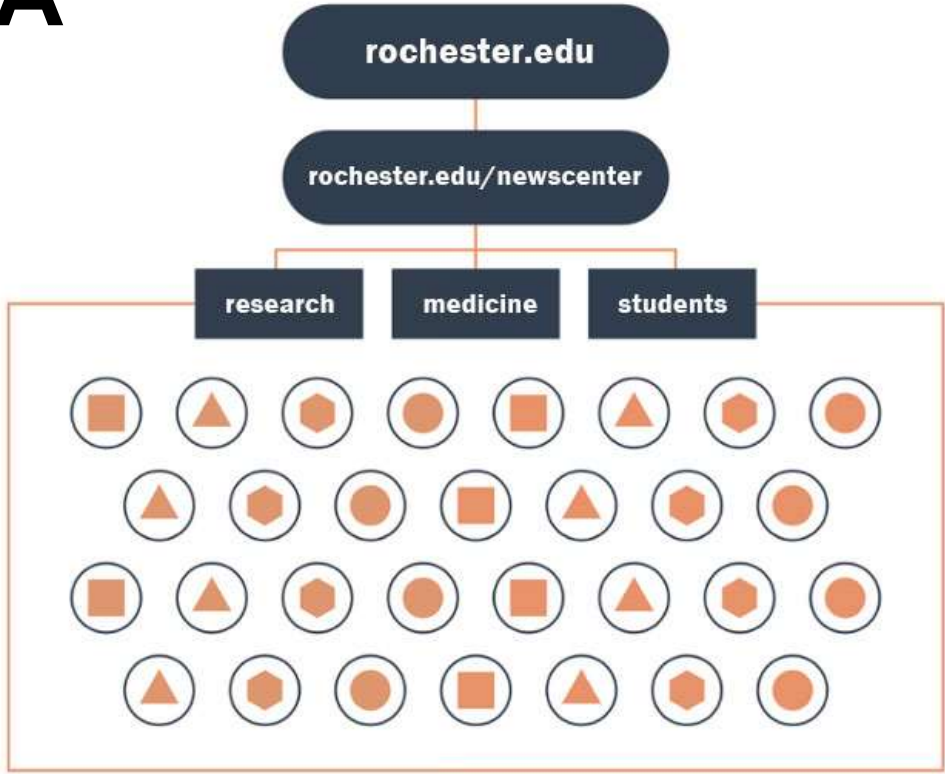
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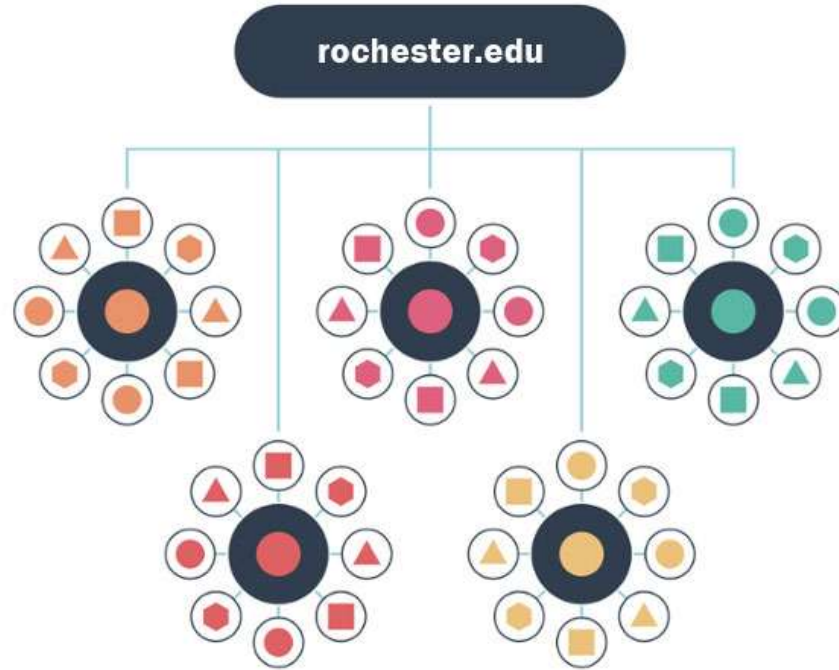
EEAT



Typical IA

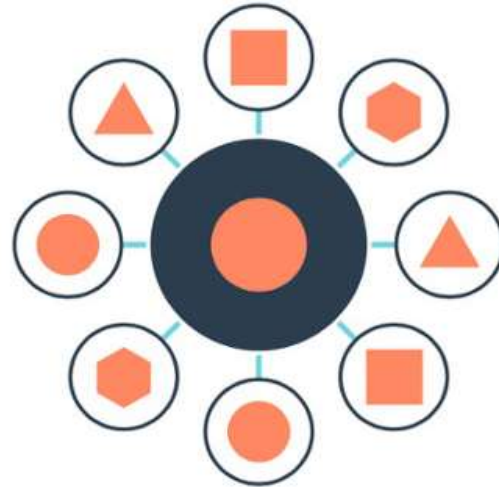


Pillar pages



Pillar pages

Topic Clusters



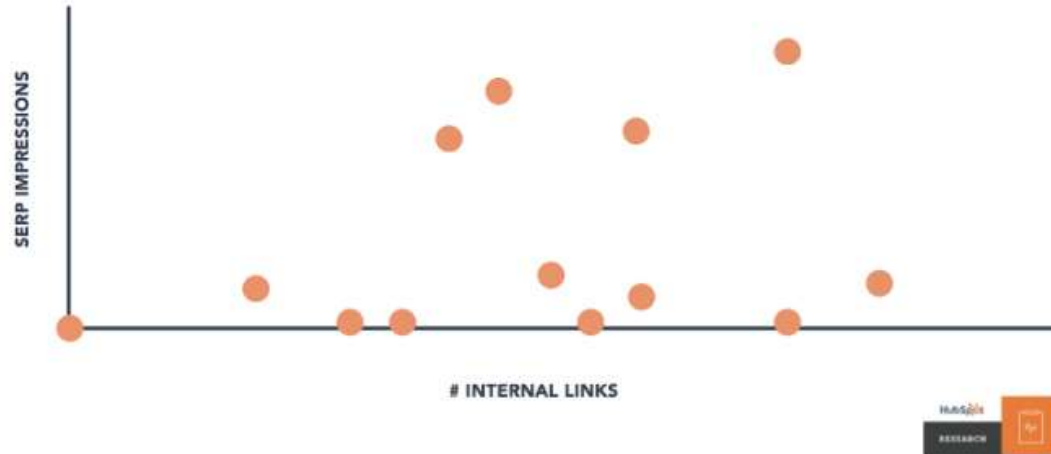
Why content pillars?

| | Total pages | Backlinks | Backlinks per page | Subscriptions per page | Traffic Per Page |
|-------------|-------------|-----------|--------------------|------------------------|------------------|
| Pillar page | 10 | 65,445 | 6,544 | 71 | 6,566 |
| Blog posts | 693 | 24,098 | 36 | 7 | 1,697 |

Why content pillars?

More internal links = higher placement in SERP.

We saw great results from weaving our own content together more tightly.



Schema markup/structured data

Key Schema Types for Higher Education

Organization: The overall college or university.

EducationalOrganization: Subtype to specify the educational nature.

CollegeOrUniversity: Specific subtype for your main institution.

EducationalOccupationalProgram: Specific degree or certificate programs.

Course: For detailing specific course offerings, including content and schedule.

Event: Events like open houses, campus tours, or departmental seminars.

Article: News, blog posts, and research articles.

Video/Image: Provide context for video and image content.





Photo credit: Midjourney

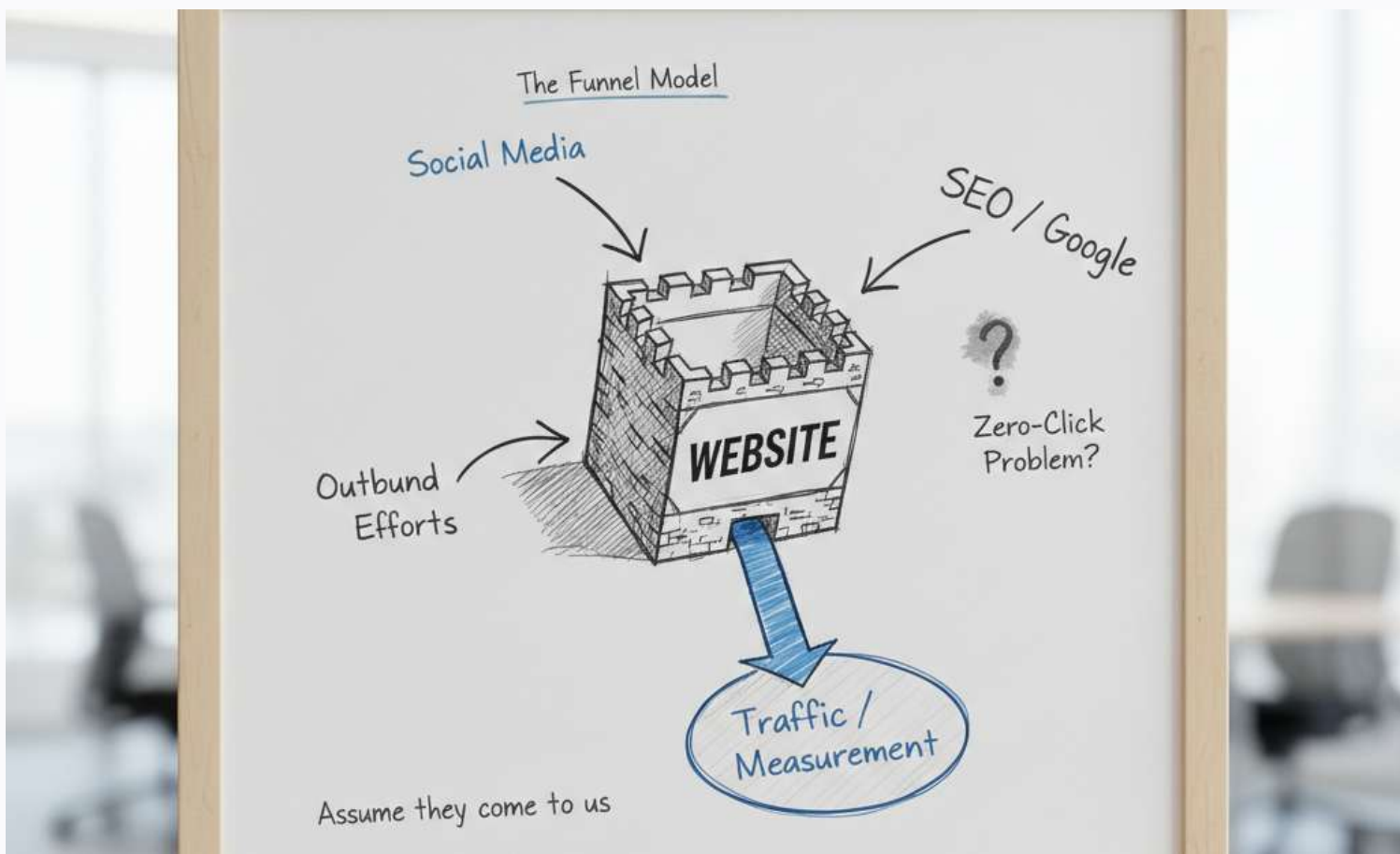


Image by Gemini

HERE'S YOUR GOAL

You want your digital work to reach the right people and deliver results.

Agency side

This is the model you're selling to clients.

Client side

This is the model you're executing.

Your content either gets
retrieved by these systems...

...or it doesn't exist.

THREE MINDSET SHIFTS

- 01 The landscape keeps moving.
- 02 Become an AI collaborator.
- 03 Be more human, not less.

SHIFT 01

The landscape is shifting faster than your strategy.

SEO

Rank on Google

AEO

Answer engines

GEO

Generative AI

AO

Agent optimization

We're heading toward A2A — where machines research, compare, and recommend on behalf of humans.

Your best content isn't the content you haven't created yet.

It's the content you haven't distributed well enough.

Repurpose

One piece into
10+ formats

Retarget

Adapt for different
segments

Redistribute

Every channel,
including AI

Retire

Audit and sunset
what hurts you

Stop spectating. Start collaborating.

Sticky Note #1

**"How can AI
help me do this?"**

Sticky Note #2

Context

Role

Interview

Task

— Geoff Woods, *The AI-Driven Leader*

THE CRIT FRAMEWORK



Context

Lay the groundwork. What's the situation?



Role

Assign the AI a specific expertise.



Interview

Have AI ask you questions first.



Task

Specify the output you need.

The future belongs to the most human humans.

*The best way to prepare for a machine-driven
future is to make your content more human, not less.*



THE CAUTIONARY TALE

Klarna

Replaced 700 customer service employees with AI.

Quality declined. Customers revolted.

Now rehiring humans.

55% of employers regret AI-attributed layoffs. Half will quietly rehire.

— Forrester Research, 2026 Predictions

**Replacing humans with AI
is a losing strategy.**

**Supercharging humans with AI
is the winning one.**

THE HUMAN-IN-THE-LOOP SANDWICH



HUMAN

Review | Refinement | Approval | Relationships | Brand authenticity



AI

Research | Drafting | Optimization | Scaling | Analysis



HUMAN

Strategic direction | Audience insight | Judgment | Storytelling

We can track everything.

**Only you know what to measure
and what questions to ask.**

AI integration is...

not a technology project

AI integration is...

a change management project

Brian Piper

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Thank you!