

Beyond the Website:

Preparing your content, your team,
and your strategy for the future of
discoverability

Brian Piper

Founder, AlreFlow Solutions

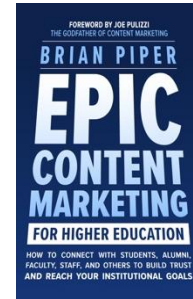
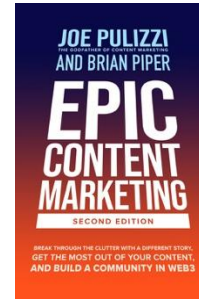
AI Integration and
Content Marketing Consulting

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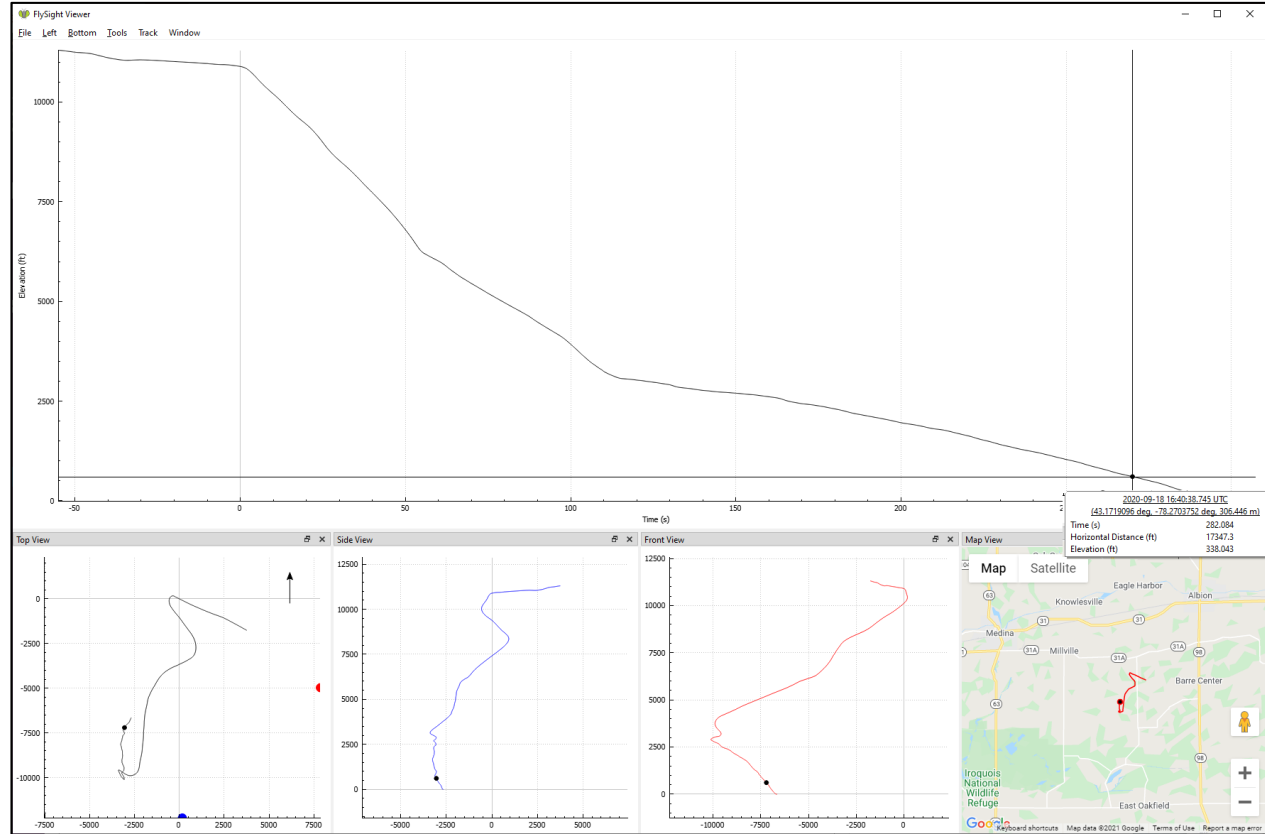
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We Have the Data





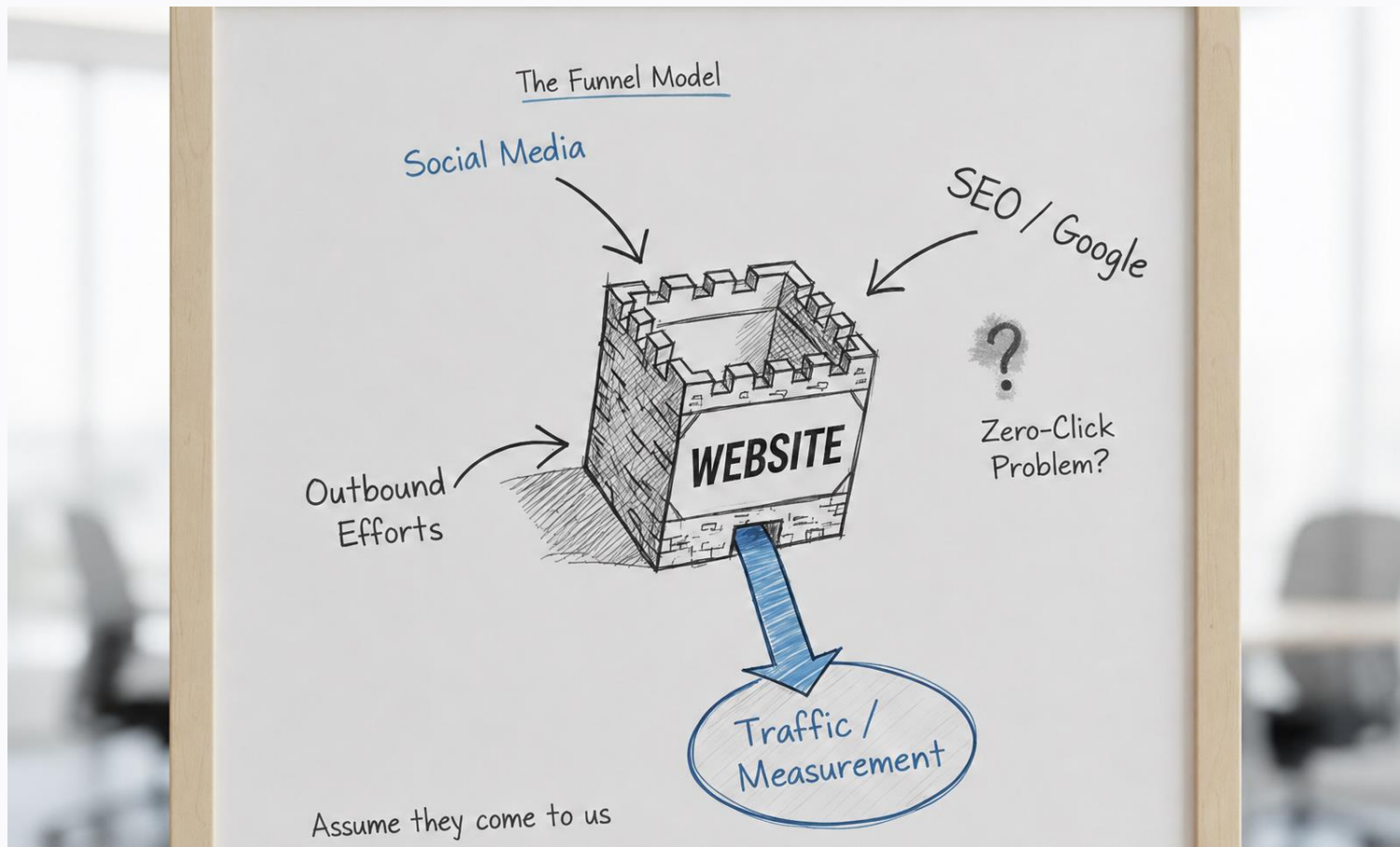


Image by Gemini and ChatGPT

HERE'S YOUR GOAL

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

The destination model is breaking.

- 1 Google's AI Overviews answer queries without sending traffic to your site
- 2 AI tools are becoming the first stop for research, and your audience may never visit your website
- 3 Social algorithms are deprioritizing links and external content

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.

**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

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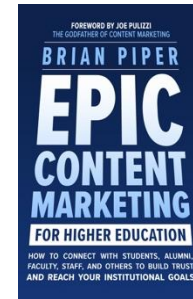
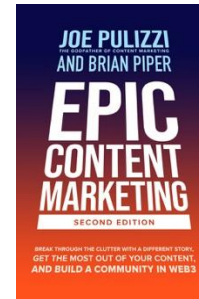
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Thank you!