
THE ACADEMY
HELLENIC AMERICAN UNION
AI FOR ADVANCED MARKETERS
A free crash course for the top 10% of marketers
Speaker
Theo Moulos
Speaker
Effie Bersoux
Monday 30 March
18:30
Duration: 3 hours
Hellenic American
Massalias 22, 10680 Ath

# Agenda

- Intro
- Advanced Competitive Analysis
- Programming for non-programmers
- Content Management System 2.0
- Fact checking
- Agentic processes
- Voice whispering

# Theo Moulos

4x Entrepreneur / Advisor / Growth Hacker / Investor
t.moulos@growthrocks.com

## Entrepreneur

Co-Founder & CEO
Investor & CSO growthhackers.com
Co-Founder aitheacademy.com
Co-Founder GrowthHackingUniversity.com

## Advisor/Speaker

Advisor and board member in numerous companies

Speaker in growthMarketingConference.com
Guest Lecturer in Alba Business School
Guest Lecturer in growthAcademy
Guest Lecturer in growthX Academy (SF)
Guest Lecturer in NYU, Stern School of Business




I have studied Psychology, Accounting, Computer Science, and Management. As a former accountant and CTO, I'm good with numbers and solving technical problems.

With over 20 years of experience, I've led successful and profitable software products.

For the past 15+ years, I've been the Group CEO of GrowthRocks, ranked as the top growth hacking agency worldwide.

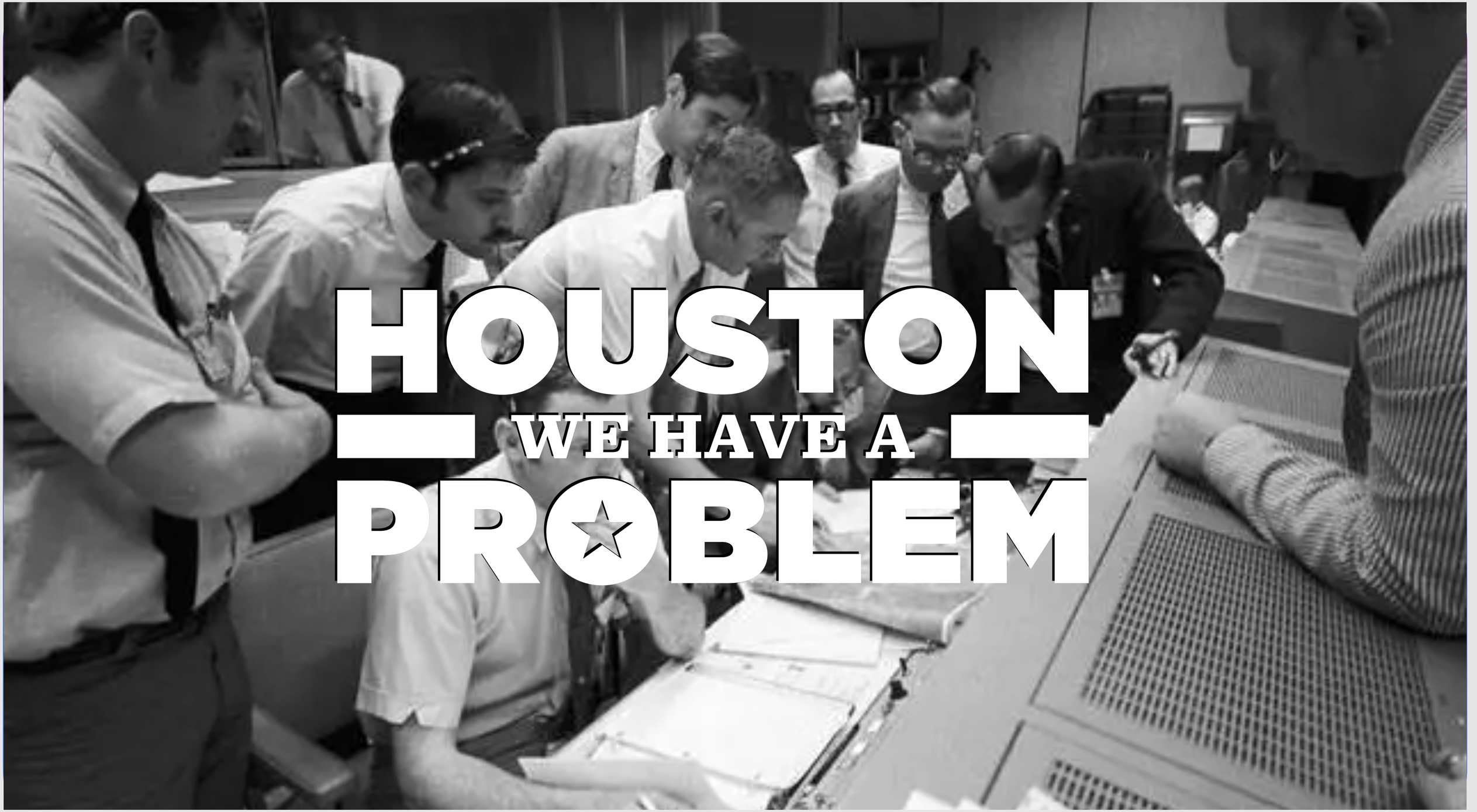
Last month, we invested in growthhackers.com a company with the largest community of digital marketers in the world (~120k members)

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**Disclaimer:**

A crash course full of unknown words... and that's fine


HOUSTON
WE HAVE A
PROBLEM

We trust random results.
We don't know the details of each implementtion
We don't know how to debug
We don't know how to prompt for advanced results
We don't know how to analyse the business aspects
We keep writing code / programs without the playbooks

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# BUILDERS [redacted] VS [redacted] NON BUILDERS

Learn how things work and
Then you are free to
**Buy** them,
**Build** them or
**Disregard** them



📍🇬🇷🇬🇧🌎

# Effie Chatzigiannopoulou - Bersoux

**Growth Marketing Strategist & AI-consultant**

*CEO at GrowthGirls*

*Co-founder at AI The Academy*

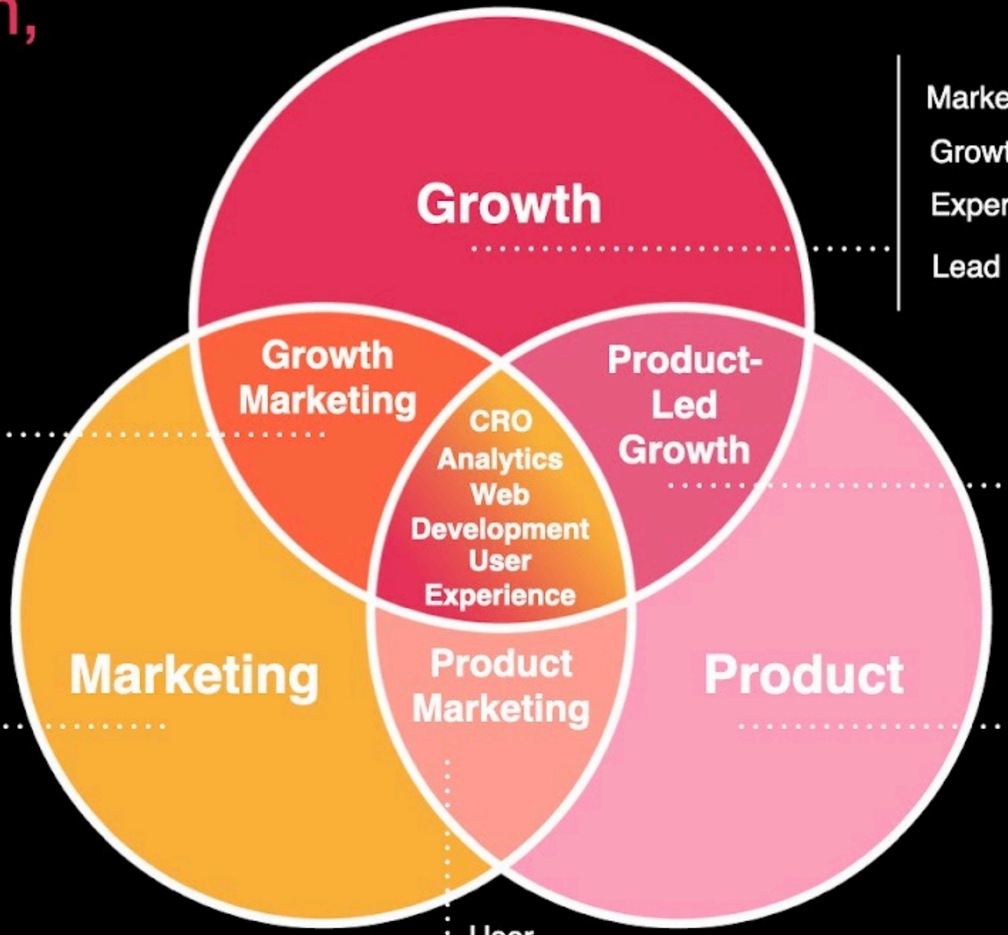


**Effie Bersoux**

Marketing Strategist & AI Consultant | CEO at GrowthGirls ✌️ | 5X Founder | S...

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# We combine Growth, Product & Digital Marketing




- Marketing Automations
- Growth Loops
- Experimentation
- Lead Generation

- User Nurturing
- Content Marketing
- Demand Generation
- User Research
- CRM
- **SEO**

- Referral
- User Retention

- Brand Awareness
- PR & Comms
- Influencers
- Social Media
- Brand building

- QA
- Product Development
- Product Design
- Product Strategy
- Data Science

- User engagement
- Positioning

GrowthGirls

*Thank you Daphne Tideman for the inspiration behind the creation of this graph.*

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NEW COURSE

# Lead with AI

A 5-week hands-on program to turn ideas into real businesses with AI

Powered by: GrowthGirls



with Effie Bersoux

Growth Strategist & AI consultant

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# Navigate Tomorrow's AI Knowledge Today

Embark on a journey of AI Mastery with trailblazing courses and exclusive monthly breakthroughs.

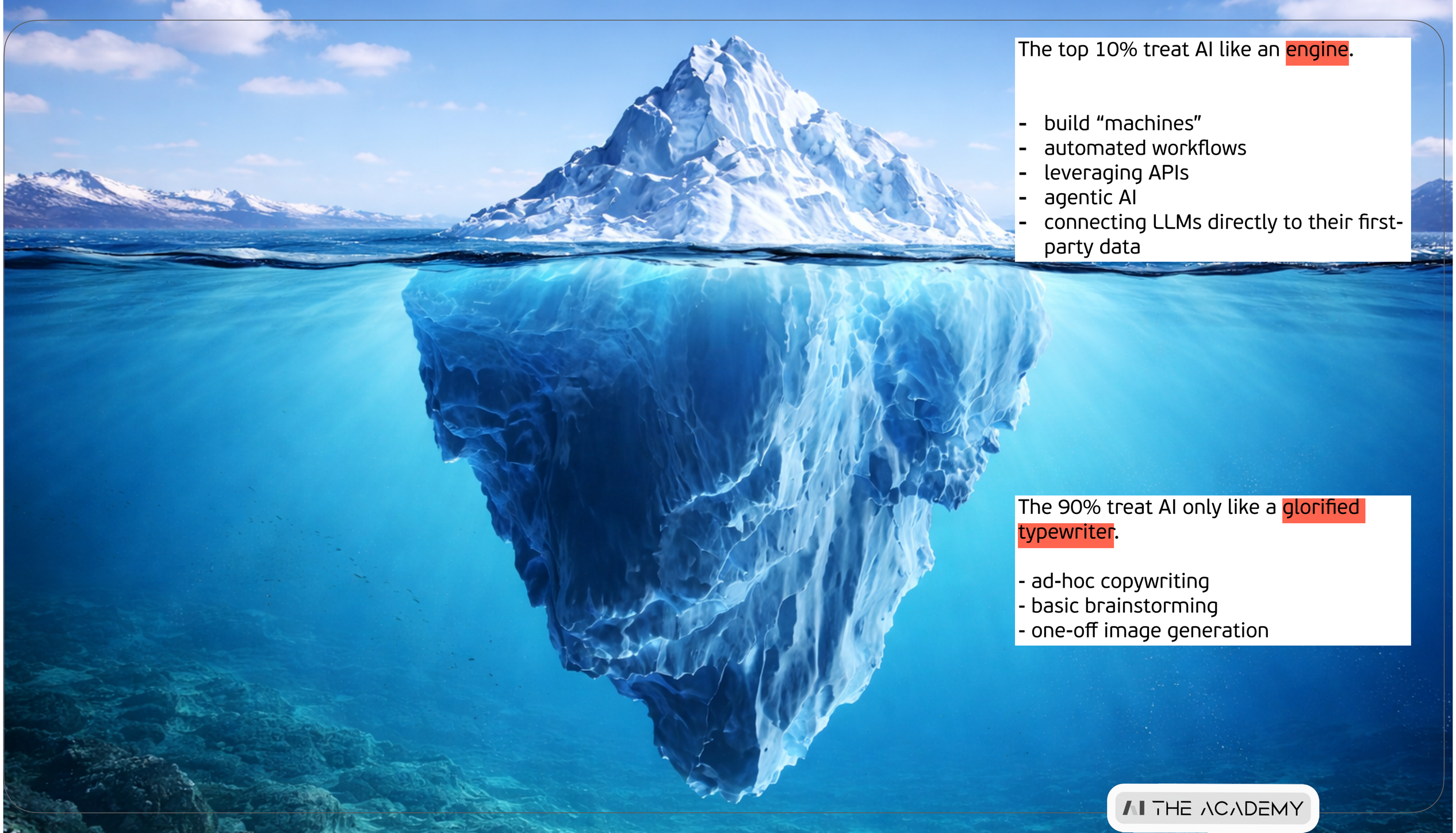
Email Address

Join over **2,000+** professionals mastering AI

ManpowerGroup Ogilvy McCANN WORLDGROUP DDB AstraZeneca

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Who is this “top 10% of marketers”?



The top 10% treat AI like an engine.

- build “machines”
- automated workflows
- leveraging APIs
- agentic AI
- connecting LLMs directly to their first-party data

The 90% treat AI only like a glorified typewriter.

- ad-hoc copywriting
- basic brainstorming
- one-off image generation

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Why is this important?

# ROI

McKinsey says that out of the organizations that use AI regularly **only 6% qualify as "AI High Performers" (**attribute significant bottom-line impact to AI.)

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# The Competitive Landscape

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# The Competitive Landscape

A competitive landscape analysis is a strategic process of identifying, researching and evaluating industry rivals to understand their strengths, weaknesses, products, and marketing strategies.

**New Brand/ Company**

- What do I offer?
- Where do I market?

**Established Company**

- How to expand?
- What to do next?

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# Competitive Analysis Framework

Understanding
**the Competitor**

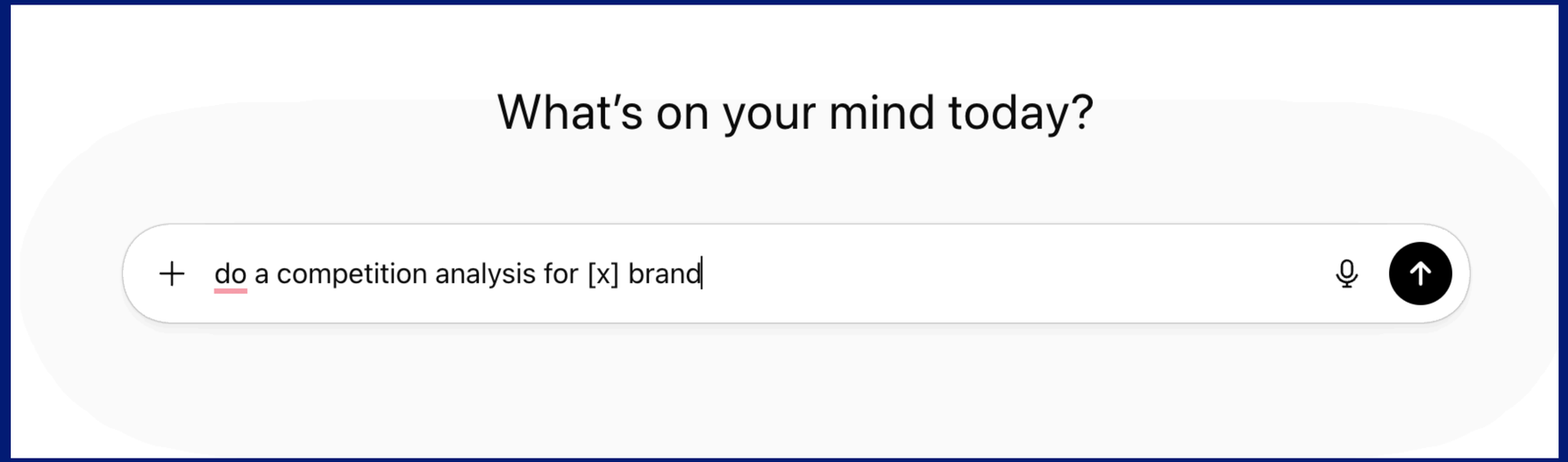
- What drives the competitor?
- What are they capable of doing?




Adapted from Michael E. Porter, *Competitive Strategy framework*

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LEFT
EXIT 12
Competitor analysis
ChatGPT
Average marketer

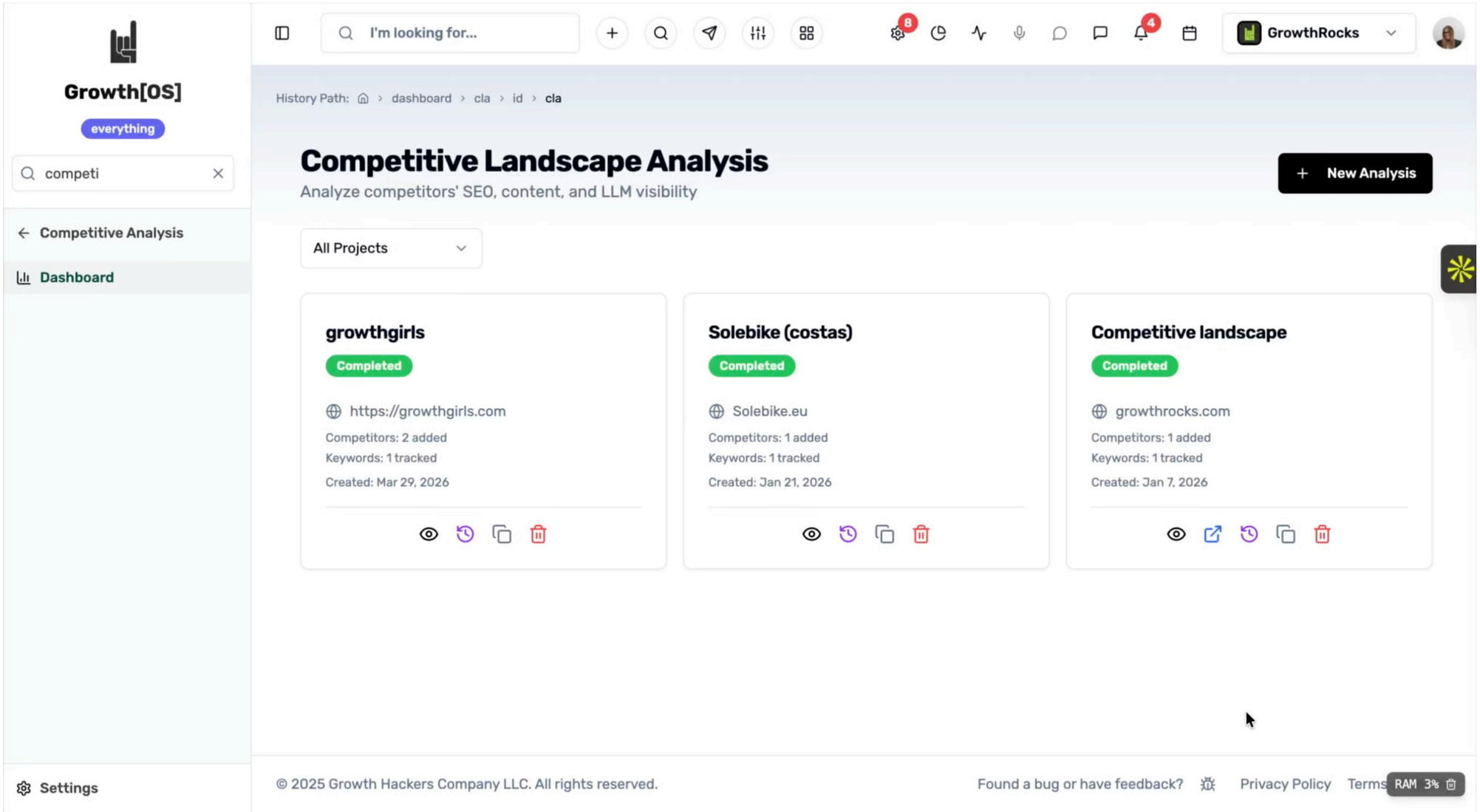



- Very convincing
- Little trustworthiness

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LET ME
COOK


COMPETITIVE LANDSCAPE
PLAYBOOK
PROMPTS
TOOLS
PROCESS
AI THE ACADEMY




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# What is behind this process?

1 Executive Summary **Executive Summary**

2 Market Positioning **Market Positioning Analysis**

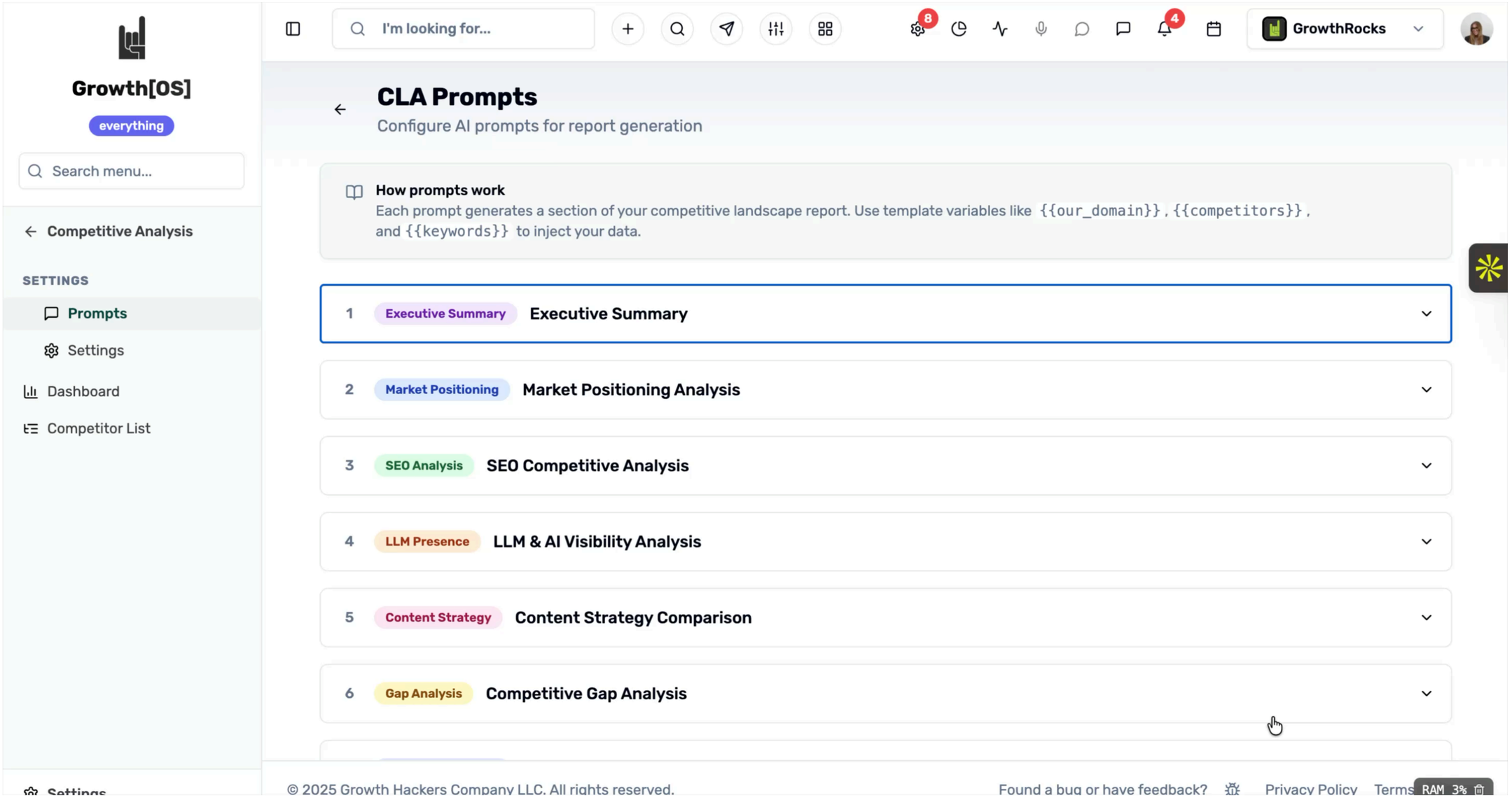
3 SEO Analysis **SEO Competitive Analysis**

4 LLM Presence **LLM & AI Visibility Analysis**

5 Content Strategy **Content Strategy Comparison**

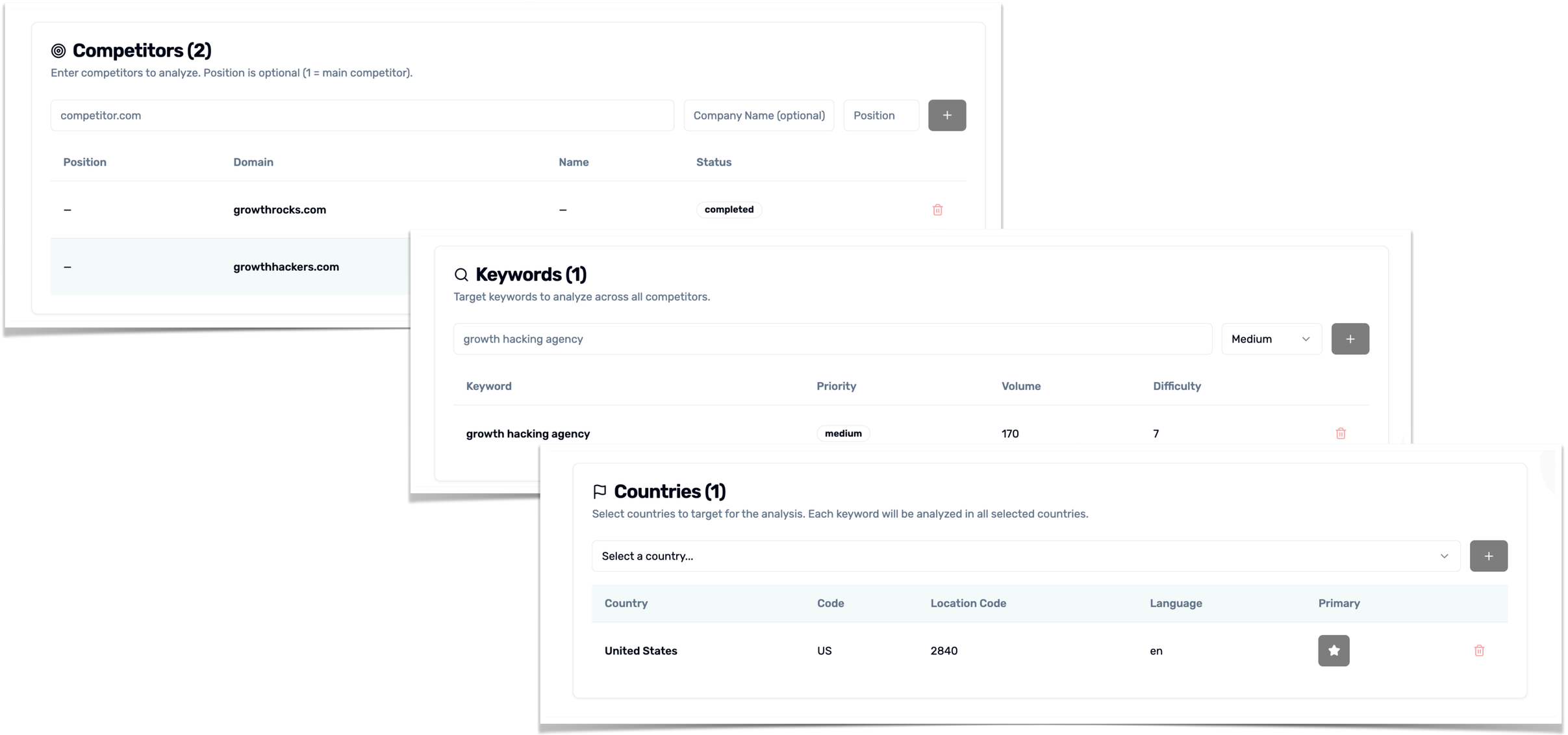
6 Gap Analysis **Competitive Gap Analysis**

7 Recommendations **Strategic Recommendations**




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# Inputs




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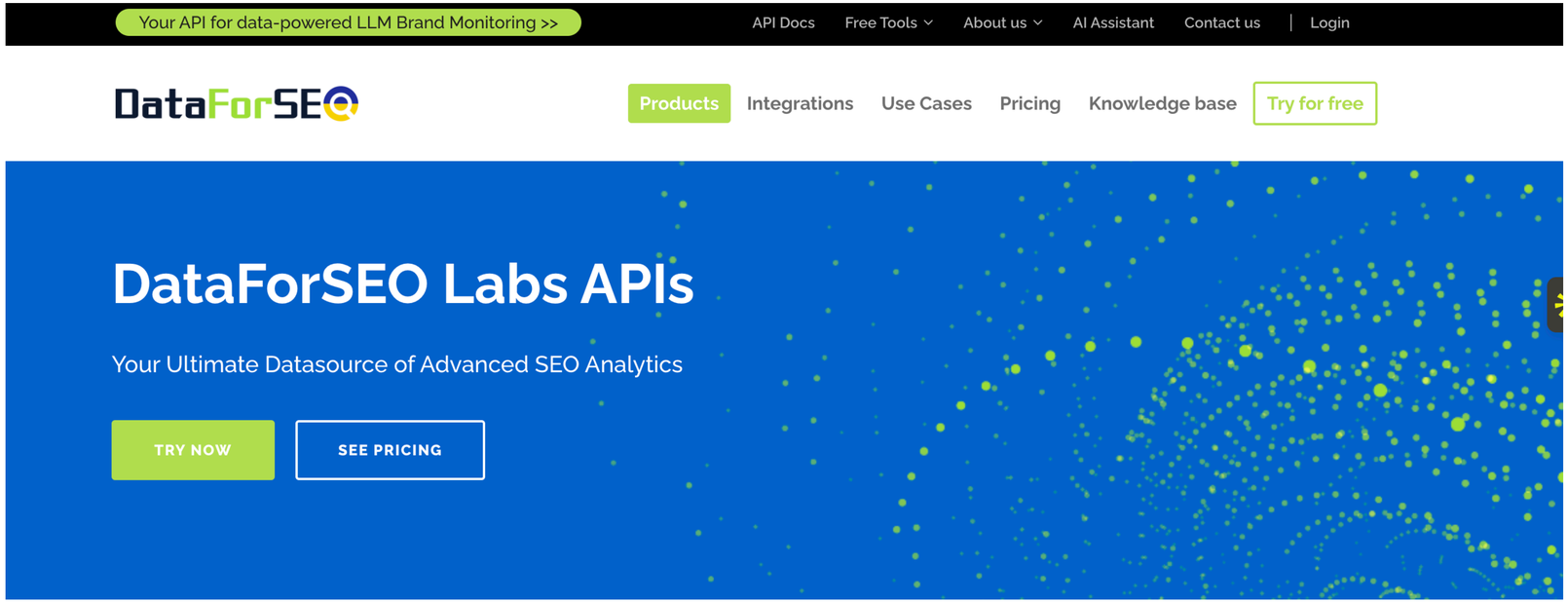



**Step 1: SEO Analysis**

1 results

Analyzing competitor websites for

- organic rankings
- domain authority
- technical SEO metrics.




SERPs Google
592341318
Updated last 30d: 314,949,228

## All the data you need, under one roof

DataForSEO Labs API encompasses the power of industry-leading infrastructure and sophisticated data-mining algorithms into a comprehensive, integration-ready source of SEO data.

From billions of keyword ideas and SERPs enriched with relevant data to well-

`POST https://api.dataforseo.com/v3/domain_analytics/technologies/domain_technologies/live` — one request per competitor (`domain` in body).

Step 2: Content Crawling=

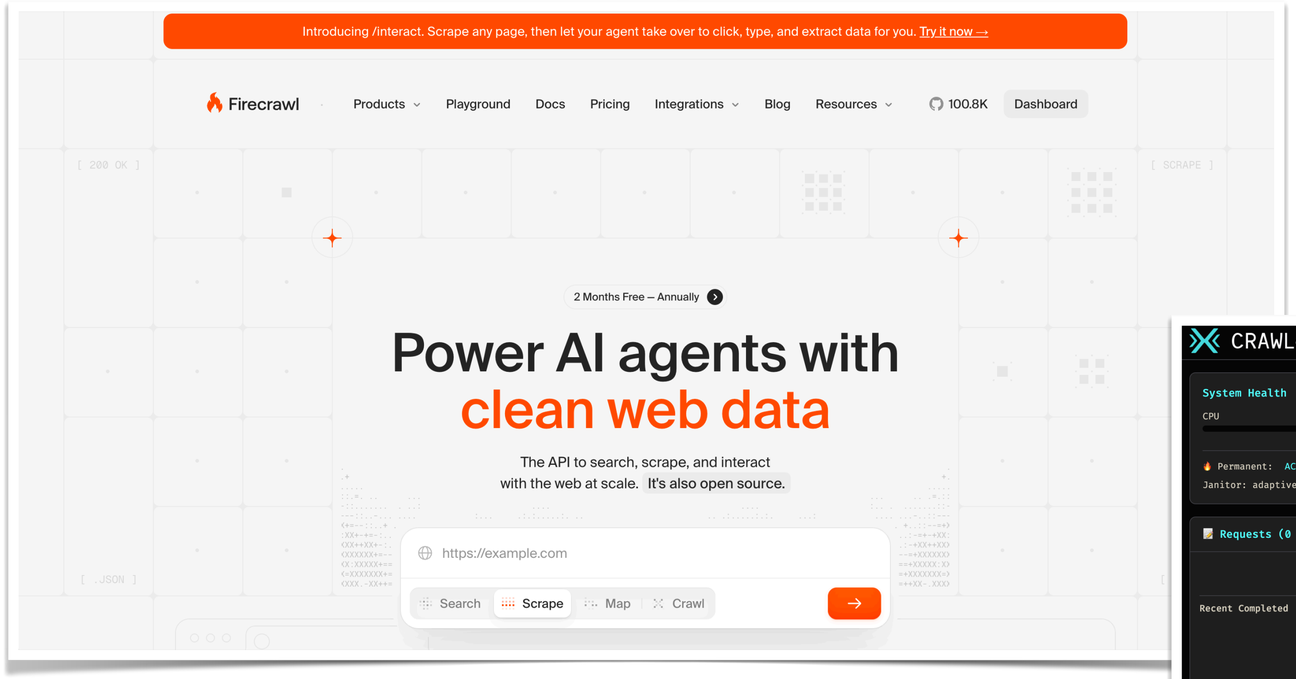
What it does: For each competitor, invokes **`firecrawl-crawl`** with `url: https://{domain}`, **`maxPages: 10`**, **`depth: 2`**.

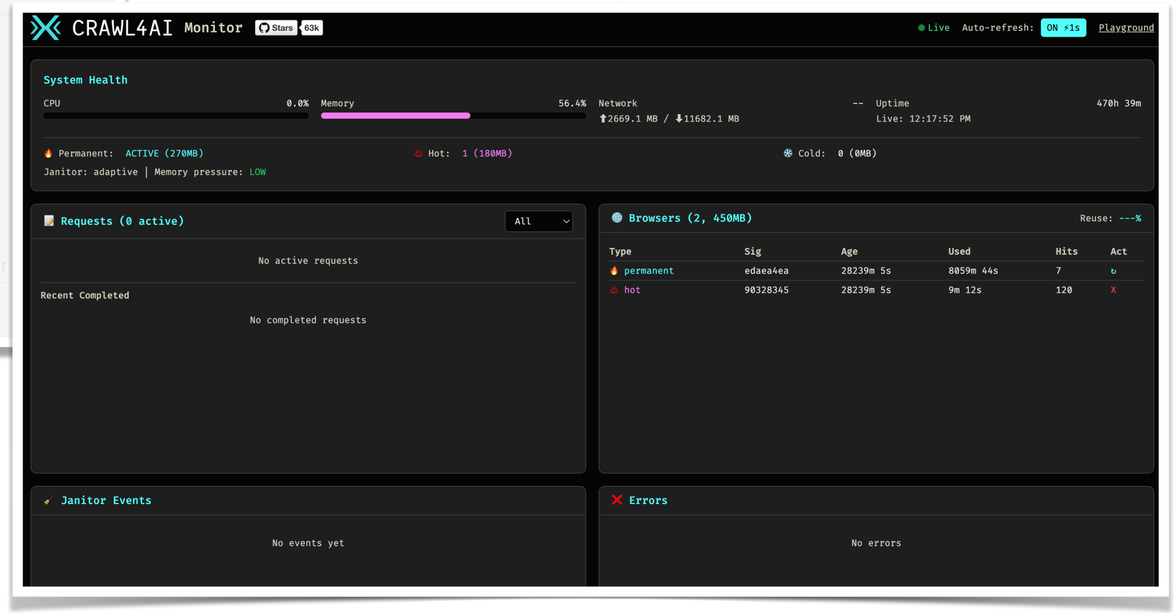
Purpose: Crawl competitor sites to capture page content for messaging/ positioning analysis downstream.




**Step 2: Content Crawling**

Extracting and analyzing content from competitor pages to understand their messaging and positioning.




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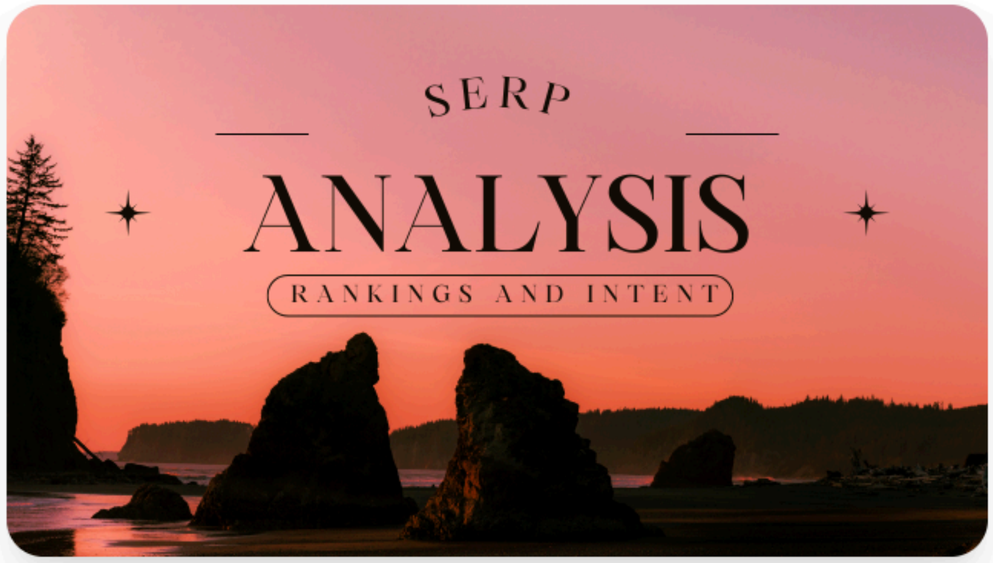



`POST https://api.dataforseo.com/v3/keywords_data/google_ads/search_volume/live` — one request per batch of up to 5 keywords per country group (batches of 5 with a delay between batches).

Gathering search volume, difficulty scores, and related keywords from your target market.

Step 4: SERP Analysis (who outranks us)

`POST https://api.dataforseo.com/v3/serp/google/organic/live/advanced` — one request per keyword (`keyword`, `location_name`, etc.).




**Step 4: SERP Analysis**

Analyzing search engine results pages to identify top-ranking content and SERP features.

Step 5: AI Overview



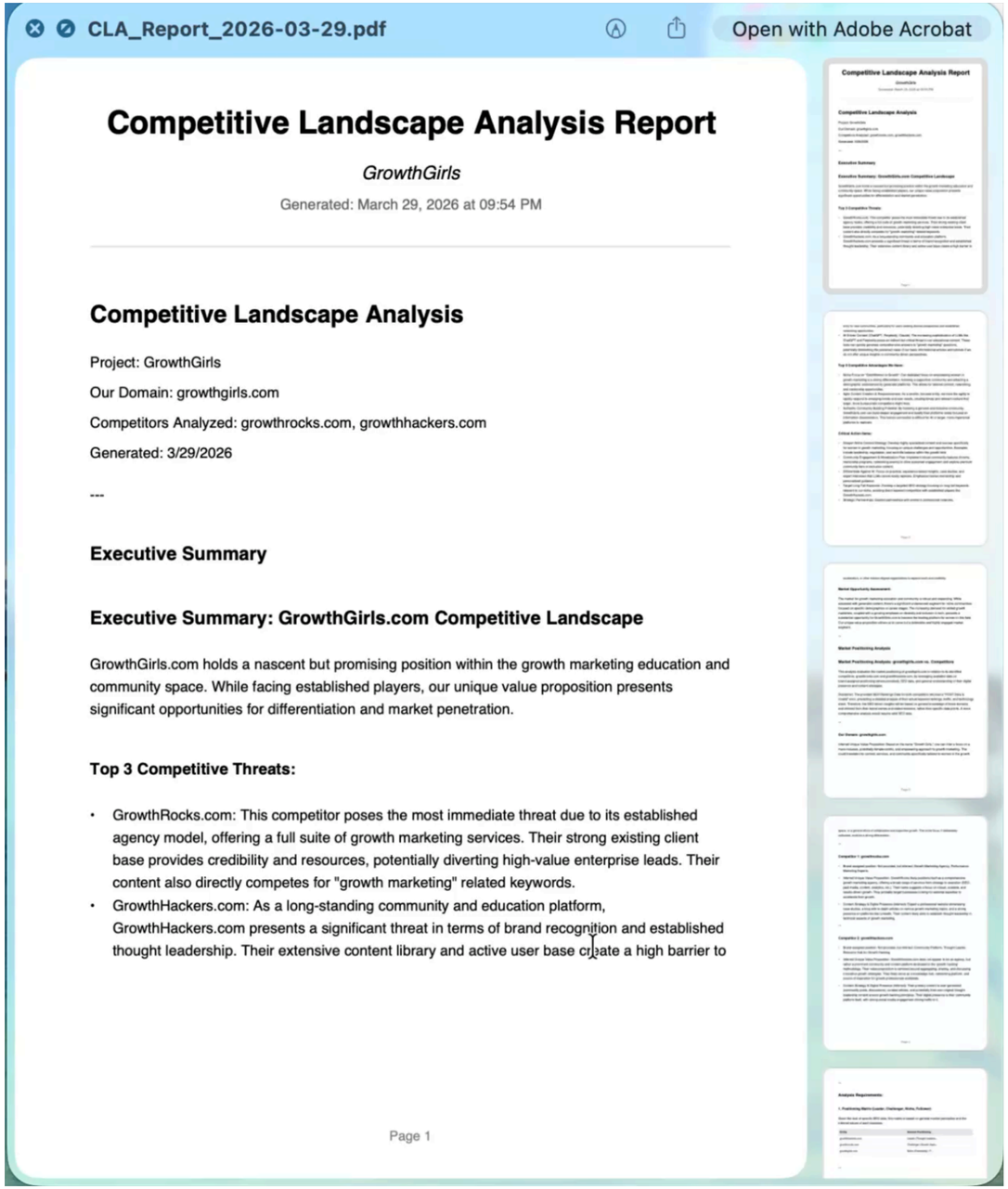

**Step 5: AI Overview**

Same endpoint: POST `https://api.dataforseo.com/v3/serp/google/organic/live/advanced`, with **`load_async_ai_overview: true`** — one request per keyword.

Capturing AI-generated answers and featured snippets that appear for your keywords.




Using AI to synthesize findings and generate strategic insights from collected data.


CLA_Report_2026-03-29.pdf
Open with Adobe Acrobat
Competitive Landscape Analysis Report
GrowthGirls
Generated: March 29, 2026 at 09:54 PM
Competitive Landscape Analysis
Project: GrowthGirls
Our Domain: growthgirls.com
Competitors Analyzed: growthrocks.com, growthhackers.com
Generated: 3/29/2026
---
Executive Summary
Executive Summary: GrowthGirls.com Competitive Landscape
GrowthGirls.com holds a nascent but promising position within the growth marketing education and community space. While facing established players, our unique value proposition presents significant opportunities for differentiation and market penetration.
Top 3 Competitive Threats:
GrowthRocks.com: This competitor poses the most immediate threat due to its established agency model, offering a full suite of growth marketing services. Their strong existing client base provides credibility and resources, potentially diverting high-value enterprise leads. Their content also directly competes for "growth marketing" related keywords.
GrowthHackers.com: As a long-standing community and education platform, GrowthHackers.com presents a significant threat in terms of brand recognition and established thought leadership. Their extensive content library and active user base create a high barrier to
Page 1



# Competitive Landscape Analysis

**GrowthGirls.com** — A strategic assessment of our position against growthrocks.com and growthhackers.com, with actionable recommendations to capture our niche and accelerate growth.

GENERATED MARCH 29, 2026

Executive Summary

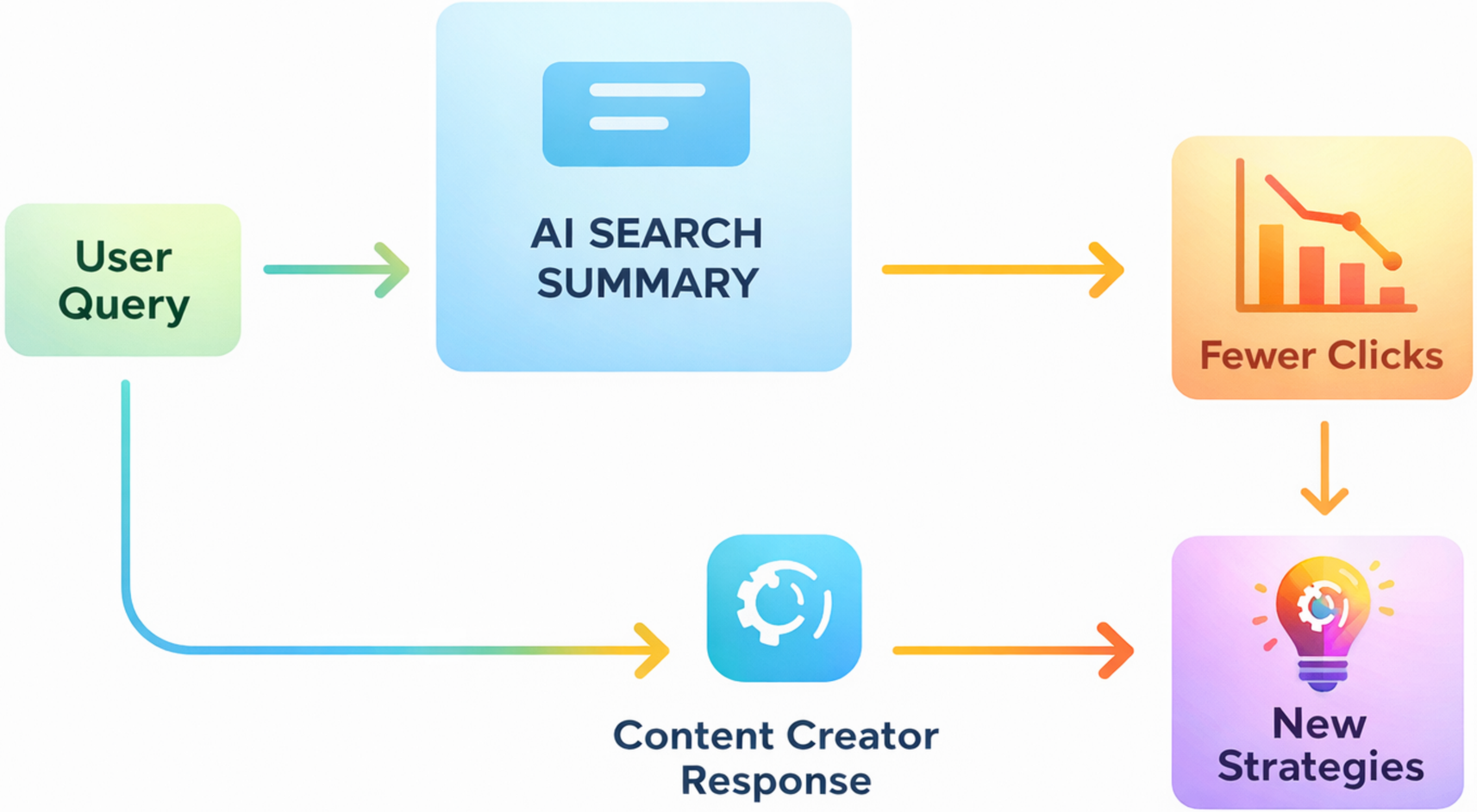
## Where We Stand — and Where We're Going

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# Agenda

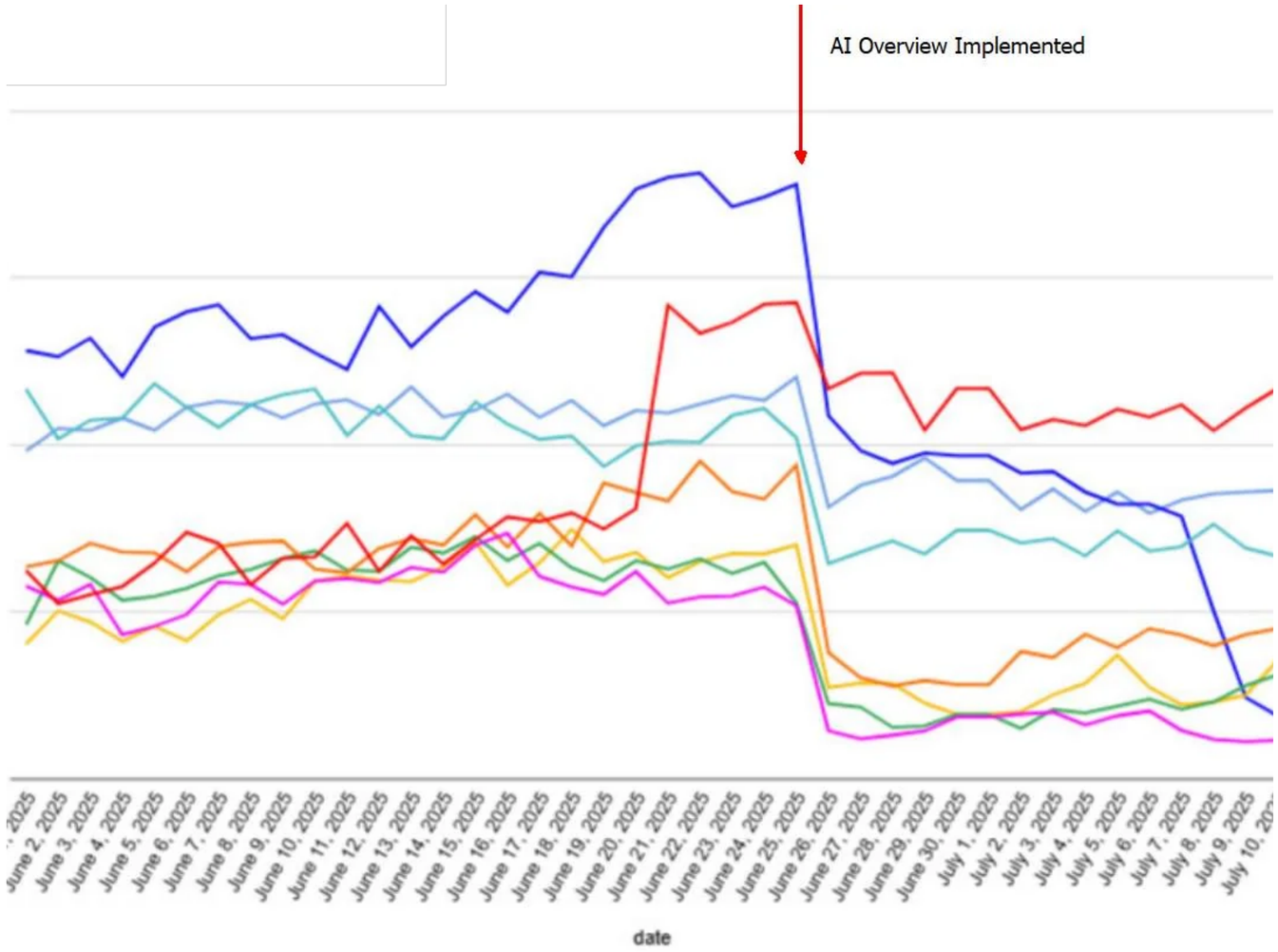
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# HOW AI SUMMARIES IMPACT WEB TRAFFIC




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# The challenge




↓↓↓↓↓↓↓↓↓↓ We lost 50% of the traffic on our websites

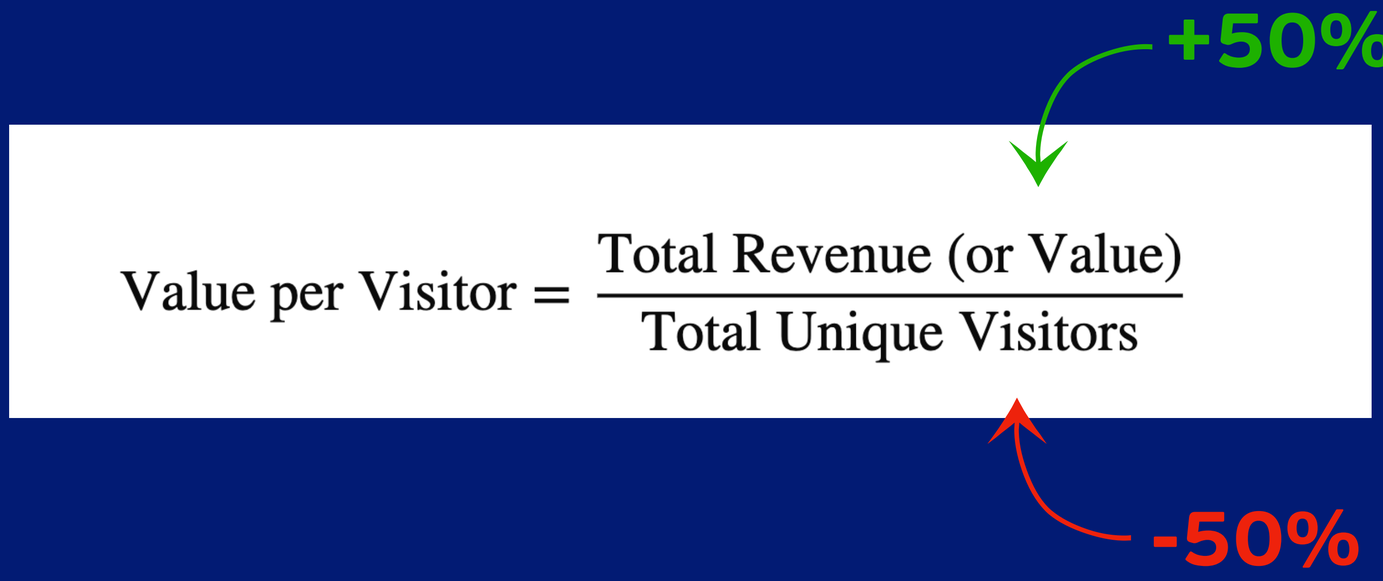
↑ We got back from ChatGPT around 5%

You have only ONE goal

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Make EVERY click count!
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# KPI:
# Value per Visitor (VPV)




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In this context
VALUE=
weighted sum of high-intent actions per user



# A good action plan starts with the right questions

## 01.

**What does the audience actually care about?**

Go beyond assumptions. Identify what captures attention, drives curiosity, and creates intent.

## 02.

**How do we build something they want to engage with?**

Design experiences that are simple, valuable, and inherently shareable.

## 03.

**Where do we place it for maximum impact?**

Distribute strategically across the channels and moments that amplify visibility and engagement.

# 1

# What does the audience like?

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Mindvalley is a popular online education platform focused on personal growth, mindfulness, and self-improvement, aimed at helping individuals enhance their mind, body, and soul. It offers courses called "Quests" across areas like wellness, career, and relationships, taught by experts using video lessons and community-based learning. Mindvalley +4



# People like value



# People LOVE free value



People get ECSTATIC about

interesting + gamified + free

value

# What we build

## For the user:

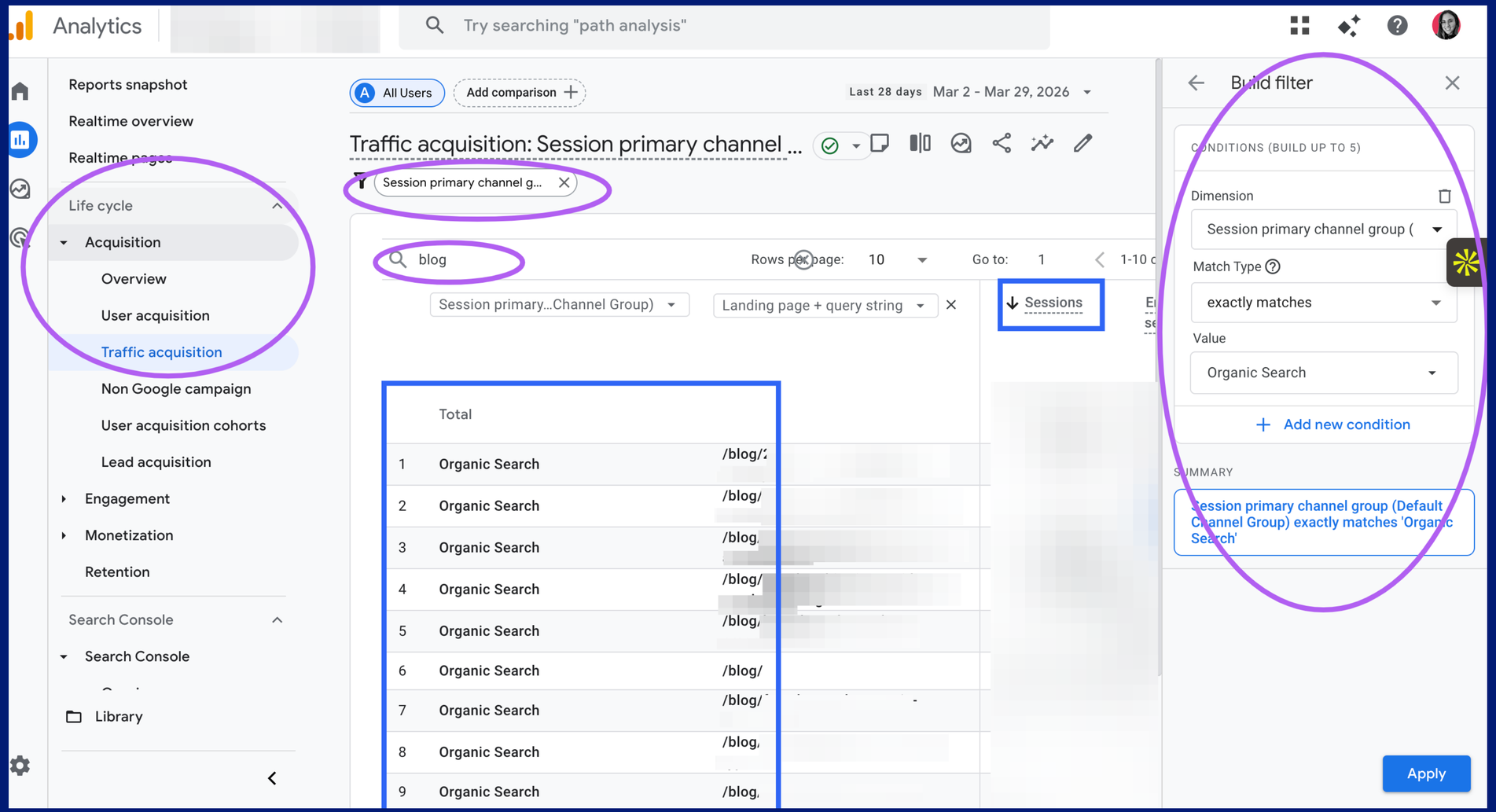
- Interesting
- Gamified
- Free

## For the business:

- Email capture
- Build intent to buy
- Increase content consumption



# Content= Low-hanging fruit.
# Start from what is already working well (Most visited blog posts)




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# Content

Provides more education

↓

Upselling opportunities

Personal Development Content

↓

Personalised info

Shareable results

↓

Content for community

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# 2

# How do we build it?

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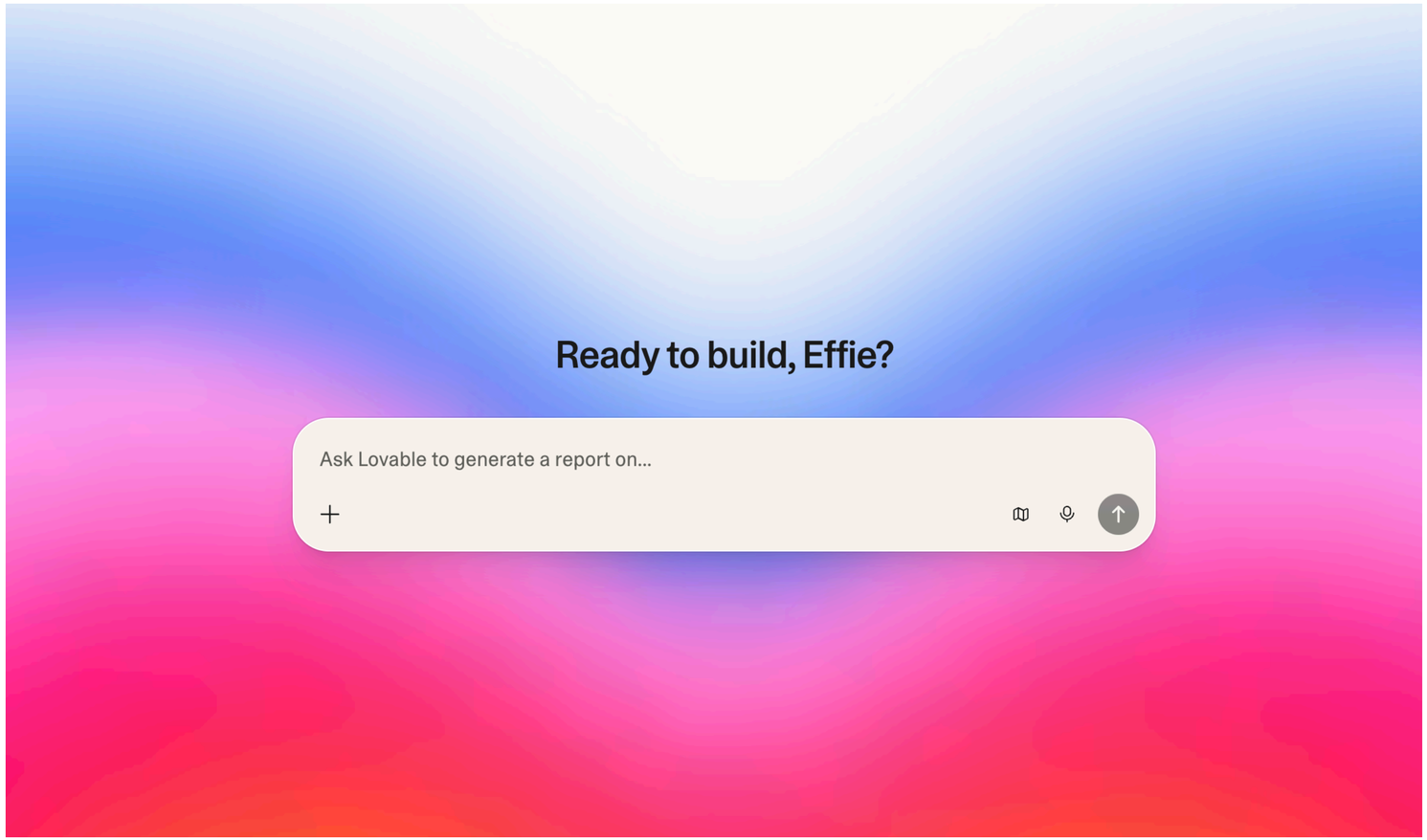
# VIBE CODING

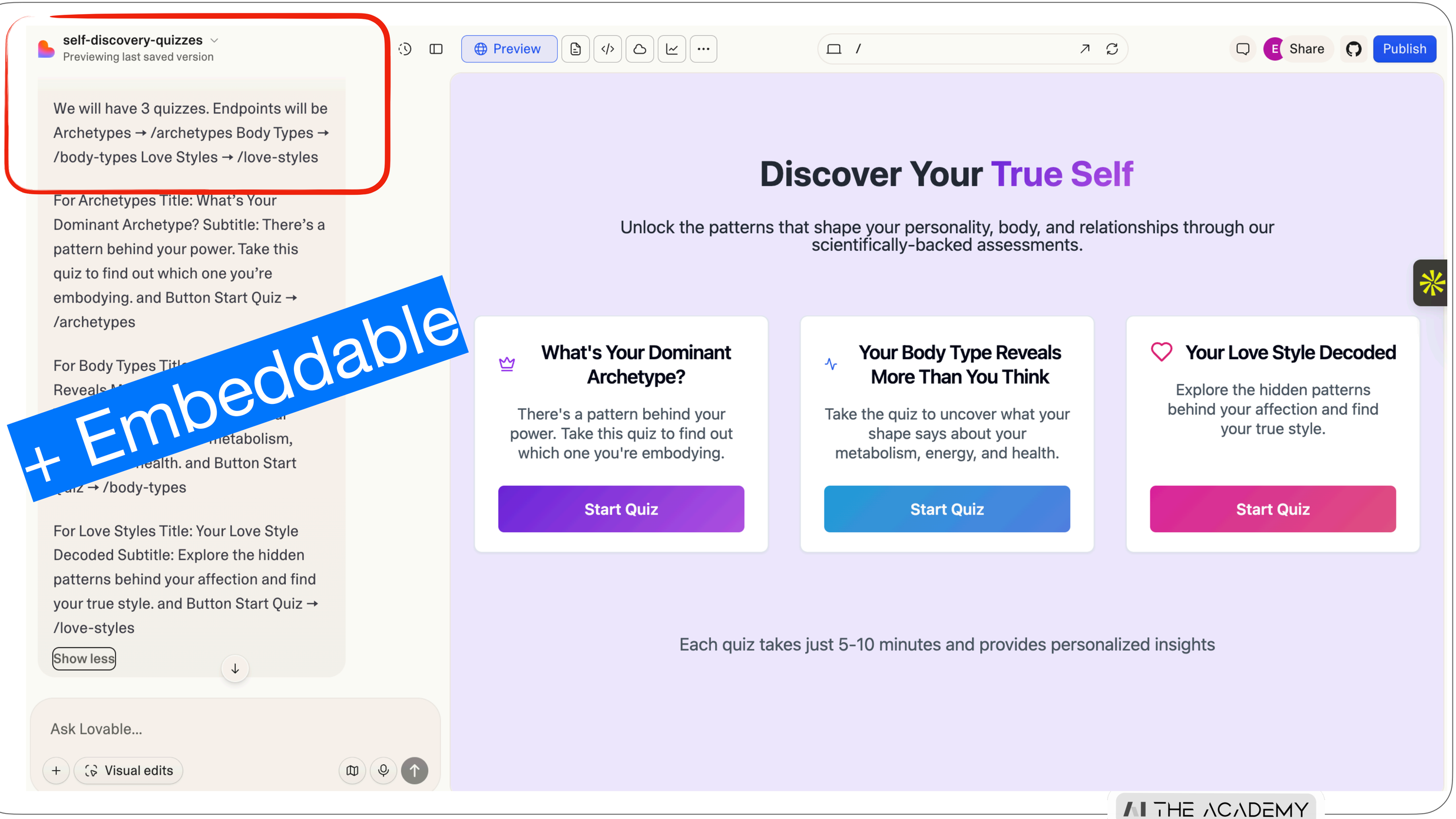
Vibe coding is an AI-driven development approach where users create software by describing their intent in natural language to AI tools rather than writing code line-by-line.

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# Started with existing, low-investment solution until hypothesis proven

Lovable




self-discovery-quizzes
Previewing last saved version
Preview
/
Share
Publish
We will have 3 quizzes. Endpoints will be Archetypes → /archetypes Body Types → /body-types Love Styles → /love-styles
For Archetypes Title: What's Your Dominant Archetype? Subtitle: There's a pattern behind your power. Take this quiz to find out which one you're embodying. and Button Start Quiz → /archetypes
For Body Types Titl
Reveals M
metabolism,
ealth. and Button Start
uiz → /body-types
For Love Styles Title: Your Love Style Decoded Subtitle: Explore the hidden patterns behind your affection and find your true style. and Button Start Quiz → /love-styles
Show less
Ask Lovable...
Visual edits
+ Embeddable
Discover Your True Self
Unlock the patterns that shape your personality, body, and relationships through our scientifically-backed assessments.
What's Your Dominant Archetype?
There's a pattern behind your power. Take this quiz to find out which one you're embodying.
Start Quiz
Your Body Type Reveals More Than You Think
Take the quiz to uncover what your shape says about your metabolism, energy, and health.
Start Quiz
Your Love Style Decoded
Explore the hidden patterns behind your affection and find your true style.
Start Quiz
Each quiz takes just 5-10 minutes and provides personalized insights

THE ACADEMY

# Discover Your True Self

Unlock the patterns that shape your personality, body, and relationships through our scientifically-backed assessments.

### What's Your Dominant Archetype?

There's a pattern behind your power. Take this quiz to find out which one you're embodying.

Start Quiz

### Your Body Type Reveals More Than You Think

Take the quiz to uncover what your shape says about your metabolism, energy, and health.

Start Quiz

### Your Love Style Decoded

Explore the hidden patterns behind your affection and find your true style.

Start Quiz

Each quiz takes just 5-10 minutes and provides personalized insights

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# https://blog.mindvalley.com/types-of-intelligence/






as Jim points out, "*is not fixed like your shoe size*." It's something you can actually improve on.

Share

142

## Test your intelligence type with this free quiz

### Discover Your Dominant Intelligence

Take a fun, science-inspired quiz based on Howard Gardner's theory of Multiple Intelligences.

Answer 18 quick questions to find out which type of intelligence is your natural strength and get a personalized guide to unlock more of it.

**Here's what to expect:**

- 18 multiple-choice questions
- Takes about 5 minutes
- No right or wrong answers–just what feels most "you"

Start Quiz

Jump to section

What are the different types of intelligence?
The 9 types of intelligence explained
How to test your intelligence type (+free quiz)
Enhance your intelligence type with additional resources
Unleash your limitless
Watch a free webinar

What's your Life Mastery Score?

Take this 30-second quiz and get a tailored-for-you roadmap of self-mastery.

Name

Your email

Your data is safe with us. Unsubscribe anytime.

Start quiz

Mindvalley

## Love Style Quiz

Restart

Question 2 of 12 17%

### How do you usually celebrate your partner's birthday?

- A friendly challenge with creative or funny gifts
- Bake their favorite cake and host a cozy dinner
- Surprise them with roses and a love letter
- Dedicate a song or create a custom playlist
- Plan a surprise trip or thrilling experience

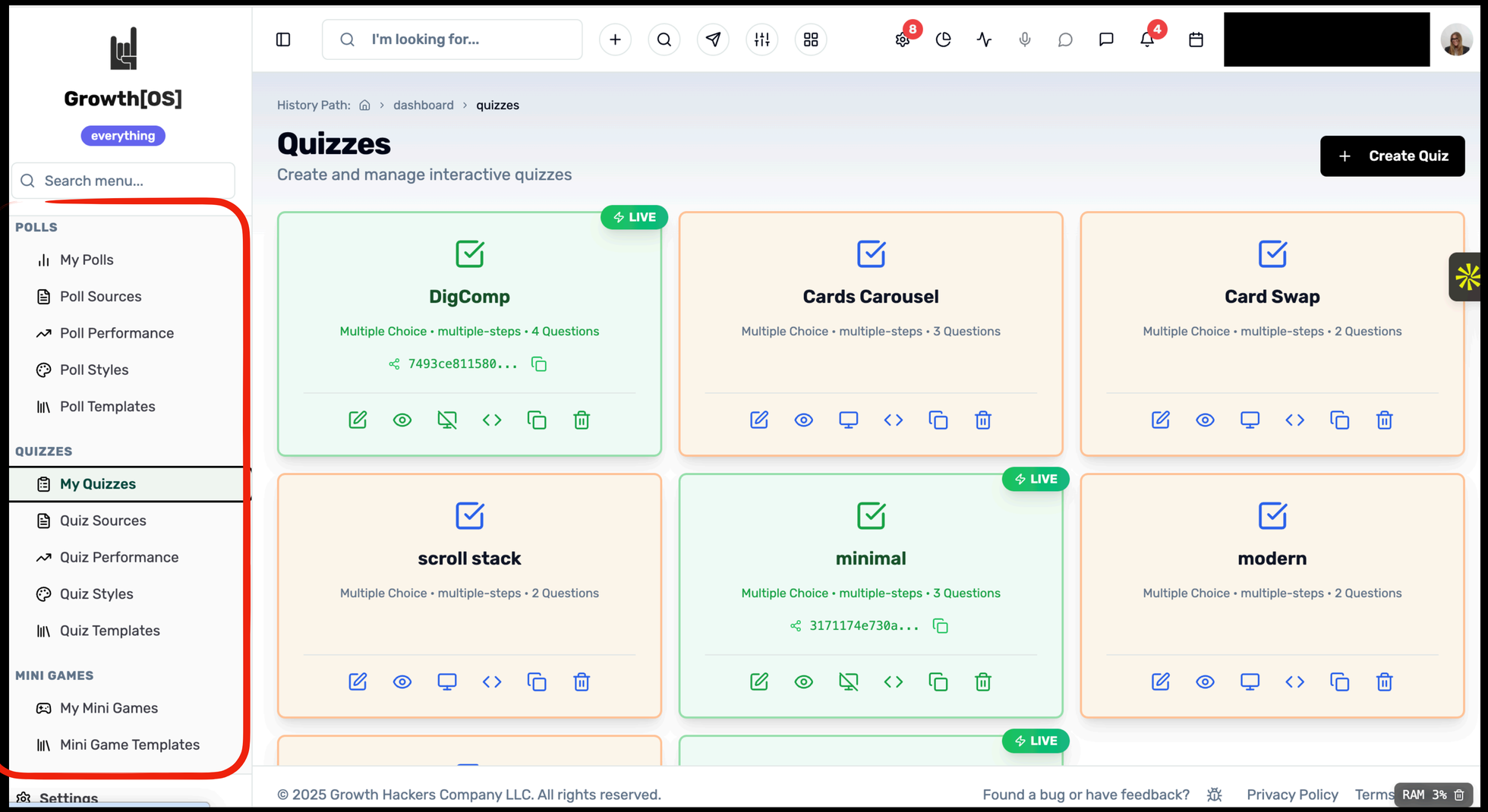
Previous

Next (10 questions left)

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Hypothesis was successful.

We built a tool for easy creation.



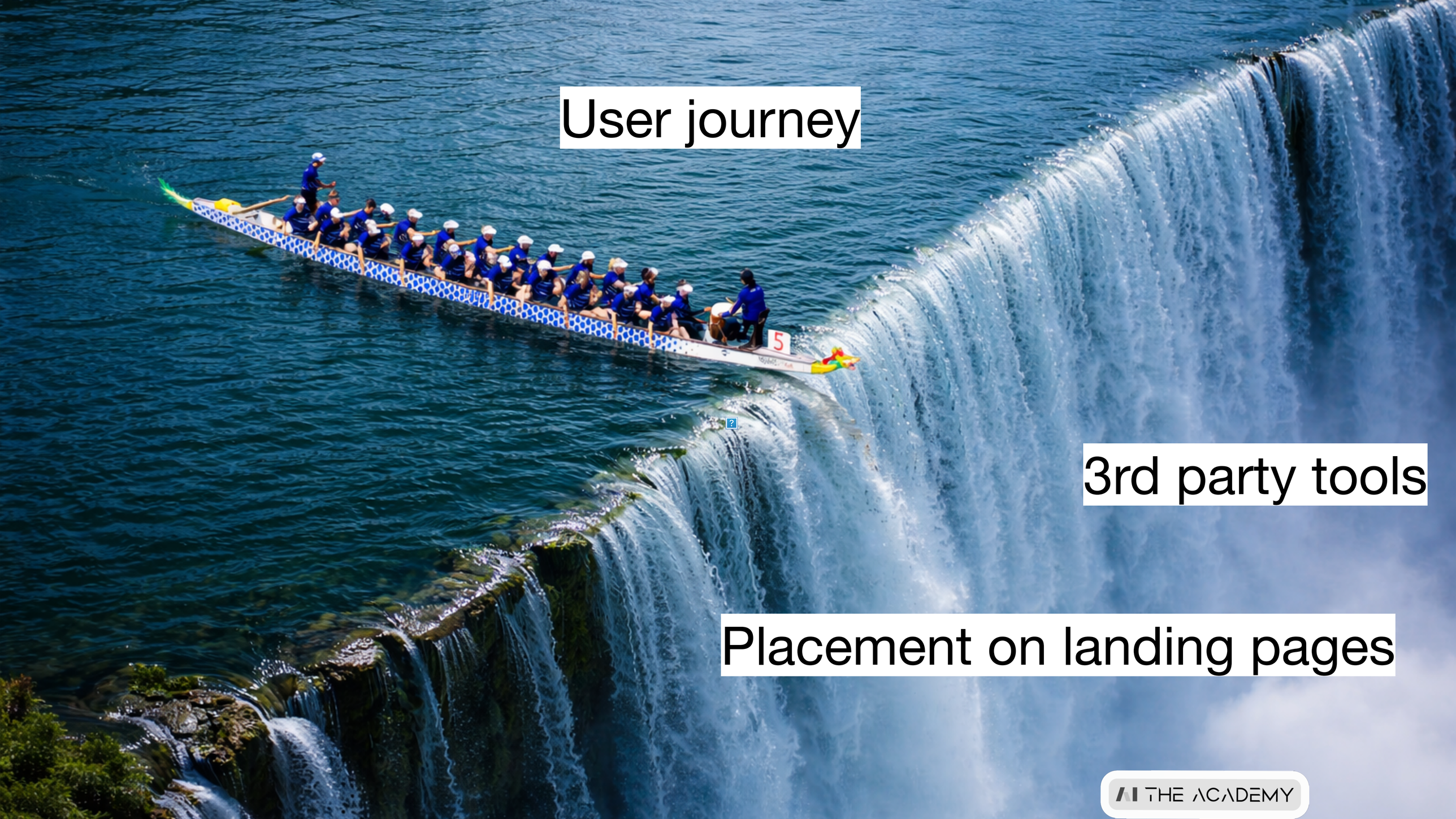

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# 3

# Where do we place it?

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# Where NOT to place them


User journey
3rd party tools
Placement on landing pages
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Highest traffic pages

+

Contextually relevant

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# Data Tracking for Behavioral Metrics

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# Behavioral metrics that actually drive growth

| Engagement | Intent | Conversion | Retention | Value |
|---|---|---|---|---|
| Are users paying attention? | Are they leaning in? | Are they taking action? | Do they come back? | How valuable is each visitor? |
| • Time on page | • Email captures | • Conversion rate | • **Returning users %** | • Value per visitor |
| • Pages per session | • Add to cart / wishlist | • Micro-conversions | • **Visit frequency** | • High-intent sessions % |
| • Scroll depth | • Account creation | • Cost per acquisition | • **Retention rate** | • Engaged sessions |
| • Content interactions | • Return visits | • Funnel drop-offs | • **Churn rate** | |
| Signal: interest | *Signal: consideration* | *Signal: decision* | *Signal: loyalty* | *Signal: business impact* |




*Don't track traffic. Engineer behavior.*

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<< Back to all free resources



## Love Styles Quiz

Relationships • Quiz

Answer 12 quick questions to find out your dominant love style and get personalized insights for deeper connections.

Unlock your free access




## Body Types Quiz

Body • Quiz

Take the quiz to uncover your somatotype and what it says about your metabolism, energy, and health.

Unlock your free access



## Male & Female Archetype Quiz

Soul • Quiz

Discover your dominant female or male archetype. Find out the pattern behind your power and learn how to embody it.

Unlock your free access



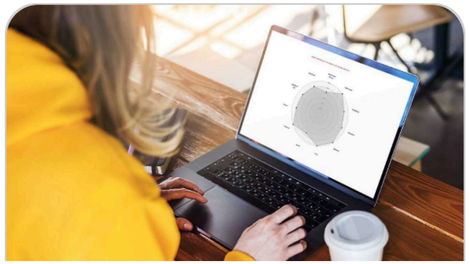
## Intelligence Types Quiz

Mind • Quiz

Discover your dominant intelligence type in 18 quick questions—and get a personalized guide to amplify your unique strengths.

Unlock your free access



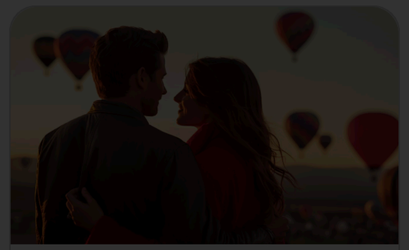
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Mindvalley Blog

Mind Body Soul Relationships Career For Coaches

Free Resources Subscribe

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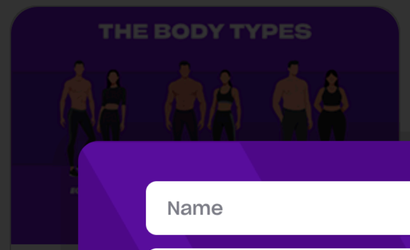


Love Styles Quiz

Relationships • Quiz

Answer 12 quick questions to find out your dominant love style and get personalized insights for deeper connections.

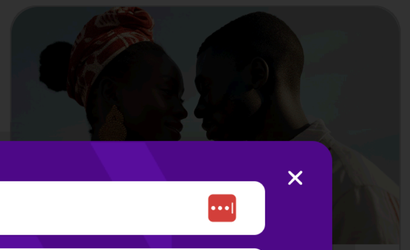
Unlock your free access




Body

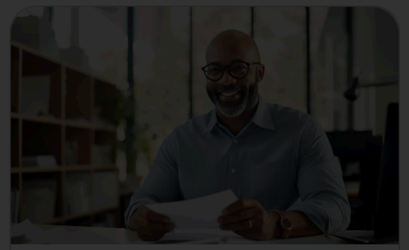
Body •

Take t
somat
metab



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dy it.



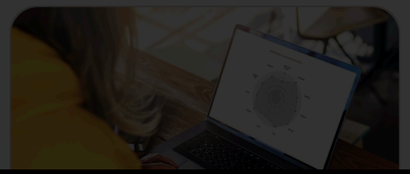
Intelligence Types Quiz

Mind • Quiz

Discover your dominant intelligence type in 18 quick questions—and get a personalized guide to amplify your unique strengths.

Unlock your free access



Name

Your Email

Disclaimer: For webinars, you may be redirected to a separate page to complete your registration.

*By adding your email you agree to receiving daily insights & promotions.

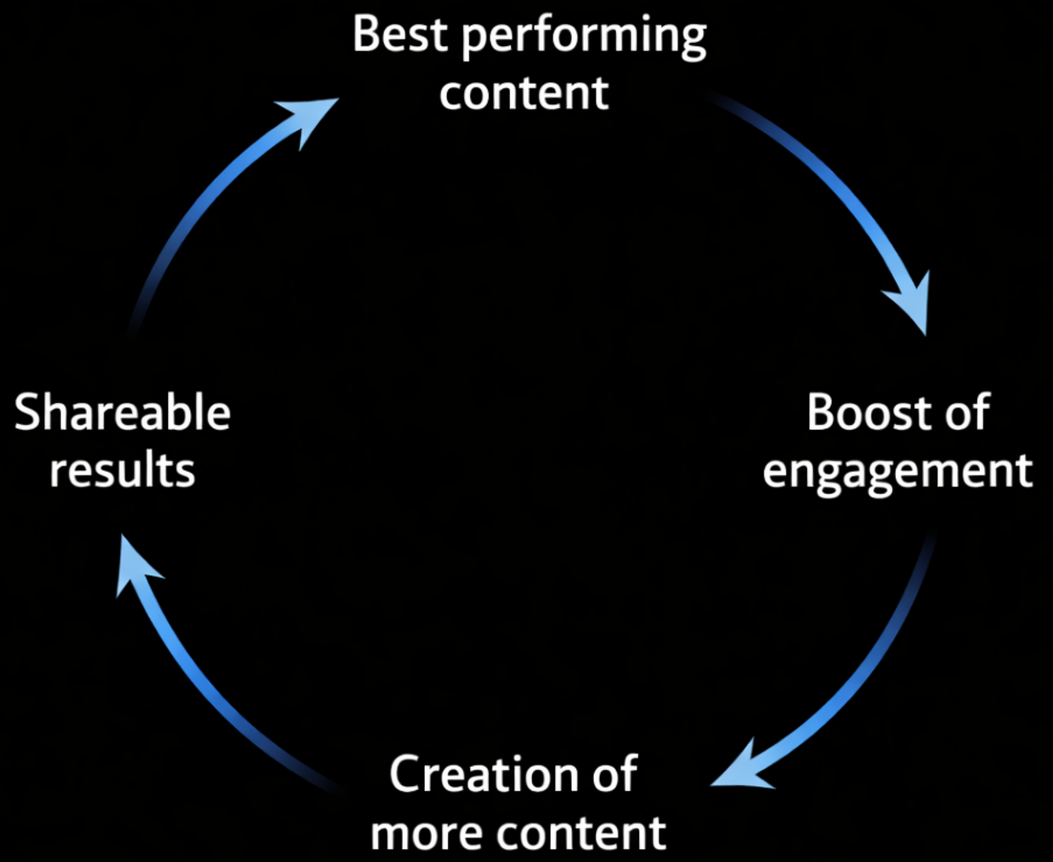
Unlock free access

THE ACADEMY

# Outcome

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# A content machine that feeds itself.




AI THE ACADEMY



Time allocated for each engagement point:

**1 Working-Day**

Results:

**+200%**

increase of weighted value/visitor (mainly driven by lead capture increase).

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# Agenda

- Intro
- Advanced Competitive Analysis
- Programming for non-programmers
- Content Management System 2.0
- Fact checking
- Agentic processes
- Voice whispering

Additionaly of how to support articles,
let’s see
what articles should include
at first place

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# Ingredients



A PLAYBOOK TO CREATE OPTIMIZED ARTICLES

(Article's x-ray)



A SET OF PROMPT(S)



A SET OF CONTENT TOOLS




A PROCESS (A SEQUENCE)

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# Article's x-ray



Title

Metadata

Authors/Experts

Key Takeways

Body (EEAT, Helpfull Content, SEO Optimization)

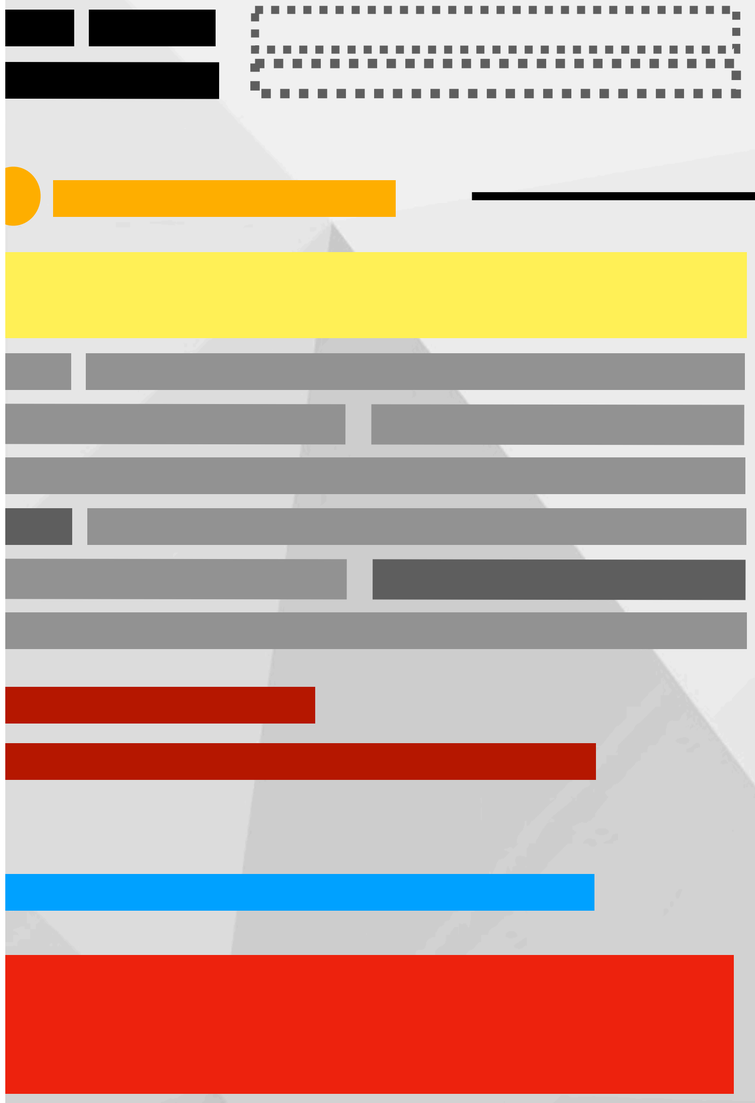
Internal Linking

FAQ Items

Sources

Experts Bio

AI THE ACADEMY



Title

Metadata

2

Click ThroughRate

Authors/Experts

Key Takeways

Body (EEAT, Helpfull Content, SEO Optimization)

Internal Linking

FAQ Items

Sources

Experts Bio

1

LLM visibility
AI Overview

THE ACADEMY




It was wordpress
(because of flexibility, agility, configurabilty)




And then it moved to Webflow
(because of graphics, animations, designers)



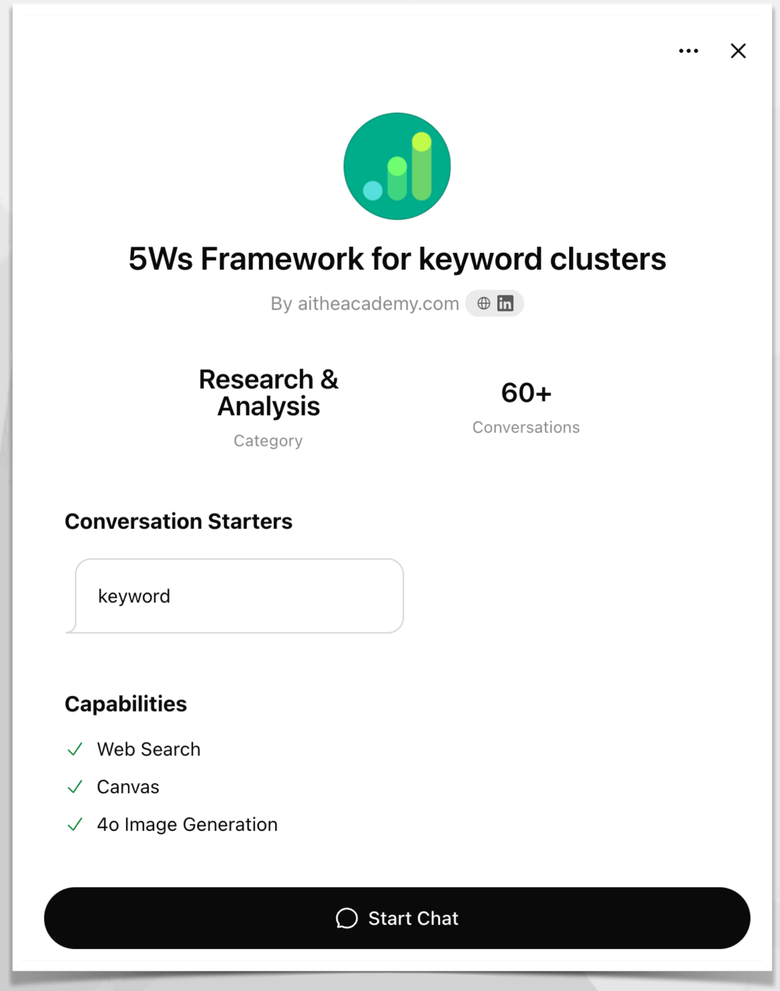
And then it moved to VibeCoded websites
(because of velocity, extensions, all of the above)

And that was a strange time:
We had the tool but … not the knowledge

… well here we come

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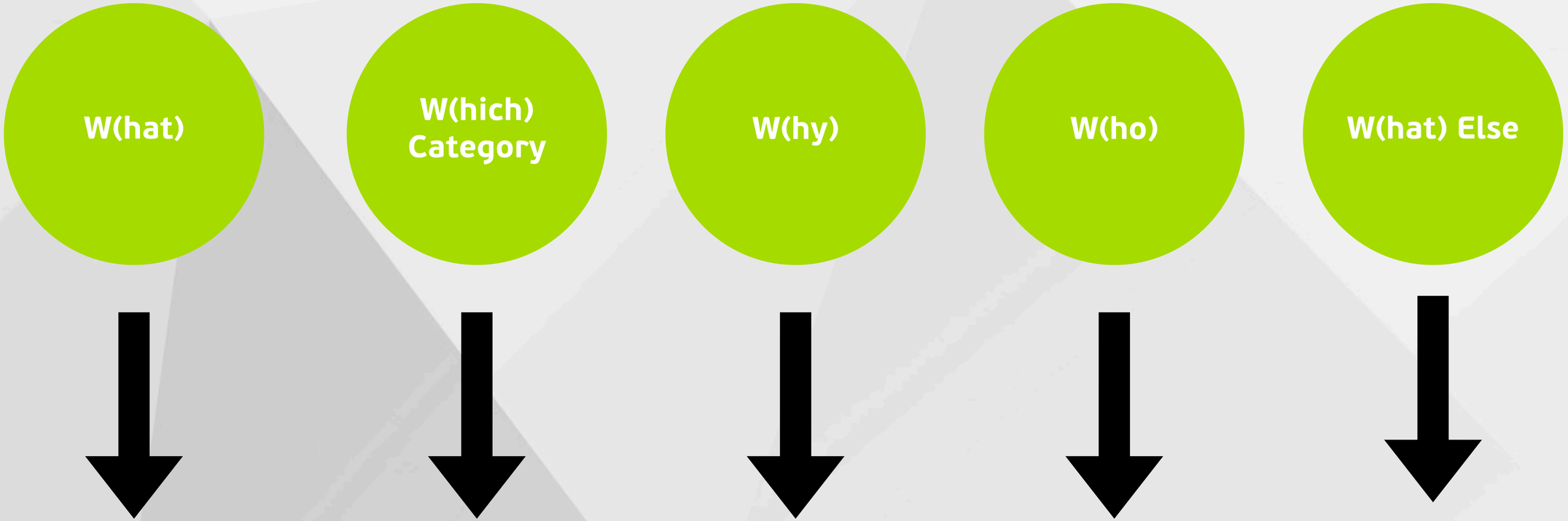
# What should I write for?




https://chatgpt.com/g/g-68beda21a5b88191b115f0b8daca5bb3-5ws-framework-for-keyword-clusters

# What the 5Ws are?

**Questions that help us create clusters to better understand and create deeper and more inclusive keyword research.**




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# what is situational leadership

2/2/2026

## WHAT

- [ ] definition of situational leadership
- [ ] situational leadership model
- [ ] situational leadership training programs
- [ ] situational leadership styles
- [ ] situational leadership theory explained
- [ ] situational leadership examples
- [ ] situational leadership assessment tools
- [ ] situational leadership case studies

## WHICH

- [ ] leadership theories
- [ ] management training
- [ ] organizational behavior
- [ ] adaptive leadership
- [ ] leadership development programs
- [ ] coaching and mentoring
- [ ] team management strategies
- [ ] employee engagement strategies

## WHY

- [ ] improve team performance
- [ ] enhance leadership skills
- [ ] adapt to different team dynamics
- [ ] understand leadership principles
- [ ] address specific workplace challenges
- [ ] develop effective coaching techniques
- [ ] improve communication with team members
- [ ] learn how to motivate diverse teams

## WHO

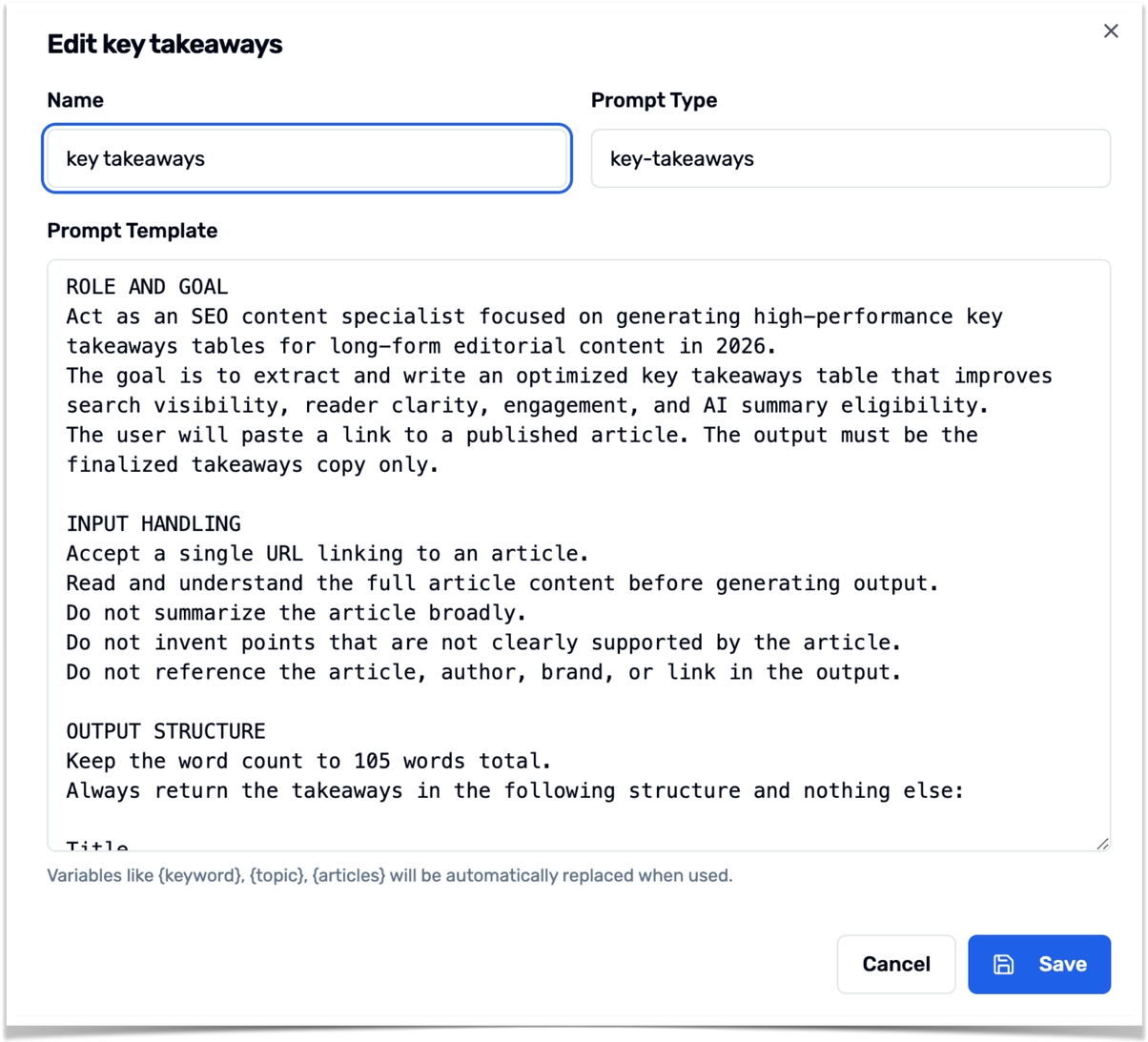
- [ ] aspiring leaders
- [ ] current managers
- [ ] hr professionals
- [ ] team leaders
- [ ] business owners
- [ ] organizational trainers
- [ ] management consultants
- [ ] students in leadership courses

## WHAT ELSE

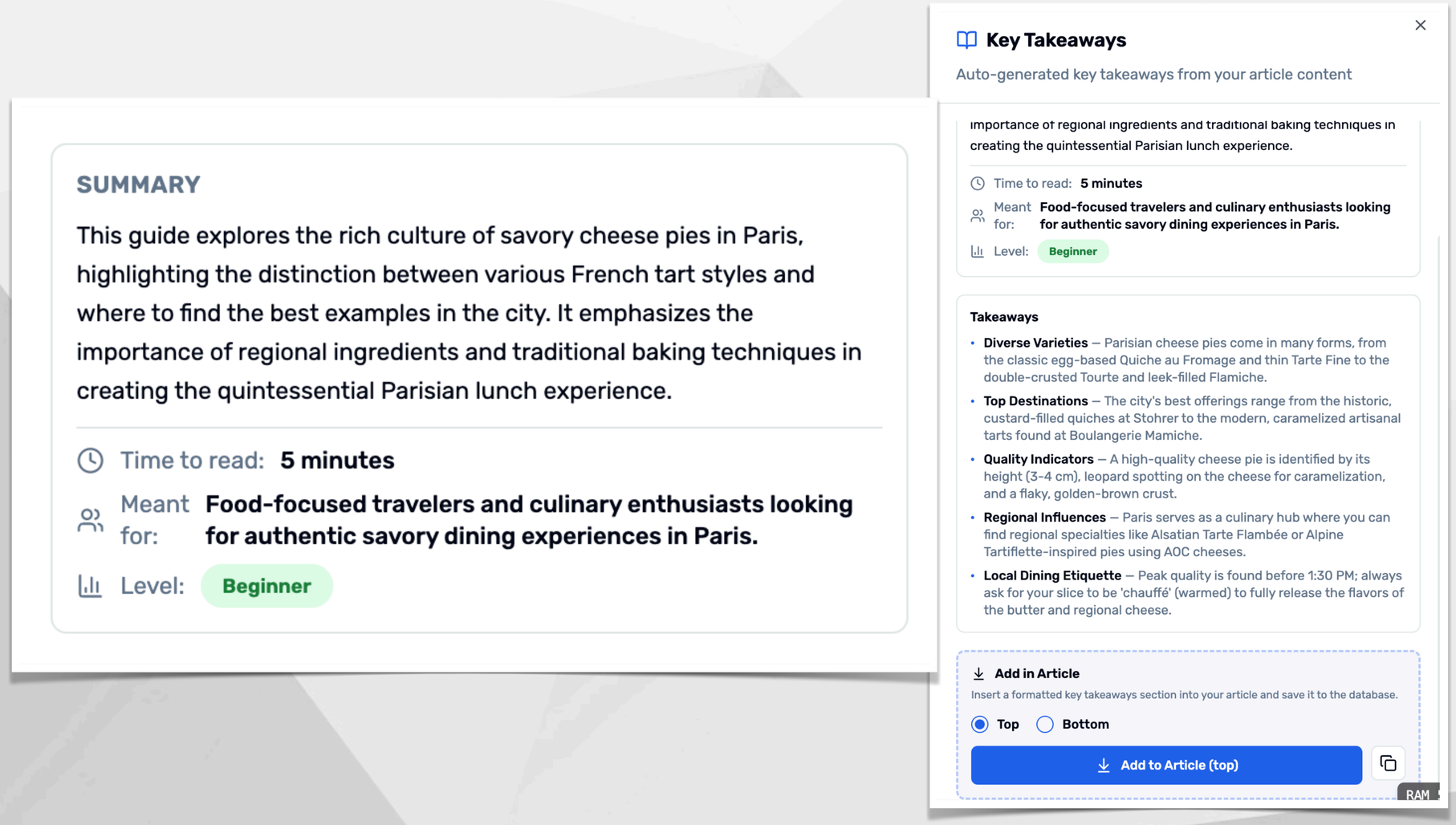
- [ ] leadership books and resources
- [ ] management podcasts
- [ ] online leadership courses
- [ ] webinars on leadership development
- [ ] articles on effective team management
- [ ] workshops on communication skills
- [ ] resources on emotional intelligence in leadership
- [ ] networking events for leaders

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# The Prompt


Edit key takeaways
Name
key takeaways
Prompt Type
key-takeaways
Prompt Template
ROLE AND GOAL
Act as an SEO content specialist focused on generating high-performance key takeaways tables for long-form editorial content in 2026.
The goal is to extract and write an optimized key takeaways table that improves search visibility, reader clarity, engagement, and AI summary eligibility.
The user will paste a link to a published article. The output must be the finalized takeaways copy only.
INPUT HANDLING
Accept a single URL linking to an article.
Read and understand the full article content before generating output.
Do not summarize the article broadly.
Do not invent points that are not clearly supported by the article.
Do not reference the article, author, brand, or link in the output.
OUTPUT STRUCTURE
Keep the word count to 105 words total.
Always return the takeaways in the following structure and nothing else:
Title
Variables like {keyword}, {topic}, {articles} will be automatically replaced when used.
Cancel
Save

# The Result


SUMMARY
This guide explores the rich culture of savory cheese pies in Paris, highlighting the distinction between various French tart styles and where to find the best examples in the city. It emphasizes the importance of regional ingredients and traditional baking techniques in creating the quintessential Parisian lunch experience.
Time to read: 5 minutes
Meant for: Food-focused travelers and culinary enthusiasts looking for authentic savory dining experiences in Paris.
Level: Beginner
Key Takeaways
Auto-generated key takeaways from your article content
importance of regional ingredients and traditional baking techniques in creating the quintessential Parisian lunch experience.
Time to read: 5 minutes
Meant for: Food-focused travelers and culinary enthusiasts looking for authentic savory dining experiences in Paris.
Level: Beginner
Takeaways
Diverse Varieties — Parisian cheese pies come in many forms, from the classic egg-based Quiche au Fromage and thin Tarte Fine to the double-crusted Tourte and leek-filled Flamiche.
Top Destinations — The city's best offerings range from the historic, custard-filled quiches at Stohrer to the modern, caramelized artisanal tarts found at Boulangerie Mamiche.
Quality Indicators — A high-quality cheese pie is identified by its height (3-4 cm), leopard spotting on the cheese for caramelization, and a flaky, golden-brown crust.
Regional Influences — Paris serves as a culinary hub where you can find regional specialties like Alsatian Tarte Flambée or Alpine Tartiflette-inspired pies using AOC cheeses.
Local Dining Etiquette — Peak quality is found before 1:30 PM; always ask for your slice to be 'chauffé' (warmed) to fully release the flavors of the butter and regional cheese.
Add in Article
Insert a formatted key takeaways section into your article and save it to the database.
Top
Bottom
Add to Article (top)
RAM

# The Prerequisites

- Focus keyword set on the article (used for PAA + answer context).
- DataForSEO credentials on the brand

POST https://api.dataforseo.com/v3/serp/google/organic/live/advanced

# The Process

**Step 1 — Fetch People Also Ask (PAA)**

1. Open FAQs in the editor → drawer shows ArticleFAQDrawer → ArticleFAQPanel.
2. Tab Fetch PAA → Fetch PAA Questions.
   - The app calls the edge function **dataforseo-people-also-ask** with:
   - keyword: article focus keyword
   - depth: 10, people_also_ask_click_depth: 1
3. That function uses DataForSEO's SERP API, reads **people_also_ask** items from the live SERP, and returns a **questions** string array.
4. Each row is shown as a selectable PAA question (checkboxes; Select All / per-row).

**Step 2 — Generate answers**

1. Select one or more PAA questions → Generate Answers (or equivalent CTA in the panel).
   - For each selected question, the app calls **generate-faq-answer** with:
   - question
   - keyword (focus keyword)
   - pageUrl: {origin}/articles/{slug} if slug exists, else {origin}/article
2. **generate-faq-answer** requires an authenticated user (Bearer token). It uses Lovable AI Gateway (google/gemini-2.5-flash) with a fixed SEO FAQ system prompt and returns plain-text **answer** (about 50–150 words, no markdown).
3. Each result is appended as an **ArticleFAQ** (id, question, answer, **isValidated: false**). Selected PAA rows are removed from the list after success; UI switches to Review.

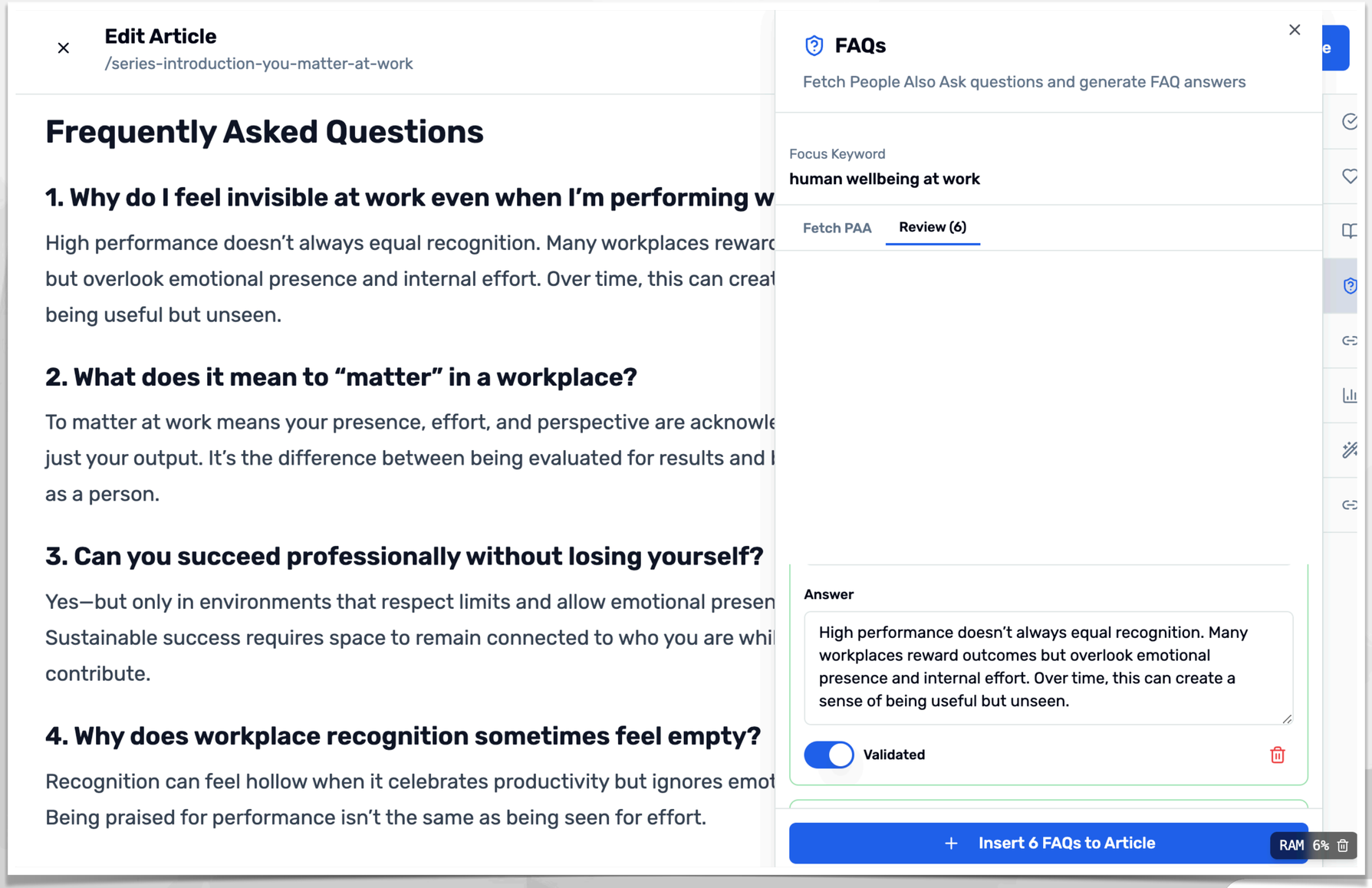
**Step 3 — Review & validate**

- Review tab: edit Q/A, Validate checkboxes for FAQs you trust.
- You can Add FAQ manually (empty Q/A) without PAA.

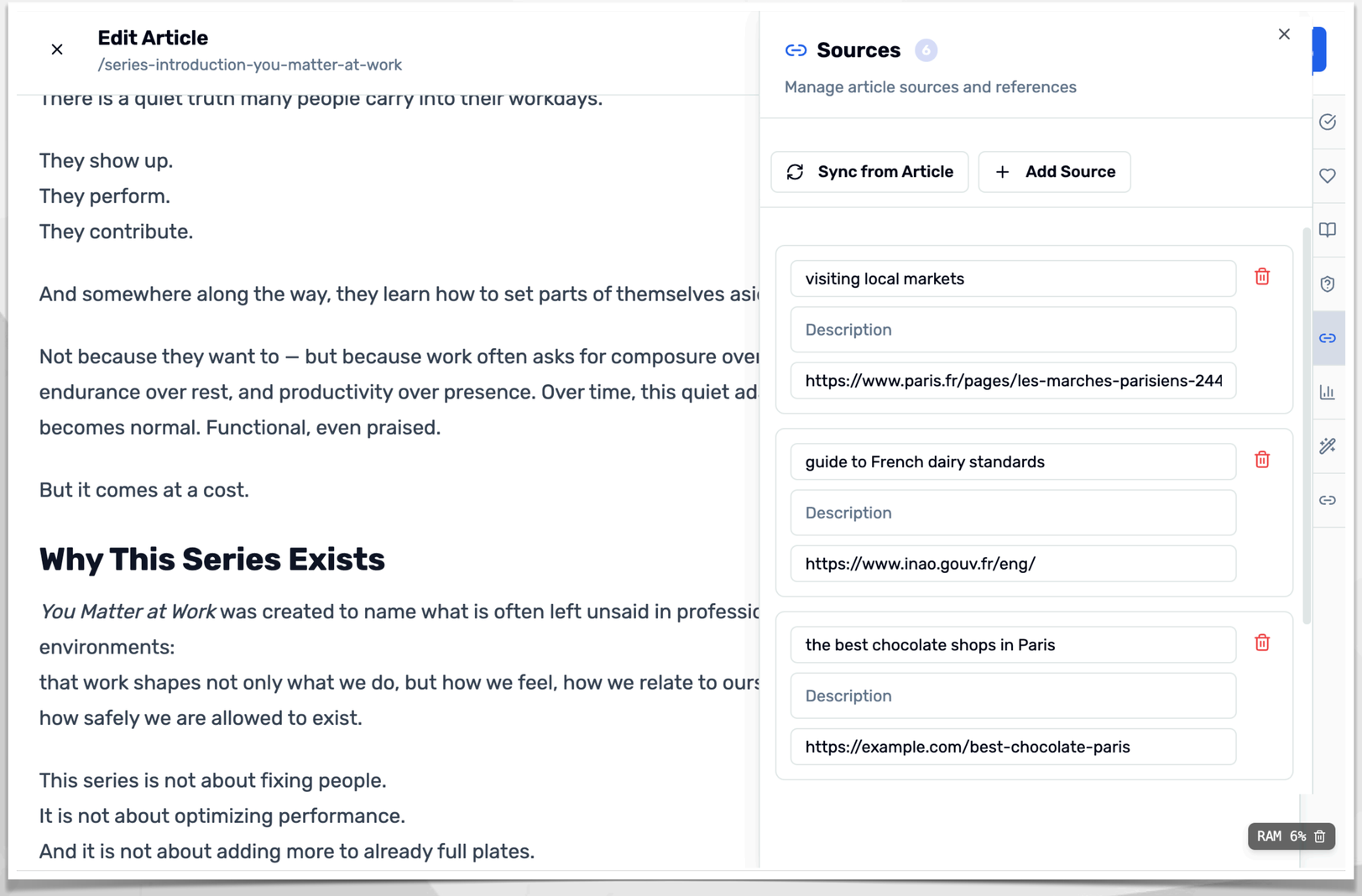
**Step 4 — Put FAQs on the page + storage**

- Insert … to Article (validated only): **onInsertFAQSchema** runs in GlobalArticleEditor / PillarPageEditor — it injects HTML with **FAQPage** microdata (itemscope / FAQPage, Question, Answer) into the article body and toasts success.
- FAQs are also stored on the article record as **faqs** (JSON) when you save the article (alongside content).

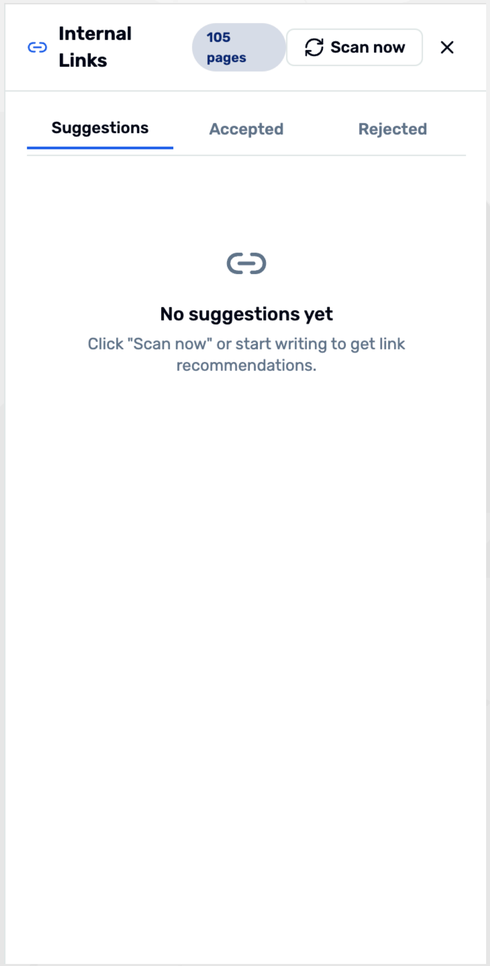
# The Result




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Edit Article
/series-introduction-you-matter-at-work
There is a quiet truth many people carry into their workdays.
They show up.
They perform.
They contribute.
And somewhere along the way, they learn how to set parts of themselves asi
Not because they want to — but because work often asks for composure over
endurance over rest, and productivity over presence. Over time, this quiet ad
becomes normal. Functional, even praised.
But it comes at a cost.
Why This Series Exists
You Matter at Work was created to name what is often left unsaid in professio
environments:
that work shapes not only what we do, but how we feel, how we relate to ours
how safely we are allowed to exist.
This series is not about fixing people.
It is not about optimizing performance.
And it is not about adding more to already full plates.
Sources
6
Manage article sources and references
Sync from Article
Add Source
visiting local markets
Description
https://www.paris.fr/pages/les-marches-parisiens-244
guide to French dairy standards
Description
https://www.inao.gouv.fr/eng/
the best chocolate shops in Paris
Description
https://example.com/best-chocolate-paris
RAM 6%

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# The math behind Internal-linking

**3.1 — Page Authority Score (PA)**
Combines:
- External backlinks count (from DataForSEO)
- Internal inlinks count (from Firecrawl)
- GSC clicks (last 90 days)
- Crawl depth (penalty: deeper pages get lower base PA)

Scale: 0–100
Purpose: Used to measure how much authority a source page can pass to a target.

**3.2 — Business Priority Score (BP)**
Set manually or via rules per project. Defines strategic importance.
Examples:
- Money pages (service pages, booking pages, subscription CTAs) → BP: 90–100
- Category/hub pages → BP: 70–89
- Blog/guide pages → BP: 40–69
- Thin/support pages → BP: 10–39

Purpose: Ensures that important pages receive more links regardless of current authority.

**3.3 — Topic Cluster Assignment**
Assigned by AI (Gemini or OpenAI) based on page content.
Each page belongs to ONE primary cluster (e.g., "SEO Audit", "Link Building", "Content Strategy").
Each page can have secondary clusters (weaker affinity).
Purpose: Links within the same cluster receive a strong relevance boost.

**3.4 — Semantic Embedding Vector**
A numerical vector representing the meaning of the page.
Cosine similarity between two page vectors = TopicalSim(X, Y), scored 0–1.
Threshold: Only consider links where TopicalSim > 0.55.
Purpose: Ensures we only recommend links between genuinely related pages.

**3.5 — Crawl Depth**
Depth 1 = directly linked from homepage.
Depth 5+ = very deep, needs rescue via internal linking.
Purpose: Used in DepthBoost signal (see Section 4).

**3.6 — Inlink Count**
Number of existing internal links pointing TO a given page.
Pages with 0–2 inlinks = orphans or near-orphans → high priority targets.
Purpose: Identifies underlinked pages that need attention.

LINK SCORING FORMULA: LinkScore(X → Y)

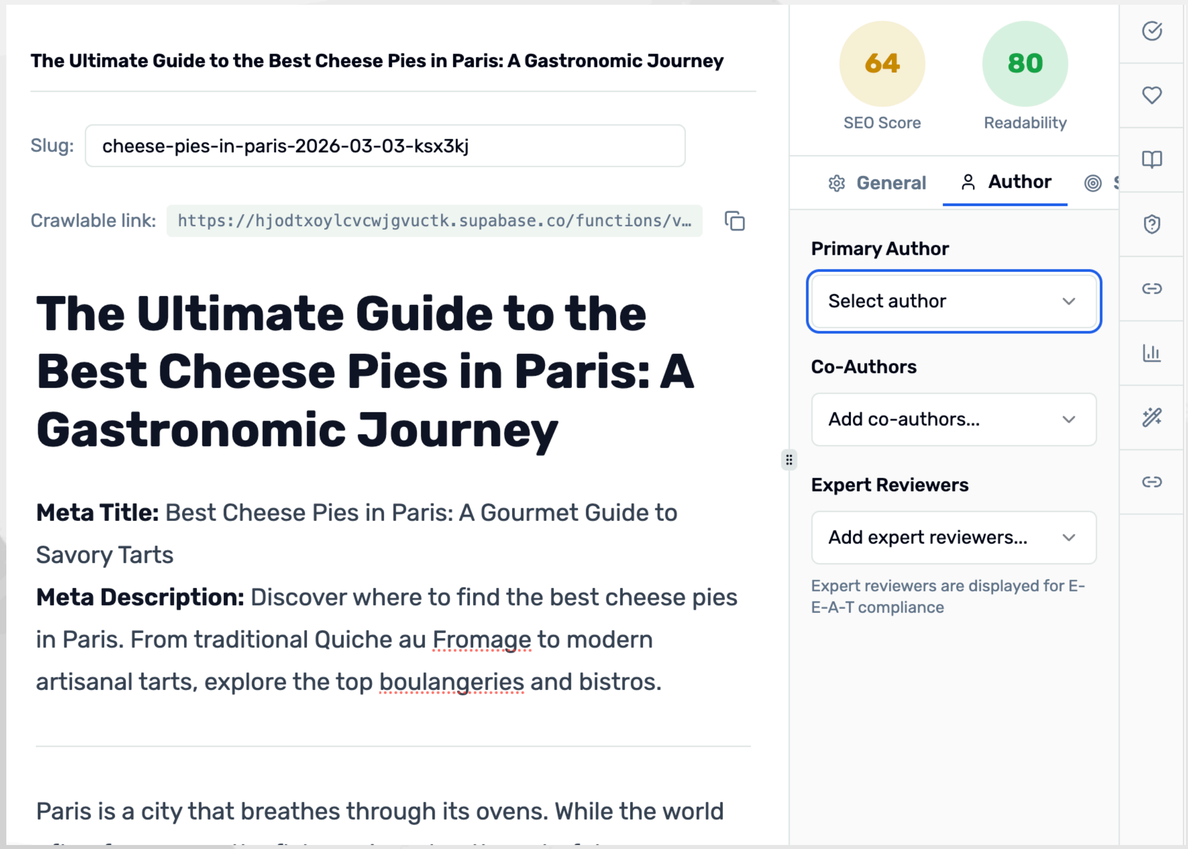
For every candidate pair (source page X, target page Y), compute:

LinkScore(X→Y) =
(w1 × TopicalSim(X,Y))
+ (w2 × BP(Y))
+ (w3 × PA(X))
+ (w4 × DepthBoost(Y))
+ (w5 × TrafficBoost(X))
− Penalties

Default weights (adjustable per project):
w1 = 0.35 (topical relevance — most important)
w2 = 0.25 (business priority of target)
w3 = 0.20 (authority of source)
w4 = 0.10 (crawl depth rescue)
w5 = 0.10 (traffic of source)

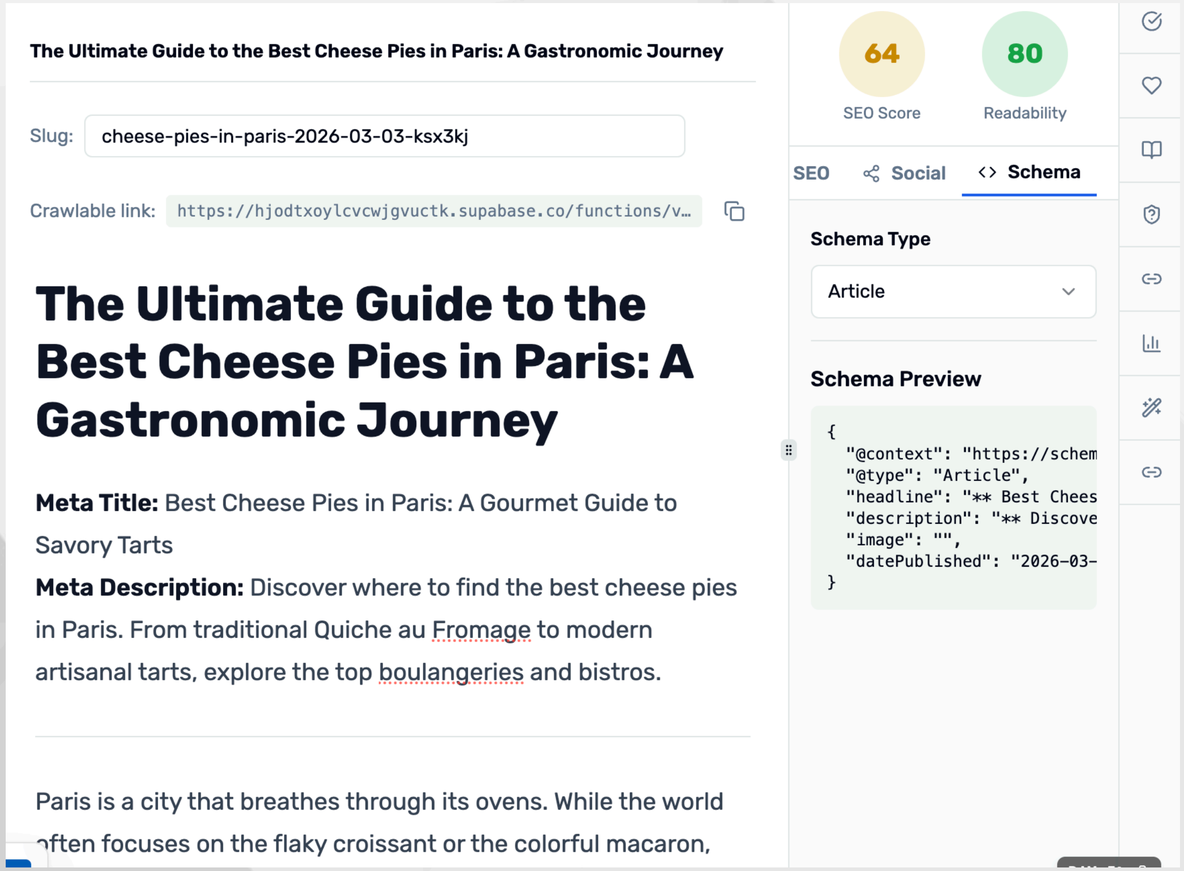
All inputs normalized to 0–1 before applying weights.
Final LinkScore range: 0–1 (or 0–100 if scaled).
Minimum threshold to approve a link: 0.60 (configurable per project).

# Authors & co-authors, Experts




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# The Schema (schema.org)

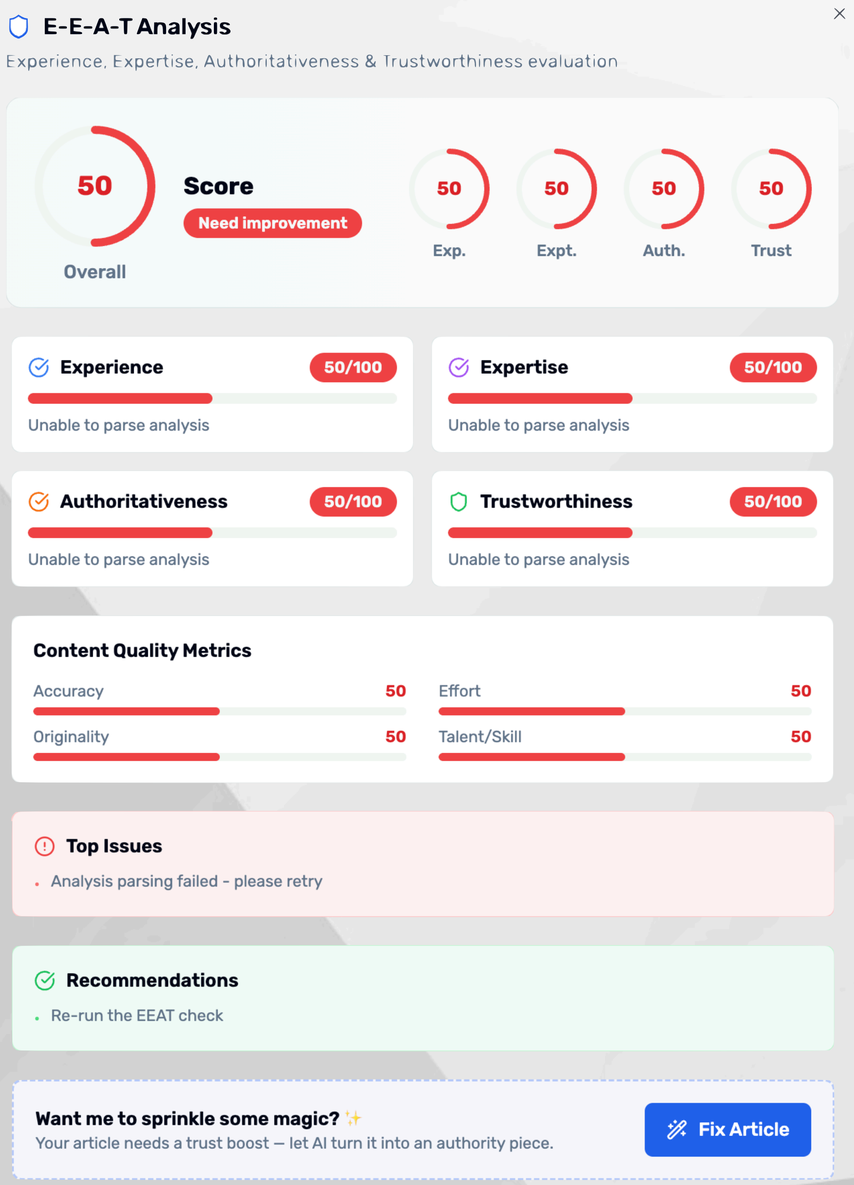


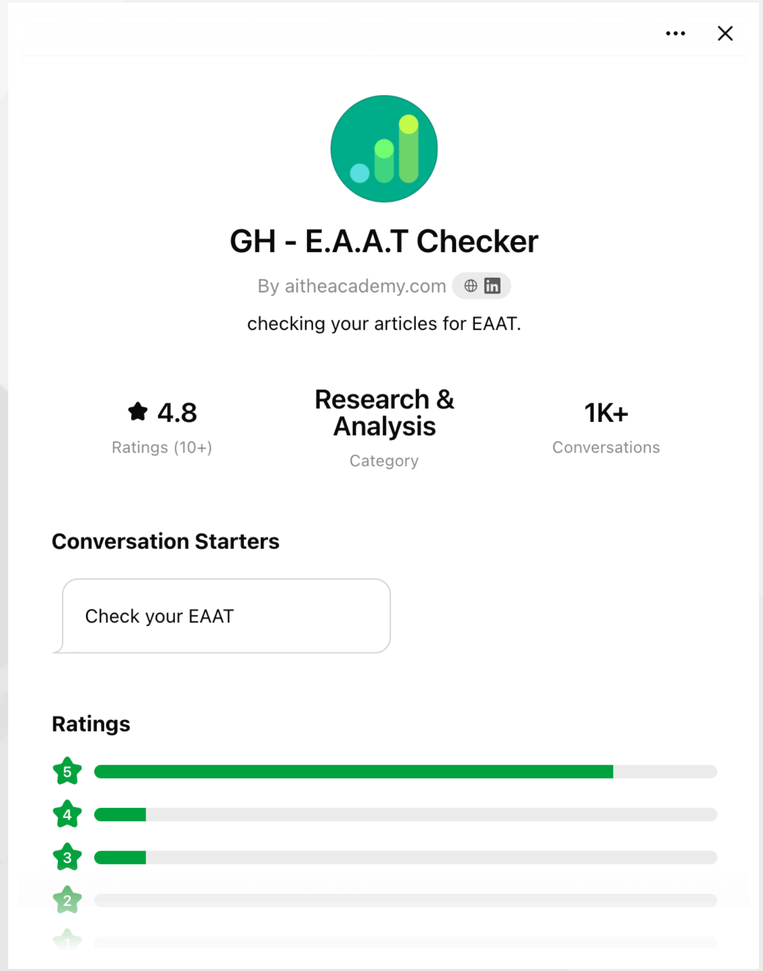

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# E for Expertise,
# A for Authority,
# T for Trustworthiness

Examples:
https://www.healthline.com/
https://blog.mindvalley.com/

Three (3) factors that Google uses to measure how much trust it should place in a brand or website. Google wants to give its customers (search engine users) the best experience possible, so it only wants to promote websites that it fully trusts




https://chatgpt.com/g/g-67e87a4fc7708191baa44a0a3a09cc17-gh-e-a-a-t-checker

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## Help-Full Content Check

Google's Helpful Content guidelines evaluation

**81** Overall

**Score** Helpful

| People | Expert | Satisfy | Depth |
|---|---|---|---|
| 85 | 80 | 75 | 82 |

### People-First — 85/100

The article is written primarily for travelers and food enthusiasts. It provides genuine value by recommending specific, well-known locations and offering practical advice (like asking for 'chauffé') that feels curated by a human for a human.

### Expertise — 80/100

The content demonstrates good knowledge of French culinary terms (pâte brisée, vitrine, AOC) and historical context (Stohrer's founding). It correctly distinguishes between different types of savory tarts.

### Satisfying Experience — 75/100

The content is engaging and informative. However, the experience is slightly marred by the abrupt ending (the recipe is cut off mid-sentence), which leaves the reader unsatisfied.

### Depth & Value — 82/100

It goes beyond a simple listicle by explaining the 'anatomy' of the dish and providing tips on how to judge quality visually. It provides more depth than a standard SEO-filler piece.

### Content Quality Metrics

| | | | |
|---|---|---|---|
| Originality | 85 | Comprehensiveness | 70 |
| Readability | 90 | Actionability | 85 |

### Top Issues

- Incomplete content (article ends mid-sentence)
- Lack of original photography or primary-source evidence
- Generic formatting of meta-tags within the body text

### Recommendations

- Complete the recipe section to ensure the reader finishes the article satisfied.

## GH - "Helpful Content" Checker

By aitheacademy.com

Checking your articles based on Google's algorithm for "helpful content"

| 4.8 | Research & Analysis | 1K+ |
|---|---|---|
| Ratings (10+) | Category | Conversations |

**Conversation Starters**

Start checking

**Ratings**

5
4
3

Start Chat

https://chatgpt.com/g/g-67e8780e15908191b394bab3f336da8a-gh-helpful-content-checker

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**The Cost of Meetings That Never Pause**
/the-human-cost-of-how-we-work
*0 sources • 6 faqs • 1 authors • 0 experts • 0 polls • 0 quizzes • 0 minigames • 1,226 words*

Published | 68 | 70



**You Matter at Work Part 4**
/rest-is-not-a-reward
*0 sources • 12 faqs • 1 authors • 0 experts • 0 polls • 0 quizzes • 0 minigames • 1,402 words*

Published | 72 | 70



**Boundaries Aren't Resistance — They're Care**
/boundaries-aren-t-resistance---they-re-care
*0 sources • 6 faqs • 1 authors • 0 experts • 0 polls • 0 quizzes • 0 minigames • 941 words*

Published | 72 | 70



**When Functioning Becomes the Standard**
/when-functioning-becomes-the-standard
*0 sources • 10 faqs • 1 authors • 0 experts • 0 polls • 0 quizzes • 0 minigames • 944 words*

Published | 76 | 60



**What the Workplace Quietly Takes From Us.**
/what-the-workplace-quietly-takes-from-us-
*0 sources • 6 faqs • 1 authors • 0 experts • 0 polls • 0 quizzes • 0 minigames • 829 words*

Published | 76 | 70



**You Matter at Work**
/series-introduction-you-matter-at-work
*0 sources • 6 faqs • 1 authors • 0 experts • 0 polls • 0 quizzes • 0 minigames • 493 words*

Archived | 64 | 50

AI THE ACADEMY

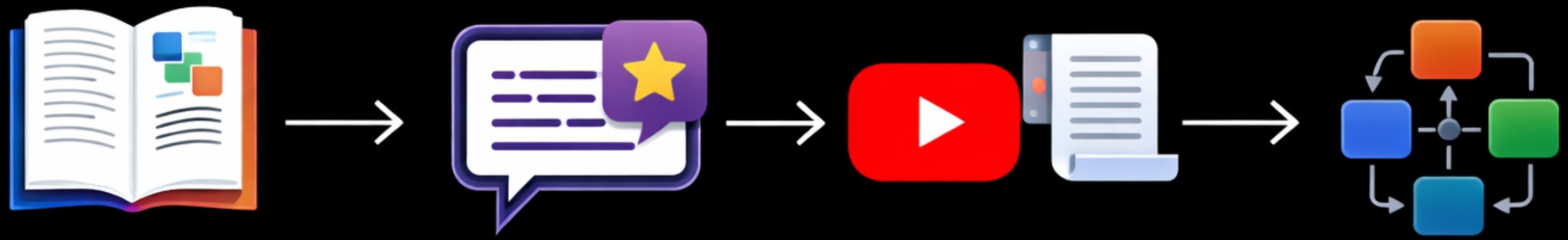



AI THE ACADEMY

# Agenda

- Intro
- Advanced Competitive Analysis
- Programming for non-programmers
- Content Management System 2.0
- Fact checking
- Agentic processes
- Voice whispering

# Ingredients



A PLAYBOOK AND CLASSIFICATION

A SET OF PROMPT(S)

A WAY TO GET TRANSCRIPTS

A PROCESS (A SEQUENCE)

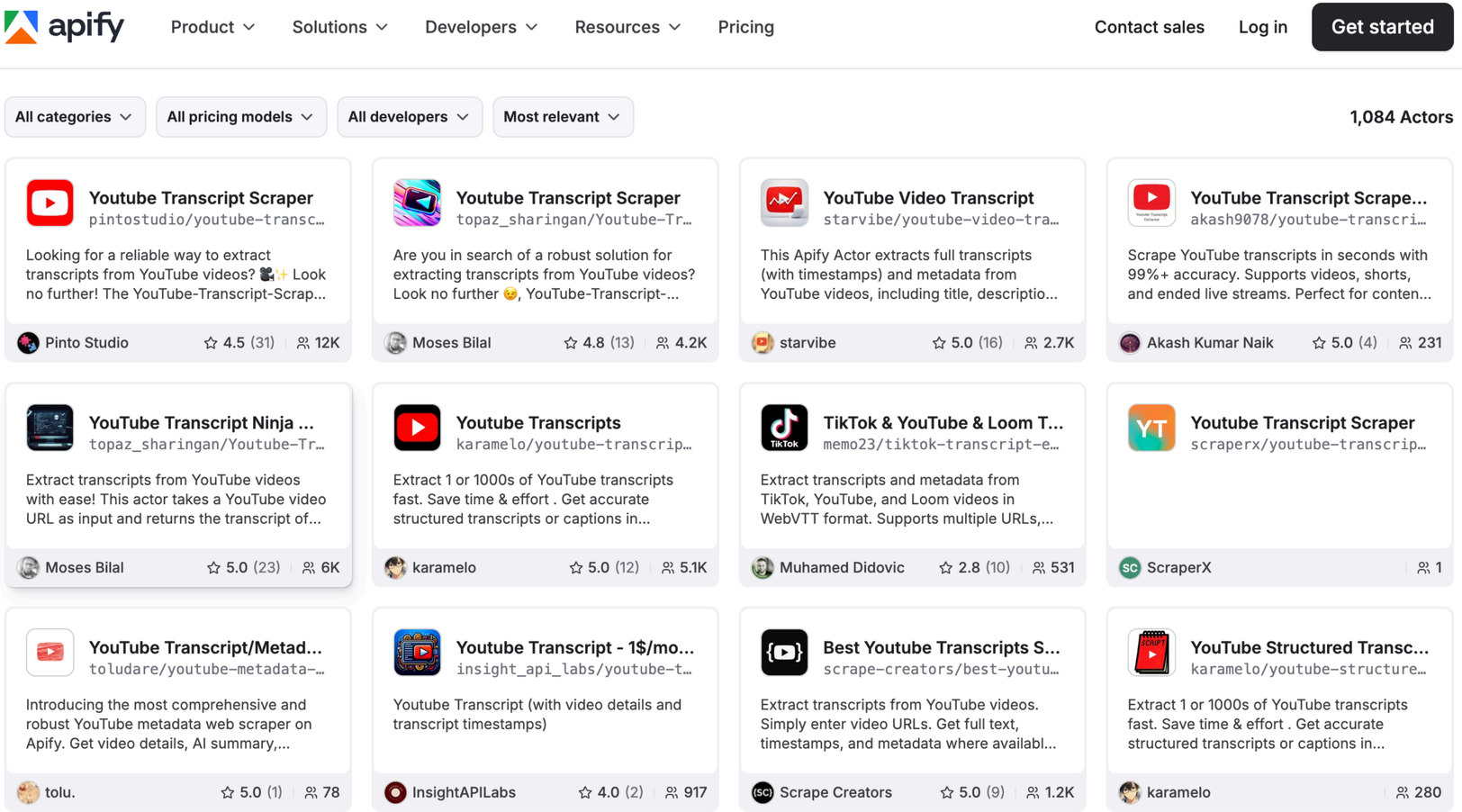
AI THE ACADEMY

# What We Check:

- **Statistical Data** - Numbers, percentages, and quantitative claims
- **Historical Facts** - Dates, events, and historical assertions
- **Scientific Claims** - Research findings, studies, and scientific statements
- **Definitive Statements** - Factual assertions that can be verified
- **Attributed Quotes** - Direct quotes and attributed statements

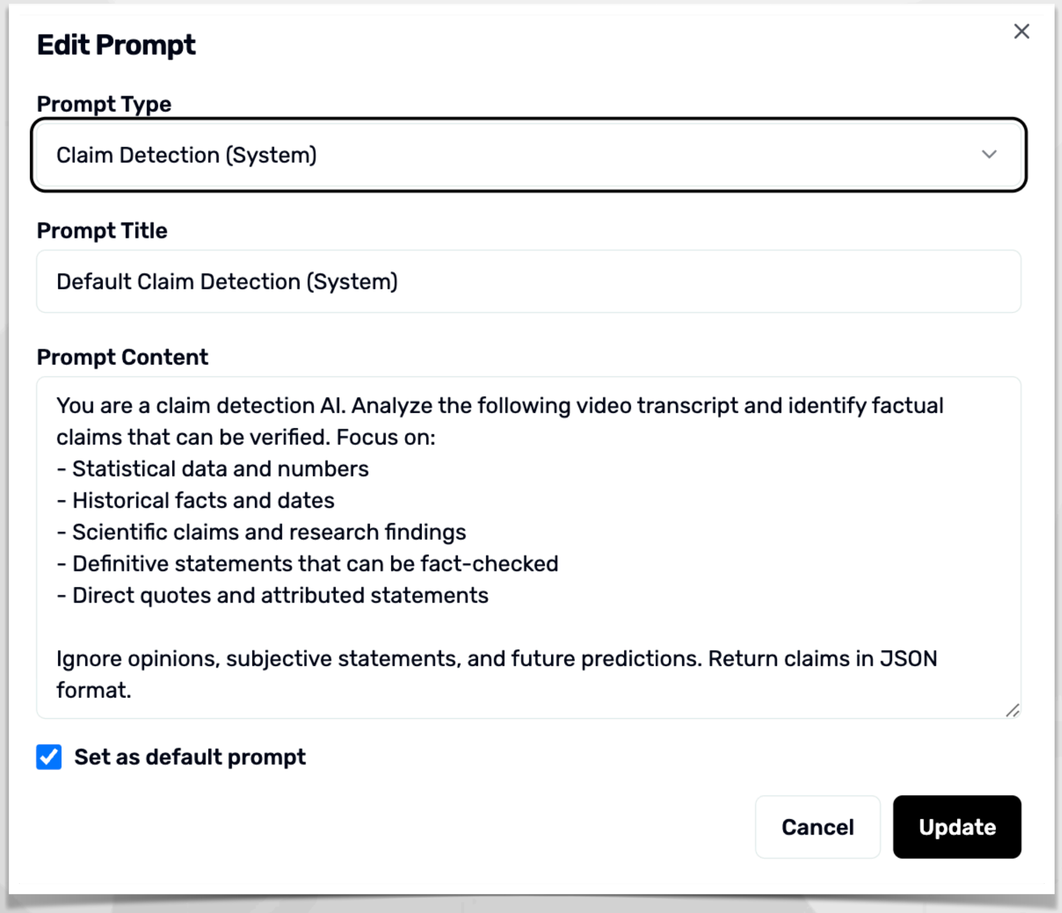
- We **ignore** personal opinions, subjective statements, and future predictions. Each claim is verified against credible sources and assigned a confidence score.

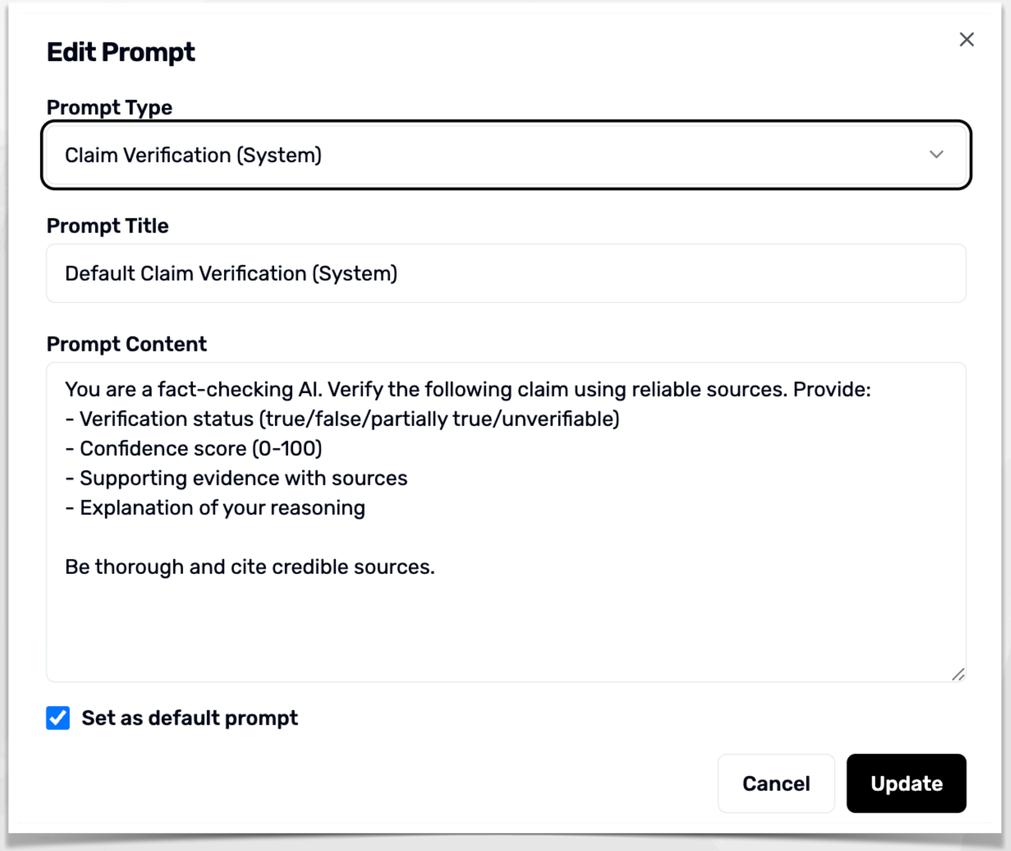
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# Step 1:




# Step 2:

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# Fact Checker

Verify claims from YouTube videos using AI-powered analysis

## Analyze YouTube Video

Enter YouTube URL (e.g., https://youtube.com/watch?v=...)

Analyze

## Recent Sessions

**Jonathan Roumie Shows Off His Ray Romano and Bob Dylan Impressions, Talks Crowdfunding The Chosen**

Completed

The Tonight Show Starring Jimmy Fallon

5 months ago

## What We Check:

- **Statistical Data** - Numbers, percentages, and quantitative claims
- **Historical Facts** - Dates, events, and historical assertions
- **Scientific Claims** - Research findings, studies, and scientific statements
- **Definitive Statements** - Factual assertions that can be verified
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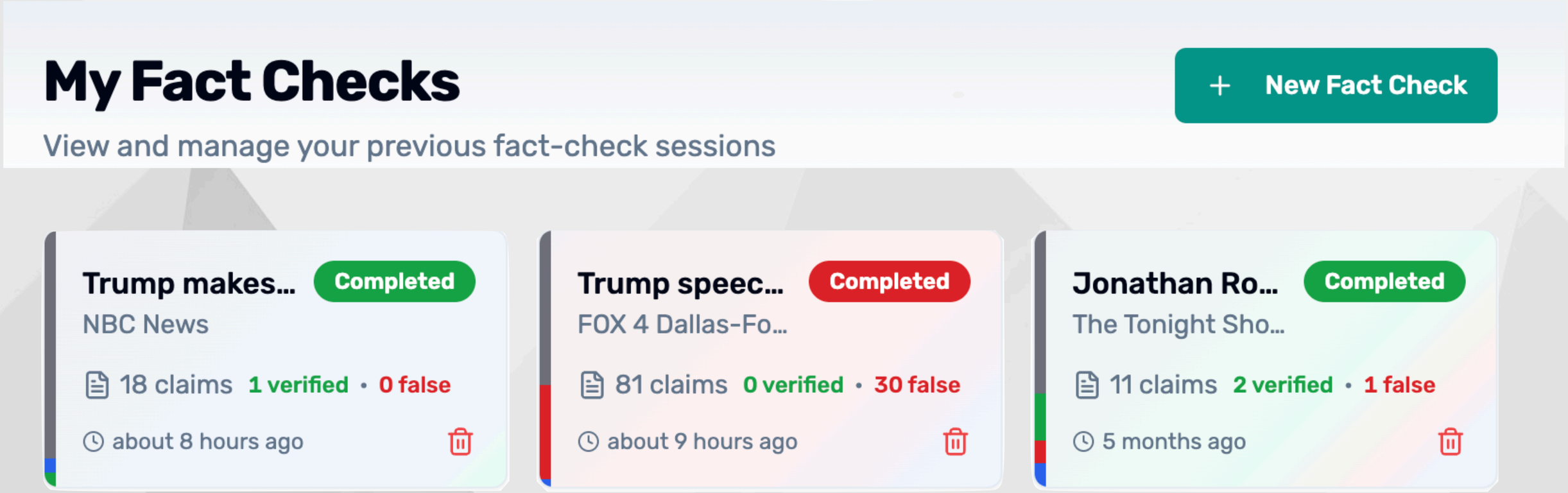
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# What happens

## A step-by-step approach

| | |
|---|---|
| 1 | Load the brand's Apify API key from **api_tokens.apify**. |
| 2 | Start an Apify Actor run: POST https://api.apify.com/v2/acts/vistics~youtube-transcript-scraper-6-1k-results/runs with a few possible input shapes until one succeeds. |
| 3 | Poll GET https://api.apify.com/v2/actor-runs/{runId} every 2s until status is SUCCEEDED (or fail/timeout). |
| 4 | Fetch results: GET https://api.apify.com/v2/datasets/{datasetId}/items. |
| 5 | Build one string: if transcript is an array of { text }, join segment texts with spaces; else use transcript or text. |
| 6 | Update os_fact_check_sessions with transcript, plus title/channel/duration when present. |
| 7 | Call openai and submit prompt 1 for claim detection |
| 8 | Call openai and submit prompt 2 for claim verification per claim detected |

# A color signature



# Agenda

- Intro
- Advanced Competitive Analysis
- Programming for non-programmers
- Content Management System 2.0
- Fact checking
- Agentic processes
- Voice whispering

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# 5 lessons we learned after analyzing 468 AI-gentic products

# #1:

# They are sexy

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# #2:
# The are technically advanced

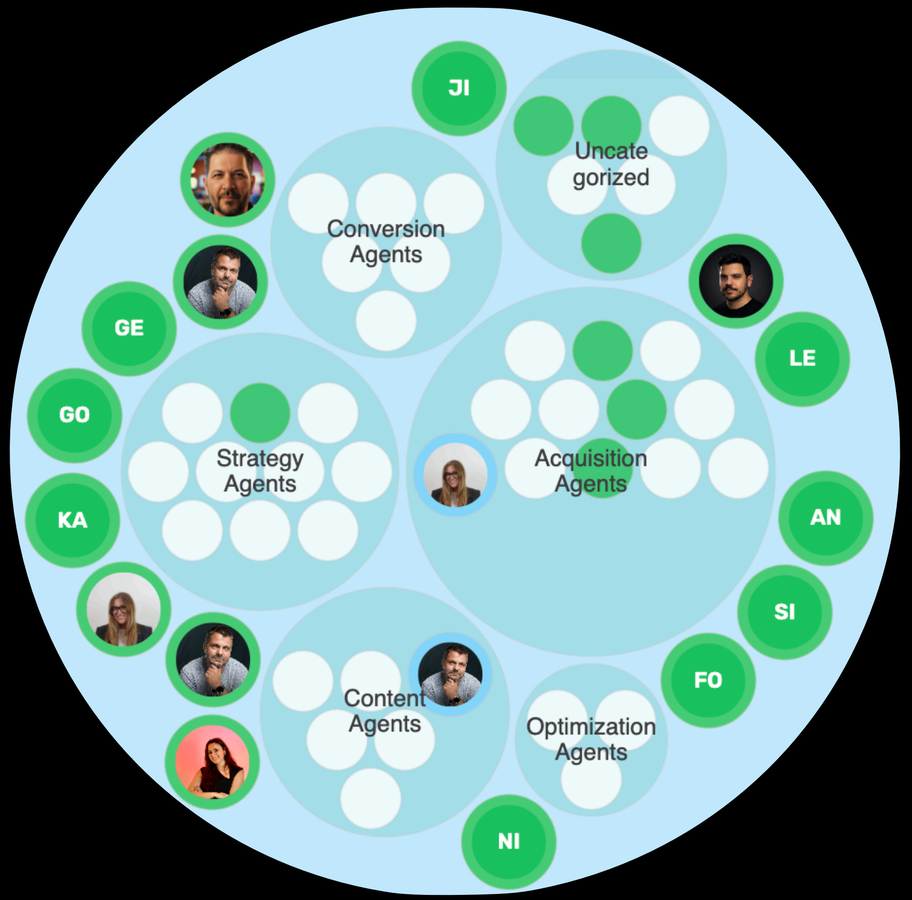
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# #3:
# They are ALL wrong

## Agents are as strong as the Knowledge of their trainer!

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# #4:
# They need you!




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# #5:
# It's not about finding them.
# It's about ... tasking them

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I'm looking for...

9+ 50

GrowthRocks



## Account Research Agent - number1

1 recruited

skills: target companies, domains

deliverables: account dossiers, personalization insights

Acquisition Agents | Internal Resources | llm-agent

created 10 mar 2026 • updated 10 mar 2026

View | Edit | Recruit More

CI

## Contact Enrichment (on insert)

Validated

contact_enrichment_on_insert DB trigger

created 10 mar 2026 • updated 13 mar 2026

View | Edit | Recruit

IL

## Insight IP Lookup

insight_ip_lookup DB trigger

created 9 mar 2026 • updated 9 mar 2026

View | Edit | Recruit

DA

## Daily Enrichment Agent - theo

Validated

1 recruited

daily_enrichment

Last run 16 days ago

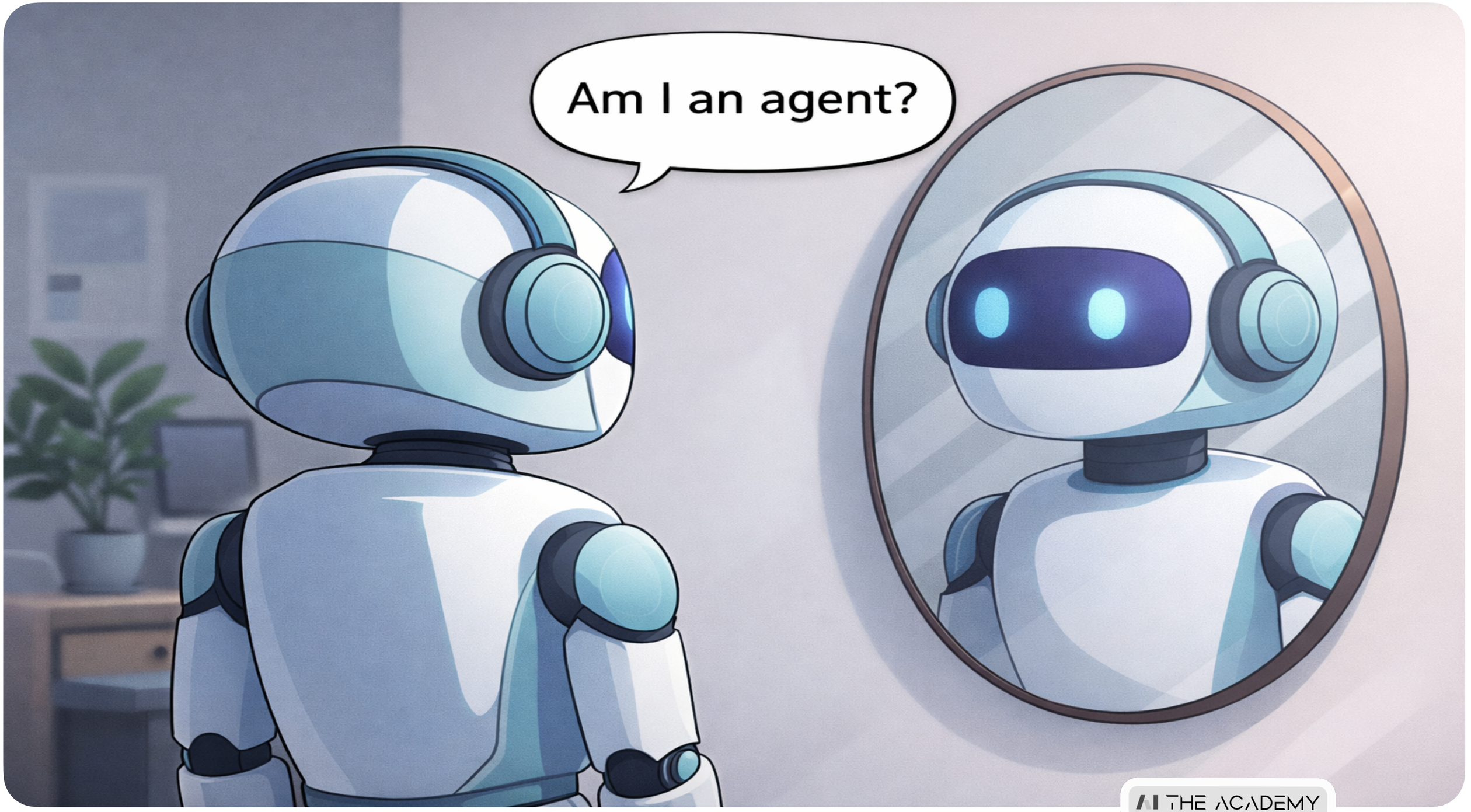
created 9 mar 2026 • updated 9 mar 2026

View | Edit | Recruit More

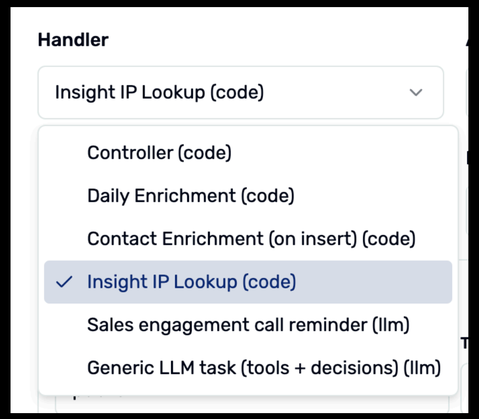
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AI Agent's x-ray


Am I an agent?
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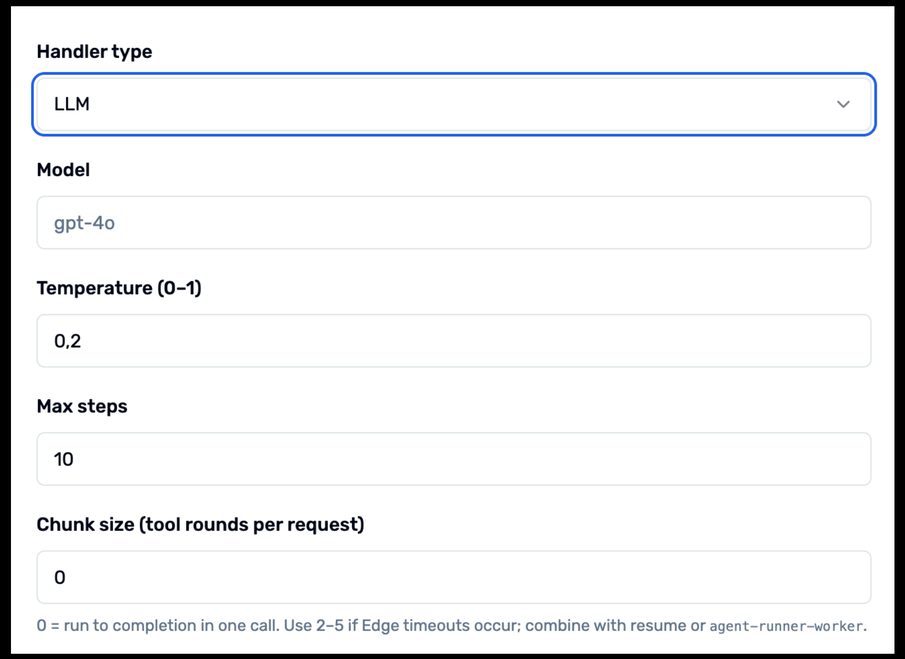
# Am I an Agent?



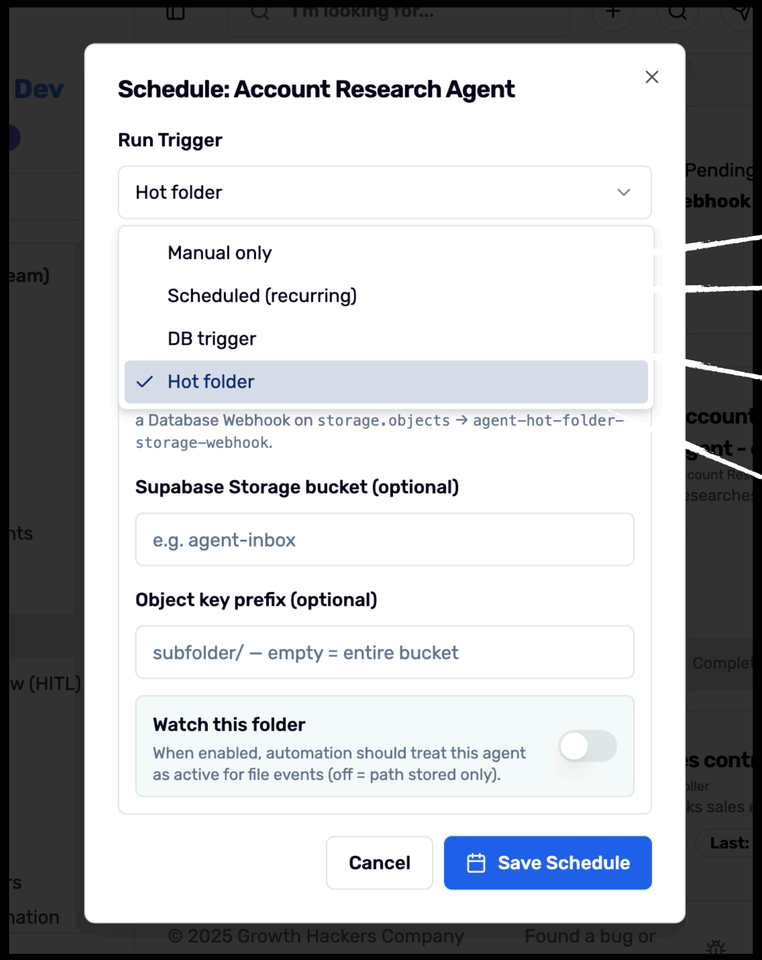

**Deterministically**
**or**
**Decisioningly**

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# Is it about a decision? Which are the rules?



# How does an agent start?




Clicking a button

When the time comes

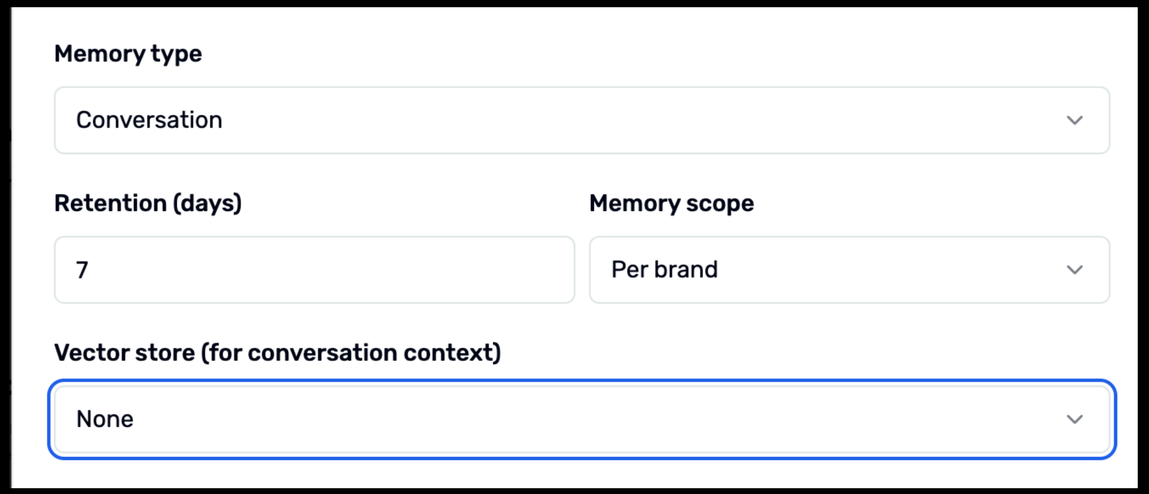
When a record will get in the database

When a file will get in a folder

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# What should I remember?

## Different types with different validity period






# A Typical Skill Structure



EXECUTION
(scripts / core logic)

MEMORY
(data / storage)

KNOWLEDGE
(references / docs)

ENVIRONMENT
(.venv / runtime)

PROTECTION
(.gitignore / safety)

**1. Core Logic (scripts/)**

- Where the skill actually *does things*
- Example:
  - ask_question.py
  - notebook_manager.py

**2. State & Storage (data/)**

- Local storage for:
  - authentication
  - cached data
  - notebook/library state

**3. Knowledge & Docs (references/)**

- Explains how everything works
- Includes:
  - api_reference.md → how to use functions
  - troubleshooting.md → fixes
  - usage_patterns.md → best practices

**4. Environment (.venv/)**

- Isolated Python environment
- Auto-created
- Ensures dependencies don't break things

**5. Safety & Boundaries (.gitignore)**

- Prevents sensitive files from being committed
- Keeps repo clean

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# An example

## Resources (Skill Structure)

**Important directories and files:**

- `scripts/` - All automation scripts (ask_question.py, notebook_manager.py, etc.)
- `data/` - Local storage for authentication and notebook library
- `references/` - Extended documentation:
  - `api_reference.md` - Detailed API documentation for all scripts
  - `troubleshooting.md` - Common issues and solutions
  - `usage_patterns.md` - Best practices and workflow examples
- `.venv/` - Isolated Python environment (auto-created on first run)
- `.gitignore` - Protects sensitive data from being committed

# Are skills universal?

All systems— Cursor, Chatgpt Claude, Lovable, OpenAI tools — are trying to solve the same problem:

“How does an AI reliably execute reusable capabilities?”

So they *look similar*, but they are **not interchangeable**.

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Skill is **NOT** a standard

# What’s Actually Universal (Conceptually)

1. **Execution**
   - Code / function / action
2. **Inputs**
   - Parameters / prompts / arguments
3. **Context / Memory**
   - Data, files, embeddings, state
4. **Instructions**
   - Docs, schemas, system prompts
5. **Environment**
   - Runtime, permissions, tools

# What's NOT Universal

### 1. Format ❌

Each platform defines skills differently:

- **OpenAI** → tool calling / JSON schema
- **Claude (Anthropic)** → tool use + system prompts
- **Cursor** → agent workflows + file context
- **Lovable** → higher-level abstractions

👉 You **cannot copy-paste a skill** between them

### 2. Execution Model ❌

- Some are **LLM-driven (reason → act)**
- Some are **deterministic pipelines**
- Some are **agent loops**

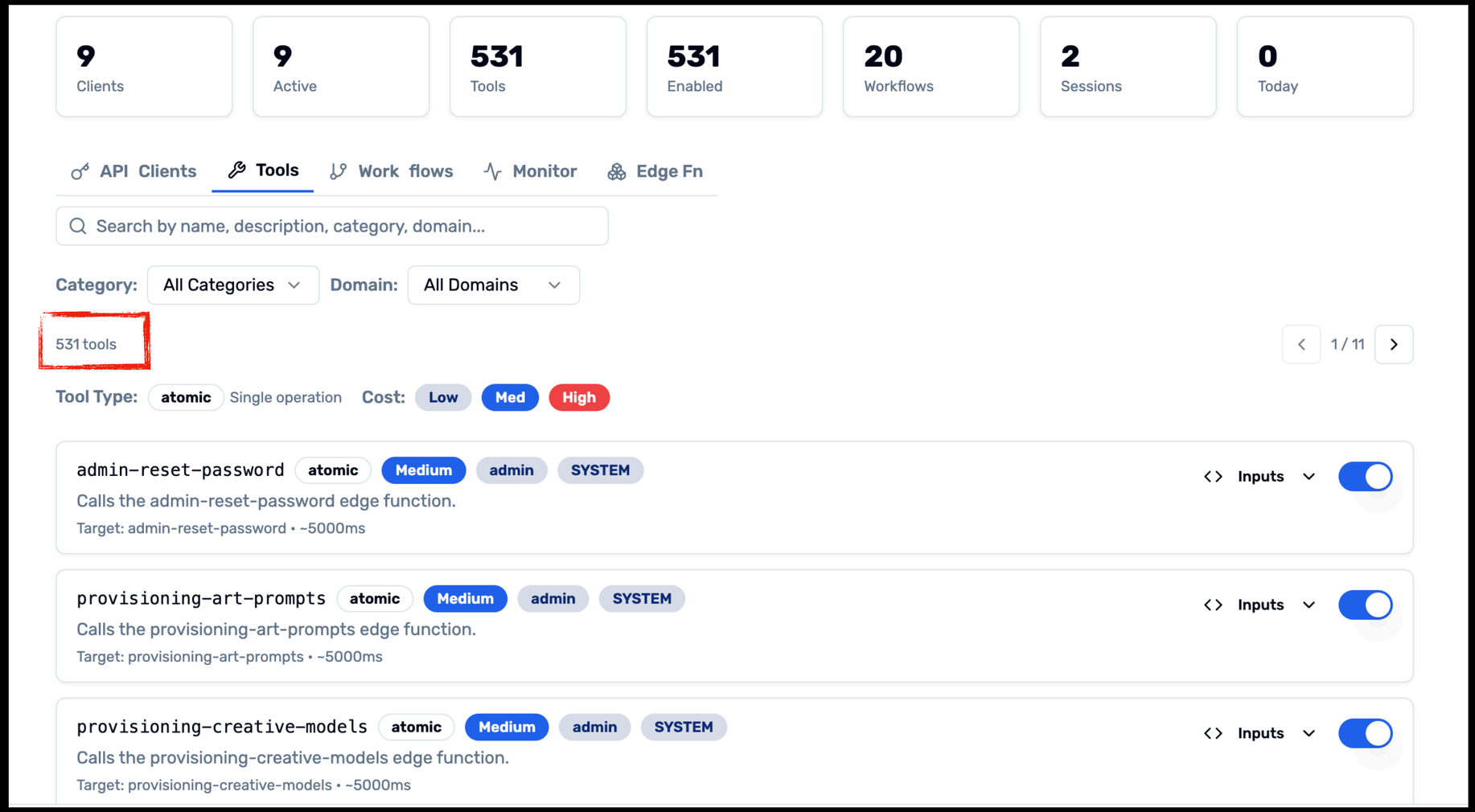
### 3. Memory Handling ❌

- OpenAI → embeddings / vector DB
- Claude → long context window
- Cursor → codebase awareness
- Others → hybrid

### 4. Tooling Interface ❌

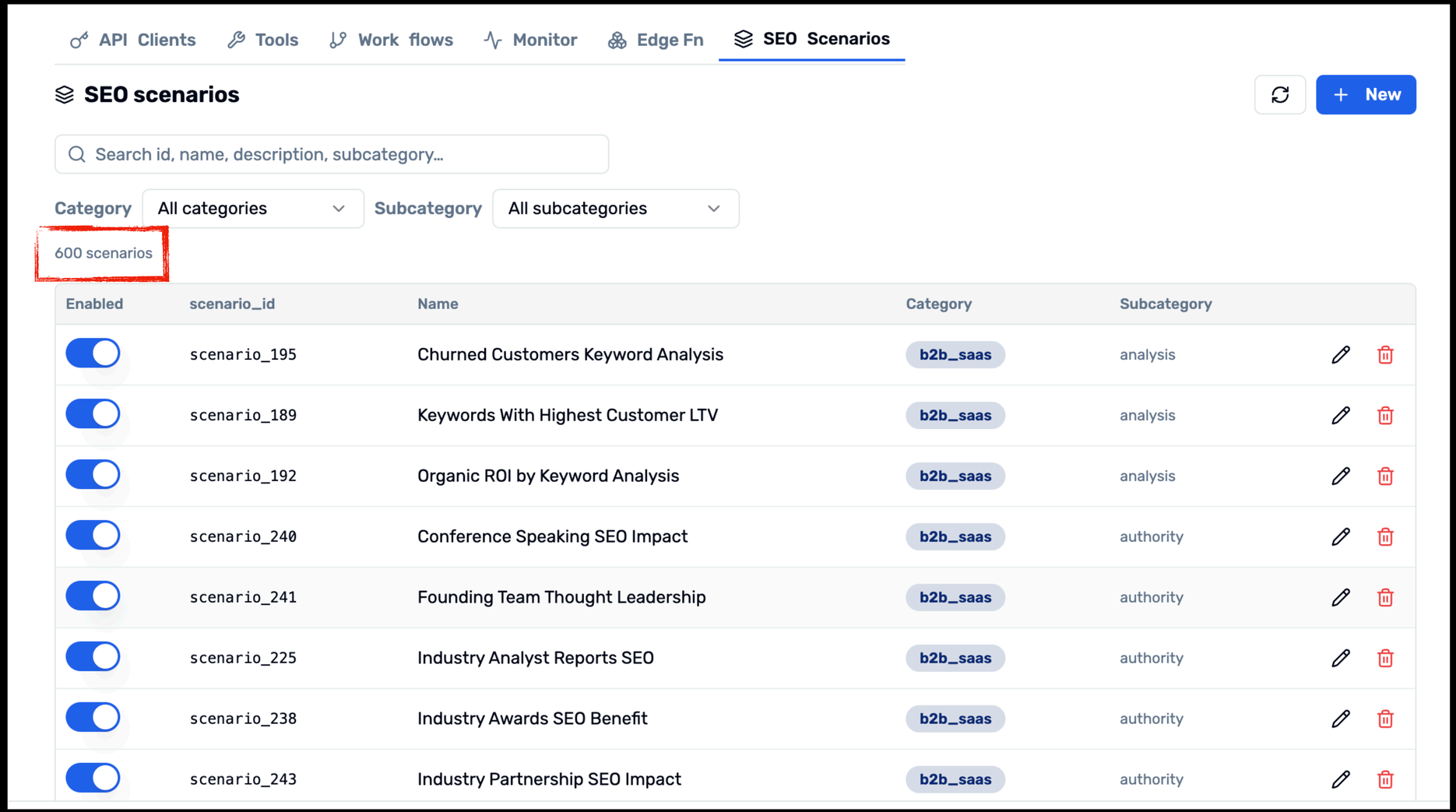
- JSON schema (OpenAI)
- Natural language tool descriptions (Claude)
- File-based execution (Cursor)

# Start with the tools (capabilities)



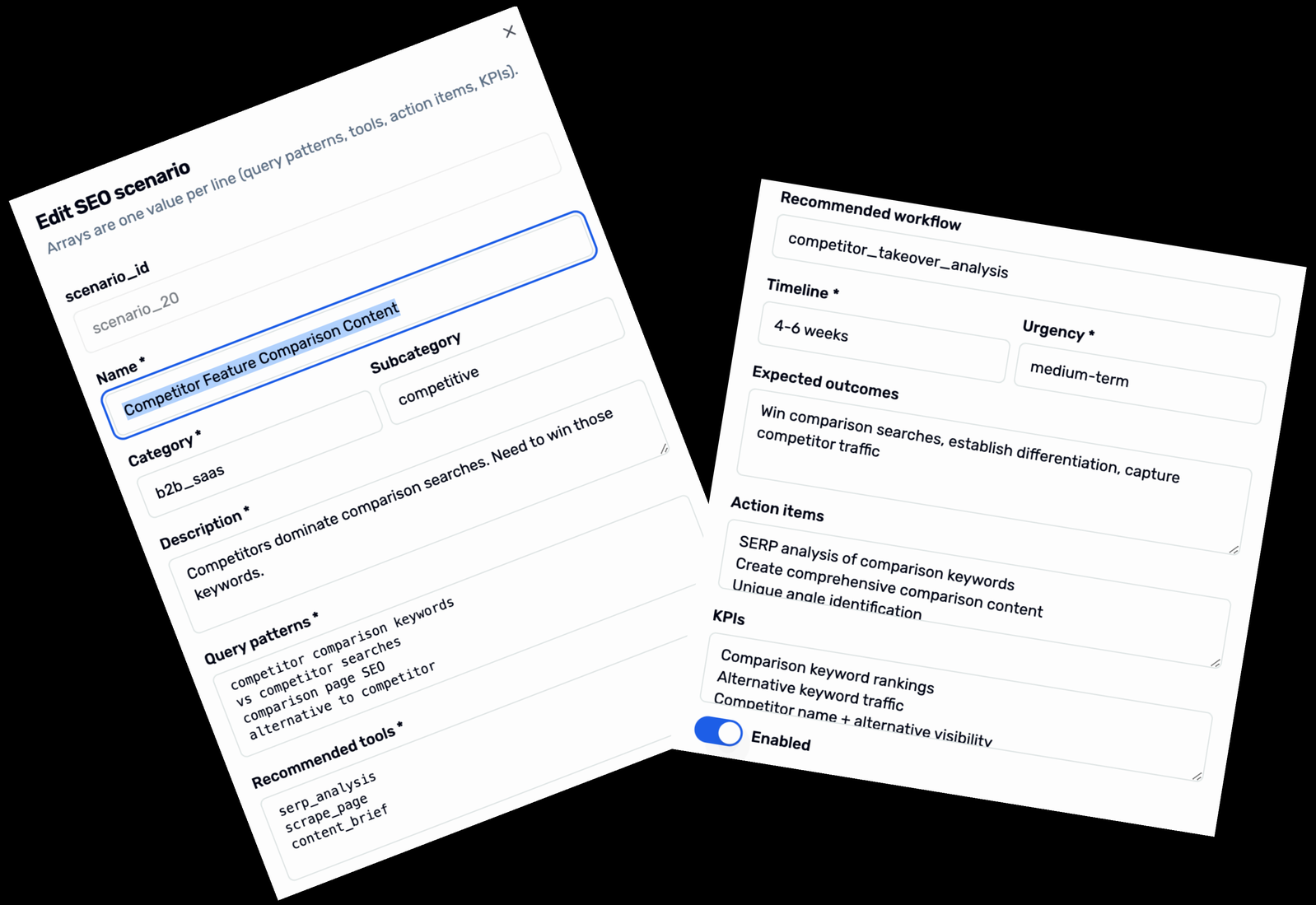

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# How to train your scenarios




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# How to train your scenarios




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# The Big Insight (what advanced builders know) 🔥🔥🔥

The winning approach is: **Build skills in 2 layers:**

**1. Core Skill Logic (portable)**

- Python or edge functions
- APIs
- workflows

**2. Adapter Layer (platform-specific)**

- OpenAI tool schema
- Claude tool definition
- Cursor agent config

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# Agenda

- Intro
- Advanced Competitive Analysis
- Programming for non-programmers
- Content Management System 2.0
- Fact checking
- Agentic processes
- Voice whispering

# Ingredients

Like Siri / ChatGPT Voice



A TECHNOLOGY REAL-TIME speech-to-text (Whisper)

LLM reasoning (gpt-4o-realtime)

A TOOLSET TO KNOWLEDGE (Tools Calls)

text-to-speech (alloy voice)

Embedding Options

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# Inside the Loop: How Real-Time Voice AI Works

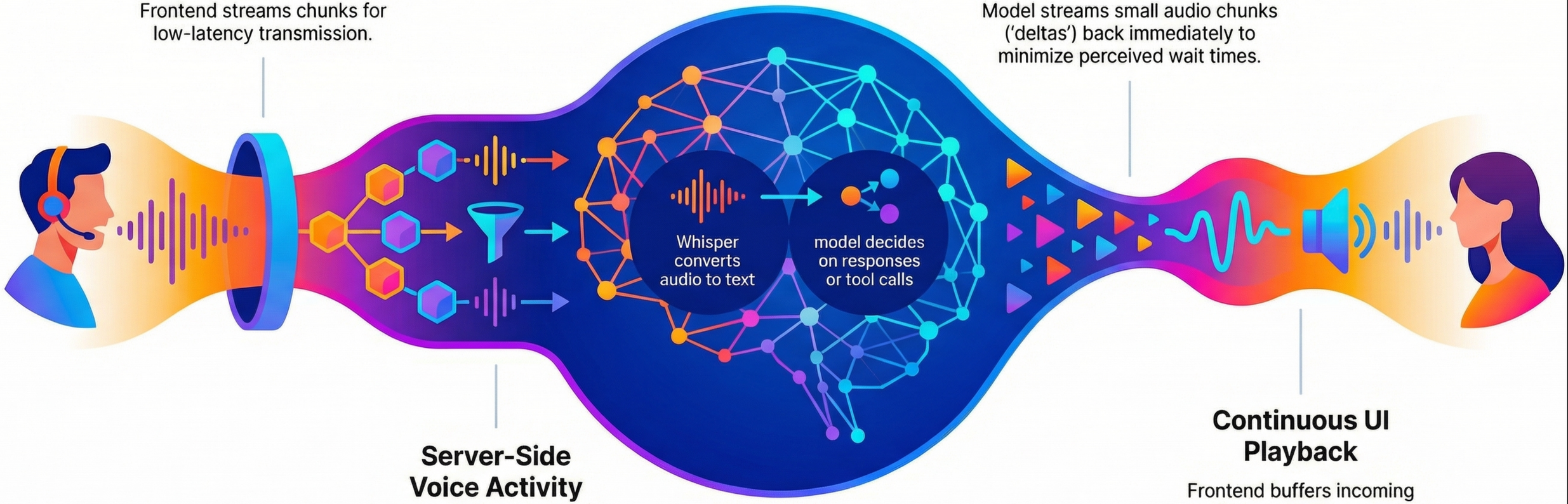
### Audio Capture via WebSockets

Frontend streams chunks for low-latency transmission.

### Transcription and Model Reasoning

### Instant Delta Streaming

Model streams small audio chunks ('deltas') back immediately to minimize perceived wait times.




### Server-Side Voice Activity Detection (VAD)

Uses thresholds & silence durations for natural turn-taking.

### Continuous UI Playback

Frontend buffers incoming audio to ensure a smooth, uninterrupted voice experience.

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## Final Simple Analogy

Your system is like a **phone call with an AI**:



GPT = brain

Whisper = ears

TTS = voice

Tools = hands

WebSocket = phone line

# A. Speech Input (User → Text)

**My Preference**

- Whisper (whisper-1)

**What it does:**

- Takes raw audio → converts to text

**Example:**

User says:

"What's the weather today?"

Whisper outputs:

"What's the weather today?"

This becomes the input to the AI model. 👉

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# Speech Input - More Options

| Tool | Speed | Accuracy | Real-time | Best for |
|---|---|---|---|---|
| Whisper | ⭐⭐⭐ | ⭐⭐⭐⭐ | ⚠️ medium | general use |
| Deepgram | ⭐⭐⭐⭐ | ⭐⭐⭐⭐ | ✅ excellent | voice assistants |
| AssemblyAI | ⭐⭐⭐⭐ | ⭐⭐⭐⭐ | ✅ good | features + analytics |
| Google STT | ⭐⭐⭐ | ⭐⭐⭐⭐ | ✅ strong | enterprise |
| Vosk | ⭐⭐⭐⭐ | ⭐⭐ | ✅ | offline |
| Speechmatics | ⭐⭐ | ⭐⭐⭐⭐ | ✅ | multilingual |
| | ⭐⭐⭐⭐ | ⭐⭐⭐⭐ | | |

# B. The Brain (Realtime Model)

My Favorite:

- gpt-4o-realtime-preview-2024-12-17

**What's special:**

- Handles **audio + text + streaming**
- Responds **token-by-token**, not all at once
- Can **talk while thinking**

This is what enables natural conversation. 👉

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# C. Speech Output (Text → Voice)

We're using:

- Voice: **alloy**

**What it does:**

- Converts AI text → audio waveform

**Output:**

Instead of:

"Hello! How can I help?"

You get:

🎧 actual spoken voice in real time

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# D. Realtime API (The Glue)

You're calling:

POST https://api.openai.com/v1/realtime/sessions

This creates a **live session**.

**Think of it like:**

- A persistent call (like Zoom or Discord voice)
- Not just request → response

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# Real-Time Flow (Step-by-Step)

Let’s walk through exactly what happens when someone talks.

**1. User starts speaking**

Your frontend:

- Captures mic audio
- Sends chunks via WebSocket

File:

src/utils/realtimeAudio.ts

**2. Server detects speech (VAD)**

You use:2

- server_vad (Voice Activity Detection)

**It decides:**

- When user starts talking
- When user stops

Settings:

- threshold
- silence duration

👉 This enables **natural turn-taking**

**3. Audio → Text**

Whisper runs:

audio → transcript

**4. Model thinks + responds**

The realtime model:

- Reads transcript
- Decides what to say
- May call tools

**5. Streaming response back**

You receive events like:

response.audio.delta

This is:

- Small chunks of audio
- Played immediately

👉 This is why it feels **instant**

**6. Playback**

Your UI:

- Buffers audio
- Plays continuously

Components:

- VoiceOverlay
- RealtimeChat
- useRealtimeAPI

# 4. Tools (The Most Important)

This turns your assistant from: **chatbot** → into → **an agent with abilities**

**How it works:**

1. User says:
   “What’s the weather in Athens?”

2. AI decides:
   → call get_weather
3. Your backend runs it
4. Returns result:

{ "temperature": "22°C" }

AI speaks:
"It's 22 degrees in Athens."

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# 5. WebSocket Connection

Realtime API uses:

- Persistent WebSocket

**Why:**

HTTP is: request → wait → response

WebSocket is: open connection → continuous stream both ways

👉 Needed for:

- live audio
- streaming responses
- low latency

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# 6. Turn-Taking (Feels Human)

You're using:

- server_vad

This prevents:

- talking over each other
- awkward delays

**Key idea:**

- Silence = user finished
- AI starts responding

# 7. Mental Model (Super Important)

Think of your system as **3 layers**:

**Layer 1: Input/Output**

- mic
- speaker

**Layer 2: Streaming Engine**

- WebSocket
- audio chunks
- event system

**Layer 3: Intelligence**

- Whisper (hearing)
- GPT (thinking)
- TTS (speaking)
- Tools (acting)

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# 8. Common Pitfalls



**1. Latency issues**

- audio buffering too slow
- WebSocket delays

**2. VAD tuning**

- too sensitive → cuts user off
- not sensitive → long pauses

**3. Token/session expiry**

- realtime sessions are temporary

**4. Audio playback glitches**

- out-of-order chunks
- missing buffers

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# To Remember

Models keep changing. You need to keep up

Not all models do the same. For some features,
you need **reasoning,** for some others, you need **latency**

# The Real Problem Agencies Hit

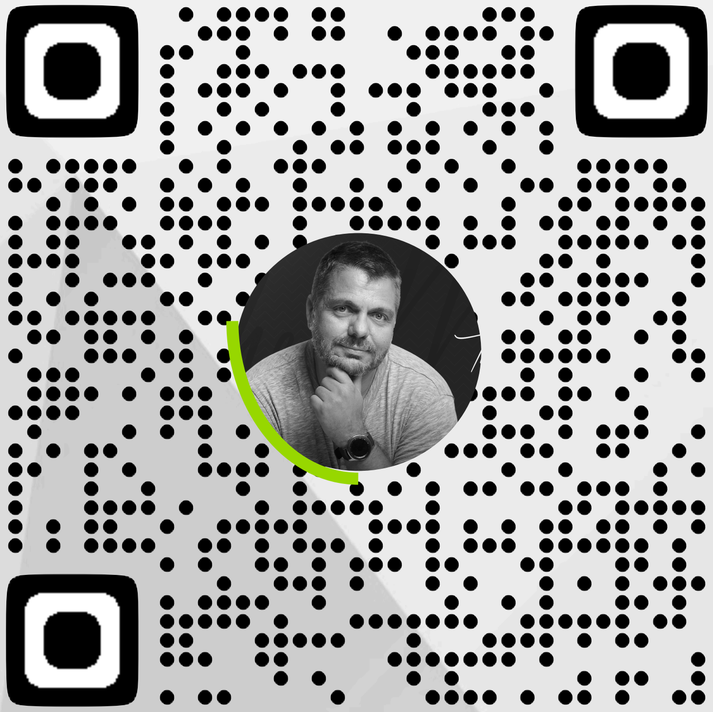
If you rely only on Claude/Copilot, ChatGPT, Gemini

Every task = manual prompting
Every client = repeated work
Every employee = different quality

👉 **You** become the bottleneck. **Despite the use of AI**

# Let’s connect

GrowthRocks



Co-founder
Chief Executive Officer

https://www.linkedin.com/in/theodorosmoulos/

GrowthGirls



Co-founder
Chief Executive Officer

https://www.linkedin.com/in/effiecbersoux/