

23/24 OCTOBER | BRIGHTON

brightonSEO.
United Kingdom

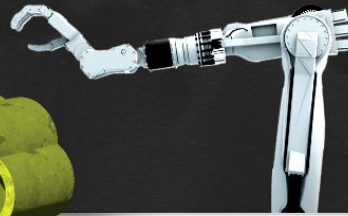


Charlie Morley-Harman

SEO automation made easy
with Google apps script



Automation & SEO



Artificial Intelligence

Artificial Intelligence (AI) is a multidisciplinary field of computer science that employs statistical models, neural network architectures, and deep learning frameworks to simulate human-like cognitive functions, such as natural language processing, supervised classification, and unsupervised clustering. By leveraging high-dimensional data representations and optimization algorithms, AI enables automated pattern recognition, predictive analytics, and decision-making processes at scale.



**The fatigue (and fear)
can be real.**



**Increasing your value.
Not replacing it.**

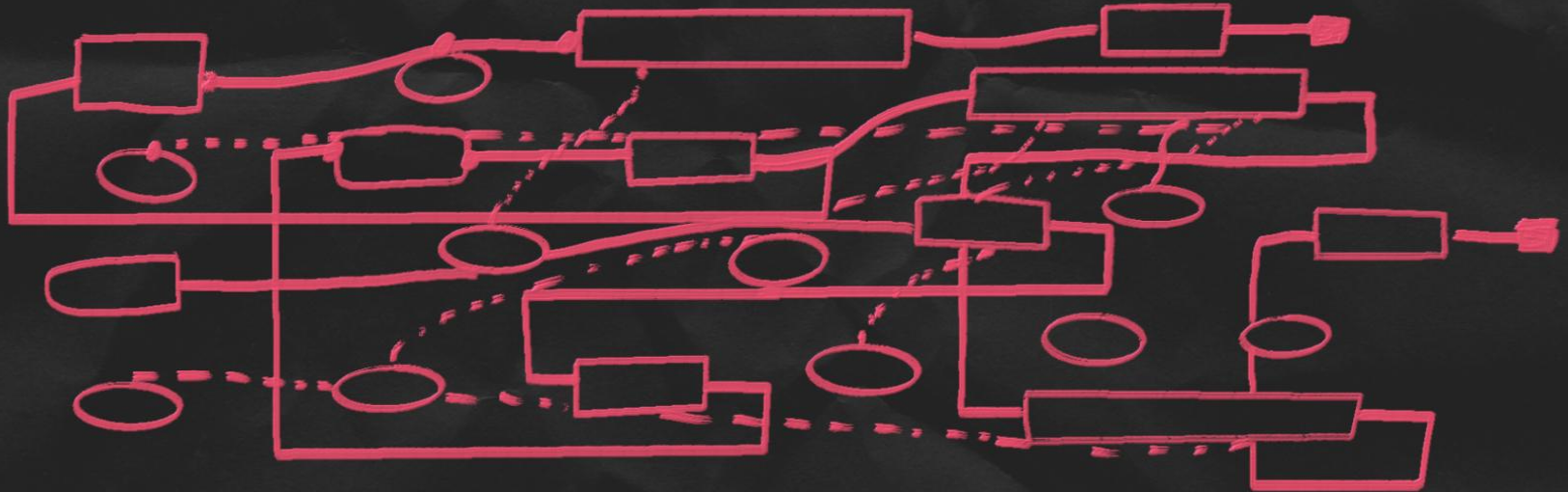


~~AI Automation~~



AI Assistance ✓

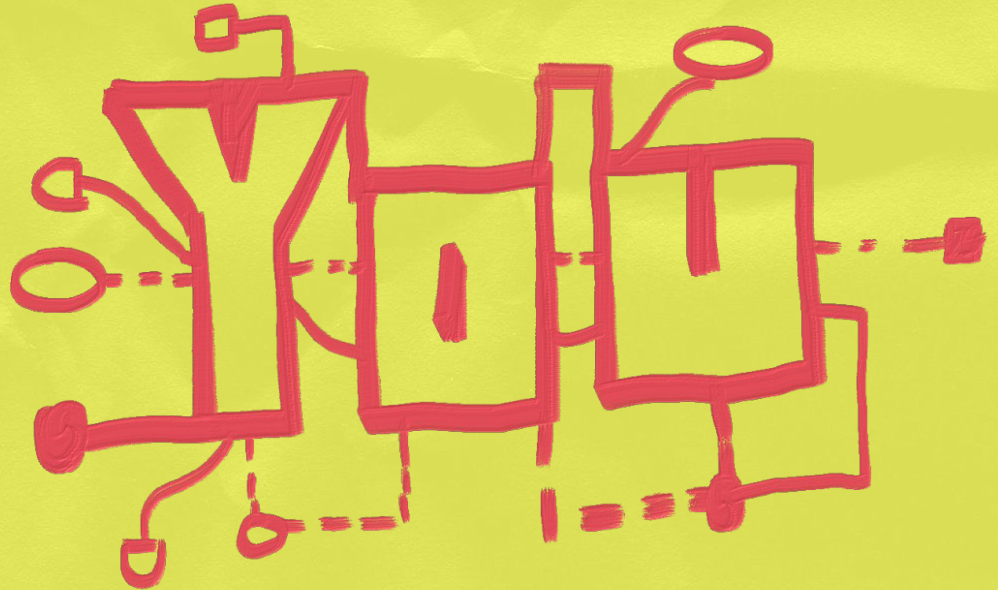
**Automation doesn't
have to look like this...**



Automation doesn't have to look like this...



Challenges unique to...



**Nor do you
need to learn
Python or
know
BigQuery**



There's another



of working

[illegible]

**Let's get
started...**

**Get on
with it** Z Z



**...Padel
anyone?**



**...Padel
anyone?**



SEO



Leave
till last

Actual SEO examples



Ways to transform the SEO work I do on a weekly, if not daily basis



- 🔍 Deconstructing AIOs
- 🔍 Topic Clustering
- 🔍 Redirect Mapping for Hallucinated URLs

Remove topic clustering
Add AI Search Visibility
Tracking 3rd!



◆ **AI Overview**
Check important info. [Learn more](#)
ACORDING TO...

◆ **AI Overview**
Check important info. [Learn more](#)
ACORDING TO...

◆ **AI Overview**
Check important info. [Learn more](#)
ACORDING TO...





Deconstructing AI Overviews



Saved to Drive

File Edit View Insert Format Data Tools Extensions Help

Add time (e.g. 15m)

Start timer



Share



Find Undo Redo Print Speaker 100% \$ % .0 .00 123 Lexend - 22 + B I A

A1:C1 Keyword

	A	B	C	D	E	F	G	H	I
1	Keyword	Above The fold AIO	Full AIO						
2									
3									
4									
5									
6									
7									
8									
9									
10									
11									
12									
13									
14									
15									
16									

+ AIOs Input

Count: 3

「Outputs

KEY QUESTIONS
ANSWERED

KEY CONCEPTS
COVERED

INFORMATION
NEEDS ADDRESSED

SUGGESTED
SNIPPET



Hallucinated URL

<https://example.com/blog/my-urls-are-having-an-identity-crisis/>
<https://example.com/seo/robots-keep-making-up-my-pages/>
<https://example.com/guides/taming-the-hallucination-beast/>
<https://example.com/automation/spreadsheets-that-do-your-job/>
<https://example.com/resources/ai-thinks-this-page-exists/>
<https://example.com/tools/redirect-magic-without-coding/>
<https://example.com/insights/when-google-gets-creative/>
<https://example.com/tutorials/apps-script-loves-seos/>
<https://example.com/blog/catching-traffic-from-imaginary-pages/>
<https://example.com/case-studies/fighting-llms-with-formulas/>



THESE DON'T
EXIST!

Best Match URL

<https://example.com/resources/url-management-best-practices/>
<https://example.com/solutions/ai-generated-content-strategy/>
<https://example.com/enterprise/llm-optimization-framework/>
<https://example.com/platform/workflow-automation/>
<https://example.com/documentation/search-visibility-management/>
<https://example.com/products/enterprise-redirect-suite/>
<https://example.com/research/search-algorithm-analysis/>
<https://example.com/academy/technical-seo-automation/>
<https://example.com/strategies/organic-traffic-recovery/>
<https://example.com/success-stories/ai-search-optimization/>



THESE
DO

Cleaning LLMs guesswork



Redirect Mapping for Hallucinated URLs									
File Edit View Insert Format Data Tools Extensions Help LLM URL Analysis									
Add time (e.g. 15m) Start timer Share									
100% 123 Calibri 12									
AI URL Summarize this table									
	A	B	C	D	E	F	G	H	
1	URL	Last Response	Time Of Last R	Days Since Last	Content Type	Total Bytes	Average Bytes	Total CO2 (mg)	A
2	https://rhapsody.health/vitemap.xml	200	Jul 28, 2025, 9:	0	application/xml	4021841	30701	1425.763	
3	https://rhapsody.health/wp-content/uploads/2023/03/Product_brochure_Rhapsody-Integration-Engine_2i	304	Jul 28, 2025, 8:	0	application/pdf	6489216	135192	2300.46	
4	https://rhapsody.health/wp-content/uploads/2021/09/Rhapsody-On-Premises.pdf	200	Jul 28, 2025, 6:	0	application/pdf	7324479	261588	2596.564	
5	https://rhapsody.health/wp-content/uploads/2023/09/Rhapsody-Integration-Engine-2-Page.pdf	304	Jul 28, 2025, 5:	0	application/pdf	627312	31365	222.385	
6	https://rhapsody.health/wp-content/uploads/2021/08/Uniate-Public-Health-eBook.pdf	200	Jul 25, 2025, 2:	2	application/pdf	43652447	2297497	15475.011	
7	https://rhapsody.health/wp-content/uploads/2023/03/Product_brochure_Corepoint_2023.pdf	200	Jul 28, 2025, 6:	0	application/pdf	5059026	281057	1793.45	
8	https://rhapsody.health/wp-content/uploads/2021/09/Uniate-FHIR-Getting-Started-Guide.pdf	304	Jul 28, 2025, 8:	0	application/pdf	4637828	309188	1644.133	
9	https://rhapsody.health/blog/apple-health-fhir/	200	Jul 25, 2025, 9:	2	text/html	430672	30762	152.675	
10	https://rhapsody.health/blog/category/product-news/	200	Jul 26, 2025, 1:	2	text/html	313011	24077	110.964	
11	https://rhapsody.health/resources/h17-pvl-patient-visit-information-segment/	200	Jul 26, 2025, 1:	1	text/html	215256	17938	76.309	
12	https://rhapsody.health/solutions/corepoint/robots.txt	301	Jul 27, 2025, 9:	0	text/plain	60	5	0.021	
13	https://rhapsody.health/wp-content/uploads/2024/02/KLAS-report-2024-best-in-klas-awards-software-and	200	Jul 25, 2025, 1:	2	application/pdf	2678088	223174	949.396	
14	https://rhapsody.health/wp-content/uploads/autoptimise/css/autoptimise_single_14df247b32de5370ddc	404	Jul 25, 2025, 8:	2	text/css	165029	13752	58.504	
15	https://rhapsody.health/ads.txt	404	Jul 25, 2025, 1:	2	text/plain	151200	13745	53.601	
16	https://rhapsody.health/blog/independent-analyst-study-shows-rhapsody-data-integration-delivered-signif	200	Jul 25, 2025, 5:	2	text/html	264175	26417	93.651	
17	https://rhapsody.health/blog/rhapsody-releases-corepoint-7-3/	200	Jul 24, 2025, 5:	3	text/html	263716	26371	93.489	
18	https://rhapsody.health/resources/a-national-e-prescription-service-in-the-kingdom-of-saudi-arabia-choose	200	Jul 25, 2025, 1:	2	text/html	195534	19553	69.318	
19	https://rhapsody.health/xmlrpc.php	403	Jul 10, 2025, 1:	17	text/html	1180	118	0.418	
20	https://rhapsody.health/blog/bridging-the-gap-medical-data-standardization-and-data-quality/	200	Jul 25, 2025, 5:	3	text/html	259770	28863	92.09	
21	https://rhapsody.health/blog/health-information-exchange-architecture-types/	200	Jul 23, 2025, 9:	4	text/html	253838	28204	89.987	
22	https://rhapsody.health/education/rhapsody-expert-level-modules/	200	Jul 25, 2025, 3:	3	text/html	143967	15996	51.037	
23	https://rhapsody.health/resources/future-interoperability-web-api-fhir/	200	Jul 27, 2025, 1:	0	text/html	162628	18069	57.652	
24	https://rhapsody.health/resources/h17-evn-segment/	200	Jul 27, 2025, 1:	0	text/html	154979	17219	54.941	
25	https://rhapsody.health/resources/h17-obe-segment/	200	Jul 25, 2025, 1:	3	text/html	164243	18249	58.225	
26	https://rhapsody.health/rhapsody-mirth-ko/	301	Jul 27, 2025, 5:	0	text/html	45	5	0.016	
27	https://rhapsody.health/solutions/corepoint/ads.txt	301	Jul 28, 2025, 1:	0	text/plain	45	5	0.016	
28	https://rhapsody.health/wp-content/uploads/2022/07/KLAS-report-2023-best-in-klas-awards-software-and	200	Jul 28, 2025, 5:	0	application/pdf	1273815	141535	451.574	
29	https://rhapsody.health/blog/fhir-vs-h17-explained/	200	Jul 27, 2025, 1:	1	text/html	308040	38505	109.202	
30	https://rhapsody.health/blog/how-to-comply-with-the-cms-adt-a-notification-condition-of-participation-an	200	Jul 27, 2025, 1:	1	text/html	253563	31695	89.889	
31	https://rhapsody.health/blog/how-to-improve-clinical-workflow-30-expert-tips/	200	Jul 25, 2025, 1:	2	text/html	311730	38966	110.51	
32	https://rhapsody.health/blog/rhapsody-and-corepoint-merge-to-advance-interoperability-in-healthcare/	200	Jul 27, 2025, 2:	0	text/html	219425	27428	77.787	
33	https://rhapsody.health/blog/smart-fhir-new-model-etc-integrations/	200	Jul 26, 2025, 2:	2	text/html	204111	25513	72.358	
34	https://rhapsody.health/blog/total-economic-impact-report-how-rhapsody-delivers-193-roi-for-health-tech	200	Jul 25, 2025, 5:	3	text/html	238241	29780	84.458	
35	https://rhapsody.health/education/rhapsody-basic-maintenance/	200	Jul 25, 2025, 6:	2	text/html	122628	15328	43.472	
36	https://rhapsody.health/resources/clinixys-group/	200	Jul 24, 2025, 7:	3	text/html	162860	20357	57.735	
37	https://rhapsody.health/blog/accelerate-digital-health-adoption-with-rhapsody-integration-engine-7-3/	200	Jul 25, 2025, 9:	2	text/html	195935	27990	69.46	
38	https://rhapsody.health/blog/epic-selects-rhapsody-for-integration-within-the-epic-garden-plot-offering/	200	Jul 24, 2025, 5:	3	text/html	183946	26278	65.21	
39	https://rhapsody.health/blog/rhapsody-releases-first-update-to-flagship-interoperability-platform/	200	Jul 25, 2025, 5:	3	text/html	183539	26219	65.065	
40	https://rhapsody.health/markets/payers/	200	Jul 27, 2025, 1:	0	text/html	149815	21402	53.11	
41	https://rhapsody.health/resources/h17-pid-segment/	200	Jul 26, 2025, 1:	1	text/html	133091	19013	47.181	
42	https://rhapsody.health/resources/h17-standard-versions/	200	Jul 25, 2025, 1:	2	text/html	133473	19067	47.317	
43	https://rhapsody.health/learn/using-fhir-middleware-to-integrate-with-existing-systems/	300	Jul 26, 2025, 8:	2	text/html	117363	14766	41.606	

Recapturing traffic



Generating new content ideas





Brand Information**Primary Brand Name****Audiences****Prompt Categories****Prompt Doc ID**

BrightonSEO

SEO Professionals

SEO Automation Workflows

1gvsjH_m0yNlizjSndzR9azhuarN

Digital Marketers

AI Search Optimization

BrigthonSEO Escapism

Prompt**Audience****Category**

What are the best ways to automate SEO tasks?

SEO Professionals

SEO Automation Workflows

How can I track my brand mentions in AI search results?

SEO Professionals

AI Search Optimization

Tools for managing hallucinated URLs

Digital Marketers

SEO Automation Workflows

SEO automation without learning Python

SEO Professionals

SEO Automation Workflows

Does BrightonSEO count as networking or just strategic seaside procrastination?

Digital Marketers

BrigthonSEO Escapism

Best practices for AI search visibility

SEO Professionals

SEO Automation Workflows

Google Apps Script tutorials for marketers

SEO Professionals

SEO Automation Workflows

How do I monitor LLM citations of my website?

SEO Professionals

AI Search Optimization

Can a spreadsheet really steal my job?

SEO Professionals

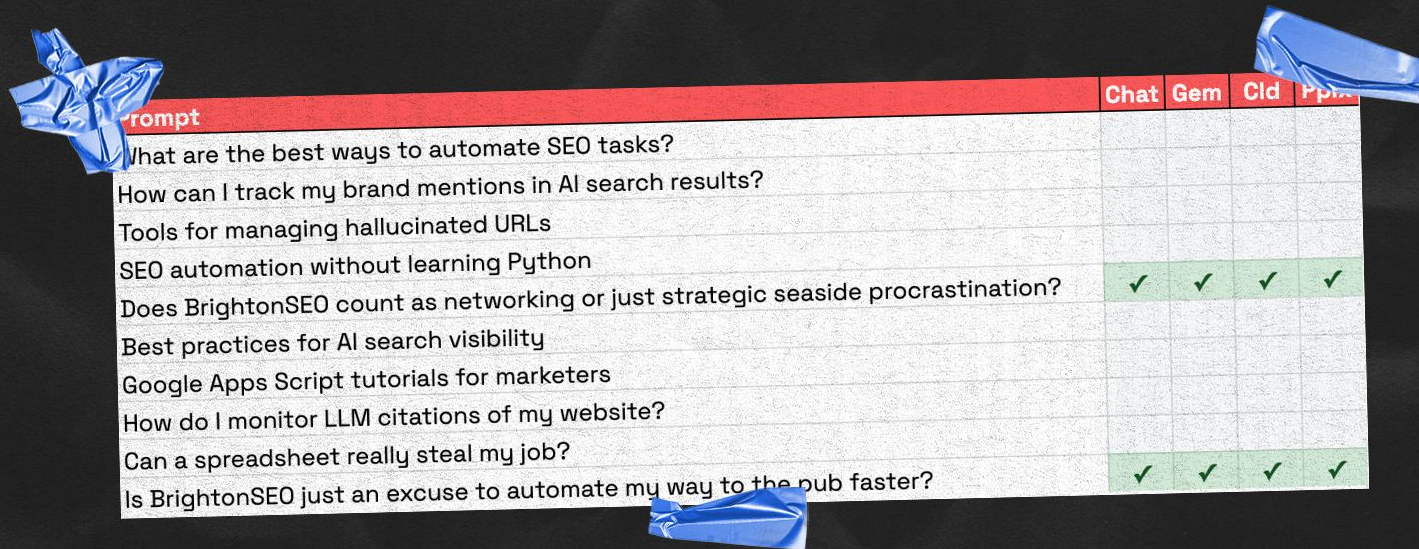
SEO Automation Workflows

Is BrightonSEO just an excuse to automate my way to the pub faster?

SEO Professionals

BrigthonSEO Escapism

Prompt	OpenAI Response	OpenAI Mention	OpenAI Model	Gemini Response	Gemini Mention	Gemini Model
Does BrightonSEO count as networking or just strategic seaside procrastination?	That's a great question—and I'd say BrightonSEO manages to be both, depending on how you approach it. At its core, BrightonSEO is one of the biggest search marketing conferences in Europe, so it definitely counts as **proper networking**: - You'll meet agency folks, freelancers, in-house SEOs, tool providers, and marketers from around the world. - There are structured networking events, training workshops, and	YES	gpt-5-chat	BrightonSEO is a masterclass in strategic seaside procrastination, but its true value lies in turning that procrastination into productive networking. The event is what you make of it: a well-deserved break with some ambient learning, or a powerful career-building opportunity. The difference between the two hinges on how effectively you leverage key platforms before, during, and after the event. To ensure it's a strategic investment, focus your efforts on these platforms:	YES	gemini-2.5-pro



Prompt	Chat	Gem	Cld	Ppl
What are the best ways to automate SEO tasks?				
How can I track my brand mentions in AI search results?				
Tools for managing hallucinated URLs				
SEO automation without learning Python				
Does BrightonSEO count as networking or just strategic seaside procrastination?	✓	✓	✓	✓
Best practices for AI search visibility				
Google Apps Script tutorials for marketers				
How do I monitor LLM citations of my website?				
Can a spreadsheet really steal my job?				
Is BrightonSEO just an excuse to automate my way to the pub faster?	✓	✓	✓	✓

Brand Mentions

Prompt:	Does BrightonSEO count as networking or just strategic seaside procrastination?
Model:	OPENAI

Full Response

That's a great question—and I'd say BrightonSEO manages to be both, depending on how you approach it.

At its core, BrightonSEO is one of the biggest search marketing conferences in Europe, so it definitely counts as proper networking:

- You'll meet agency folks, freelancers, in-house SEOs, tool providers, and marketers from around the world.
- There are structured networking events, training workshops, and sponsor stands where real business connections get made.
- Attendees often use it to recruit, pitch services, or find collaborations.

That said, it's also famous for its seaside vibe:

- The setting in Brighton—with pubs, fish and chips, the beach, and the pier—encourages a more relaxed atmosphere.
- Many attendees admit the "networking" over ice cream, seafront walks, or afterparties can be just as valuable as the talks themselves.
- There's a tongue-in-cheek recognition that not every "meeting" during BrightonSEO involves slides and note-taking.

So, in truth: BrightonSEO is both professional networking and strategic seaside procrastination—but that relaxed tone is part of what makes people open up and connect.

👉 Do you want me to give you some specific strategies for making the most of the networking side without feeling like you're just drifting off into holiday mode?



**Creating your
own**



**Claude, Gemini,
ChatGPT are
your friends**

**Start
with your
day to
day tasks**



Super simple prompts



Extensions Help

 Add-ons 

 Macros 

 Apps Script



Apps Script

Untitled project



Files

AZ



Run



Debug

No functions

Execution log



Code.gs

1

```
function myFunction() {
```

2

3

```
}
```

4



Libraries



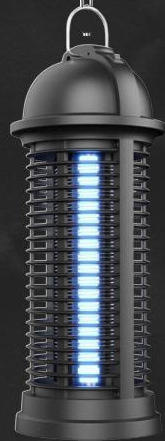
Services



Save + Run!



Debug needed?



Thank You!



sitelogicdigital.com/brighto



ⁿ/cmh-seo/