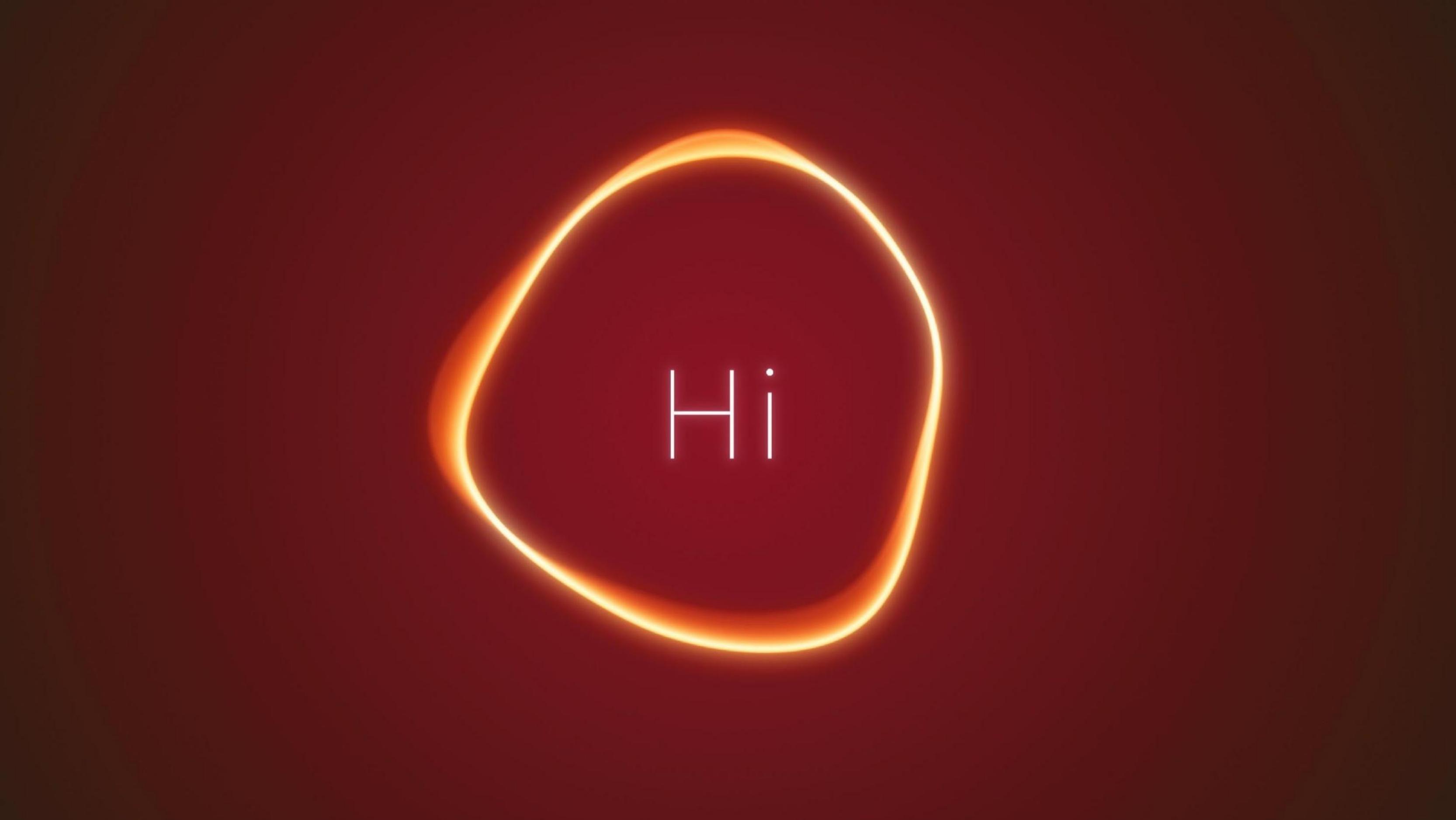


Website Optimization with AI Agents

fire&spark



WIXSTUDIO

A glowing orange ring, resembling a neon light or a fire ring, is centered on a dark red background. The ring has a bright orange-yellow center that fades to a darker orange at the edges. Inside the ring, the word "Hi" is written in a simple, white, sans-serif font.

Hi

My Background

- Intersection of technology and marketing
- Studied AI in graduate school
- Built a super-computer for the NSA
- Founder of Fire&Spark, an SEO agency

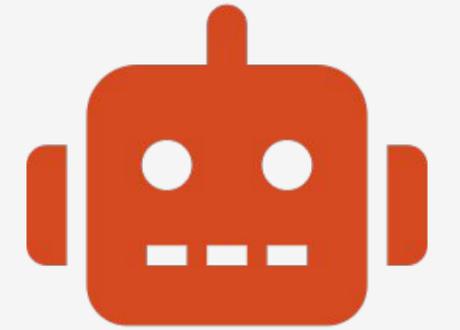


CLIENTS



From Chatbots to Agents

The New Era of AI



What Is an AI Agent?

An AI agent autonomously makes decisions, takes actions, and interacts with other systems. Agents execute multi-step plans to achieve goals and adapt along the way.



Decisions

Follows instructions, evaluates context and makes choices independently



Actions

Uses tools and accesses data



Interactions

Communicates with humans and other agents

What AI Agents Mean for Marketing



Efficiency Gains

Agents can handle research, data analysis, copy writing and reporting



Better Customer Experiences

24/7 responsiveness with personalized, context-aware messaging.

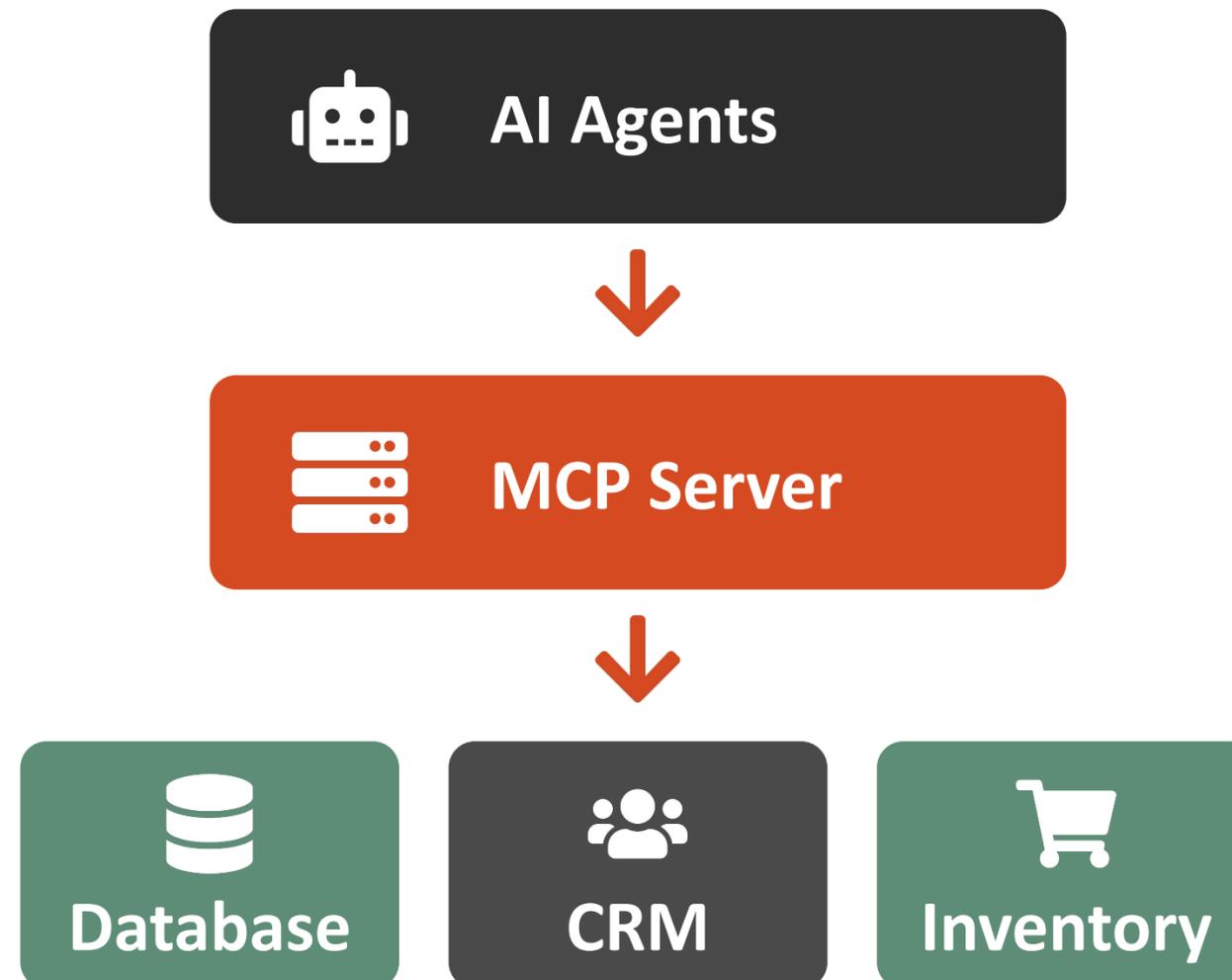


Lower Operational Costs

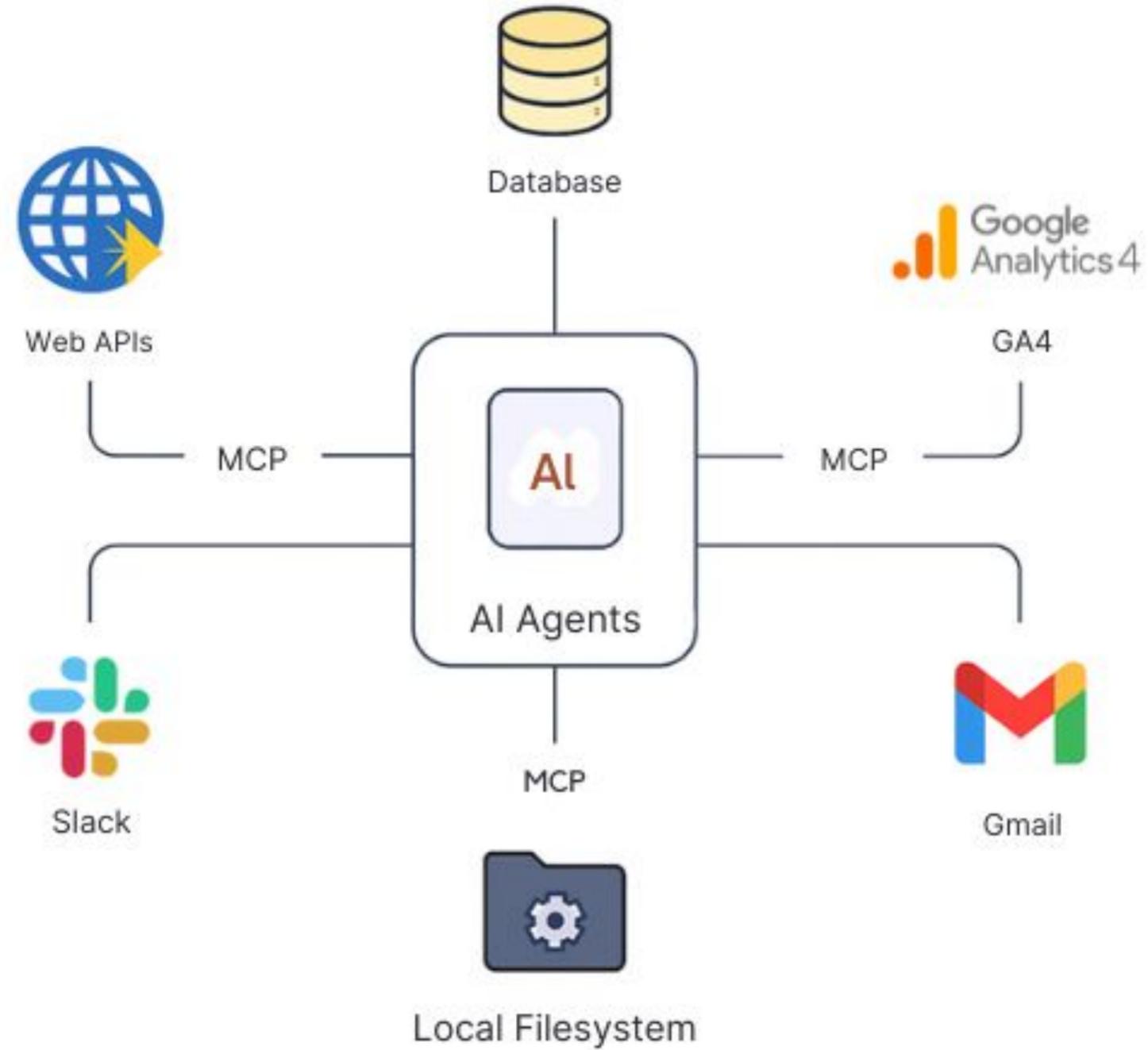
Fewer human errors and less time spent on repetitive tasks.

02 MCP -- The “USB Connector” for AI

MCP is an open protocol framework that standardizes how AI systems share information and take actions across different tools.



What is MCP?





What Marketers Are Actually Doing With AI Agents

Content Optimization

Agents audit top performing pages, flag intent gaps, and draft updates (metadata, copy, headings) using performance data. You approve the changes, then AI makes updates.

Marketing Research

Agents review SERPs, competitor websites, forums, and online reviews, then deliver a tight brief of themes and opportunities. A second agent critiques it and suggests refinements.

Go-to-market Planning

Agents turn your strategy into a launch plan with timeline, owners, dependencies, and ready-to-use briefs for content, email, and ads

Social Posts

Agents generate platform-specific social posts (hooks, copy, visuals) grounded in your brand messaging and audience. Agents can schedule drafts, track engagement, and propose strategic direction based on what's working.



How Multi-Agent Systems Work

Marketers can launch teams of agents, with supervisor agents monitoring the worker agents.

Supervisor Agent

Agent 1
Research

Agent 2
Copywriting

Agent 3
Q/A



Everyone Becomes a Manager

The old way

2-4 hrs

of creative strategy work per day

The Shift

Writers become editors and managers of AI agents. Your judgement becomes your edge: what to test, what to ship and what to ignore.

 **make**

 **Claude**

 **replit**

 **ChatGPT**

 **zapier**



**AI Agent
Platforms
I Use**

Example: Real-time GA4 Reporting



Direct Access

Plug ChatGPT into GA4 via a Zapier MCP server for seamless data retrieval.



Conversational Queries

“Pull last month’s session data and identify top-performing pages.”



Automated Insights

Analyze conversion metrics and engagement rates for key takeaways.



Example: Monitoring ICP Conversations

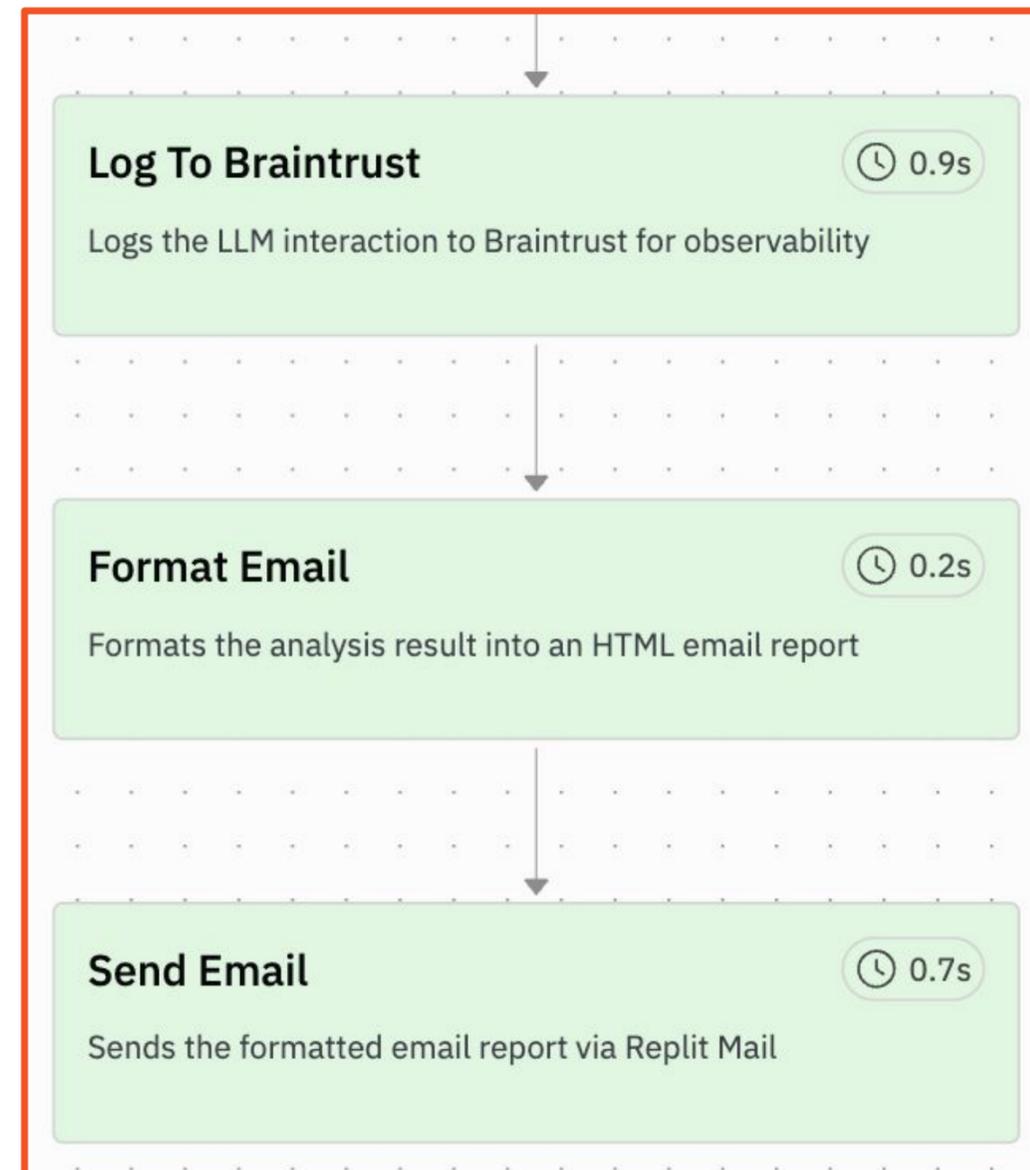
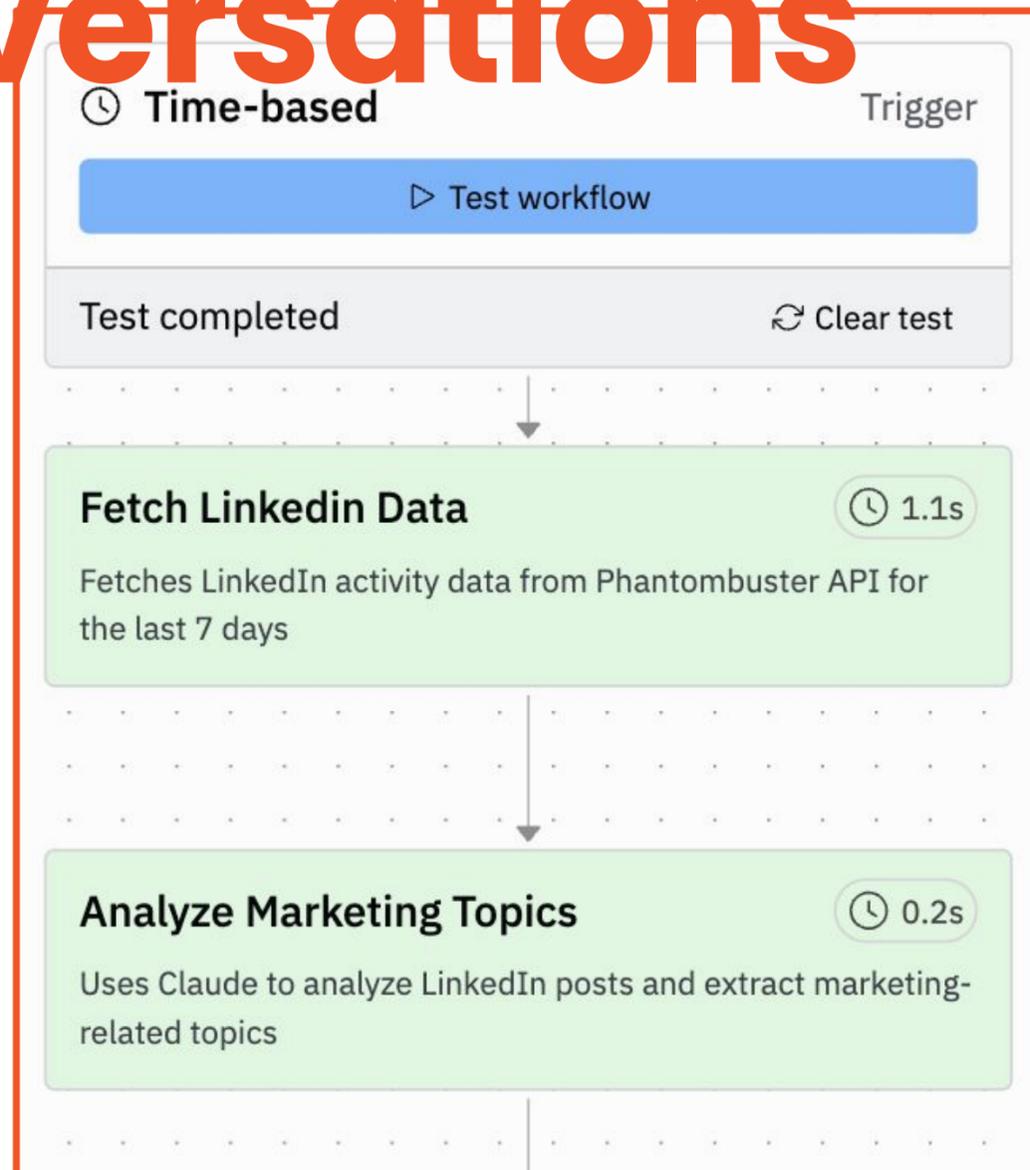
Problem: Too little engagement on our Health Tech marketing content.

Solution: Monitor our ICP on LinkedIn for trending topics using PhantomBuster data.



Analyze LinkedIn activity for marketers who attend our hosted dinners.

Example: Monitoring ICP Conversations



6 step workflow implemented as a Replit automation (built on my phone)

Example: Diagnose Traffic Drop

Problem: Automation detected drop in organic traffic

Solution: Identified specific pages that lost traffic. Discovered that these pages are no longer indexed. Found a robots.txt issue

Tool: Julius.ai



Example: Investigate a Technical Issue

Problem: A high-traffic page received zero organic visits yesterday

Solution: Launch dozens of AI agents to test various hypotheses



Example: Automated Content Refreshes

1 Prioritize Pages
Rank pages using traffic and conversion metrics.



2 Choose Pages
Filter the list to select the top 5% of pages worth refreshing.



3 Deep Research
Identify recent topics, trends, and updates related to each selected page.



4 Generate Refresh Brief
Automatically produce a structured page refresh brief for human review.



5 Human Review
A human revises and approves the content refresh brief.



6 Generate Updated Page Copy
Create new page content based on the approved refresh brief.



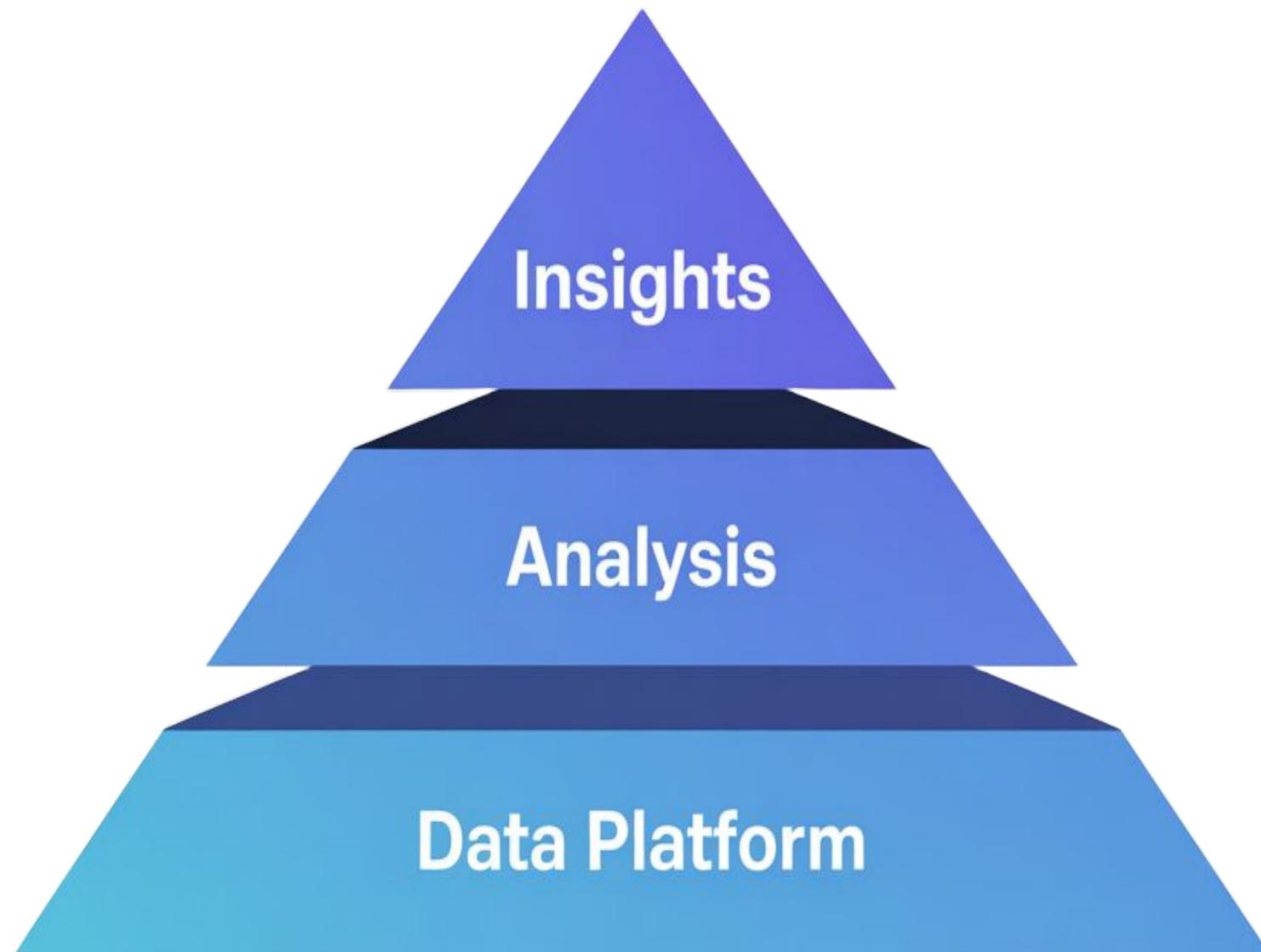
7 Human Review & Publish
A human reviews the refreshed page and publishes it.

Results: Time to generate a page refresh brief went from 2 hours to 20 minutes

AI Agent Tech Stack

Outcome

Tools



Insights

Gemini 3 grounded in business context

Analysis

Replit, Julius.ai, Claude + MCP, Custom UIs

Data Platform

BigQuery, GA4, GSC, DataforSEO

Path from Chatbots to Agents

Stage	Action
 Crawl	Experiment with AI chat
 Walk	Build AI assistants
 Run	Build simple AI automations
 Fly	Redesign your work with AI

Training for your team

- AI-driven GEO workflows
- Content refreshes at scale
- AI-driven content workflows
- Discover niche topics in the wild
- Build persona variants for AI
- Earn co-citations with digital PR

More information: dale@fireandspark.com

Want More?
Download
ALL of my
Recipes for
SEO AI Agents

Let's Connect:

Email: dale@fireandspark.com

fire&spark

AI RECIPE

Generate Alternative Content Types

INGREDIENTS

Keyword List

INSTRUCTIONS

Describe the intent behind each

researcher's
nt be
onal or
possible



fire&spa

