

Automate Your Weekly SEO & AEO Research

The exact systems, prompts, and costs — not another "AI can help your SEO" listicle.

Compiled from a real practitioner's production setup, verified costs, and open-source alternatives.
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1. The One-Paragraph Verdict	3
2. Why This Actually Works Now	3
3. What You Need Before You Start	4
4. The Four Systems, Explained	4
5. Exact Setup Steps	6
6. Putting It On a Schedule	7
7. What This Actually Costs	7
8. Alternative Tools, Ranked	8
9. FAQ	9

1. The One-Paragraph Verdict

This works, and it's not theoretical. A real practitioner running four connected Claude Code systems — keyword research, a content writer, a site audit, and a content refresher — hit **14.4M impressions and 90,000 organic clicks** on one site, with two newer sites pulling organic traffic within a week of launch. Setup takes about 8-10 minutes once you have Claude Code and a free DataForSEO account. **Total cost to run all four systems is a few dollars a month**, most of it covered by the free trial credit. This isn't "AI can help your SEO" — it's an exact, working, reproducible system.

2. Why This Actually Works Now

AI search engines convert roughly 5x better than traditional organic traffic — but only if your content is structured to actually be cited, not just indexed. Most SEO tools force you to bounce between five separate tabs to ship one blog post, and the boring tasks — the ones that actually move rankings — are the ones people skip because they're tedious, not because they're hard.

Four connected systems fix that by sharing state with each other: the keyword researcher knows what's already been covered, so the content writer can't cannibalize its own content. The audit knows which pages exist. The refresher knows which ones are quietly dying in the index.

Real proof, not a hypothetical: inside the community behind this system, one member indexed more than 800 local service pages using a version of this exact workflow — generating 105 booked appointments in a single month from organic traffic alone. No ads.

3. What You Need Before You Start

Genuinely short list. This is not a complicated stack.

- **A project folder** on your local machine with your actual business info inside — services, locations, brand voice, USPs. This is what stops the output from reading generic.
- **Claude Code installed** — the CLI version specifically, not just the desktop app, if you want this to run unattended on a schedule.
- **A free DataForSEO account.** Pay-as-you-go after the free credit runs out.
- **The pre-built systems repo**, so you're not writing four skills from scratch: github.com/NicoSKOOL/the-four-systems

Platform Solutions Resources Open Source Enterprise Pricing

NicoSKOOL / the-four-systems

Public

Notifications Fork 20 Star 37

Code Issues Pull requests Actions Projects Security and quality Insights

main 1 Branch 0 Tags

Go to file

Code

Nico Gorrone

Initial release: the four SEO systems

03c2ca5 · 3 months ago

1 Commit

.claude	Initial release: the four SEO systems	3 months ago
context-templates	Initial release: the four SEO systems	3 months ago
docs	Initial release: the four SEO systems	3 months ago
launchd	Initial release: the four SEO systems	3 months ago
prompts	Initial release: the four SEO systems	3 months ago
scripts	Initial release: the four SEO systems	3 months ago
state	Initial release: the four SEO systems	3 months ago

About

Four SEO skills you trigger from Claude Code. Each one updates a shared dashboard. Optional cron/launchd for hands-off mode.

Readme

MIT license

Activity

37 stars

0 watching

20 forks

Report repository

The actual repo — real numbers, not a claim. 37 stars, 20 forks, MIT licensed, one clean initial commit. Folder structure shown is exactly what installs into your project.

Hand Claude Code the repo link and tell it to install the systems for your business. 8-10 minutes later, all four are wired up and pulling your actual business context. Turning on auto-mode helps — otherwise it stops to ask permission every 30 seconds during setup.

4. The Four Systems, Explained

System	What it does	How often to run it
1. Keyword Research	Builds a keyword bank + fan-out cluster + content queue	Once a month
2. Content Writer	Drafts ranking-ready posts using the capsule content method	Weekly
3. On-Site Audit	Full health report via DataForSEO, prioritized fixes	Fortnightly
4. Content Refresher	Flags decaying or de-indexed posts to rewrite	Monthly

System 1 — Keyword Research

You type a service or topic. Claude Code runs the research skill, builds a fan-out cluster, and saves it to a live dashboard — a keyword bank (with status flags so it never targets the same keyword twice) and a fan-out cluster of supporting keywords that become H2s and H3s in the eventual post. This is the same fan-out logic AI search engines use to decide what to cite.

System 2 — The Content Writer

You say "write the next blog post." It pulls from the keyword bank and does six things automatically:

1. Injects real experience from your business files — first-person stories, real numbers, anything that reads as genuine expertise
2. Targets the primary keyword in the title and H1, fan-out keywords in H2s/H3s
3. Writes roughly 70% in the capsule method — H2s phrased as questions, answered directly in the first sentence, so AI search can lift the answer cleanly
4. Cites high-trust sources — government domains, official bodies, primary research
5. Internally links across your site by reading your sitemap
6. Adds a TL;DR block at the top — now considered best practice for AI-search inclusion

If your site runs on Astro, posts publish directly with no CMS involved. On WordPress, you get a clean Markdown file to paste in, or automate that step through the WordPress REST API.

System 3 — The On-Site Audit

You say "audit the site." Claude Code calls DataForSEO and returns a full health report with prioritized fixes. On a real test site, this returned a 97/100 on-page score and 99/100 SEO score, plus a list of broken links and slow pages — for about **48 cents** in DataForSEO cost.

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DataForSEO — the API this system calls under the hood. \$5 free credit covers roughly 10 full audit runs before you pay anything.

System 4 — The Content Refresher (the one almost nobody runs)

Reads your Search Console data, flags posts decaying in rank or dropped from the index, and tells you whether to rewrite, merge, or kill each one. This is the highest-ROI system of the four and the most commonly skipped.

Only around 60% of published posts stay indexed long-term. "Crawled, currently not indexed" is Google's way of saying it read the content and didn't think it was worth keeping. This system is the other half of the job — generating new content is only 50% of the work, keeping what you already have alive is the other half.

5. Exact Setup Steps

- 1 **Create a project folder** with your real business info — services, locations, brand voice, USPs.
- 2 **Install Claude Code** (CLI version for scheduled/headless runs).
- 3 **Set up a free DataForSEO account** for the audit and keyword systems.
- 4 **Hand Claude Code the systems repo** and tell it to install for your business:

PASTE THIS ONCE YOU'RE IN THE PROJECT FOLDER WITH CLAUDE CODE:

```
install the seo systems from github.com/NicoSKOOL/the-four-systems for this business. use the info in this folder for context.
```

- 5 **Run keyword research first**, on a real topic:

```
run keyword research for [your service or topic]
```

- 6 **Then write your first post**, once the keyword bank exists:

```
write the next blog post
```

- 7 **Run the audit** to see where the site actually stands:

```
audit the site
```

- 8 **Run the refresher** once you have some published history to check:

```
run refresh recommender
```

6. Putting It On a Schedule

The simplest version is one sentence to Claude Code:

```
Set this workflow to run every Monday at 9:00 AM.
```

Claude Code registers it as a routine. On the desktop app, your computer needs to be on at run time. On the CLI, you can run it as a real cron job in headless mode — the better option if you're running this across more than one site.

Worth knowing: a fully cloud-based version would need the MCP connections (Search Console, DataForSEO) moved to the cloud too — more setup than most people need. Local cron covers the actual 80/20 of this.

This works in Codex with GPT-5.5 too — same architecture, different runtime, if Claude Code isn't your tool of choice.

7. What This Actually Costs

Item	Real cost
Claude Code	Your existing subscription
DataForSEO signup	\$5 free credit to start
One on-site audit run	~\$0.48
One keyword research cluster	A few cents
Running the full stack weekly	Free credit lasts a couple of months

Even running every system on its recommended weekly/fortnightly/monthly cadence, most people don't exhaust the free DataForSEO credit for months.

8. Alternative Tools, Ranked

If you want a pre-packaged Claude Code plugin instead of building from the four-systems repo directly, these are the real options — ranked by how directly they solve the same problem.

- 1. claude-seo-ai (Hainrixz) — github.com/Hainrixz/claude-seo-ai**

Pros: Read-only audit that never touches your files until you approve a fix. Scores two separate things — classic Search SEO and AI-citability (GEO/AEO) — never blended into one number. Works fully offline with zero API keys to start. Cross-agent: works with Codex, Gemini CLI, and Windsurf, not locked to Claude.

Cons: Newer project, smaller community. The opt-in fixer means you approve every change — slower than full automation, though safer.
- 2. claude-seo (AgriciDaniel) — github.com/AgriciDaniel/claude-seo**

Pros: The most comprehensive option found — 25 sub-skills, 18 sub-agents, covering technical SEO, schema, backlinks, local SEO, e-commerce. Actually debunks popular AI-SEO myths using primary-source evidence (e.g., llms.txt is not currently a real citation lever) instead of repeating hype. Starts with zero keys.

Cons: Comprehensive means more setup complexity — likely overkill if you just want the weekly research loop and nothing else.
- 3. Searchstack — [search GitHub topic "aeo"](#)**

Pros: Open-source, cron-ready by design. Monitors visibility across Google, ChatGPT, Perplexity, Claude, and Grok from a single CLI. Generates your llms.txt file automatically.

Cons: Less Claude/Codex-native than the top two — more of a general monitoring layer than an active "agent that researches for you" system.

9. FAQ

Do I have to use Astro for this to work?

No. Astro just lets Claude publish posts directly without touching a CMS. WordPress, Webflow, Framer all work — plug into their APIs, or paste the Markdown file manually.

Can I run this in Codex instead of Claude Code?

Yes, confirmed working with Codex and GPT-5.5. Same architecture, different runtime.

Will AI-written content trigger a Google penalty?

No — Google has publicly stated AI content is fine when it's genuinely helpful. What keeps this workflow from tripping any penalty is the real business-context injection, the source citations, and the capsule structure. That combination is what "helpful" actually looks like to Google, not the fact that a human typed every word.

What's the capsule content method, exactly?

A blog structure where every H2 is phrased as a question, answered directly in the first sentence — so an AI search engine can lift the answer cleanly without needing to parse the whole paragraph.

How much does this actually cost to run every week, forever?

A few dollars a month at most, almost entirely from DataForSEO's pay-as-you-go pricing after the free credit. Claude Code or Codex subscription cost is the only other real expense, and you likely already have one.

10. In a Hurry? One Prompt Does Most of This

If the step-by-step above feels like too much right now, or you just want to see this work before committing to the full setup — copy the whole block below, drop it into Claude Code, Codex, or a similar coding agent, and let it run.

PASTE THIS WHOLE BLOCK AS ONE MESSAGE:

```
install the four systems from github.com/NicoSKOOL/the-four-systems using the business info in this folder. run keyword research for [your topic] first and show me the keyword bank and fan-out cluster before writing anything. once I approve that, write the first post, then tell me exactly what you'd need from me to put this on a monday 9am schedule.
```

This still has one real checkpoint built in on purpose — reviewing the keyword bank before anything gets written against it. Skipping that step is exactly how you end up with a generic post the content writer wasn't actually set up to avoid. Worth the extra 30 seconds.

Sources this guide draws from:

Nico Gorrone's "I Built 4 Claude Code Systems That Run My Entire SEO Workflow" — airankingskool.com · github.com/NicoSKOOL/the-four-systems · github.com/Hainrixz/claude-seo-ai · github.com/AgriclDaniel/claude-seo · GitHub topic: [aeo](#) · DataForSEO official pricing

This guide compiles and synthesizes publicly available setup accounts, open-source repositories, and documented results. It is not affiliated with any of the tools or authors referenced.