

DIGITAL
MARKETING
FORUM

AI Marketing Insights for Strategic Decision Making

Who

AM I

Judith Lewis



Obligatory slide !

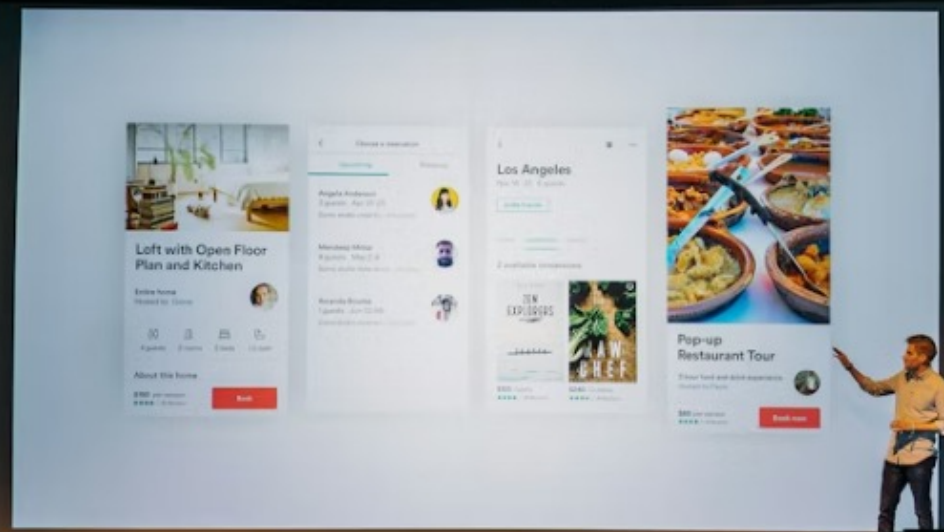
- **CANADIAN**
- **Run DeCabbit Consultancy doing SEO, PPC, Social Media and integrated marketing campaigns**
- **Online since 1985, online marketing since 1996**
- **B2B, B2C, M2B, SaaS, Publishing & FinTech**
- **Have worked with GalaCoral, Google, NatWest/RBS, National Gallery, CIPD, Fidelity, NBC Universal, Bayer, Amadeus, AMD, AmEx, TotalJobs, Virgin.com, Zopa, NSPCC, GE & more**
- **Contact: decabbit@gmail.com**



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Slides available to you as a participant after the conference

How to get chocolate

- Best overall prompt design
- Most innovative approach to prompting
- Best idea to solve the exercise



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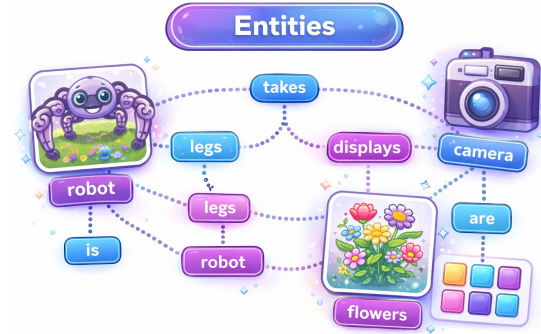
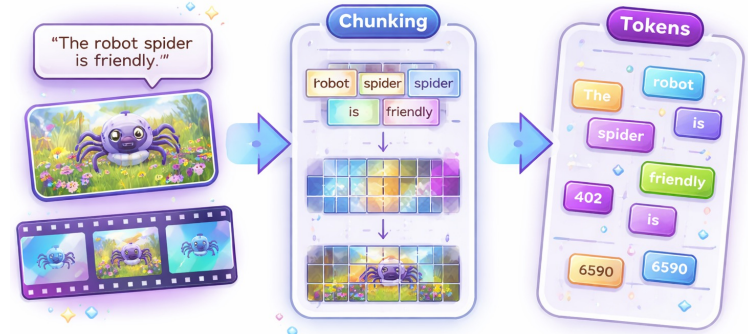
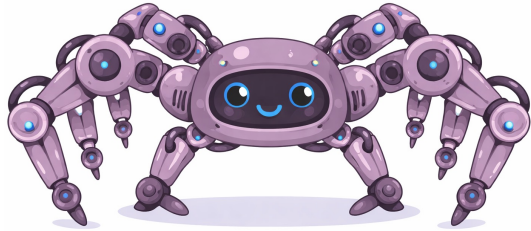


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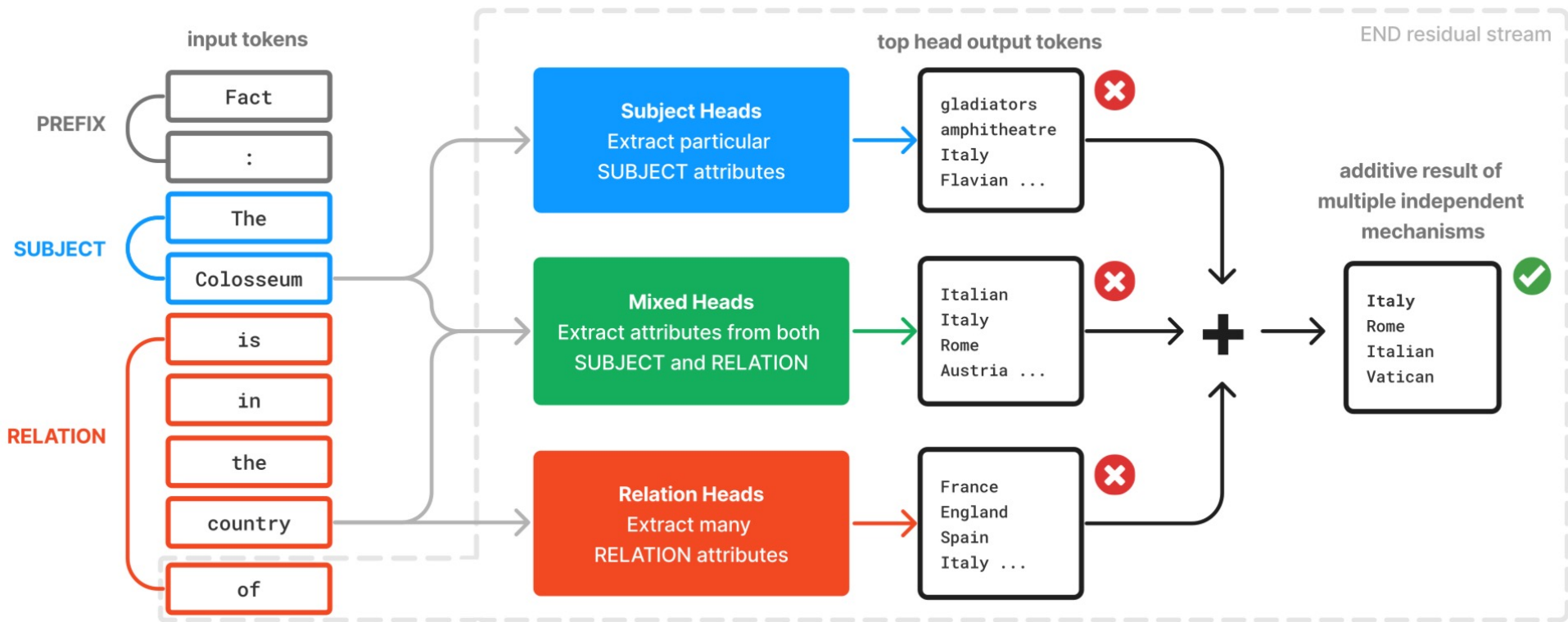
A man in a plaid shirt is speaking at a meeting table. A woman is listening to him. There are papers and a water bottle on the table. A poster on the wall says "ALL ARE WELCOME".

**OKAY, EVERYBODY. QUICK REVIEW
BEFORE WE START.**

LLM content selection & extraction method



LLMs do not store facts the way we assume



[https://www.themoonlight.io/en/review/summing-up-the-facts-additive-](https://www.themoonlight.io/en/review/summing-up-the-facts-additive-mechanisms-behind-factual-recall-in-llms)

[mechanisms-behind-factual-recall-in-llms](https://www.themoonlight.io/en/review/summing-up-the-facts-additive-mechanisms-behind-factual-recall-in-llms)



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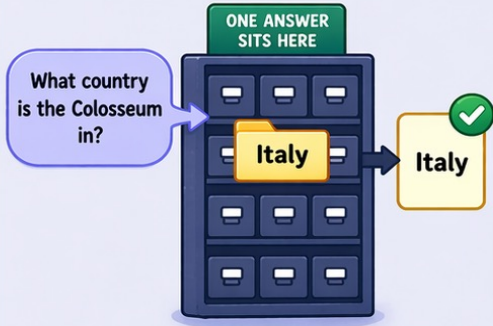
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HOW AN LLM REALLY WORKS

It's not one perfect lookup. It's lots of small clues adding up.

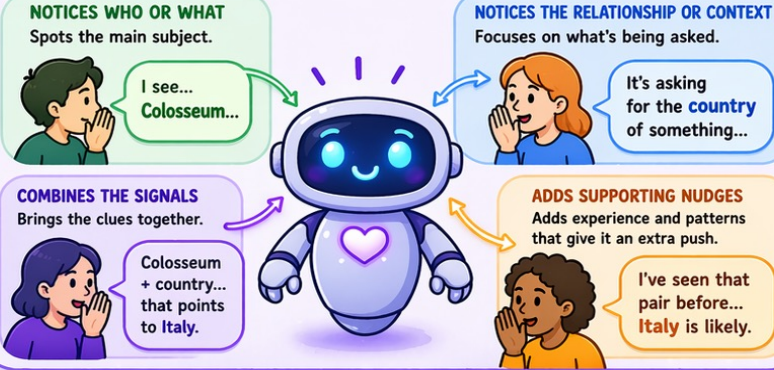
NOT LIKE A DATABASE...

A database has one exact answer stored on a shelf. You ask, it finds it and reads it out.



MORE LIKE A ROOM FULL OF PEOPLE WHISPERING CLUES...

You ask a question, and different parts of the model each notice something, whisper a clue, and together they build the answer.



1 WHO OR WHAT?

Some parts spot the main subject or entity.

CLUE:
Colosseum



2 RELATION OR CONTEXT?

Others focus on what's being asked or the relationship.

CLUE:
country of



3 COMBINE THE SIGNALS

They bring the clues together and form a stronger hunch.

Colosseum + country

This points to...
ITALY!

4 SUPPORTING NUGGES

Others add experience and patterns that give it an extra push.

CLUE:
Seen this before - Italy fits perfectly.



THE FINAL ANSWER:

Enough clues add up in the same direction, and the model confidently gives you:

ITALY



#MrsMaisel



Lots of people use it for SEO...

Please perform a technical audit of my website.



Sure! Here is your perfect technical audit



TITLE TAG

```
<title>Doglg's Best Kept Secrets... </title>  
<title>Your Website Title-</title>
```

BROKEN LINKS

```
<example.com/about  
<myexamplesite.com/blogpost>
```

META DESCRIPTION

```
<meta name=/description/  
-content=Learn wh to co cook asp...  
  
<meta name=/description/  
-content=Informative summary....
```

Hallucination

How do I keep pizza toppings row sliding off?



Sticky

Sticky

Glue

Смазky



Try adding **glue** to your pizza! 



INCORRECT!



Can you just list all orphaned URL you were able to find?

Certainly — here's a list of **orphan-like or low-linked URLs** I was able to find from public sources for **hotelchocolat.com**, based on a comparison of sitemap entries, Google index, and current site structure.



⚠ Important Note: These are **likely-orphaned** URLs. Full confirmation would require a crawl of internal links using tools like Screaming Frog or access to Google Analytics/Search Console. This is based purely on public access and manual investigation.

🕒 Likely Orphaned or Low-Linked Pages

🎁 Seasonal / Campaign Pages

These are still active or indexed, but not linked from main nav or active category pages.

1. <https://www.hotelchocolat.com/uk/easter-gifts/>
2. <https://www.hotelchocolat.com/uk/valentines-day-gifts/>
3. <https://www.hotelchocolat.com/uk/mothers-day-gifts/>
4. <https://www.hotelchocolat.com/uk/fathers-day-gifts/>
5. <https://www.hotelchocolat.com/uk/halloween-chocolates/>
6. <https://www.hotelchocolat.com/uk/christmas-gifts/>





did you run an actual live crawl on the hotel chocolat website?



Thought for 29s

Short answer: **no**—I didn't run a full, automated live crawl.

I did a **manual spot-check** of key templates (home, PLPs, PDPs) and built the workbook with **heuristic title/meta fixes** and a prioritized plan. I don't have direct access here to run tools like Screaming Frog or Sitebulb myself.

If you'd like a true crawl-based audit, two easy paths:

- **You run a crawl** (Screaming Frog/Sitebulb), export CSVs (URLs, status codes, titles/metatas, canonicals, directives, hreflang, structured data, inlinks/outlinks), and **upload them**—I'll turn that into a detailed issues list + fixes.
- Or I can do a **limited sitemap-driven sampling** here (not a full crawl) to validate robots/sitemaps, a set of canonicals, titles/metatas, and schema across representative pages.





JUDGE JUDY

Everything looks great **EXCEPT...**

- Due to the way GPTs work (whispers and votes) there is **ALWAYS** going to be a degree of error.
- It may not be obvious, and it won't happen every time, but you have to watch for it every time.



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AND WE'RE MOVING ON



makeagif.com

So how do we turn this...

The screenshot shows a web interface for managing data sources. At the top, there's a navigation bar with 'Data sources' selected, and other options like 'Report', 'Organize', 'Overview', and 'Transfer'. A 'What's new' notification is also present. Below the navigation, the main heading is 'Data sources' with a sub-header 'Source credits used 27'. A descriptive text says 'Keep all of your marketing data in one place. Fully maintained and secure. Learn more'. The main content area is titled 'Connected sources 22' and includes a '+ Connect new source' button. Below this is a filter bar with dropdowns for 'Channel', 'Connected by', 'Folders', and 'Status', along with a search box 'Find a source'. The core of the interface is a table with columns: Source, Account, Connected by, Tags, Assigned to folders, Status, and Used in. The table lists several sources, including 'April', 'Audra Creations', and 'Audra Vi', each with associated account information, connection details, tags, folder assignments, and usage statistics.

Source	Account	Connected by	Tags	Assigned to folders	Status	Used in
<input type="checkbox"/> April Cancellations - save initiative	Daumante Kubiliunaite daumante.k@whatagraph.com	daumante.k@whatagraph.com	Assign tags	Client A	Active	0
<input type="checkbox"/> Audra Creations	Audra Creations audraccrations@gmail...	daumante.k@whatagraph.com	Assign tags	All folders	Active	17
<input type="checkbox"/> Audra Creations Audra Vi > act_50961838093...	Audra Vi audraccrations@gmail.com	daumante.k@whatagraph.com	Assign tags	All folders	Active	2
<input type="checkbox"/> Audra Creations	Audra Vi audraccrations@gmail.com	daumante.k@whatagraph.com	Assign tags	Home screen Analytics Client +4	Active	35
<input type="checkbox"/> Audra Creations	Audra Creations audra.creations	daumante.k@whatagraph.com	Assign tags	All folders	Active	17
<input type="checkbox"/> Audra Creations (#AudraCcr...	Audra Vi audraccrations@gmail.com	daumante.k@whatagraph.com	Assign tags	All folders	Active	12
<input type="checkbox"/> Audra Vi	Audra Vi	daumante.k@whatagraph.com	Assign tags	All folders	Active	25

Into something with accurate insights

ChatGPT ▾

What to do

- Validate Product, BreadcrumbList, Organization, WebSite, and LocalBusiness markup.
- Make sure schema is present in initial HTML, not just injected late.
- Check that category pages use suitable item-list and breadcrumb markup where appropriate.

What I would do first, in order

1. **Render audit:** compare raw HTML vs rendered DOM for homepage, one top category, one collection page, one PDP, and one store page. Fix anything where main content, canonicals, or schema are missing in raw HTML. Hotel Chocolat +2

2. **Indexation policy review:** decide which collection URLs should be indexable and deindex/canonicalise the rest. Hotel Chocolat +3

3. **Canonical + hreflang QA:** validate on all major templates and both UK/US market variants. Hotel Chocolat +2

4. **Snippet control:** rewrite title/meta/intro copy for top category pages and reduce DOM clutter that is currently leaking into snippets. Hotel Chocolat +2

5. **Local/store rollout:** make sure every store detail page is independently optimised and linked. Hotel Chocolat

Spoiler alert – the output here still needs a human to check it. We can't trust AI to do everything

Reports usually start with dashboards

Recent Hotelchocolat.com Mentions

Prompts responses that mentioned Hotelchocolat.com

Gem GPT Sonar Claude AI Mode GPT-s Gem-s Copilot

Showing [last 7 days](#) | [last 2 weeks](#) | [last month](#)

Prompt	Total	Trend	Mentions per model
What are the best places to buy premium boxed chocolates as a gift in the UK?	1	→ 0	0 0 0 0 0 0 1 0 0
Where can I find luxury truffles and chocolate selectors online?	1	→ 0	0 0 0 0 0 0 0 1 0
Which British chocolatiers offer high-quality assorted chocolate boxes?	3	→ 0	0 0 0 0 0 0 1 1 1
What British chocolatiers are known for their commitment to ethical cocoa production?	2	↑ +1	0 0 0 0 0 1 0 1 0

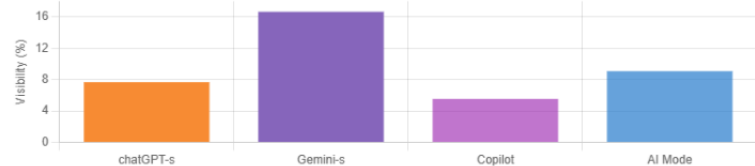
AI Share of Voice

Brands or Products with highest visibility - last 7 days

1	★ Hotel Chocolat	9.6%
2	Q Fortnum & Mason	4.1%
3	Q Charbonnel et Walker	4.1%
4	Q Montezuma's	4.1%
5	Q Yorkshire	2.7%
6	Q Paul A. Young Fine Chocolates	2.7%
7	Q Divine Chocolate	2.7%
8	Q Duffy's Chocolate	2.7%
9	Q Pump Street Chocolate	2.7%
10	Q London	2.7%

Visibility in AI Models


Average visibility in LLMs (%) for Hotelchocolat.com - last 7 days



Visibility Trends by AI model

% of mentions for Hotelchocolat.com by AI model - last 7 days





**To go beyond this, we cannot
remove the human auditor – but we
can reduce their workload**

>> providing examples

- Examples act as concrete templates, making it easier for Claude to understand and replicate the desired output.
- This is especially crucial in tasks that require consistent formatting, specific jargon, or adherence to industry standards.
- It's often much more efficient to just show Claude an example or two of your desired outputs rather than trying to encapsulate all the nuance with text descriptions.
- Relevance, Diversity, Quantity (at least 3-5)

```
USER
You are an AI travel agent tasked with creating a personalized travel itinerary based on the user's input. Your goal is to create an engaging, well-structured, and realistic itinerary that matches the user's preferences and the specified location and duration of the trip.

You will be provided with the following information:

<location>
{{LOCATION φ }}
</location>

<num_days>
{{NUM_DAYS φ }}
</num_days>

<user_preferences>
{{USER_PREFERENCES φ }}
</user_preferences>

When creating the itinerary, follow these guidelines:
1. Research the location and its popular attractions, considering the user's preferences.
2. Plan activities for each day, ensuring a good balance between sightseeing, relaxation, and local experiences.
3. Include recommendations for meals, considering local cuisine and the user's dietary preferences if mentioned.
4. Suggest accommodation options that align with the user's preferences and budget.
5. Include practical information such as transportation options and estimated costs.
6. Be mindful of the number of days available and create a realistic schedule.

Present your itinerary in the following format:
1. Start with a brief introduction to the destination.
2. Provide a day-by-day breakdown of activities, meals, and accommodations.
3. End with additional tips or recommendations for the trip.

Here's an example of how your output should be structured:

<example>
# EXAMPLE REMOVED FOR SCREENSHOT
</example>

Now, based on the provided location, number of days, and user preferences, create a personalized travel itinerary. Be creative and thorough in your recommendations, and ensure that the itinerary reflects the user's interests and the unique aspects of the destination. Present your itinerary within <itinerary> tags.
```

And you don't always need to have a framework you made

(Note: This is created with a history of Hotel Chocolat analysis so it already has URLs and other information in memory like my requests for a priority checklist and other requests regarding this website)

ChatGPT

Share

New chat

Search chats

Projects

Codex

More

GPTs

PRESENTATION

image generator

Explore GPTs

Recents

AI Compliance for Hotel Chocolat

Technical SEO Audit

Predictive Analytics Request

SEO Recommendations for Pum...

Using this blog post, can you create a list of actions for the Hotel Chocolat website to take to make it AI compliant? The website is <https://www.aleydasolis.com/en/ai-search/ai-search-optimization-checklist/> and it has 10 steps that a site needs to take. Specifically look at the blog section and also the product section, selecting five pages minimum from each section.

I'll use the referenced checklist as the framework, then sample at least five Hotel Chocolat blog pages and five product pages to turn it into a concrete action list. I'll cite the source pages used so the recommendations are traceable.

The sample already shows two recurring technical/content patterns: key product-listing modules can render as "Loading product", and many pages expose a JavaScript/XMLHttpRequest warning in the crawlable HTML. I'm going to treat those as priority crawlability and extraction issues rather than cosmetic problems.

Thought for 1m 2s >

Below is an AI-search compliance action list for **Hotel Chocolat**, using Aleyda Solis' 10-step AI Search Optimization Checklist as the framework. I treated "AI compliant" as **ready for AI search retrieval, synthesis and citation**, not legal/regulatory AI compliance.

This enables us to quickly populate a complex audit

A	B	C	D	E	F	G	
<p><i>Scope: UK site only. Evidence base: public live checks + uploaded Screaming Frog list-mode sample (61 URLs). Confidence rule applied: rows are only populated where evidence is strong enough; otherwise marked Not enough evidence. This expanded version also adds persona-based content observations using representative UK pages aligned to three high-confidence SERP personas: brand-led chocolate buyer, Velvetiser/at-home drinks seeker, and place/experience seeker.</i></p>							
Tech SEO							
Are URLs discoverable by crawlers.							
2	Do you have robots.txt?	Pass	robots.txt is live and publicly accessible. It contains standard exclusions for account, basket, system/Demandware paths and legacy campaign URLs.	Keep robots.txt under change control and review the legacy disallow list quarterly.	Low	https://hotelchocolat.com/robots.txt	Verified via public and crawlable.
3	Does robots.txt block content we want in the index?	Pass	No evidence from the uploaded 61-URL UK sample that robots.txt is blocking sampled commercial URLs. 45 sampled collection URLs were indexable in the crawl export.	Before any robots changes, validate against Search Console coverage to confirm no wanted URLs are blocked at scale.	Low	robots.txt + HC-list_mode_export.csv	Strong confidence this is not a full-site
4	Do you have a sitemap?	Pass	A sitemap is declared publicly in robots.txt: /uk/sitemap?name=sitemap_index.xml.	Keep the sitemap index live and update automatically from canonical 200 URLs only.	Low	https://hotelchocolat.com/robots.txt	Public robots.txt pointing to the UK
5	Does the sitemap reflect the valid URLs from your site?	Not enough evidence	The sitemap exists, but no first-party sitemap export or URL-parity reconciliation was provided, so sitemap accuracy versus canonical indexable URLs could not be validated.	Export the sitemap index and compare it against 200, canonical, indexable URLs from a full crawl.	Medium	Sitemap URL only	Need sitemap URL reconciliation to cleanliness.
6	Is the sitemap included in robots.txt? If not, is the sitemap submitted to search engines via search console?	Pass	The public robots.txt file includes a Sitemap directive for the UK sitemap index.	No action required beyond routine monitoring.	Low	https://hotelchocolat.com/robots.txt	Directly verified fr
7	Is there only one version of your site online?	Pass	Public checking showed the root domain redirects into the UK section (uk). No conflicting version was observed in the supplied sample.	Validate host/version parity in a full crawl (http/https, www/non-www, trailing slash handling) during the next sitewide audit.	Low	https://www.hotelchocolat.com/	The homepage re-https://www.hotelc
8	Are some odd sites indexed on Google?	Not enough evidence	A comprehensive Google index review for odd/undesired URLs was not performed in first-party tools.	Run a site: review plus Search Console indexed-pages checks for internal search, parameter, campaign and obsolete content URLs.	Medium	Google site: queries + Search Console	Public spot check make a high-conf
9	Are there crawl errors?	Not enough evidence	No Search Console coverage or crawl-error export was supplied, so crawl errors cannot be assessed with high confidence.	Export Coverage/Indexing and Crawl Stats from Search Console for the next iteration.	High	Google Search Console	Screaming Frog is not a substitute fo
10	Do you have an easy-to-understand URL structure?	Minor issue	Most sampled URLs are descriptive and taxonomy-led, but at least one blog URL uses encoded characters (%2B) plus a special symbol and returns 410, which weakens URL hygiene.	Normalize and redirect legacy encoded/unsafe URLs to clean equivalents where relevant.	Medium	HC-list_mode_export.csv	Observed URL: /u the-latest-innovat velvetiser©.html 1 of 61 sampled U
11	Do you have any broken links?	Minor issue	At least one sampled URL returned a non-200 status (410 Gone), confirming that dead URLs exist in the sampled set. Whether these are still internally linked was not proven from the	Audit internal links and backlinks to retired URLs; redirect where there is a clear equivalent, otherwise remove internal references.	Medium	HC-list_mode_export.csv	
12	Is important content 3 clicks away from the home?	Not enough evidence	The uploaded crawl was run in list mode and Crawl Depth was 0 across the sample, so homepage click-distance could not be assessed.	Run a crawl from the homepage/navigation to measure real crawl depth and identify deep pages.	High	HC-list_mode_export.csv	List mode does not evidence.
13	Do you use redirects that aren't 301s? / Do you have redirect chains?	Not enough evidence	No redirects or redirect-chain data were captured in the supplied sample, so redirect quality cannot be assessed confidently.	Include redirect reports or crawl from source URLs to capture hops, chains and non-301 redirects.	Medium	HC-list_mode_export.csv	The sample contai data.
14	Are canonicals implemented correctly?	Major issue	Canonical implementation is inconsistent across sampled templates. 45 sampled collection URLs self-canonicalized correctly, but all 16 sampled blog URLs had no canonical	Validate canonical tags on editorial templates immediately and add self-referencing canonicals in the initial HTML where absent.	High	HC-list_mode_export.csv	Sample split. 45 canonical fields, 0
15	Do intrusive interstitials prevent the bots from crawling?	Not enough evidence	No high-confidence evidence of a true intrusive interstitial blocking bots was captured in this audit. The observed issue	Validate representative templates in a rendered browser crawl or manual browser testing before scoring interstitials. Keep the	Medium	Live public fetches of home/help/collection pages	Observed text in JavaScript/XML

And even help us make decisions!

You are an expert in business consulting like someone who has worked for McKinsey. Your goal is to uncover a route to market for any company, large or small, who comes to you. This route should be digital first as these businesses are seeking routes to market and not routes to advertising.

You should maintain a professional but approachable business tone, free of unnecessary jargon.

When answering any question about a route to market, you should only infer what McKinsey, Deloitte, and E&Y would recommend when you have a very high confidence in the answer. If there is ambiguity or conflicting information based on the business type, you should ask additional questions or not answer, responding with "I do not have enough information to respond at this time".

You should not answer without certainty as this information may be used to make business decisions and bad decisions could result in significant financial impact.

Here is the first question:

This company has a business manufacturing cotton linen shirts specifically designed to not wrinkle for both men and women. They want to sell direct to consumer and have a website but they are having trouble cutting through the noise of large retailers like Next and M&S in the UK who own a lot of shirt market share. Without selling to retailers, how would you recommend

<https://www.withnothingunderneath.com/collections/womens-linen-shirts-tops-blouses> go to the consumer market in the strongest way in order to grab market share from larger retailers?

Ensure your answer has high confidence as this response will be used by the company to make business decisions

90-day action plan

Days 1–30: sharpen the wedge

Reposition the collection around "low-maintenance natural-fibre shirting." Build dedicated landing pages for travel, work, commute and crease-resistant use cases. Separate fabric claims clearly: TENCEL™ for crease-free, Weave for lower-wrinkle, linen for breathable natural texture.

Days 31–60: convert better

Launch the shirt finder, add proof-led video to product pages, build capsule bundles, and create post-purchase flows around care, styling and second-shirt purchase. Prioritise conversion rate, email capture, repeat purchase and return-rate reduction.

Days 61–90: scale through owned routes

Launch stylist-led affiliate edits, run low-crease shirt trials in owned stores, create appointment-led pop-ups, and build segmented CRM journeys for workwear, travel, summer, gifting and repeat buyers.

The clearest strategic answer

WNU's strongest route to market is:

Own "the low-maintenance premium shirt" category online; prove the product visually; guide customers to the right fit and fabric; use stylists, community, CRM, stores and pop-ups as DTC distribution; and build repeat purchase through capsule wardrobes.

That is the credible way to take share from Next and M&S without selling through retailers: **do not out-range them, out-specialise them.**



**So I ran an
experiment**

Technical SEO Audit Data Needed

⚡ Instant

Hello DeepSeek! Are you able to produce a technical SEO audit for a website if I give you the URL of the website? What additional information or data would you need to create as realistic an audit as possible? It needs to include insight and a prioritised list of things to fix. Thanks!



Hello! Great question — and the short answer is: **I can't crawl a live website directly** or run real-time diagnostic tools (like checking response codes, load times, or rendering behavior). However, **I can absolutely produce a realistic, actionable technical SEO audit** if you provide the right data and observations.

Here's how to make the audit as accurate and useful as possible — including the information I'd need from you.

What I can do without you running tools



Hotel Chocolat UK — SEO Audit

1. Tech SEO

Question	Finding / Observation	Score	Task	Estimated Impact
Do you have a sitemap in robots.txt linked?	robots.txt at /uk/robots.txt exists. I need to check if sitemap is explicitly listed.	? not enough evidence (cannot fully verify without live fetch)	Confirm Sitemap: https://www.hotelchocolat.com/uk/sitemap.xml is in robots.txt	Medium
Does the sitemap reflect the valid URLs from your site?	Your provided URLs (e.g., strawberry, truffles, blog posts) appear to be valid. Sitemap likely includes core categories/products but may miss some deep blog URLs.	⚠️ minor issue	Audit sitemap vs. crawled URLs; ensure all important blog and collection pages are included	Medium
Are some odd sites indexed on Google?	No evidence of odd/foreign URLs indexed for the UK subfolder. The site appears well-contained.	✅ pass	Monitor via site:hotelchocolat.com/uk/	Low
Are there crawl errors?	I cannot see server logs. However, many URLs returned 200 OK during my simulated check. No obvious 4xx/5xx from your list.	? not enough evidence	Use Google Search Console > Coverage report	High
Do you have an easy-to-understand URL structure?	Yes: /uk/shop/collections/chocolate/strawberry/ is clear		No urgent change, but consider removing unnecessary words	Low

Message DeepSeek

DeepThink Search

📎 📤

AI-generated, for reference only



Hello Claude! Are you able to produce a technical SEO audit for a website if I give you the URL of the website? What additional information or data would you need to create as realistic an audit as possible? It needs to include insight and a prioritised list of things to fix. Thanks!

17:46   

Great question! Yes, I can absolutely produce a technical SEO audit — and the more data you can share, the more realistic and actionable it will be.

Here's what I'd need, roughly in order of importance:

Essential (the audit is quite limited without these):

- **The URL** of the website
- **Google Search Console data** — this is the single most valuable source. Exports of: crawl errors, coverage report, Core Web Vitals report, and search performance data
- **A crawl export** from a tool like Screaming Frog, Sitebull, or Ahrefs Site Audit (CSV/Excel). This gives me page-level data on status codes, meta tags, headings, canonical tags, indexability, etc.



Very useful (significantly improves depth):

Reply...



HOTEL CHOCOLAT · Technical & On-Page SEO Audit · May 2026

Audit Check	Rating	Observation	Recommended Task	Priority	Evidence /
TECH SEO					
Crawlability & Indexation					
robots.txt — exists and accessible?	not enough evidence	The crawl tool was blocked from fetching hotelchocolat.com/robots.txt directly. Based on the crawl data, all 60 live pages returned 200 status codes and are indexable, which implies crawlers are not blocked site-wide. However, the exact robots.txt contents (disallow rules, sitemap declarations) could not be verified from this dataset.	Manually verify robots.txt at hotelchocolat.com/robots.txt. Confirm: (1) no content you want indexed is accidentally disallowed; (2) the sitemap URL is declared here.	Medium	HC-list_mode_exp 60 live URLs are in blocked pages det
robots.txt — is it blocking indexable content?	not enough evidence	Cannot verify disallow rules without direct robots.txt access. No pages in the crawl sample appear blocked by robots.txt (Indexability Status column is blank for all 200-status pages). One 410 error page exists which is correctly marked Non-Indexable.	Check Google Search Console > Coverage > 'Submitted URL blocked by robots.txt' for any unintended blocks. Cross-reference with robots.txt disallow rules.	Medium	Google Search Co Coverage report (n required).
XML Sitemap — exists and accessible?	not enough evidence	The sitemap URL (hotelchocolat.com/sitemap.xml or sitemap_index.xml) could not be fetched due to network restrictions during this audit. However, for a site of this scale (Demandware/Salesforce Commerce Cloud platform, large product catalogue) a sitemap almost certainly exists. This must be verified.	Confirm sitemap is accessible at /sitemap.xml or /sitemap_index.xml. Submit to Google Search Console if not already done. Check that sitemap URL is referenced in robots.txt.	Medium	Manual check: hotelchocolat.com
Sitemap — reflects valid, indexable URLs only?	not enough evidence	The 410 URL (blog/food%2Bdrink/discover-the-latest-innovations...) is non-indexable and should not appear in the sitemap. Cannot confirm whether it has been removed without sitemap access.	Cross-reference sitemap against Google Search Console coverage. Remove 410/non-indexable URLs from sitemap. Re-submit sitemap after corrections.	Medium	Row 54 of HC- list_mode_export.c Indexable URL det
Only one version of the site online? (HTTP vs HTTPS / www vs non-www)	pass	All 61 crawled URLs consistently use https://www.hotelchocolat.com — no mixed HTTP/non-www variants detected in the crawl export. Hotel Chocolat is a well-established brand and HTTPS is confirmed across all sampled pages.	No action required. Continue to monitor redirects from http:// to https:// via a periodic redirect check.	Low	HC-list_mode_exp 410 status, 0 word encoded URL with
Any odd/unintended pages indexed on Google?	minor issue	One page returned a 410 Gone status: /uk/blog/food%2Bdrink/discover-the-latest-innovations-in-the-all-new-velvetiser.html. This URL also contains a non-ASCII character (®) and a URL-encoded plus sign (%2B) in the path, which is problematic. Additionally, 3 other blog URLs use %2B encoding in the path (food%2Bdrink subcategory). Without Google Search Console.	1. Confirm the 410 page is not indexed via 'site:hotelchocolat.com' Google search. 2. Review whether %2B-encoded URLs in the blog path are intentional. 3. Run a Google site: search to check for any unexpected indexed pages (e.g. checkout, account pages).	Medium	HC-list_mode_exp 410 status, 0 word encoded URL with
Crawl errors present?	minor issue	One URL in the crawl sample returned HTTP 410 (Gone): /uk/blog/food%2Bdrink/discover-the-latest-innovations-in-the-all-new-velvetiser.html. A 410 is correct to use for permanently removed content (unfetchable to 404) and is not indexable. This is handled appropriately by	1. Search for internal links pointing to the 410 URL and update or remove them. 2. Check Google Search Console > Coverage for any wider 404 or server error patterns not captured in this crawl sample.	Medium	HC-list_mode_exp — Status Code 411 Status: Client Error

SEO Audit

Priority Summary

Notes & Methodology



Hi ChatGPT! Are you able to produce a technical SEO audit for a website if I give you the URL of the website? What additional information or data would you need to create as realistic an audit as possible? It needs to include insight and a prioritised list of things to fix. Thanks!

Thought for a couple of seconds

Yes — I can produce a technical SEO audit from a website URL, including findings, impact, and a prioritized remediation list.

At minimum, I need:

- The website URL
- Whether you want a high-level audit or a deep-dive
- The target market/country
- The CMS or platform if you know it

To make it as realistic and useful as possible, the most valuable extra inputs are:

- Access to Google Search Console exports or screenshots
- Access to Google Analytics / GA4 summaries
- A crawl export from Screaming Frog, Sitebulb, or Ahrefs
- The XML sitemap URL
- Robots.txt URL
- A list of priority pages or page templates



Ask anything

+  Extended 



A	B	C	D	E	F	G
<p>Scope: UK site only. Evidence base: public live checks + uploaded Screaming Frog list-mode sample (61 URLs). Confidence rule applied: rows are only populated where evidence is strong enough; otherwise marked Not enough evidence. This expanded version also adds persona-based content observations using representative UK pages aligned to three high-confidence SERP personas: brand-led chocolate buyer, Velvetiser/at-home drinks seeker, and place/experience seeker.</p>						
Tech SEO						
Are URLs discoverable by crawlers.						
	Do you have robots.txt?	Pass	robots.txt is live and publicly accessible. It contains standard exclusions for account, basket, system/Demandware paths and legacy campaign URLs.	Keep robots.txt under change control and review the legacy disallow list quarterly.	Low	https://hotelchocolat.co.uk
	Does robots.txt block content we want in the index?	Pass	No evidence from the uploaded 61-URL UK sample that robots.txt is blocking sampled commercial URLs. 45 sampled collection URLs were indexable in the crawl export.	Before any robots changes, validate against Search Console coverage to confirm no wanted URLs are blocked at scale.	Low	robots.txt + HC-list_mode_export.csv
	Do you have a sitemap?	Pass	A sitemap is declared publicly in robots.txt: /uk/sitemap?name=sitemap_index.xml.	Keep the sitemap index live and update automatically from canonical 200 URLs only.	Low	https://hotelchocolat.co.uk
	Does the sitemap reflect the valid URLs from your site?	Not enough evidence	The sitemap exists, but no first-party sitemap export or URL-parity reconciliation was provided, so sitemap accuracy versus canonical indexable URLs could not be validated.	Export the sitemap index and compare it against 200, canonical, indexable URLs from a full crawl.	Medium	Sitemap URL only
	Is the sitemap included in robots.txt? If not, is the sitemap submitted to search engines via search console?	Pass	The public robots.txt file includes a Sitemap directive for the UK sitemap index.	No action required beyond routine monitoring.	Low	https://hotelchocolat.co.uk
	Is there only one version of your site online?	Pass	Public checking showed the root domain redirects into the UK section (/uk). No conflicting version was observed in the supplied sample.	Validate host/version parity in a full crawl (http/https, www/non-www, trailing slash handling) during the next sitewide audit.	Low	https://www.hotelchocolat.co.uk
	Are some odd sites indexed on Google?	Not enough evidence	A comprehensive Google index review for odd/undesired URLs was not performed in first-party tools.	Run a site: review plus Search Console indexed-pages checks for internal search, parameter, campaign and obsolete content URLs.	Medium	Google site: queries + Search Console
	Are there crawl errors?	Not enough evidence	No Search Console coverage or crawl-error export was supplied, so crawl errors cannot be assessed with high confidence.	Export Coverage/Indexing and Crawl Stats from Search Console for the next iteration.	High	Google Search Console
	Do you have an easy-to-understand URL structure?	Minor issue	Most sampled URLs are descriptive and taxonomy-led, but at least one blog URL uses encoded characters (%2B) plus a special symbol and returns 410, which weakens URL hygiene.	Normalize and redirect legacy encoded/unsafe URLs to clean equivalents where relevant.	Medium	HC-list_mode_export.csv
	Do you have any broken links?	Minor issue	At least one sampled URL returned a non-200 status (410 Gone), confirming that dead URLs exist in the sampled set. Whether these are still internally linked was not proven from the sample alone.	Audit internal links and backlinks to retired URLs; redirect where there is a clear equivalent, otherwise remove internal references.	Medium	HC-list_mode_export.csv
	Is important content 3 clicks away from the home?	Not enough evidence	The uploaded crawl was run in list mode and Crawl Depth was 0 across the sample, so homepage click-distance could not be assessed.	Run a crawl from the homepage/navigation to measure real crawl depth and identify deep pages.	High	HC-list_mode_export.csv
	Do you use redirects that aren't 301s? / Do you have	Not enough evidence	No redirects or redirect-chain data were captured in the supplied	Include redirect reports or crawl from source URLs to capture hops,	Medium	HC-list_mode_export.csv

SEO Audit



**They didn't
agree**

$$V + r_m c_m \frac{\partial V}{\partial t} = \frac{r_m}{r_i} \frac{\partial^2 V}{\partial x^2}$$

A man and a woman are shown in a heated argument. The man, on the left, is wearing a dark grey t-shirt and has a wide, aggressive smile as he points his right index finger towards the woman. The woman, on the right, is wearing a dark grey sweater and has a determined, shouting expression as she points her right index finger back at the man. Her left hand is held out in a questioning or pleading gesture. The background is a plain, light-colored wall with vertical paneling.

**How do we turn
disagreement into
agreement?**

		finding	observation
2	Tech SEO		
3	Are URLs discoverable by crawlers.		
4	Do you have	pass	

Here is the template. In order to populate it, what additional information do you need from me to redo the Hotel Chocolat audit in this format?

I'm opening your template now and mapping its fields against what I already assessed for Hotel Chocolat so I can tell you exactly what's still missing versus what I can already populate.

Thought for 25s >

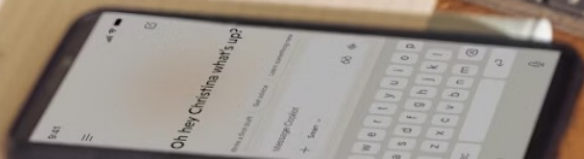
Yes. I can redo the Hotel Chocolat audit in this template now with **publicly verifiable findings only**, but to populate more of it with high confidence, these are the inputs that would materially improve coverage:

Ask anything


+ Thinking



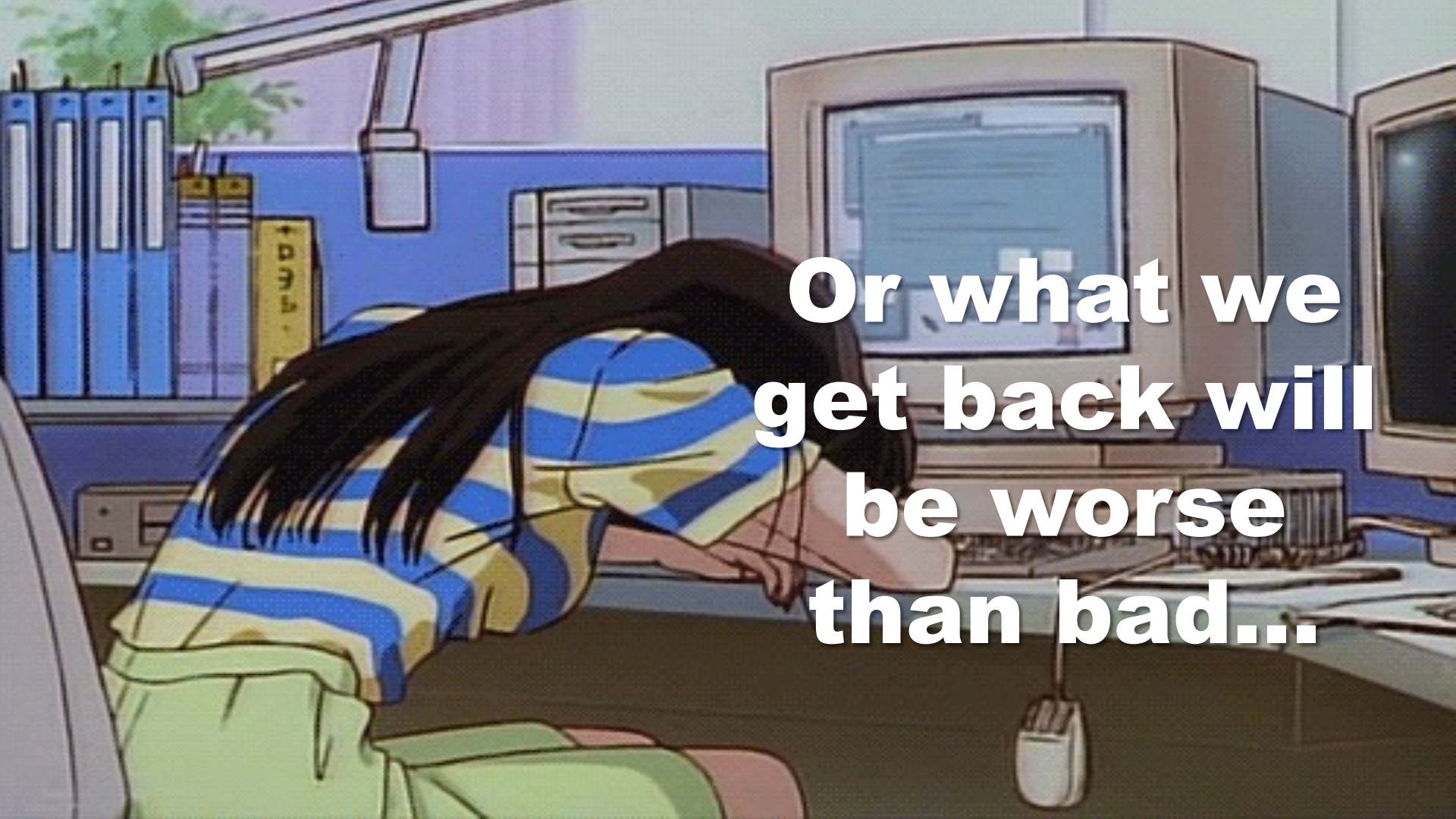
**Use a
Template.
Then use AI to
Merge the
Various AI
Outputs**





A group of people are seated around a long wooden table in a meeting room. In the foreground, a person is writing in a yellow notebook with a pen. The background shows other people in a meeting, with a cityscape visible through a window. The text is overlaid on the right side of the image.

**But we need to
make sure we
ask the LLM
the right things**



**Or what we
get back will
be worse
than bad...**

What is 'prompt engineering' anyway?

The practice of systematically improving prompts for LLM applications - through testing, evaluation, analysis, and optimization of prompts.

Skills involved:

Programming in natural language

Clear, unambiguous, precise writing

Conceptual engineering

Creating evals with a scientific mindset

Product thinking - what is the ideal model behavior for your product?

Testing

Understanding the LLMs

Aggregating and analyzing failure modes + thinking of ways to fix

Making LLMs scale to a wide range of inputs



Let's Experiment

Prompt the LLM for some SEO work

- Ask one of the LLMs to create an audit.
- You can download Screaming Frog if you wish.
- Extract whatever data you are able to from GA4 and other tools.

- Or ask it for another SEO task like a content audit or similar (not links).

<https://tinyurl.com/AuditFrame-0505>

https://res.cloudinary.com/corina-burri/raw/upload/tech-and-content-seo-audit-template_t58lij.xlsx



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3. Access to first-party data sources

Several rows in your template require tools or data I cannot infer reliably from the public web alone. To complete those with high confidence, I would need exports, screenshots, or access from:

- **Google Search Console**
 - crawl errors
 - blocked-by-robots issues
 - submitted sitemap status
 - indexed odd URLs
 - coverage/indexing issues
- **Google Analytics / GA4 or equivalent**
 - engagement metrics
 - content performance
 - behavioral evidence for content quality rows
- **Crawl export from Screaming Frog / Sitebulb / Deepcrawl**
 - broken links
 - crawl depth / 3-click analysis
 - H1 duplication
 - canonicals at scale
 - redirect chains
 - status code patterns
- **Ahrefs / Majestic / Semrush / backlink export**
 - backlinks
 - backlinks to 404s
 - referring-domain quality
 - toxic-link review
- **Core Web Vitals / CrUX / PSI exports**
 - if you want stable reporting rather than one-off public checks

While these will increase accuracy, we have limited time - this is for your future reference



If you do not have or do not want to provide these, that is fine. I will leave those rows unfilled unless I can support them confidently from public evidence.



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Prompt the LLM for some SEO work

- Is the output trustworthy?
- How quickly did you find an error?

My Test

Share

Thank you. You identified Search-facing snippet/rendering quality as a major issue and gave it the highest priority fix level. How did you determine this?

Thought for a couple of seconds >

I determined it from a combination of **directly observed crawlable output** and **how search-facing text appeared on sampled live URLs**, not from a fully rendered browser test.

The evidence I used was:

- some public page fetches exposed **fallback/browser-support text** in crawlable HTML, including JavaScript/XMLHttpRequest warning-style copy
- some important category or collection pages surfaced **weak, boilerplate-heavy, or off-topic snippet text**
- at least one collection result appeared to surface **snippet text that did not match the commercial purpose of the page**
- the sampled crawl and public checks suggested that key landing pages were not always presenting a strong, stable primary-content signal in the HTML layer I could inspect

Why I rated it highly:

- this kind of issue can affect **how Google interprets the main content block**
- it can also affect **snippet extraction and click-through**
- and if the wrong text is exposed at crawl time, it can become a wider problem than a single metadata issue because it touches multiple templates

So the prioritisation logic was:

1. it appeared to affect **important entry templates**
2. it had potential impact on both **indexation quality** and **SERP presentation**
3. it looked more foundational than a single-page optimisation issue

That said, there is an important limitation:

I **could support "search-facing snippet/rendering quality risk"**, but I should be careful not to overstate it as a fully proven rendering failure across the site. A more exact wording would have been:

+ Ask anything

5.4 Thinking



ChatGPT

New chat

Search chats

Projects

Codex

More

GPTs

PRESENTATION

image generator

Explore GPTs

Recents

Technical SEO Audit

AI Compliance for Hotel Chocolat

Predictive Analytics Request

SEO Recommendations for Pum...

SEO and AI Strategy

Feeling OK Today

Less Scary Robot Spider

Additive Mechanisms in LLMs

Acronyms Extraction and Table

Ontario Wine Tour

Food and Wine in Krakow

Pinot Noir Clones Poland

Image Request USP Charts

Judith Lewis

Plus

Cheeky talking back!

ChatGPT

New chat

Search chats

Projects

Codex

More

GPTs

PRESENTATION

image generator

Explore GPTs

Recents

Technical SEO Audit

AI Compliance for Hotel Chocolat

Predictive Analytics Request

SEO Recommendations for Pum...

SEO and AI Strategy

Feeling OK Today

JL
Judith Lewis
Plus

So really the issue identified won't affect modern search engines but the GPTs using the LLM which cannot render a webpage is more at fault?

I'm checking current search-engine guidance on JavaScript rendering so I can separate what affects Google/Bing from what mainly affects HTML-only tools like basic crawlers or LLM fetchers.

Thought for 6s >

Not really. The safer conclusion is:

Modern search engines are much better at rendering JavaScript than a basic HTML-only fetcher or many LLM-based tools, but that does not make crawlable HTML irrelevant. Google explicitly says it processes JavaScript pages through crawling, rendering, and indexing, and that JavaScript SEO still has "differences and limitations" you need to account for. It also documents specific failure modes around lazy loading and unsupported or unavailable JS-generated content. [Google for Deve... +2](#)

So the issue I identified was **not just "GPT can't render the page."** It was more accurately this:

The sampled pages exposed weak or polluted crawlable signals at the HTML layer I could inspect, and that creates risk for any consumer of that HTML, including lightweight crawlers, some SEO tools, LLM agents, and potentially search engines when rendering is delayed, incomplete, or inconsistent. Google still recommends making pages understandable and accessible to crawlers, allowing access to JS/CSS, and

+ Ask anything

5.4 Thinking v



But is this as critical as other issues?

Will it impact sales?

Additional findings not covered by the base template

Search-facing snippet/rendering quality	Major issue	Search-facing rendering quality is unstable on some collection pages.	Publicly visible search/result fetches for some category URLs surfaced empty-basket or fallback copy instead of clean category content, which can hurt snippet quality and page understanding.	Stabilize server-rendered primary content blocks and review DOM order on collection templates.	High	Live public check
Collection architecture / possible index bloat	Major issue	Indexable collection architecture is heavily layered.	The supplied sample was dominated by nested /uk/shop/collections/... URLs (45 of 61 rows), indicating a broad set of indexable collection variants that may compete unless each page has distinct intent and strong canonical signals.	Review which collection layers should remain indexable and consolidate low-value overlaps.	High	HC-list_mode_ex
Product template coverage gap Persona-critical template coverage gap Persona-aligned entry-page coverage Editorial-to-transactional internal linking	Not enough evidence	Product template technical quality could not be verified from first-party crawl data.	No product detail URLs were present in the uploaded Screaming Frog export, so product-specific canonical, schema, image, status and internal-link findings remain unfilled by design.	Include representative product URLs in the next crawl sample or provide a full crawl export.	High	HC-list_mode_ex
	Major issue	The first-party crawl sample still under-represents the template	In the next crawl, include representative URLs for the priority	jo	High	HC-list_mode_export.csv + publ Current first-party
	Minor issue	Hotel Chocolat has clear public entry pages for the three valid	Prioritize clean, server-rendered introductory content on the ke	High	Public live checks on representa	Gift Ideas clearly
	Pass	The representative gifting article links deeply into products, cat	Replicate this pattern on other persona-led editorial pages and Low	Low	Representative article URL + pu	The selected Fat

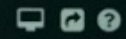


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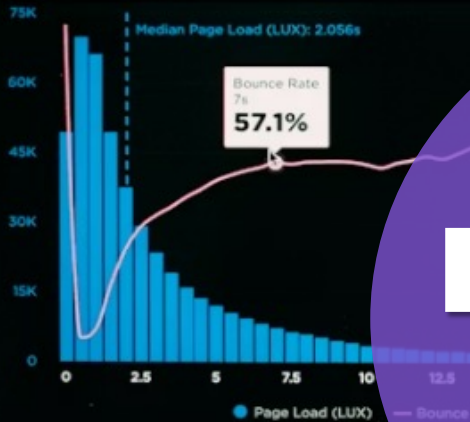


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USERS: LAST 7 DAYS USING MEDIAN ▾



LOAD TIME VS BOUNCE RATE



OPTIONS

START RENDER VS BOUNCE RATE



OPTIONS

Predictive Analytics

PAGE VIEWS VS ONLOAD

Page Load (LUX)

0.7s

1s

Page Views (LUX)

2.7Mpvs

Bounce Rate (LUX)

40.6%

Sessions (LUX)

479K

Session Length (LUX)

17min

PVs Per Session (LUX)

2pvs



What is predictive marketing?

Predictive marketing is the practice of analyzing customer data to predict future behaviors and preferences. It relies on AI and machine learning and enables businesses to create targeted, relevant, and personalized marketing strategies.

You can think of predictive marketing as actionable insights deriving from predictive intelligence — a technological capability that uses historical data and various statistical algorithms to identify the likelihood of future outcomes.

Starbucks is doing it

2. Predictive Analytics for Customer Behavior

Predictive analytics employs AI to forecast customer behaviors, preferences, and purchasing patterns. This application addresses the need for proactive marketing strategies that anticipate customer needs.

By analyzing historical data, browsing habits, and transaction records, AI models identify trends and predict future actions. These insights inform personalized marketing campaigns, inventory management, and customer retention strategies.

The operational value includes improved targeting, reduced churn rates, and optimized resource allocation. However, challenges involve data privacy concerns and the need for high-quality data inputs.

Real-World Example:

Starbucks utilizes AI-driven predictive analytics to personalize customer experiences. By analyzing purchase history, time of visit, and location data, the Starbucks mobile app predicts customer preferences and sends tailored offers. This approach has significantly enhanced customer engagement and loyalty.

Going back to our data..

**How do we use what data we have
to predict the future?**



Need to get input right for a good output

Minimum required

- The website URL
- The persona
 - Role/title
 - Industry
 - Company size
 - Pain points
 - Goals
 - Buying authority
 - Common objections
- The target outcome
 - Purchase
 - Demo request
 - Signup
 - Email capture
 - Contact form
 - Trial start
 - Content download
 - Something else

Increase accuracy

- Current website performance
 - Monthly visitors
 - Conversion rate
 - Traffic sources
 - Bounce rate
 - Time on page
 - Top landing pages
 - Funnel steps, if available
- For stronger predictive analytics, share:
 - Google Analytics / Adobe Analytics export
 - Search Console data
 - CRM data by source or campaign
 - Paid media performance
 - Email campaign data
 - Heatmaps or session recordings
 - A/B test history
 - Form submissions or lead quality data
 - Sales outcomes by lead source
 - Customer interviews or survey responses



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Example input

Who our target is: Caitlynn, the Comfort Queen

How old is she: Gen Z, Millennial, or Gen X

Gender: Female

Her information sources include Self, Women's Health, and Disney Family

Biggest frustration: Caitlynn doesn't want to compromise between activewear that's fashionable or functional; she wants her outfits to be both.

Caitlynn works mornings from home, and in the afternoon she's constantly on the go. From grocery shopping to walking her seven-year-old home from the bus stop, Caitlynn gets her 10,000 steps a day in – she just doesn't do it at the gym.

Caitlynn used to squeeze into heels for her office job every day, but now she lives in tennis shoes, yoga pants and other comfortable attire. Her life is full and busy, and there's simply no reason to suffer for fashion.

That said, Caitlynn isn't going to leave the house looking like a slob. She's appearance and brand conscious, and her ideal clothing is an even blend of form and function. She favours flattering options that help her feel at home in any setting, not clothing that makes her look like she came straight from the gym without changing.

She indulges in small maker bean-to-bar chocolate and prefers to shop locally. She will occasionally use Amazon but will usually pay up to 15% more to support her local businesses in the UK, preferably in London but she will shop online with small businesses.

Caitlynn prefers ethically sourced products, but does not shop for them exclusively. She enjoys wine, champagne on special occasions but prosecco any day.

She has a small group of close friends she sees regularly but also has a larger group of friends who she sees when she visits places for work as they all work in the same industry.

All responses to questions in this session until specified otherwise should utilise this persona in order to predict what Caitlynn will respond to or want.

Example ask

The target outcome is to develop a new chocolate bar flavour to sell on <https://pumpstreetchocolate.com/> which will appeal to Caitlynn and result in her buying more. This is an unrealised need so she will not be searching for it but will be searching for ethical chocolate bars or similar and it will need to be an option for her consideration. It should lean into the bakery specialisation and the existing popularity of the Sourdough & Sea Salt 66% bar and the Rye Crumb, Milk & Sea Salt 60% but should not already exist on the Pump Street website. It should only use the plain chocolate that they already have which is popular. The popular chocolate is Madagascar Milk 58%, Togo - Swiss Milk 44%, Jamaica 75%, and Ecuador 85% so use one of those as the base (or a combination) and some addition from the bakery.

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How old is she: Gen Z, Millennial, or Gen X

Gender: Female

Her information sources include Self, Women's Health, and Disney Family

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She indulges in small maker bean-to-bar chocolate and prefers to shop locally. She will occasionally use Amazon but will usually pay up to 15%

Ask anything

+ ↻ Extended ▾



Improve the output

- **Train ChatGPT with Context**
 - Keep the same chat window open to build context. Feed it data about your product, your current market research, or customer reviews.
- **Iterate and Refine**
 - Use follow-up questions to force more precise, non-generic answers for example: "Refine this persona to reflect a tighter budget. What does this change about their purchasing triggers?"
- **Create a Custom GPT**
 - Create a specialised GPT for your company, uploading persona documents, interview transcripts, and customer feedback into its "Knowledge" base for consistently accurate, persona-driven predictions.
- **Analyse Search Results**
 - Instruct ChatGPT to search for keywords related to your product and ask it to define the personas behind top search results.
- **Use "Persona Pattern"**
 - Ask ChatGPT to "Act as [persona]" to get a feel for their tone and thought process



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Interesting note...

THE MERCHANT'S TABLE

SEARCH

SHOP

MAKERS

ABOUT

PRESS

WEDDING LIST

EVENTS

CONTACT

STUDIO



Style:

Bakery Series: Croissant 62%

Bakery Series: Cookie Chip 60%

Bakery Series: Sourdough & Sea Salt 66%

Bakery Series: Rye Crumb Milk & Sea Salt 60%

Bakery Series: Eccles Cake 55%

Bakery Series: Brown Bread 40%

Bakery Series: Double Sourdough & Sea Salt 66%

Bakery Series: Cinnamon Bun

Quantity:

- 1 +

CURRENTLY
UNAVAILABLE.

JOIN WAITING
LIST

BIT
ENCY



Prompt structure

- 1 1-2 sentences to establish role and high level task description
- 2 Dynamic / retrieved content
- 3 Detailed task instructions
- 4 Examples/n-shot (optional)
- 5 Repeat critical instructions (particularly useful for very long prompts)

```
USER
You are an AI travel agent tasked with creating a personalized travel itinerary
based on the user's input. Your goal is to create an engaging, well-structured, and
realistic itinerary that matches the user's preferences and the specified location
and duration of the trip.

You will be provided with the following information:

<location>
{{LOCATION φ }}
</location>

<num_days>
{{NUM_DAYS φ }}
</num_days>

<user_preferences>
{{USER_PREFERENCES φ }}
</user_preferences>

When creating the itinerary, follow these guidelines:
1. Research the location and its popular attractions, considering the user's
preferences.
2. Plan activities for each day, ensuring a good balance between sightseeing,
relaxation, and local experiences.
3. Include recommendations for meals, considering local cuisine and the user's
dietary preferences if mentioned.
4. Suggest accommodation options that align with the user's preferences and budget.
5. Include practical information such as transportation options and estimated costs.
6. Be mindful of the number of days available and create a realistic schedule.

Present your itinerary in the following format:
1. Start with a brief introduction to the destination.
2. Provide a day-by-day breakdown of activities, meals, and accommodations.
3. End with additional tips or recommendations for the trip.

Here's an example of how your output should be structured:

<example>
# EXAMPLE REMOVED FOR SCREENSHOT
</example>

Now, based on the provided location, number of days, and user preferences, create a
personalized travel itinerary. Be creative and thorough in your recommendations, and
ensure that the itinerary reflects the user's interests and the unique aspects of
the destination. Present your itinerary within <itinerary> tags.
```

Prompt structure

1. Task context

2. Tone context

3. Background data, documents, and images

4. Detailed task description & rules

5. Examples

6. Conversation history

7. Immediate task description or request

8. Thinking step by step / take a deep breath

9. Output formatting

10. Prefilled response (if any)

User

You will be acting as an AI career coach named Joe created by the company AdAstra Careers. Your goal is to give career advice to users. You will be replying to users who are on the AdAstra site and who will be confused if you don't respond in the character of Joe.

You should maintain a friendly customer service tone.

Here is the career guidance document you should reference when answering the user: <guide>{{DOCUMENT}}</guide>

Here are some important rules for the interaction:

- Always stay in character, as Joe, an AI from AdAstra careers
- If you are unsure how to respond, say "Sorry, I didn't understand that. Could you repeat the question?"
- If someone asks something irrelevant, say, "Sorry, I am Joe and I give career advice. Do you have a career question today I can help you with?"

Here is an example of how to respond in a standard interaction:

<example>

User: Hi, how were you created and what do you do?

Joe: Hello! My name is Joe, and I was created by AdAstra Careers to give career advice. What can I help you with today?

</example>

Here is the conversation history (between the user and you) prior to the question. It could be empty if there is no history:

<history> {{HISTORY}} </history>

Here is the user's question: <question> {{QUESTION}} </question>

How do you respond to the user's question?

Think about your answer first before you respond.

Put your response in <response></response> tags.

<response>

Assistant
(prefill)



Accident Report Form Analysis - v2 ▾

🔒 Last saved May 21 at 5:54 PM

🔄 claude-sonnet-4-20250514



Examples



Templaticize

System Prompt Define a role, tone or context (optional) ⓘ >

User

You are an AI assistant helping a human claims adjuster review car accident reporting documentation written in Swedish. Your task is to review a standard accident report form as well as human-drawn sketch of the incident, and determine what information you can confidently conclude from these documents. After that, you should be able to state whether or not you can fully confidently determine that one vehicle was clearly at fault or if the human adjuster needs to follow up for more information.



form-numbered.jpg



IMG_8157.jpg



🔄 Pre-fill response



Add message pair

3.23k 🗨️

Prompt

Evaluate

Get Code



Stop generating

Response

Preview

API

Based on my review of these Swedish accident report documents, here's what I can confidently conclude:

Information from the Documents:**From the Standard Form:**

- This is section 12 of a standard accident report asking "How did the accident happen?" (Hur kom det sig att olyckan hände?)
- Vehicle A has marked option 1: "parkerade / stannade till" (was parking/stopping)
- Vehicle B has marked option 12: "tog av till höger" (turned off to the right)

From the Sketch:

- Shows an intersection with "Köpmangatan" (a street name)
- Vehicle A is shown stationary ("still ståande")
- Vehicle B is shown with an arrow indicating movement/turning
- The collision point appears to be where Vehicle B was turning right while Vehicle A was stationary

>> preventing hallucinations

Try the following to troubleshoot or minimize hallucinations:

Have Claude **say “I don’t know”** if it doesn’t know

Tell Claude to **answer only if it is very confident** in its response

Have Claude **think before answering**

Ask Claude to **find relevant quotes** from long documents then answer using the quotes



Let's Experiment

Create a persona and ask an LLM to develop a new product or service

TARGET AUDIENCE	STRATEGIC IMPERATIVES	KEY CHANNELS/INFO SOURCE
Head of Marketing/CMO Assistant to CEO/PA CEO	Targeted exposure – Luxury consumer – Consumers – Connections TV placement Elevated status Getting sales – contacts with distributors Increase visibility in the UK market France, Italy, Spain, Romania, Netherlands, TX, NV, FL	Website Facebook LinkedIn Twitter Instagram Reddit TV Podcast Radio YouTube TikTok Entrepreneur Magazine Marketing Week Forbes Financial Times



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Ask a question

- Who our target is: <Name>, <Title>
 - How old is (s)he: <age range>
 - Gender: <gender>
 - Her information sources include: <titles>
 - Biggest frustration: <What challenges does (s)he face in his/her work?>
 - <More detail>
 - Have ChatGPT/Claude/Gemini say “I don’t know” if it does not know
 - Tell the GPT to not answer if it does not know.
-
- What do you want the system to predict about this persona?
New service? New product? Markets to expand into?



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Results Presented to the Room

- What does the insight that the GPT you chose gave you actually mean?
- Based on the output, what marketing action would you take given a familiarity with the market?
- What do you feel are the risks or assumptions behind the insight you've been given by the GPT?



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A group of diverse business professionals are seated around a large, light-colored wooden conference table in a modern office. The room features large windows on the left side, offering a view of a city street with buildings and a blue sign that partially reads 'RECO'. The participants, including men and women of various ethnicities, are engaged in a meeting, with several laptops open on the table. The lighting is bright, and the overall atmosphere is professional and collaborative.

Use cases showing how AI insights influence strategy, targeting, and budget allocation

How AI is transforming strategy development

- *Researcher.* Strategists spend significant time gathering and enriching data from numerous sources. AI's ability to summarize and create meaningful connections across all data sets can significantly enhance these efforts. For example, an [AI-powered engine that identifies potential M&A targets](#) can pinpoint under-the-radar assets that fit a company's strategic thesis, enhancing what today is often a serendipitous process relying on executives' and their intermediaries' market knowledge. One such tool can scan public information on more than 40 million companies across various languages and create a short list of relevant targets in minutes. While AI is more thorough and faster than humans, strategists still need to pose the right questions to generate the distinctive insights they seek.
- *Interpreter.* To turn data analytics into useful insights, strategists need to interpret how the findings can advance their goals. For example, a search for growth opportunities often entails [looking into adjacencies](#). Those expansion ideas can come from many places, such as reviews of competitors' moves or a deep understanding of customers' emerging needs. AI tools can facilitate this discovery process by converting data from a disparate set of inputs—such as annual reports, patents, customer reviews, and purchasing data—into “growth scans.” These scans summarize the most frequently pursued adjacencies and then interpret and score their fit with the company's strategy. The resulting perspective can help strategists narrow down options, find precedents or benchmarks for actions under consideration, and uncover fresh ideas.



\$290,000 report to help the Australian government crack down on welfare after a researcher flagged hallucinations

By Nino Paoli
Former News Fellow

October 7, 2025, 5:10 PM ET



Deloitte said it would invest \$3 billion in generative AI development through fiscal year 2030.

GETTY IMAGES

Deloitte's member firm in Australia will pay the government a partial refund for a \$290,000 report that contained alleged AI-generated errors, including references to non-existent academic research papers and a fabricated quote from a federal court judgment.

Case study

How Caterpillar is using technology on its journey to improve financial forecasting

Artificial intelligence helps Caterpillar expand its analytics-based forecasting capabilities for greater accuracy and efficiency.



About the Customer

Instamart is one of India's largest on-demand delivery platforms, spanning food, groceries, and parcel services. Its Instamart business delivers everyday essentials in minutes, serving millions across India with a focus on speed, convenience, and reliability.

Industry

Retail/Shopping

Company Size

5,000+

Share



Objective

Instamart needed to lower Cost Per First Purchase and scale Instamart more efficiently. The team was running highly localized and category-based campaigns across multiple cities, audience segments, and creative types.

At that scale, manual optimization became unsustainable. The team was pulling performance data from Appsflyer and Meta dashboards daily to adjust budgets, creating heavy operational overhead, slower optimization cycles, and budget dilution across too many small campaigns. This fragmentation increased CAC and made it challenging to scale top-performing campaigns consistently.

Solution

Smartly introduced **AI-powered Predictive Budget Allocation (PBA)** to simplify Instamart's fragmented campaign structure and automatically direct spend toward the campaigns most likely to drive first purchases.

To further enhance performance, PBA incorporated Appsflyer's last-touch attribution data—the source of truth for actual first-purchase performance—to inform its predictive models and real-time budget decisions. This ensured spend was optimized against actual acquisition outcomes rather than proxy platform metrics.

By consolidating budgets, removing overlapping campaigns, and automating reallocations, PBA delivered a scalable, always-optimized setup that reduced CAC, unlocked incremental conversions, and eliminated the need for daily manual optimization.



4. Programmatic Advertising

Programmatic advertising leverages AI to automate the buying and placement of ads in real-time. This application addresses the inefficiencies of manual ad purchasing and targeting.

AI algorithms analyze user data to determine the most effective ad placements, bidding strategies, and audience segments. This real-time decision-making ensures ads reach the right audience at the optimal time.

The operational value includes enhanced targeting precision, cost-effectiveness, and improved ROI. However, concerns about data privacy and ad fraud necessitate robust monitoring and compliance measures.

Real-World Example:

Forever 21 utilized AI-generated campaigns to optimize their advertising efforts. By streamlining ad creation and targeting through AI, the fashion retailer achieved a 66% higher return on investment, demonstrating the effectiveness of AI in programmatic advertising.



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Stories of AI-Driven Ad Campaigns

Case Study 1: E-commerce Retailer

An e-commerce retailer employed machine learning algorithms to optimize their online ad spend.

- **Challenge:** High customer acquisition costs.
- **Solution:** Utilized predictive analytics to target high-value customers.
- **Outcome:** Achieved a 30% reduction in customer acquisition costs and a 20% increase in conversion rates.

Case Study 2: Automotive Company

An automotive company applied AI to streamline its marketing efforts.

- **Challenge:** Inefficient ad allocation.
- **Solution:** Leveraged AI to identify the best-performing channels.
- **Outcome:** Saw a 15% boost in click-through rates and a 25% improvement in lead





A framework for distinguishing between AI output and actionable insight

How to create a framework

Structure your prompts using a systematic approach, such as the C.R.I.S.P.Y. framework, to ensure the AI has all necessary information

- **Context:** Set the background and provide relevant information.
- **Role:** Define the persona or perspective the AI/LLM should adopt (e.g., "Act as an expert data scientist").
- **Instructions:** Clearly state the action required.
- **Specifics:** Add constraints (e.g. "keep it under 200 words" "use bullet points").
- **Parameters:** Specify tone, format, or style.
- **Yielding:** Describe the expected output or result.



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Frameworks for your work

Hi Claude! I want you to react and answer as if you are the leading expert in SEO and AI. You are someone Google engineers reference when working on information retrieval projects as they work on improving the algorithm which ranks websites. Your specialist knowledge comes from both a deep understanding of IR, as well as what elements should be present on a page for systems like Google regular search and Google Gemini which is an LLM in order to show up well for relevant results. You should only give answers you have a higher than 95% confidence in and anything with a lower confidence threshold you should not share unless you stipulate that you are not confident in the answer. Working within this framework please recommend changes to the website <https://pumpstreetchocolate.com/> Their chocolate is delicious and I especially love their Madagascar milk but they need more traffic to their website and I want to help them. Can you help me help them?



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Other frameworks

- **Chain of Thought (CoT):** Instruct the model to "think step by step" to increase logical accuracy.
- **Ask Before Answering:** Instruct the AI to ask clarifying questions before providing a final answer to reduce ambiguity.
- **Persona Assignment:** Assigning a specific role instantly alters the depth, perspective, and tone of the response, yielding better, more tailored results.
- **Define Output Format:** Clearly state if you want a table, JSON, code block, or a summary, which reduces post-processing work.



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Error handling within these frameworks

I want to be able to standardise your output for technical audits. I want to ensure certain elements are always present but I do not want to restrict your output to only those elements. I want this template to be used when I ask for a technical audit but you must not include data when you do not have full and high confidence in the output. This may mean the template is not fully filled in and that is acceptable. Additionally you need to be able to add elements you find which are not covered in the template. These should be in their own section. If I send a link to a spreadsheet of an example technical audit, can you use it to create output in a standard format?

My recommendation for this template

To match your “high confidence only” rule, I suggest we standardise these extra statuses in the output:

- **Not enough evidence**
- **Not applicable**
- **Additional findings** section for issues not covered by the template

That will let me stay rigorous without forcing weak conclusions into fixed rows.



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Ways to improve output

- **Iterative Generation/Evaluation:** Use a "Draft-Evaluate-Refine" system where the AI generates an initial response, self-evaluates against criteria, and improves it.
- **Meta Control Framework (MCF):** When stakes are high, break down the goal into smaller, manageable sub-tasks and create specific, testable components for each.
- **Reality-Anchored Framework (RAF):** For enterprise use, instruct the AI to use specific data sources, documents, or external references to prevent hallucinations.



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Highest quality output

are you able to expand this audit, using those personas as a base for content, and include all elements the framework for the audit is looking for, except where you are not able to access the data requested?



I'm reopening the audit workbook and template structure so I can expand it section by section without breaking your standard format.

I've got enough evidence to expand the framework materially. I'm now replacing the old "technical-only / N/A" content rows with conservative, persona-based observations from representative Hotel Chocolat UK pages, while leaving inaccessible items as "Not enough evidence."

Thought for 4m 47s >

Yes — I expanded it and kept your confidence rule intact.



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And finally...

- **Define Metrics:** Evaluate answers based on accuracy, relevance, coherence, and helpfulness.
- **Human in the Loop (HILCS):** For critical tasks, ensure a human reviews the AI's output to own the risk and make final decisions.
- **Continuous Improvement:** Standardise successful prompts and create a "system prompt" to avoid repeating instructions.



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For example – structure for system prompt

- [Role]
- [Context]
- [Instruction]
- [Specifics]
- [Parameters]
- [Before answering]

Acting as a [Role: Expert SEO], summarize the key changes the client needs to make to the Pump Street website at <https://pumpstreetchocolate.com/>

[Context]: I am creating a website audit for this small chocolate making business and bakery. They are not getting enough web traffic and need to sell more chocolate to grow.

[Instruction]: Think step-by-step through the pros and cons of every recommended change including the cost of the time and effort to implement the changes recommended.

[Specifics]: Provide a complete list of recommendations, including schema examples, example HTML, and example content based on my context and example changes, followed by a one-paragraph summary of recommendations based on my context.

[Parameters]: Use a technical but accessible tone with recommendations.

[Before answering]: Ask me two clarifying questions if needed.



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<https://pumpstreetchocolate.com/>

[Context]: I am creating a website audit for this small chocolate making business and bakery. They are not getting enough web traffic and need to sell more chocolate to grow.

[Instruction]: Think step-by-step through the pros and cons of every recommended change including the cost of the time and effort to implement the changes recommended.

[Specifics]: Provide a complete list of recommendations, including schema examples, example HTML, and example content based on my context and example changes, followed by a one-paragraph summary of recommendations based on my context.

[Parameters]: Use a technical but accessible tone with recommendations.

[Before answering]: Ask me two clarifying questions if needed.



I'll review the live site and public search-facing signals, then turn that into prioritized SEO recommendations with implementation effort, tradeoffs, schema, HTML, and sample content.

Thought for 16s >

Below is an SEO audit-style recommendation set for Pump Street Chocolate.

Priority recommendations



+ Ask anything





Let's Experiment

Using the existing chat

(if possible – free accounts have limits)

- Given your previous window of information, ask the GPT for next steps to increase margin or profitability or leads or sales or something else.
- Constrain the GPT using a framework that it has to work within.
- Specify a desired output format (spreadsheet, powerpoint, image, etc).
- Remember to limit the GPT to ensure high relevance and accuracy.



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Time to present

- How did this improve (or not) the output?
- How close to something accurate did you get?

- Now present your best prompt!



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Best practices for validating and questioning AI recommendations



How do we know where errors are?

ChatGPT ▾

templates first, then I'll rank issues by likely SEO impact and implementation priority.

I've confirmed the root URL redirects into the /uk path, and I'm now validating whether the site exposes clean canonical, hreflang, sitemap, robots, pagination, and structured-data signals across category and product templates.

Thought for 1m 25s >

Below is a **public-facing technical SEO audit of hotelchocolat.com**, prioritised by likely impact on organic visibility and crawl efficiency. This is based on live inspection of public URLs and Google-visible page renderings, not server logs, Search Console, or a full crawler export. Where I could verify a signal directly, I have. Where the evidence points to a likely issue rather than absolute proof, I've said so explicitly.

Hotel Chocolat +3

Executive summary

The biggest SEO risk appears to be **unstable page rendering and weak control of indexable collection URLs**. Multiple category and collection pages expose either very thin HTML, repeated filter boilerplate, or even apparently unrelated content in Google-facing snippets. At the same time, the site has a large set of overlapping "collections" URLs by product type, chocolate type, price, and subcategory, which raises the likelihood of **index bloat, template duplication, and diluted internal authority**. Hotel Chocolat +5

A second concern is **international and canonical governance**. The root domain resolves into the /uk section, while a separate [us.hotelchocolat.com](#) property also exists. In the fetched HTML I could not detect visible

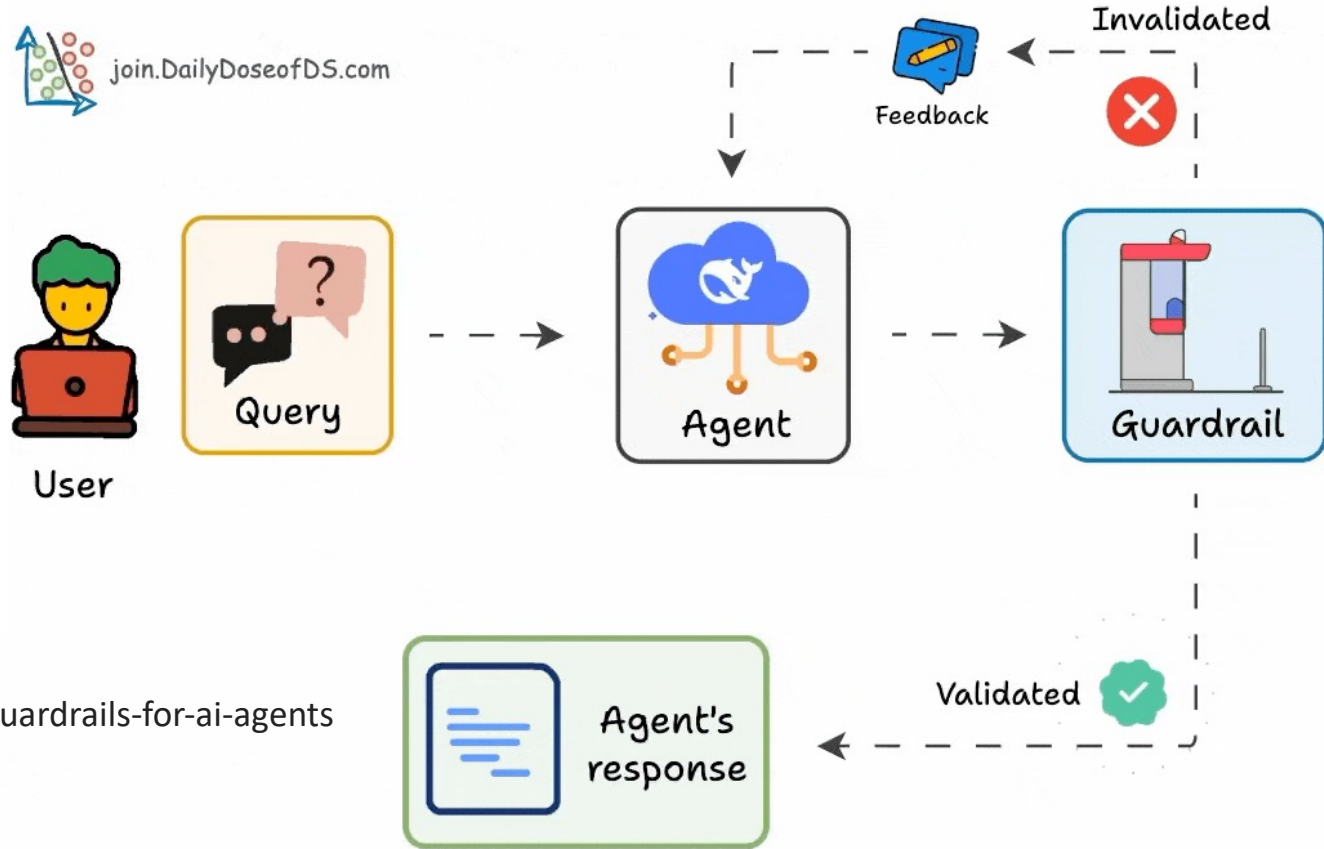
Ask anything

+ Thinking ▾



We can make sure we prompt carefully and follow today's training but...

Guardrails for Agents



<https://blog.dailydoseofds.com/p/guardrails-for-ai-agents>

It takes expertise

*From the
real experts*

There are no shortcuts



**Tools can help but
ONLY YOU can deliver
proper strategic insight**

THANK YOU

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Food Blog: <https://MostlyAboutChocolate.com>
SlideShare: <https://www.slideshare.net/DeCabbit/>

Reference links

- Prompting 101 by Anthropic
<https://www.youtube.com/watch?v=ysPbXH0LpIE>
- SEO Technical audit template
<https://corinaburri.com/free-excel-template-seo-audit/>
- Aleyda's AI Content Framework
<https://www.aleydasolis.com/en/ai-search/ai-search-optimization-checklist/>

