

seer
interactive



THE SIGNAL

The AI *Stuff* Marketers Can't Ignore

(and what to do about it)



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WHAT WE'RE COVERING

Today's Agenda.

- 01 Homework Check & AMA
- 02 QOTM: AI Generated Content & Claude's Watermark Update
- 03 August Action Items

Homework Check & AMA

July's Homework

1. ChatGPT Ads: Run the prompts that matter to your brand in a free ChatGPT account and see whose ad shows up.

2. Branded Query Fan Out: Pick 3 priority prompts, run them through SE Ranking's query fan out tool, assess ChatGPT's association of the prompts with your brand (and your competitors' brands).

3. Measuring GEO: What metric do you wish you could measure? Come back next month with your idea for new measurement KPIs – starting with the next metric.

**Long Time Listener,
First Time Caller**

Question of the Month

I have some concerns utilizing AI for a large amount of content/new page creations.

1. Does Google still screen for AI content and penalize or have they accepted this is now the norm/easy road?
2. Is it possible new content pages could negatively impact the site if Google determines/cares if this is AI content?

How Claude marks AI-generated content

Updated today

 Copy for LLM



Anthropic has signed the EU AI Act's Article 50(2) Code of Practice on Transparency of AI-Generated Content, as a provider of both generative AI models and generative AI systems. This article describes how we're planning to put those commitments into practice, how marking works, and what its limitations are. We'll update this article and publish more detailed technical guidance as it becomes available.

Anthropic's commitments under the EU AI Act's Code of Practice on Transparency of AI-Generated Content

What our marking commitments mean for Claude:

- **New models will mark AI-generated content from day one.** Claude models launched in the EU on or after August 2, 2026 will support machine-readable marking at launch. Generated text will carry embedded watermarks, and generated files will include digitally signed provenance metadata where supported.
- **Marking works everywhere you use Claude.** Marks will apply to output from supported Claude models across Claude Platform (API), Claude, Claude Code, Claude Cowork, and Claude Tag, and wherever Claude is offered, worldwide. Some platforms or features may not support certain marking types.
- **We'll help you detect Claude's marks.** We'll support users and other third parties to detect Claude's marks, as the Code requires, and we'll share details in forthcoming documentation.
- **Existing models are in progress.** The law includes a transition period for Anthropic models launched before August 2, 2026, and we're working to add marking support for those models as well.

More details about our marking plans are below.

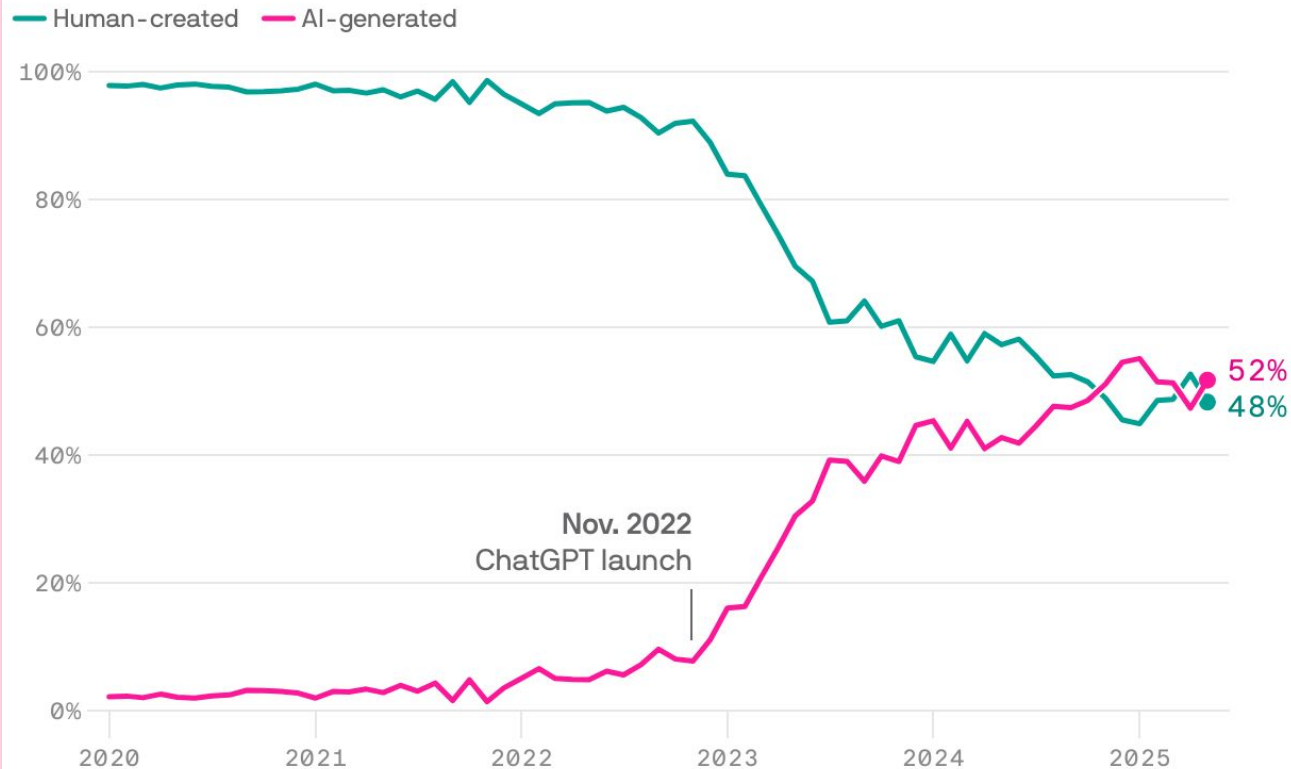
1. Embedded watermarks in text

When a supported Claude model generates text, it weaves an imperceptible watermark directly into the text itself. You won't see it, and it doesn't change the meaning, quality, or readability of Claude's response.

Because the watermark is part of the text, it will travel with the text when it's copied and pasted elsewhere, and may persist through some editing. Watermarking will be applied at the model level, which means it will be present no matter which Claude product or surface the text comes from.

Share of articles that were written by humans or generated by AI

Monthly, January 2020 to May 2025; Based on a sample of 65,000 English-language articles published online



If there's an easy button, shouldn't we press it?

Latest customer stories



+10%

Citation Rate

How Product Marketing Alliance Builds Content that Earns its Place in AI Search



+35%

Share of Voice

How Brainlabs Grew AI Share of Voice 35% By Building the System Before the Playbook Existed



19%

citation rate

How LegalZoom Went From AI Experiments to Systems that Saved \$600K+



+46%

high-intent traffic

How Skio Drove 46% More Traffic from High-Intent Buyers With Pain-Point Content



2x

MQLs from key pages

How Oyster Boosted Clicks 230% While Meeting the Quality Bar for High-Stakes Content



+130%

AI citations

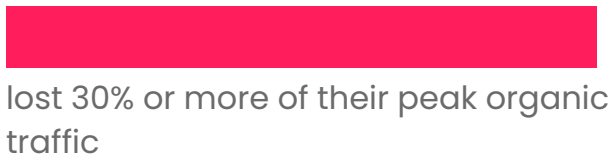
How Parallel Uses Their Own Web Intelligence APIs Inside Quill to Grow AI Citations 130%



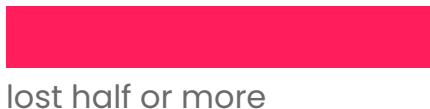
The gains are real, but they don't always hold.

OF THE 220+ SITES ANALYZED...

54%



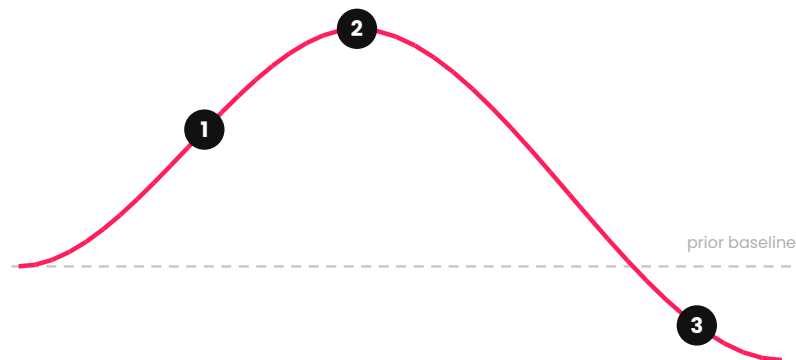
39%



22%



THE RECURRING TRAJECTORY — ORGANIC TRAFFIC OVER TIME



- 1** Organic pages ramp fast for six to twelve months
- 2** Traffic peaks three to six months after the content peak
- 3** Within a year, the decline erases the gain — often ending below the prior baseline



Eight high risk templates to recognize in the pitch

The recurring patterns across the declining sites. Most ran three or four of these. The steepest losses ran all eight, at hundreds or thousands of pages each.

1 Comparison pages at scale

every head-to-head matchup in the category

2 The “What is X” glossary

one-term pages built to win citations

3 “Best X for Y” listicles

the affiliate-era template, reborn for AI

4 The self-promo listicle

ranks itself first, with no real testing

5 “Alternatives” pages

a page for every rival's brand name

6 Programmatically recreate for geo & language

one template, every city and language

7 The FAQ farm

one question per page, built for extraction

8 Off-topic content at scale

volume with no tie to the business

Source: Lily Ray, [analysis of 220+ sites and subfolders that scaled AI content](#), 2026.

Each one works, initially, but when scaled it becomes a footprint.

Everything that makes AI generated content trustworthy happens **before and after the tool.**

Every pattern on the last slide starts from something generic: a keyword list, a competitor's page, a model's own summary of a topic. Generic in, detectable out, no matter what writes the words.



There is no one single solution. AI forward marketing is built upon eight pillars.

Vision

Strategy

Data

Technology

one of eight

Governance

Literacy

People

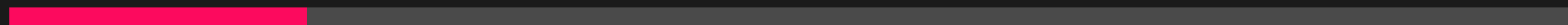
Performance

Let's not ignore the upside.

Your brand knows more than your website has ever been able to say. Years of expertise, thousands of customer conversations, answers nobody else has. How much of it surfaces when your customer needs it most?

There is no average customer.

OF QUESTIONS ONE REAL DECISION TRIGGERS



What we answered before: the keywords with enough volume to justify a page



What we can answer now: every question that comes with the decision

So, what works and is worth scaling?

In our recent analysis, these four pillars emerged as the tactics that consistently appear in content that “holds”.

1 Content freshness

up to date information

2 Comprehensiveness

thorough content complex
for others to recreate

3 Data validation & methodologies

backing up claims with
verifiable information

4 Structured format

clear, parseable content is
table stakes

Source: [seerInteractive.com](https://www.seerinteractive.com/insights/the-listicle-window-is-closing-in-ai-search-30-decline-mom) <https://www.seerinteractive.com/insights/the-listicle-window-is-closing-in-ai-search-30-decline-mom>

... SO, NOW WHAT?

TWO things to do this month

- ☐ List the unique inputs you currently include in your content creation workflow. **What else can you add?**
- ☐ Review your 10 most recently published pages. How many of them match Lily Ray's **"high-risk templates"**?