MeasureFest

8 & 9 OCTOBER 2026 - BRIGHTON

How Claude Code Helped Me Transform Reporting and Delivery for AI Search and SEO



Christian Goodrich

Head of Organic Search, SOZO

linkedin.com/in/cargoodrich

speakerdeck.com/cargoodrich

Sound familiar?

More tools than ever.
More data than ever.
Less time to know what actually matters.













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The friction

What that missing layer sounds like every week

FROM THE TEAM

- “I don't know what our SEO strategy is.”
- “Where do I find a list of their primary competitors?”
- “What are their commercial objectives and targets?”
- “It takes ages to produce a decent slide deck for meetings.”

FROM THE CLIENT

- “Do they understand my business?”
- “I wish these metrics aligned to our business goals.”
- “Why are we getting no enquiries from these position #1 rankings?”
- “These GA4 stats don't reflect our actual bottom-line.”

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The gap

Tools collect and present data. They can't tell you what it *means* for a business.

> A thorough audit falls apart in a boardroom if it does not speak to what the business wants.

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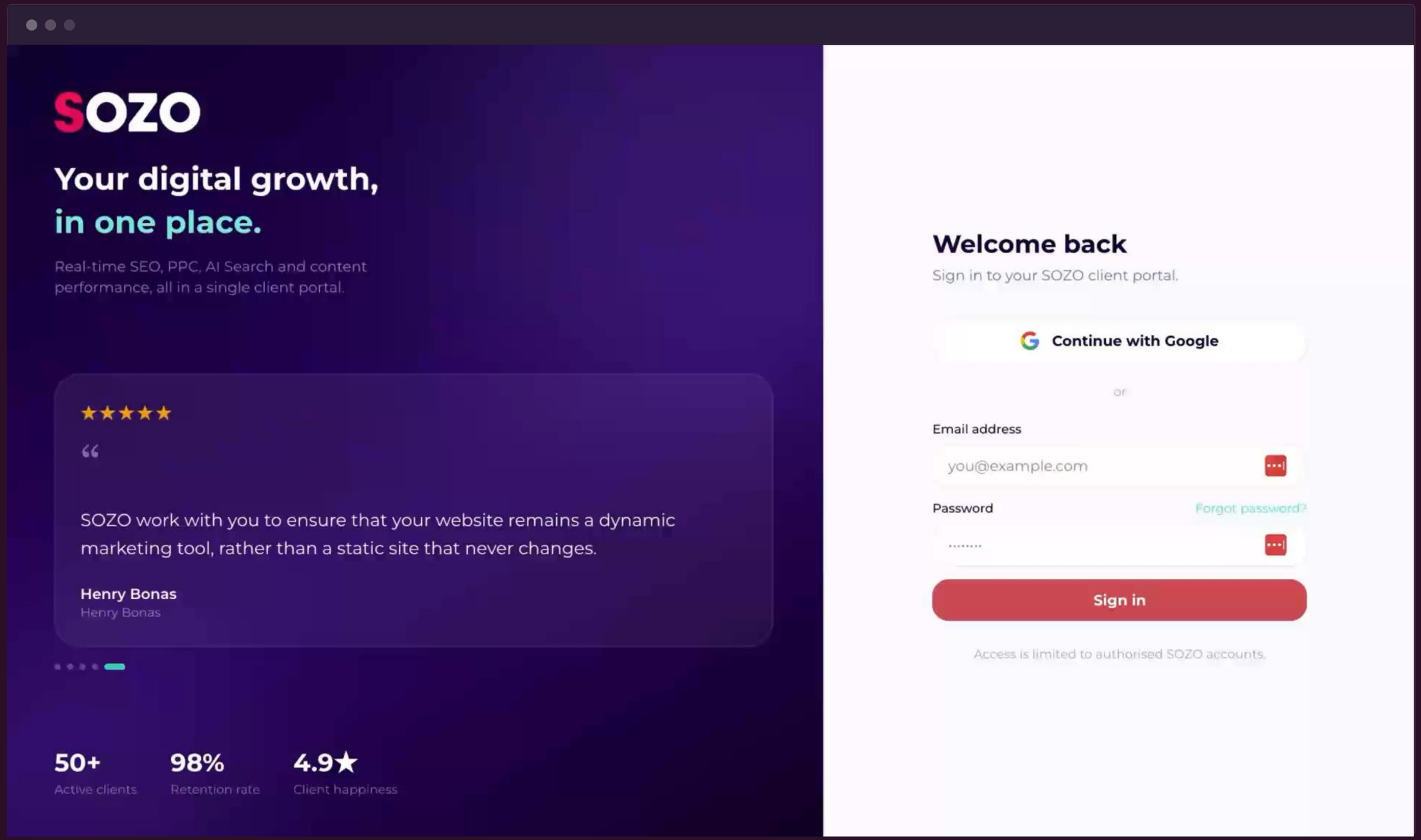
The missing layer

The opportunity is the layer between the data, how your team works, and the decisions clients need.

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So I built that layer with Claude Code

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Five builds. One connected layer.

01	**Client Context Engine**	Turns a client brief into structured, reusable commercial context.
02	**AI Search Auditor**	Give users an instant AI search visibility audit in 3 minutes, saving hours on prep.
03	**Performance Reporting**	Commercial, SEO and AI Search in one interpreted snapshot.
04	**Visibility Tracker**	Reads Search Console daily and shows the team which accounts need investigation first.
05	**Migration Toolkit**	Makes progress visible and accelerates specialist-reviewed redirect mapping.

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Solution 01

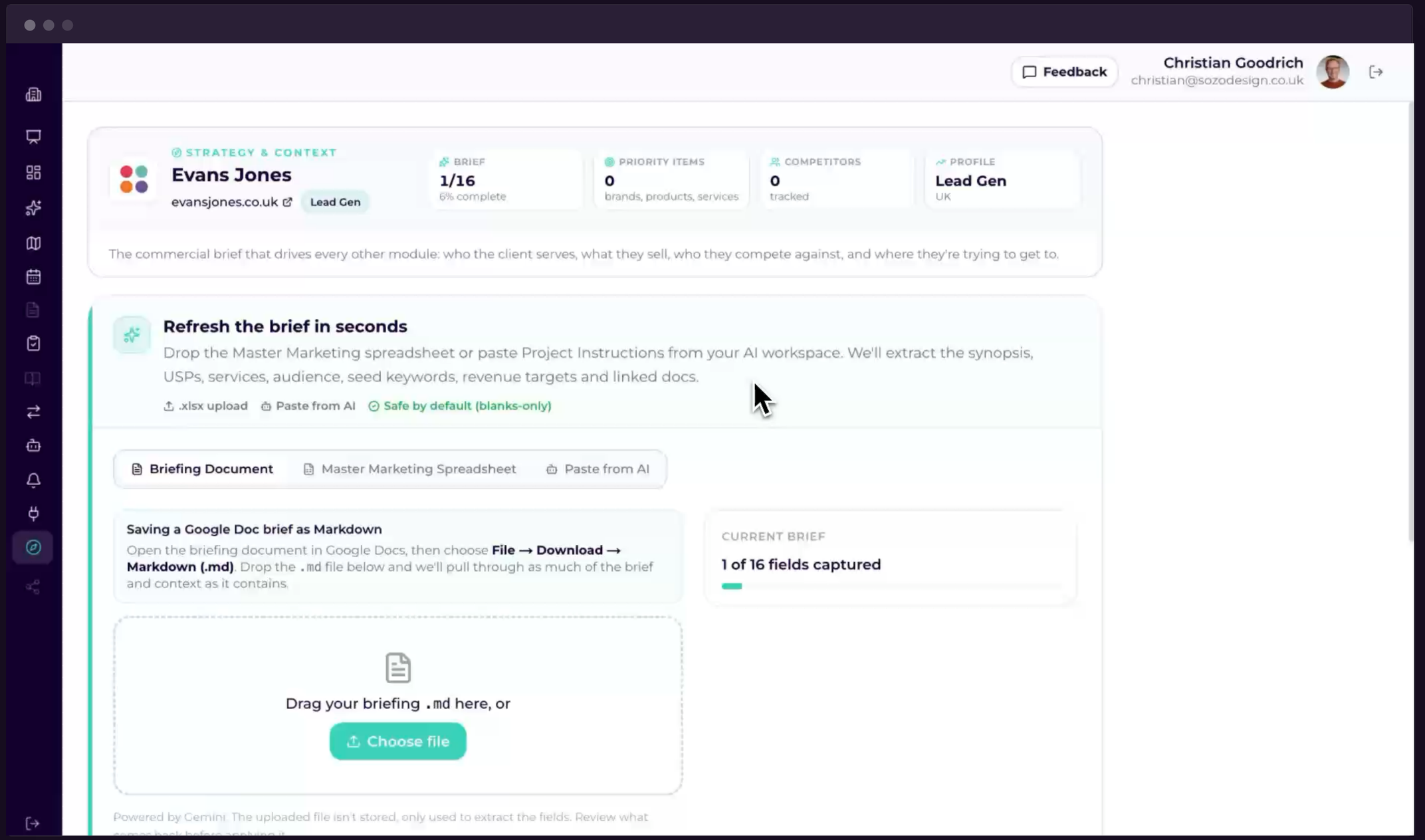
Client Context Engine

Off-the-shelf tools do not know what a client is trying to achieve.

The briefing document goes in, and structured,
reusable commercial context comes out.

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From briefing document to structured client context



Solution 01

Give the system the context generic tools lack.

Every insight is judged against what that business is trying to achieve.

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Solution 02

AI Search Auditor

Every pitch used to be assembled from scratch, and took hours.

So I built an AI Search Auditor for new prospects
to get a snapshot of their brand within minutes.

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NEW BUSINESS

For new prospects, we built a custom AI Search auditor.

SOZO

Book a free consultation → Feedback

SEARCH EVERYWHERE OPTIMISATION

How discoverable is your brand in AI search?

AI driven search is changing how customers discover and choose brands. If you aren't visible in AI search results, you are losing out.

50 buying questions across **5 AI platforms**. Your report takes up to **three minutes** to generate, and we email you a copy.



AIO vs SEO explained: why search is no longer just Google

Get your instant audit

Your name

Christian Goodrich

Work email

christian@sozodesign.co.uk

Website address

sozodesign.co.uk

I agree to SOZO contacting me about this audit, and to the privacy policy.

I'm not a robot reCAPTCHA

Get my instant AI audit →

Free. No obligation. We never share your details.

Visibility	Position	Sentiment
Whether AI names you at all	Whether it names you first	How it describes you

Many datasets in. One commercial read out, then written up by Google Gemini

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Auditing your AI visibility

This usually takes up to three minutes. Keep this page open.

4%

Reading sozodesign.co.uk

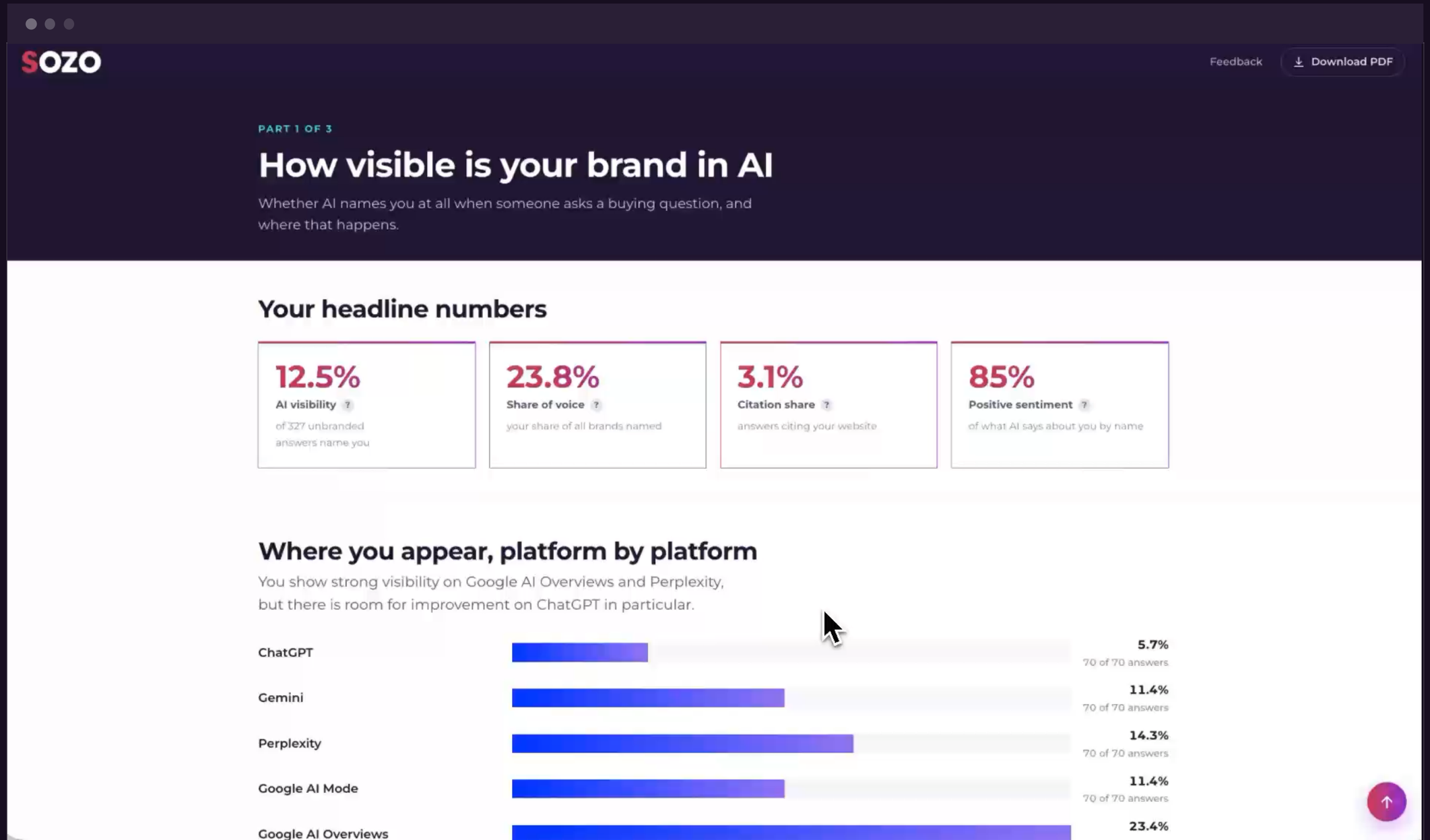
"AI is answering your market's questions right now. This shows whether your brand is in the answer."



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PROSPECT AUDIT OUTPUT

It speaks to more than the data; it says what to do next.



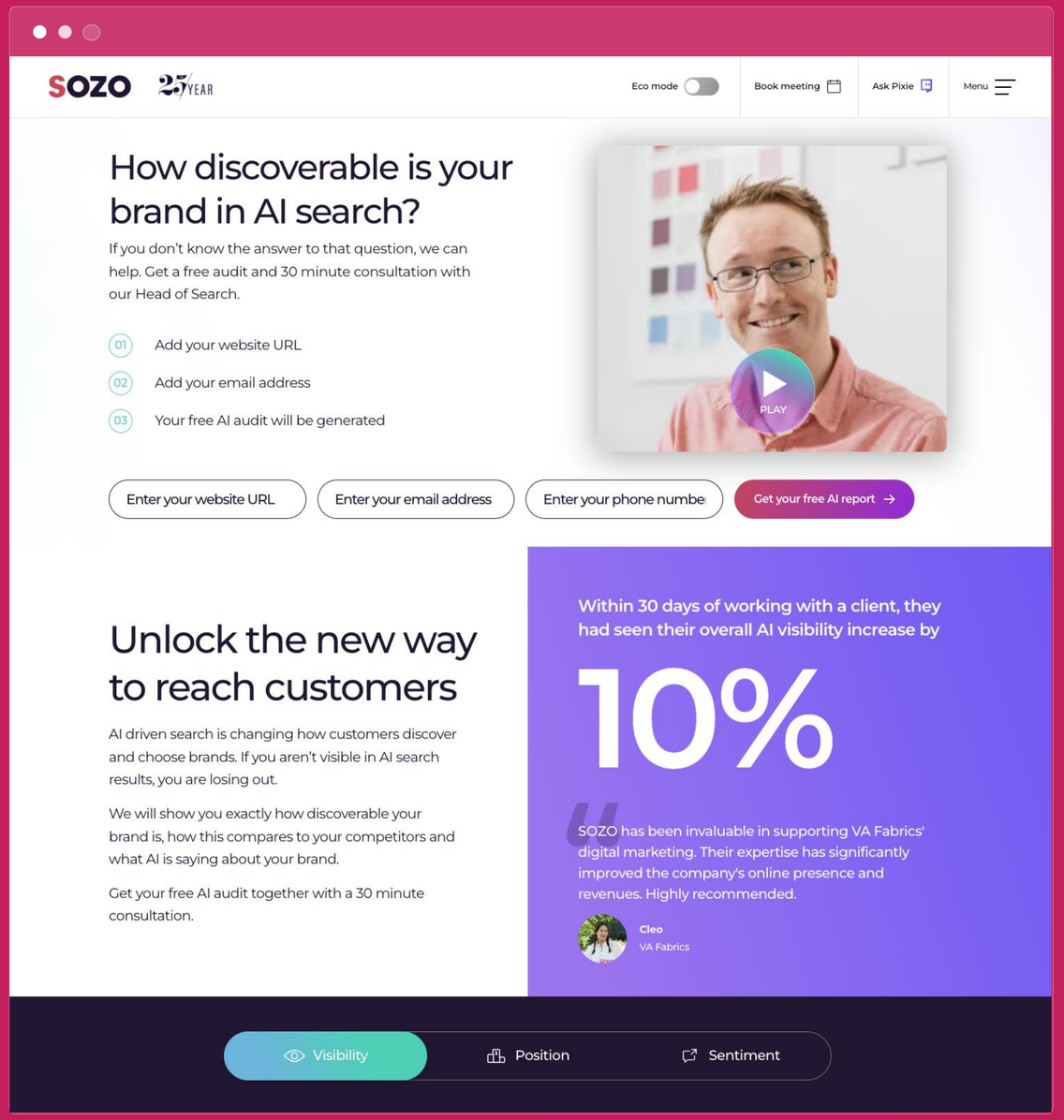
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FREE AUDIT

Get a free AI Search visibility audit.

See how your brand appears, which competitors are being surfaced, and what is holding your visibility back.

SCAN TO BOOK YOUR AUDIT



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Solution 03

Performance Reporting

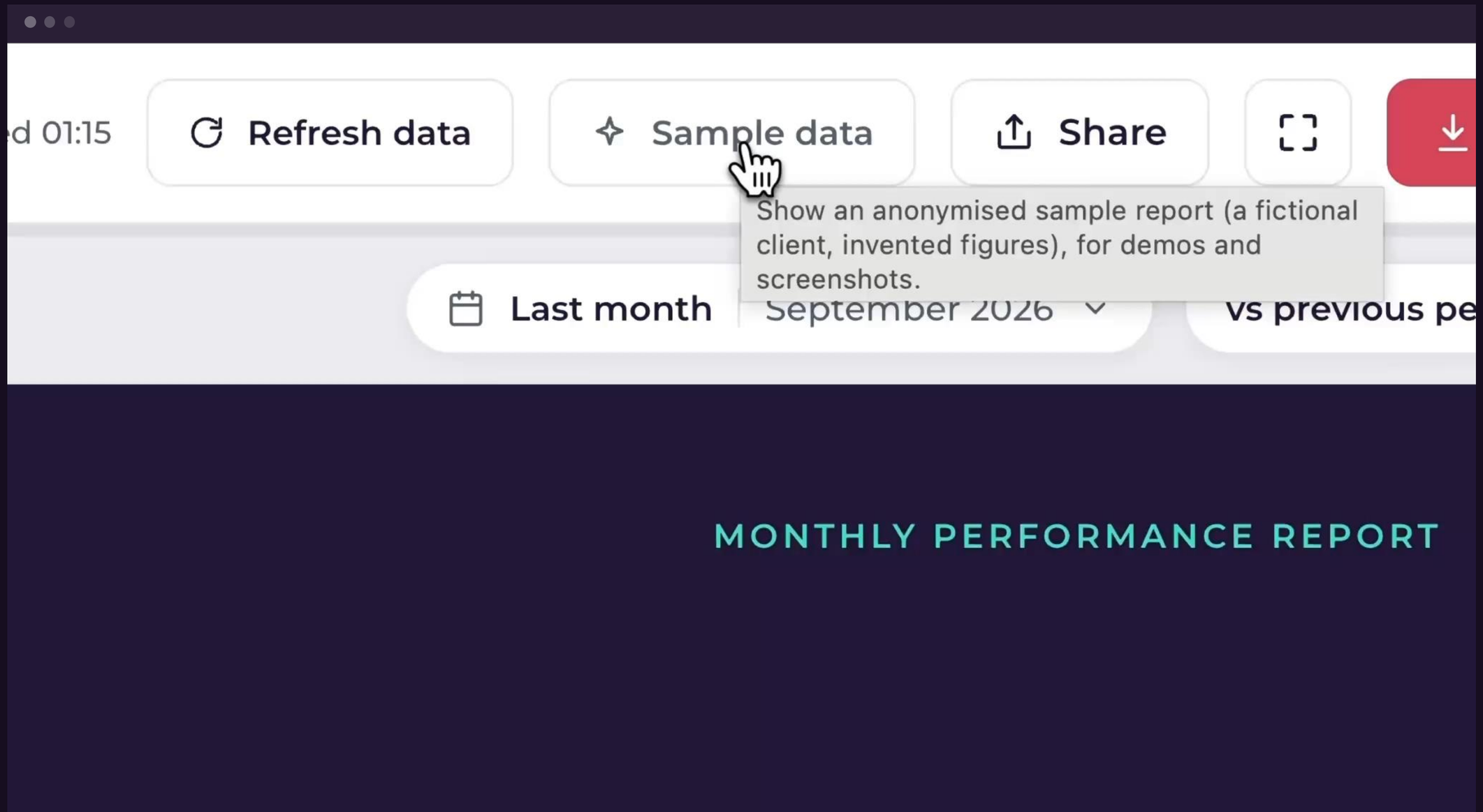
The problem was never a lack of data.

Commercial, SEO and AI Search performance arrive in one interpreted snapshot, read against the objectives captured for that client.

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CLIENT REPORT VIEW

Reporting opens with the commercial picture



Solution 03

Reporting's value is not the volume of data;

it's the interpretation tied to the client's objectives.

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Solution 04

Visibility Tracker

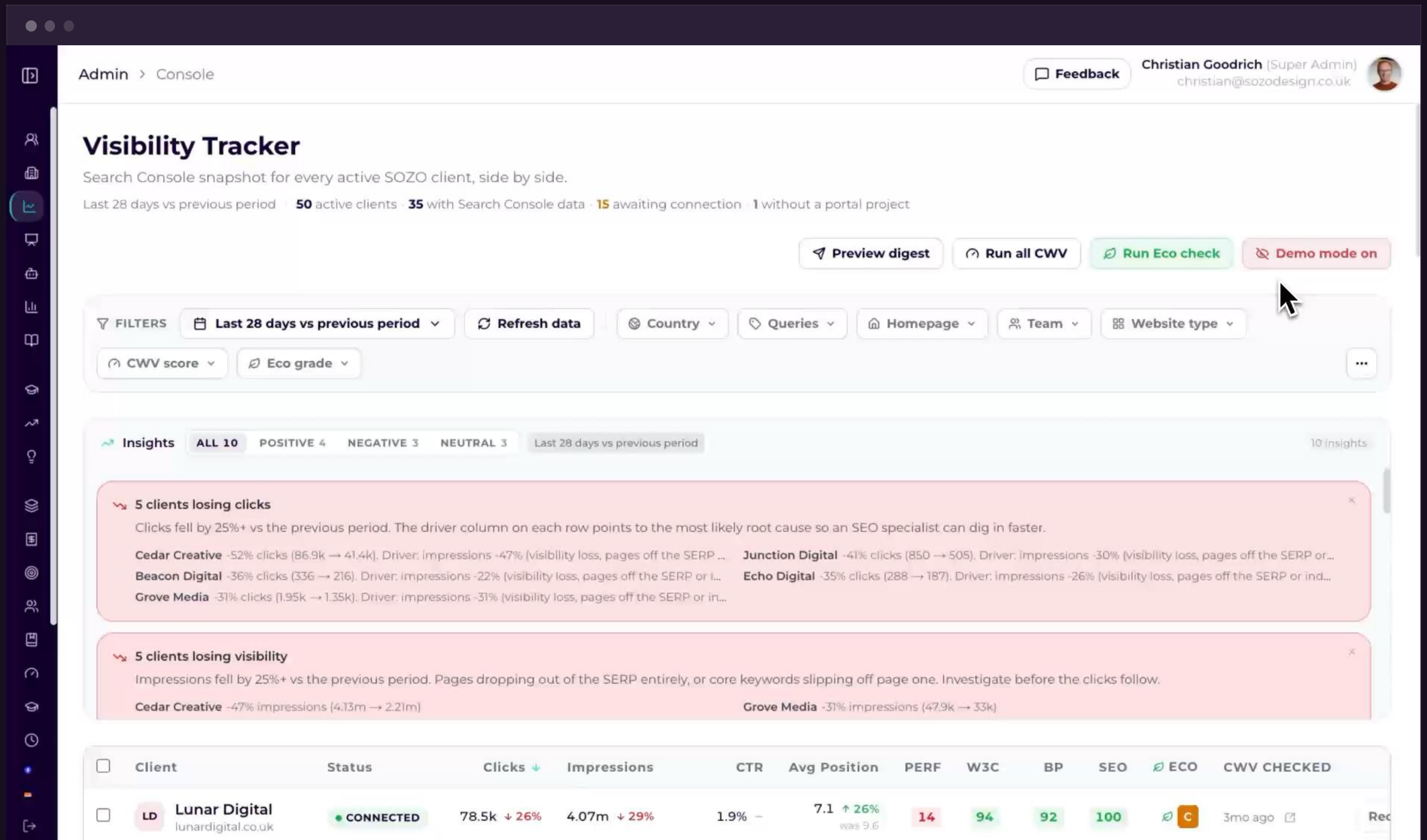
Across a portfolio, the hard question is where to start.

This blends Search Console and Core Web Vitals for every active client in one view, with custom filters and insights that surface what needs attention first.

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VISIBILITY TRACKER

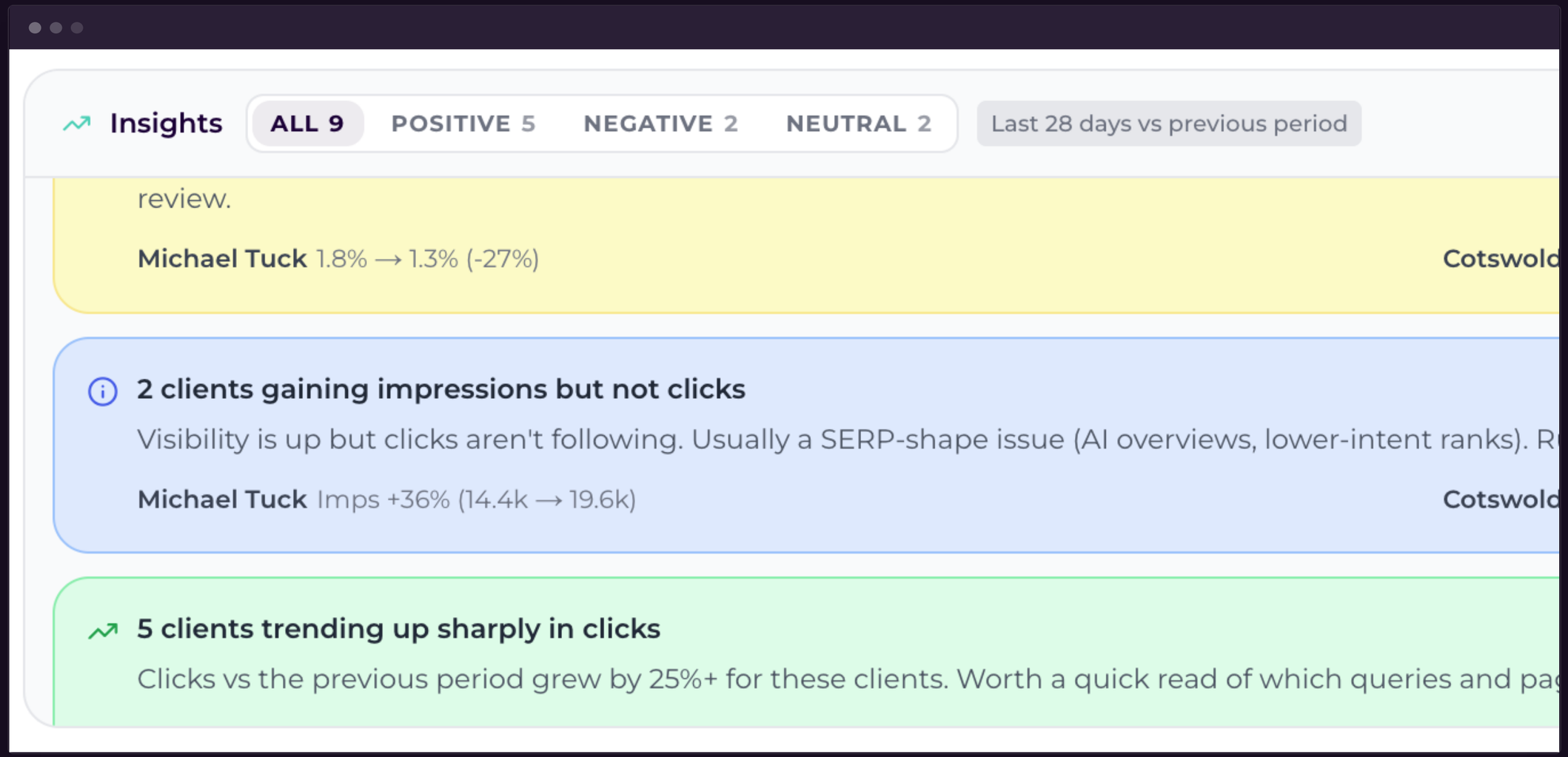
Every active client, in one table with filters and insights



VISIBILITY TRACKER

It flags the accounts losing clicks, so the team knows where to look first

The insight sits next to the number, so nobody has to interpret the table from scratch each morning.



Solution 04

Build the view that tells your team where to look first.

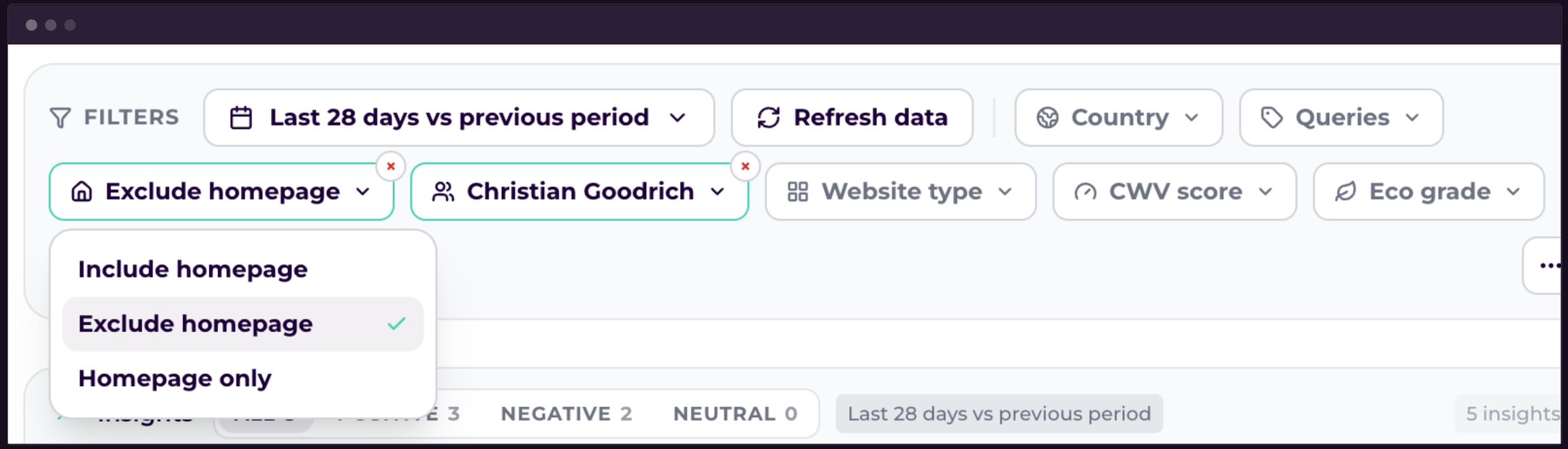
It was never built to replace Search Console.
It solved one problem first, and expanded only once it proved useful.

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VISIBILITY TRACKER

Then each specialist narrows it to their own accounts

Search Console and Core Web Vitals sit side by side, so the team can see whether visibility and site performance move together.



Solution 05

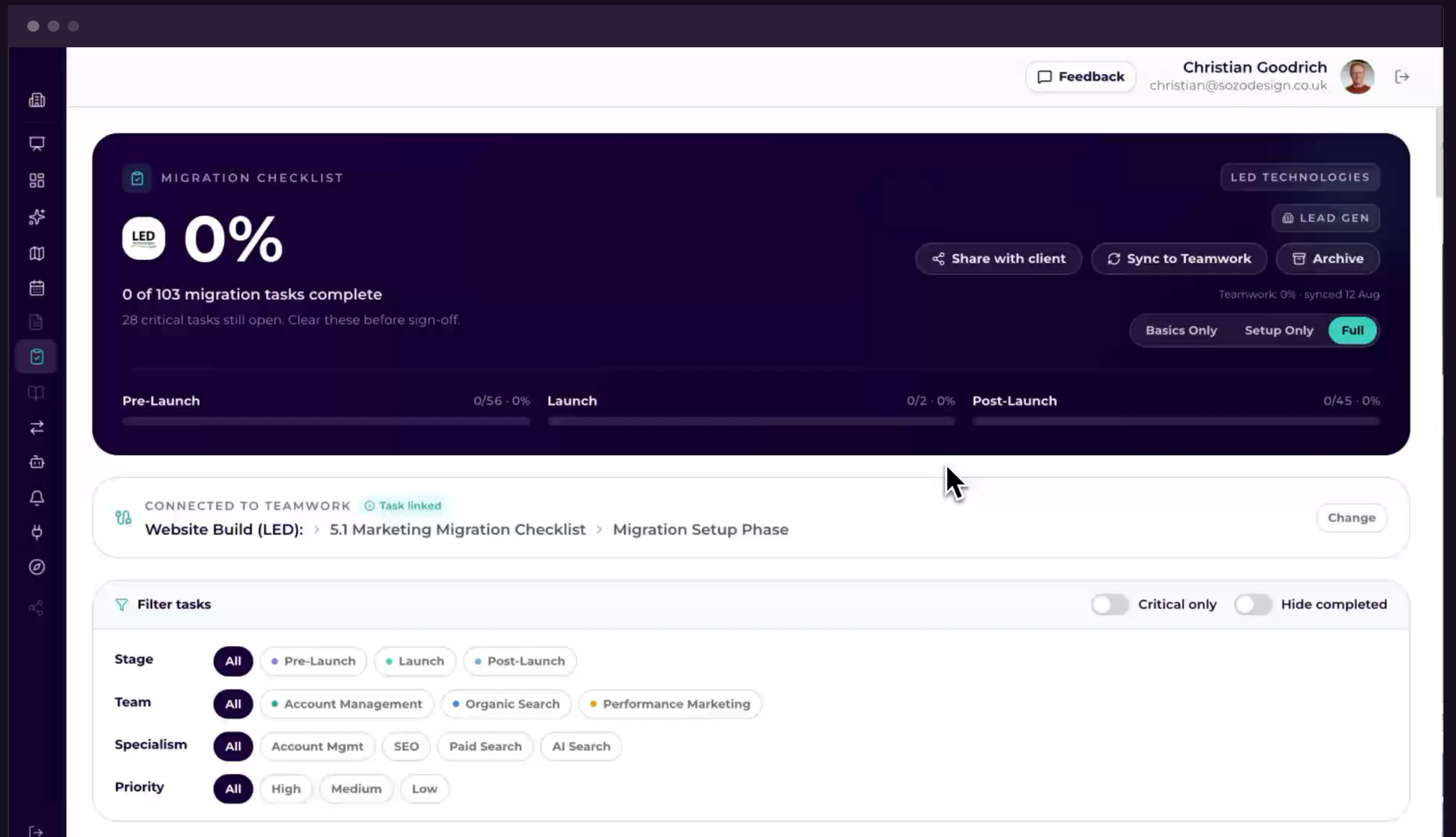
Migration Toolkit

Two connected workflows that reduce uncertainty and repetitive work during a migration: a live checklist everyone can see, and redirect mapping a specialist reviews.

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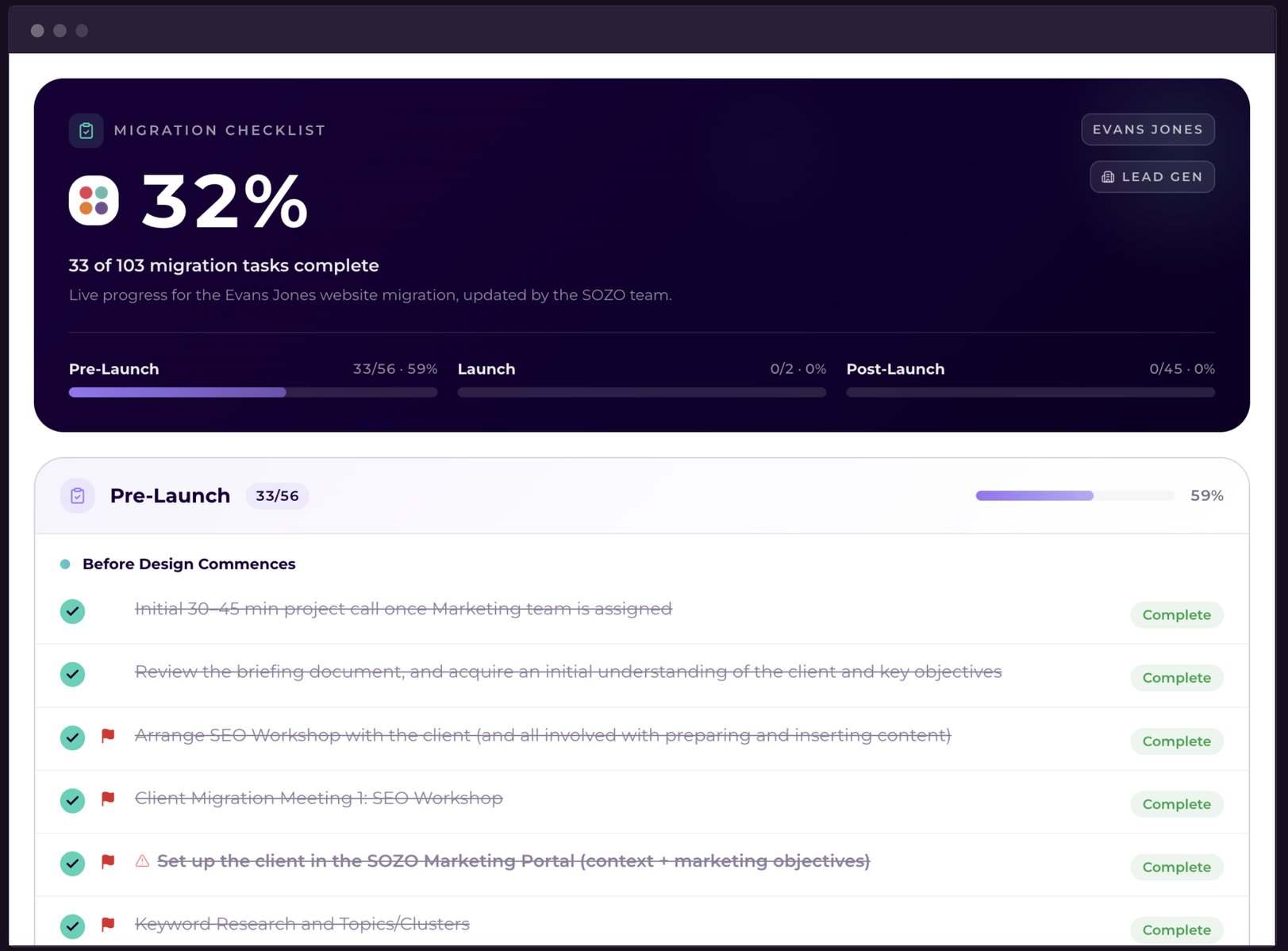
INTERACTIVE MIGRATION CHECKLIST

A custom migration checklist, with project management tool sync



CLIENT-FACING ACCOUNTABILITY

Less time firefighting comms, more time on delivery



Solution 05

Visible progress. Specialist approval.

The system accelerates repetitive work.

The specialist remains accountable for what goes live.

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What changed for the team

Less assembling. More discernment + action.

BEFORE

- Assembling and reconciling data
- Repeating the same guidance
- Manually checking every account
- Reporting activity and metrics

AFTER

- **Interpreting what the data implies**
- **Reusing agreed standards**
- **Investigating what gets flagged**
- **Advising on decisions and priorities**

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Key takeaway · 01

Context matters more than clever prompting.

Weak client context produces generic reporting, however good the prompt.

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Key takeaway · 02

The specialist is still accountable for the decision.

AI-generated explanations can overstate causation.

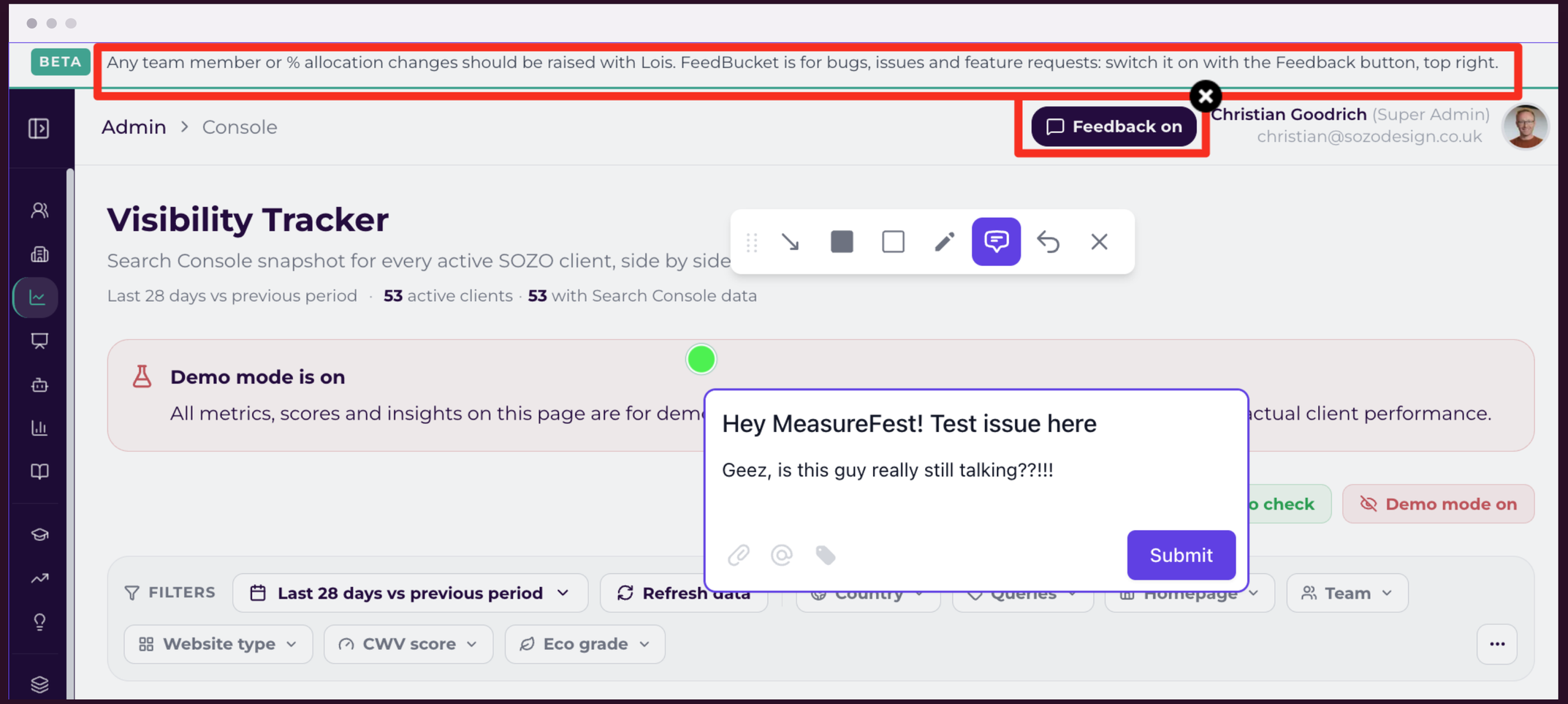
Every client-facing output is reviewed before it leaves the building.

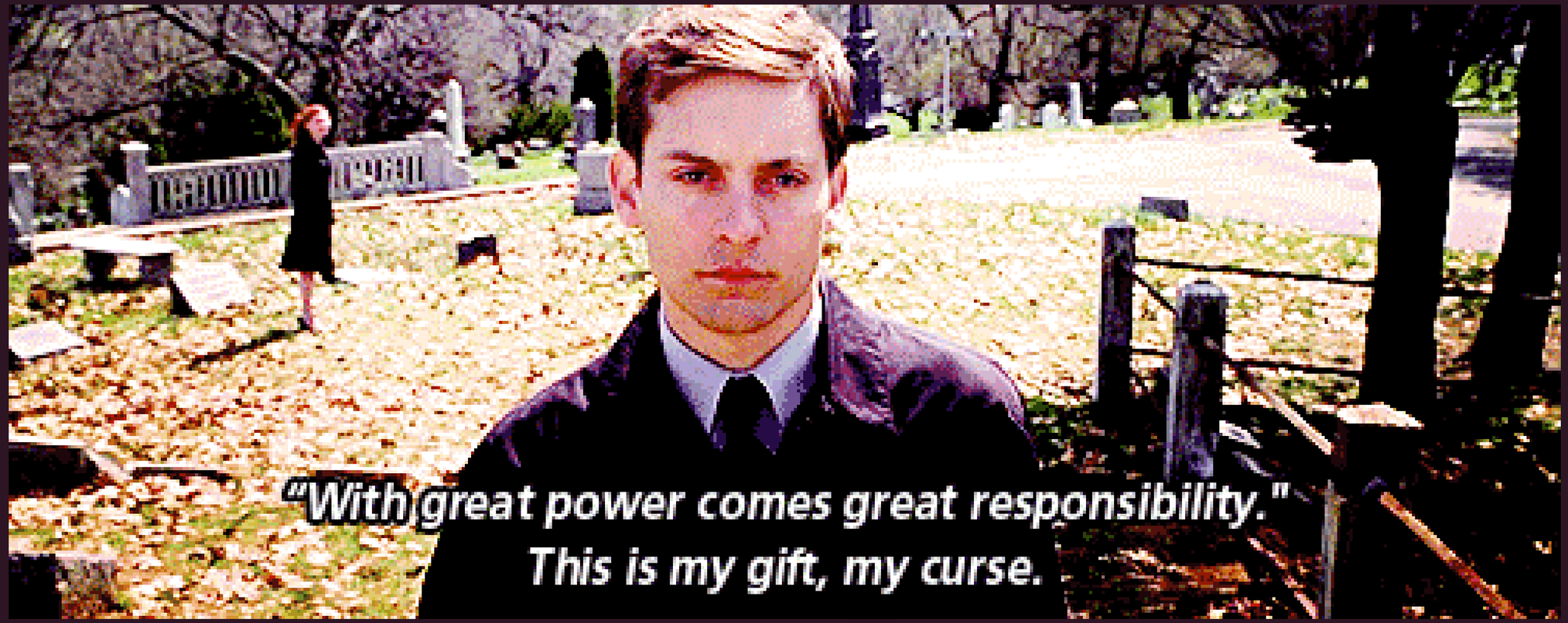
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Key takeaway · 03

Adoption is part of the build.

Make it easy to report a friction, on the page where it happens.



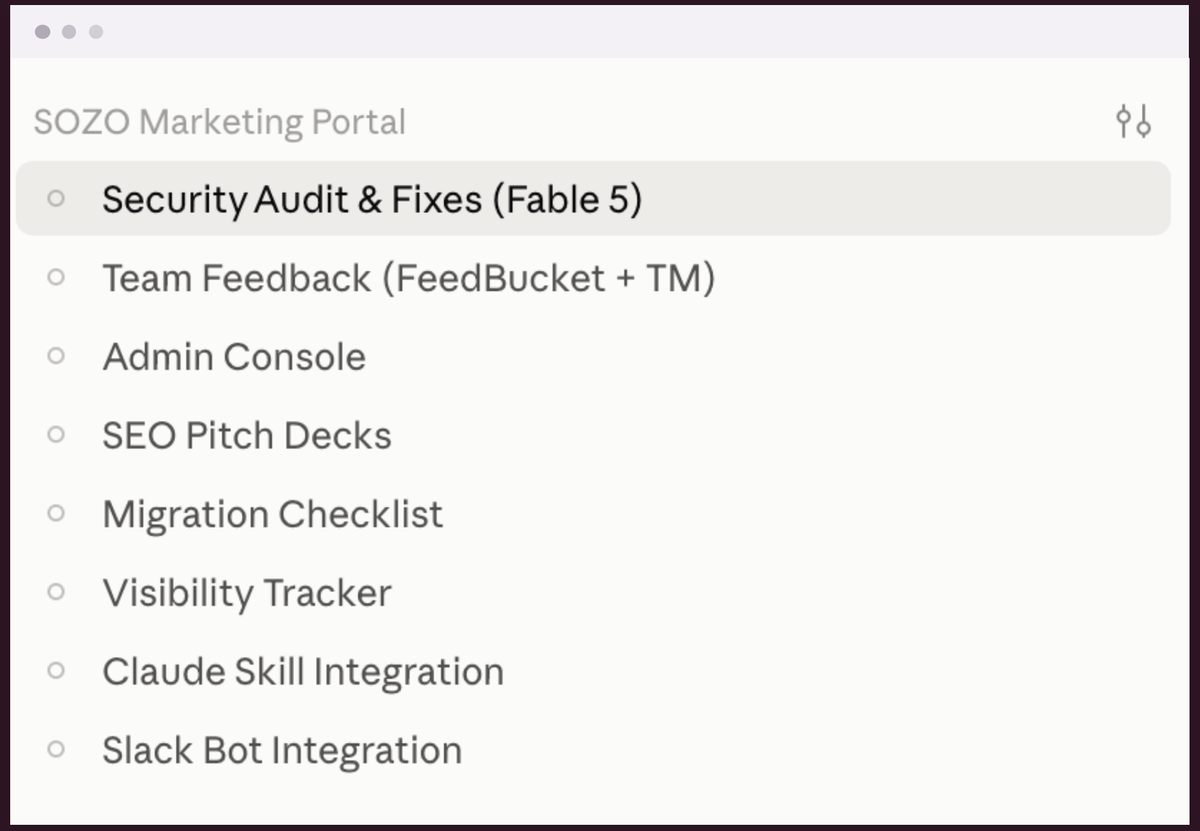


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Key takeaway · 04

Build security in from day one, not after launch.

Security, testing and maintenance **must** be planned from day one, and ownership must never rest with one person.



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Key takeaway · 05

Every free AI audit costs us real money. So it has guardrails.

Each audit sends about 50 prompts to 5 x AI platforms, roughly **£3 of API spend** every time someone presses the button. The cheapest checks run first, so junk is turned away before it costs anything.

FREE AI AUDIT GUARDRAILS

1. Bot checks before anything is spent
2. One audit per website
3. One audit per email address
4. Work email addresses only
5. A human checks agency repeats
6. A daily limit across the whole tool
7. A balance check before every run

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The one to write down

Find the friction first. Then use AI to build the fix.

KEY TIP

For security work, use the most capable model available and set it to the highest effort. This is not where you save tokens.

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Apply it to one of your own processes

Start here on Monday

1. Pick one repeated, painful task.
2. Document the process you already run.
3. Define the user and the decision it supports.
4. Add the commercial and client context it needs.
5. Build the smallest useful version, with a human review step.
6. Release it to a small group, measure real usage, then improve or remove it.

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Where to start

Start with the decision your team or client can't reach quickly enough.

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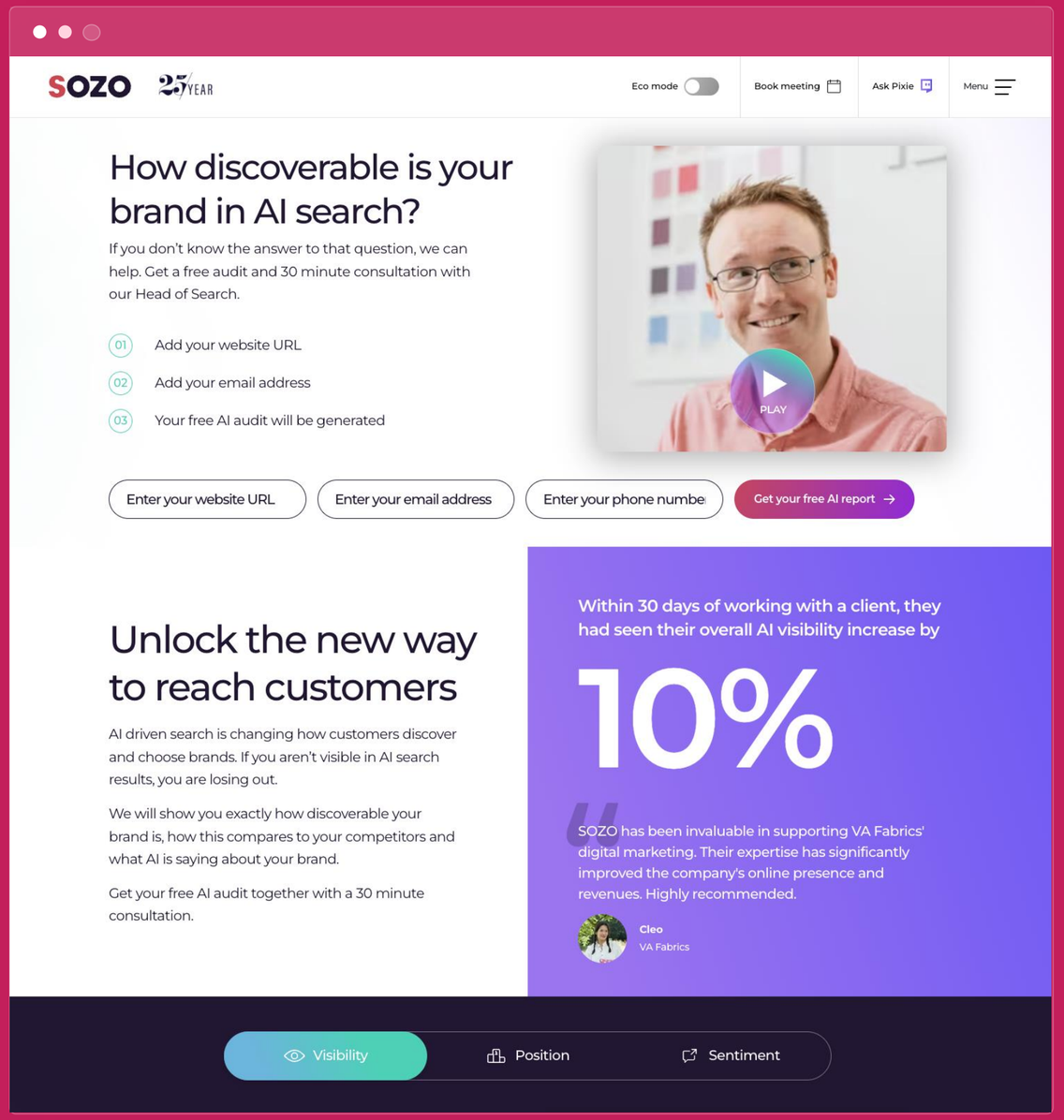
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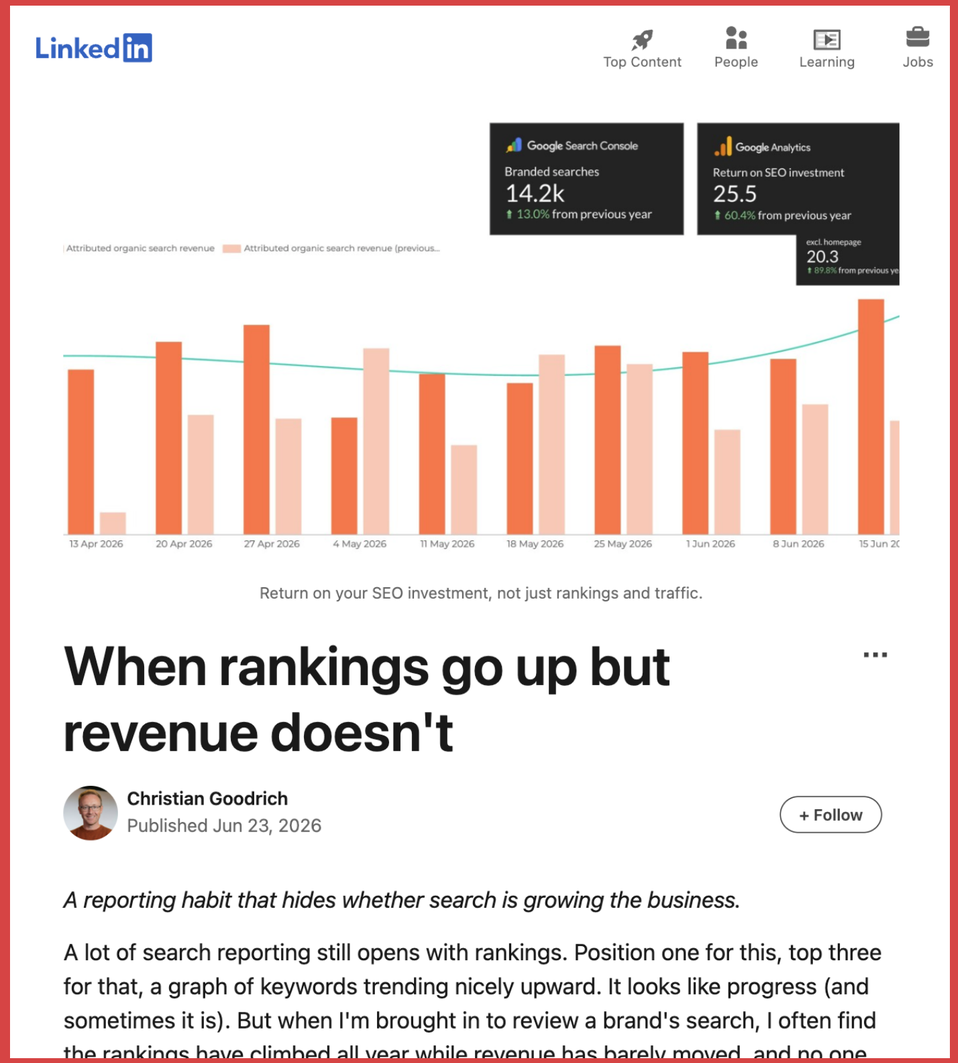
STAY IN THE LOOP

My ‘Return on Search’ newsletter

Follow me on LinkedIn for fortnightly posts on how to drive commercial return from search.

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The Great Attribution Crisis

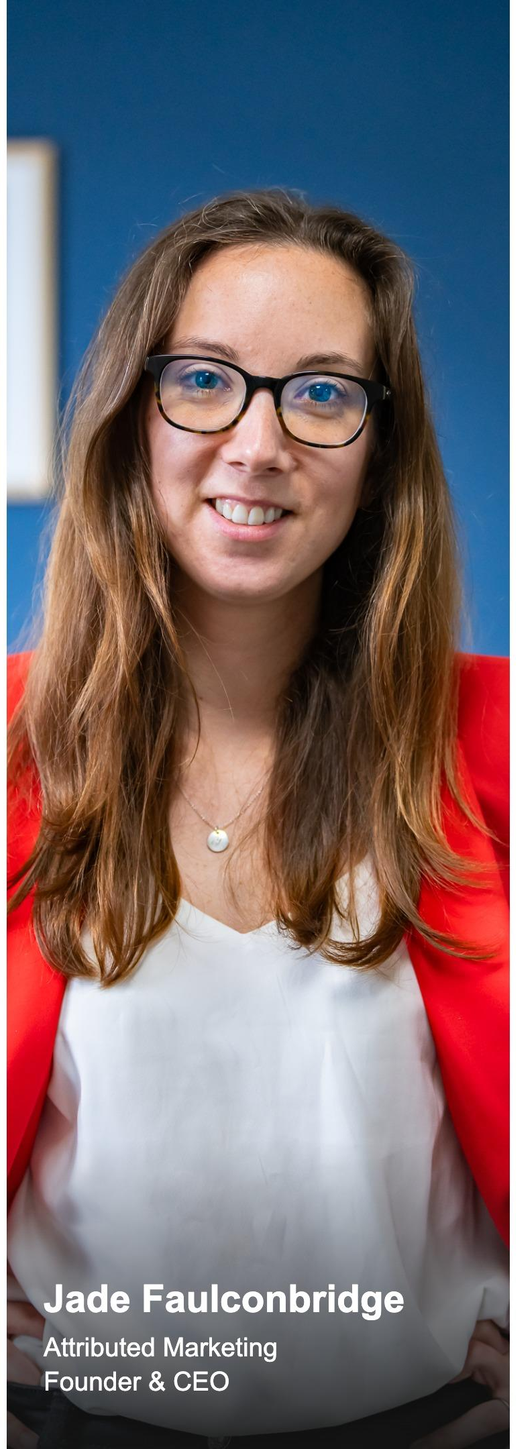
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Mass Media, Brighton Centre, Kings Road,
Brighton and Hove, Brighton, BN1 2GR, United Kingdom

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Tom Capper
STAT & Moz
Director of Search
Product Strategy



Jade Faulconbridge
Attributed Marketing
Founder & CEO



Christian Goodrich
SOZO
Head of Organic Search



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Thank you!

Christian Goodrich

Head of Organic Search, SOZO

linkedin.com/in/cargoodrich

speakerdeck.com/cargoodrich

christian@sozodesign.co.uk

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