FULL PROGRAMME

SISTRIX SEO & GEO Online Seminar

A practical two-hour seminar covering core search engine optimisation (SEO) and generative engine optimisation (GEO) workflows in the SISTRIX Toolbox. The session connects classic SERP performance with visibility in AI chatbots, and includes live demonstrations of the SISTRIX MCP server and a combined audit with Screaming Frog.

DURATION	FORMAT	TIME	AUDIENCE
120 minutes	Live online, interactive	10:00–12:00 UK / London 11:00–13:00 Europe - Berlin	SEO managers, content strategists, technical SEOs, AI marketers

09:45 UK / 10:45 Europe - Berlin – optional tech check

Start: 10:00 UK / 11:00 Europe - Berlin

1 Welcome & foundations of SEO and GEO

10:00–10:20 UK · 20 min

- Introductions and how you use SISTRIX today
- The Visibility Index as the SEO benchmark
- Domain overview: key KPIs and trends

2 Core SEO & competitor workflows

10:20–10:45 UK · 25 min

- Competitor discovery by domain and directory
- Visibility overlay for multiple competitors
- Keyword research and export to Lists
- Keyword gap analysis with Lists
- **Exercise:** build a 25-keyword List

3 GEO, AI chatbot visibility & deep dives

10:45–11:10 UK · 25 min

- ChatGPT, Gemini, Perplexity, Copilot, Claude
- Prompt Monitoring: mentions and citations
- Brand sentiment across AI responses
- Intent profiles and cited sources

11:10 UK / 12:10 Europe - Berlin – 5 min break

4 Workflow 1: SISTRIX MCP integration

11:15–11:35 UK · 20 min

- What MCP is and which data it provides
- API access, credit usage and pricing
- Live demo: connecting Claude to SISTRIX
- Prompt and sentiment data in AI workspaces
- REST API vs. MCP, plus a dashboard demo

5 Workflow 2: SectorWatch & Screaming Frog combined audit

11:35–11:50 UK · 15 min

- Screaming Frog crawls + SISTRIX visibility
- Audit steps from the SectorWatch method
- Prioritising technical and content fixes

6 Q&A and resources

11:50–12:00 UK · 10 min

- Your questions on integrations and workflows
- API sandbox, docs, Academy and community

End: 12:00 UK / 13:00 Europe - Berlin

What you will be able to do afterwards

- Benchmark visibility against real competitors
- Track AI mentions, citations and sentiment
- Connect AI assistants to SISTRIX via MCP
- Run a combined technical and market audit

Free Seminar Account