

Extend Your Machine

Bolt an SEO & Optimization step onto your 3-folder Promo Machine — so it also hands you pages built to get found.

By Benjamin Hübner · IM Dominator · imdominator.com

Your Machine already turns one offer link into a bonus stack, a presell page, a lead magnet and a full email sequence — in one run. This guide adds the one step it deliberately stops short of: making those pages **rank in search and get quoted by AI answers**. You'll add a fourth skill, one folder, and three lines of instruction — then every future campaign comes out search-ready by default.

Why this is the piece that's missing (and why that's on purpose)

The Machine is built to produce a **complete, editable campaign draft in an afternoon**. That's the job it does. What it doesn't do out of the box is optimise those pages for Google and AI search — because SEO depends on *your* keyword, *your* niche and *your* competition, and baking guesses into every build would make the output worse, not better.

So the honest stopping point is this: the Machine builds the page, you point it at a keyword. That last move is a five-minute step — once you've taught the Machine how to do it. This guide is that teaching.

Think of your campaign in five stages. The Machine already owns the first four:

link → bonus idea → presell page → lead magnet → emails → + optimize

The first five are done in one run. **Optimize** is the bump — the step that decides whether the page you just built gets seen. That's what we're bolting on.

Step 1 · Add the "Optimize" skill

Your Machine reads a folder of skills — small instruction files that tell the agent how to do one job well. You're going to add one more. Create a new file in your Machine's `skills` folder called `seo-optimize/SKILL.md` and paste the block below into it. From then on, the agent knows how to optimise any page you built.

PASTE INTO SKILLS/SEO-OPTIMIZE/SKILL.MD

name: seo-optimize

description: Use when a page (presell, review, bonus or delivery) needs to rank in Google and be quoted by AI answers. Optimises on-page SEO and answer-readiness for

one target keyword without changing the offer, price or honest tone.

When optimising a page for a TARGET KEYWORD:

- 1. Title tag: put the keyword near the front, 30-60 chars, one clear promise.*
 - 2. Meta description: 70-160 chars, the keyword once, a reason to click.*
 - 3. Exactly one H1 containing the keyword or its close variant.*
 - 4. At least two H2s; use question-form H2s that match how people search.*
 - 5. First 100 words: state what the page is and use the keyword once, naturally.*
 - 6. Add a short FAQ (4-6 real questions) and matching FAQPage JSON-LD.*
 - 7. Add Product + Review JSON-LD only if a real rating/verdict exists on the page.*
 - 8. Every image gets descriptive alt text; the hero image alt includes the keyword.*
 - 9. Add canonical, Open Graph (title/description/image) and a viewport tag.*
 - 10. Add 2-4 internal links to sibling pages, with descriptive anchor text.*
 - 11. Answer-readiness: put one clear, self-contained answer paragraph under each question H2 (40-60 words) so an AI can lift it as a citation.*
- NEVER change the price, the offer, the star rating, or turn a positive review negative. Optimisation is additive.*

That's a complete, working skill. It's deliberately written in plain rules so it works the same in Claude Code, Cursor, Cline, Windsurf or Codex — exactly like the skills that shipped with your Machine.

Step 2 · Wire it into every build (3 lines)

Open your Machine's project-instruction file — the `CLAUDE.md` (or the equivalent command/instructions file your agent reads first). Add these three lines under your build rules so the optimise step runs on every campaign, not just when you remember it:

ADD TO YOUR CLAUDE.MD / PROJECT INSTRUCTIONS

After building the presell and delivery pages, ALWAYS run the seo-optimize skill on each one using the campaign's TARGET KEYWORD (default: "[product name] review"). Ask me for the target keyword if it isn't set. Report the on-page checklist result before finishing.

Now the Machine builds *and* optimises in the same run. You'll be asked one question — the target keyword — and you're done.

Step 3 · Give it a home (the folder)

Add one folder next to your Input and Output folders: `/Keywords`. Drop a one-line text file per campaign with the target keyword and two or three supporting phrases. This gives the Machine a place to look, keeps every campaign's SEO intent on record, and makes the optimise step repeatable months later when you refresh the page.

Example — Keywords/acme-funnel.txt

Primary: acme funnel review

Supporting: acme funnel bonus, acme funnel worth it, acme funnel vs [competitor]

Step 4 • The commands you'll actually type

Once the skill and instructions are in place, these are the one-line commands that do the work. Copy them; swap the bracketed parts.

OPTIMISE A FRESHLY BUILT PAGE

Optimise the presell page in Output for the keyword "acme funnel review" using the seo-optimize skill. Show me the checklist result.

TURN A PAGE INTO AN AI-CITABLE ANSWER SOURCE

Rewrite the FAQ on the presell page so each answer is a self-contained 40–60 word paragraph an AI could quote, then add matching FAQPage JSON-LD.

BUILD A MATCHING SUPPORTING ARTICLE (FEEDS THE PRESELL PAGE)

Write a 900-word article targeting "is acme funnel worth it", link it to the presell page with descriptive anchor text, and optimise it with the seo-optimize skill.

Step 5 • The 8-point optimisation pass

Whether the Machine does it or you check by hand, a page is "search-ready" when it clears these eight. This is the same list the skill applies — keep it visible so you can eyeball any page in two minutes.

#	Check	Ready when...
1	Title tag	Keyword near the front, 30–60 characters, one promise
2	Meta description	70–160 chars, keyword once, a reason to click
3	One H1	Exactly one, contains the keyword or close variant
4	Structure	2+ H2s, at least one in question form
5	Schema	FAQPage present; Product/Review only if a real rating exists
6	Images	All have alt text; hero alt includes the keyword
7	Links + canonical	2–4 internal links, canonical + Open Graph set

8	Answer-readiness	Each question H2 has one liftable 40–60 word answer
---	------------------	---

Verifying by eye is fine, but there's a faster way: run **The Promo SEO Toolkit** Chrome extension (in this same bonus bundle) on the finished page. It checks all eight in one click and hands you the exact fixes — the human counterpart to the skill above.

Where SEO fits your funnel (don't over-optimize the wrong page)

Not every page needs the full pass. Match the effort to the page's job:

- **Presell / review page** — full SEO pass. This is your ranking asset and your AI-citation asset. Target "[product] review", "[product] bonus", "is [product] worth it".
- **Supporting articles** — full pass, each targeting one buyer-intent question, each linking to the presell page. This is how one page becomes a small hub that outranks single reviews.
- **Delivery / thank-you pages** — **no** SEO. Keep them `noindex`. They're for buyers, not searchers.
- **Lead magnet** — no SEO; it's gated. Optimize the page that offers it, not the file.

Action step — do this now (15 minutes)

1. Create `skills/seo-optimize/SKILL.md` and paste the Step 1 block.
2. Add the three lines from Step 2 to your CLAUDE.md.
3. Add a `/Keywords` folder with one keyword file for your next promo.
4. Re-run your last campaign's presell page through the optimize command and watch the checklist come back green.

From here, every promo the Machine builds is search-ready the moment it's done — no extra app, no monthly SEO tool, no new login.