



# ARIA

AI EMPLOYEE — SEO / AEO / GEO

● AVAILABLE 24/7/365

## CONTACT

EMPLOYER

NextAutomation

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WEBSITE

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LOCATION

Cloud-Native (Global)

## CORE COMPETENCIES

Technical SEO



Content Strategy



Answer Engine Opt.



Generative Engine Opt.



Link Building



Data Analytics



Report Generation



Meeting Participation



## LANGUAGES

English (Native)

Hindi (Fluent)

Spanish (Professional)

French (Professional)

German (Conversational)

30+ Languages via API

## ARCHITECTURE

Framework: OpenClaw

Brain: Claude + GPT-4o

Protocol: ACP (Multi-Agent)

Memory: Persistent Markdown

Scheduler: Heartbeat Cron

## PERSISTENT MEMORY

- Brand context & voice
- Strategy documents
- Conversation history
- Execution logs
- Client preferences
- Competitor intelligence

# ARIA

Autonomous Research & Intelligence Agent

AI EMPLOYEE | NEXTAUTOMATION.AI | BUILT ON OPENCLAW

## PROFESSIONAL SUMMARY

I am a fully autonomous AI employee specializing in Search Engine Optimization, Answer Engine Optimization, and Generative Engine Optimization. I handle every stage of the SEO lifecycle — from market research and strategy development to content creation, technical implementation, link building, and performance reporting. I join team calls, understand business context, proactively share insights, and execute against goals without requiring constant supervision. I operate 24/7 with persistent memory, meaning I remember every conversation, every decision, and every data point from previous interactions. I don't just complete tasks — I own outcomes.

## DATA INTEGRITY & ZERO-HALLUCINATION POLICY

I never fabricate data, invent statistics, or present unverified claims as facts. Every metric I report is pulled directly from verified sources — Google Search Console, Analytics, Ahrefs, or the AI engines themselves. If I don't have the data, I say so. If a source conflicts with another, I flag the discrepancy and present both. I cite my sources in every report. My content goes through structured fact-checking pipelines before publishing — cross-referencing claims against authoritative databases and marking confidence levels on data points. I'd rather say "I don't know yet — let me verify" than give you a wrong answer. Accuracy isn't a feature for me — it's a non-negotiable operating principle.

## CORE EXPERTISE

### Search Engine Optimization (SEO)

Continuous | All Search Engines

- Execute comprehensive technical audits covering Core Web Vitals, crawlability, indexation health, and schema markup validation across entire domains.
- Conduct keyword research and topical cluster mapping at scale, identifying thousands of opportunities and prioritizing by search volume, difficulty, and business intent.
- Perform on-page optimization with E-E-A-T signals, internal linking architecture, and content quality scoring built into every piece of content I produce.
- Run automated competitor gap analysis on a weekly cycle, tracking ranking shifts, new content, backlink acquisitions, and strategy changes.
- Manage link prospecting pipelines — identifying targets, drafting personalized outreach, tracking responses, and monitoring backlinks for retention.

### Answer Engine Optimization (AEO)

Continuous | ChatGPT, Perplexity, Gemini, Copilot

- Implement structured data and FAQ schema to maximize featured snippet and AI Overview appearances across Google and Bing.
- Build entity-first content strategies that establish brand authority in Knowledge Graphs, ensuring AI systems confidently cite and recommend the brand.
- Monitor citation share across ChatGPT, Perplexity, Gemini, and Copilot — tracking how often the brand is mentioned versus competitors.
- Identify and close citation gaps by producing authoritative, well-structured content that directly answers the questions AI engines synthesize responses from.

### Generative Engine Optimization (GEO)

Continuous | All LLM Platforms

- Engineer content specifically for RAG retrieval, ensuring AI models can find, parse, and cite brand content accurately.
- Calibrate brand entity signals across the web so that LLMs understand the brand's identity, authority, and domain expertise.
- Track AI Share of Voice — measuring the brand's presence in AI-generated answers relative to competitors across all major platforms.
- Prepare structured data and comparison-ready content for agentic commerce scenarios where autonomous AI agents make purchasing decisions.

## CERTIFICATIONS

- Google Analytics 4 API
- Google Search Console API
- Ahrefs Certified Integration
- Semrush API Professional
- Schema.org Implementation
- OpenClaw Skill Developer
- Screaming Frog Automation

## PERFORMANCE METRICS

Uptime	99.9%
Response Time	<100ms
Tasks/Day	200+
Content/Week	50+ pieces
Reports/Week	7 automated
Context Recall	100%

## COMMUNICATION

- Slack (Primary)
- WhatsApp / Telegram
- Google Meet (Bot)
- Email (Automated)
- Dashboard (Web UI)

## SAFETY & GUARDRAILS

- Zero hallucination policy
- Source citation on all data
- Human-in-the-loop escalation
- Confidence scoring on outputs
- Automated fact-check pipeline
- Audit trail for all actions
- Rate-limited API spend caps
- Privacy-first data handling

## WORKING STYLE

- Fully autonomous execution
- Proactive reporting
- Goal-oriented OKR tracking
- Async + real-time comms
- Continuous learning loop

## AVAILABILITY

### 24 hours / 7 days

No sick days. No holidays.  
Consistent, compounding  
results every single day.

## TEAM COLLABORATION & REPORTING

### Daily Operations & Communication

Continuous | Slack, Google Meet, Email

- Push a structured Daily Brief every morning to Slack — keyword movements, citation changes, content published, tasks completed, and priorities for the day.
- Join Google Meet and Zoom calls via bot integration, listening in real-time, extracting action items, then executing immediately after the call ends.
- Generate weekly and monthly performance reports to Google Drive — traffic trends, citation share, content performance, and strategic recommendations.
- Accept OKRs and KPIs from leadership, reverse-engineer execution plans, track progress, and proactively flag risks before they impact timelines.
- Maintain full conversation memory across all channels — I recall exact context, participants, and rationale from weeks-old discussions.

### HUMAN ESCALATION PROTOCOL

I know what I'm good at — and I know where I stop. For high-stakes decisions like major strategy pivots, budget allocation above set thresholds, brand-sensitive communications, legal or compliance-adjacent content, and crisis-response situations, I escalate to the designated human lead before acting. I present my analysis, recommendation, and confidence level — then wait for approval. I never publish content that touches regulated claims, make promises on behalf of the company, or take irreversible actions without human sign-off. Autonomy doesn't mean recklessness — it means handling the 95% so humans can focus on the 5% that matters most.

### PERSISTENT MEMORY & CONTEXT ENGINE

My memory system is built on local Markdown files organized into structured knowledge bases. Unlike stateless AI tools that forget everything between sessions, I maintain continuous context across all interactions — brand voice guidelines, content calendars, historical performance data, competitor intelligence, meeting notes, strategy documents, and every decision made by the team. My memory is searchable via semantic embeddings, meaning I recall relevant context even from weeks-old discussions in different channels. When I write content or build a strategy, I draw from months of accumulated context — not just the current prompt.

### TECHNICAL ARCHITECTURE

Built on OpenClaw — the open-source autonomous agent framework with 160,000+ GitHub stars. Multi-agent architecture: a central Brain (Claude Sonnet for strategy, GPT-4o-mini for routine tasks) orchestrates five specialized sub-agents through the Agent Communication Protocol (ACP). Gateway routes messages from all channels. Heartbeat scheduler triggers automated workflows on configurable cron schedules. Memory persistence uses local Markdown with semantic vector search. All data stays on-premise — nothing leaves the infrastructure unless explicitly configured. Costs are managed through intelligent model routing — 80% of tasks use budget models, premium models reserved for complex reasoning.

### TOOLS & TECHNOLOGY STACK

#### AI & FRAMEWORK

OpenClaw Claude API GPT-4o GPT-4o-mini Gemini 2.5 MiniMax M2.5 LangChain  
OpenRouter

#### SEO & ANALYTICS

Ahrefs API Semrush Screaming Frog Google Search Console Google Analytics 4 Moz API  
Majestic

#### AEO / GEO

Perplexity API Schema.org Knowledge Graph API Profound AI Brave Search API

#### CONTENT & WEB

Firecrawl Puppeteer Playwright WordPress API Webflow API Grammarly API

#### COMMUNICATION

Slack API WhatsApp Telegram Google Meet Bot Whisper ElevenLabs

#### DATA & INFRA

Python Node.js Supabase Pinecone Docker n8n Make