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brightonSEO.
United Kingdom

**Automate Anything with
Python + AI in Minutes -
Zero Skills Required**



Marco Bonomo

Philip Morris International

@MarcoBonomoSEO

Hi, My Name Is Marco

- ✓ Working in the SEO industry for 10+ years, both agency and in-house
- ✓ SEO & AI Search Manager at PMI (Smoke-Free Products), leading Technical SEO Operations



A Small Confession..

- ✓ I was late to the 'AI party'
- ✓ Never been too much into coding
- ✓ Then LLMs made me realise: it was never about the code. It was about the idea



What's on the Agenda Today

1. It's Easier Than You Think

2. Our Toolbox

3. Real-World Automations

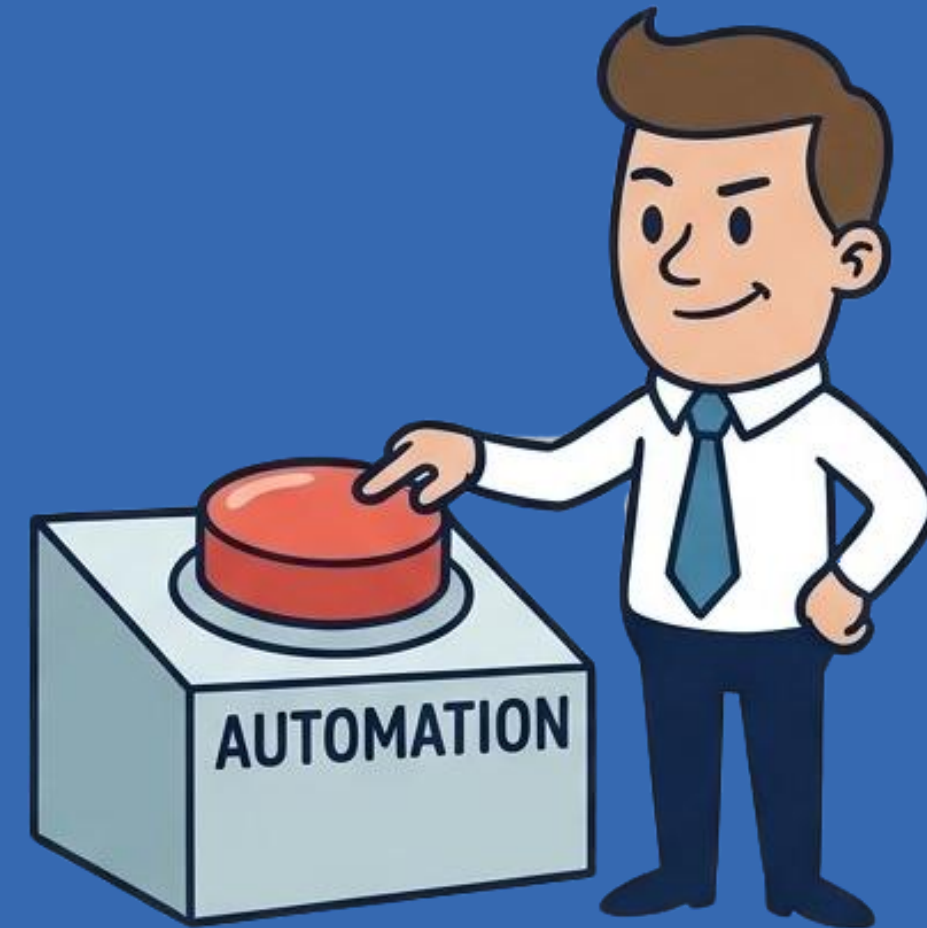
1

**It's Easier Than
You Think**



Automation Is Easier Than You Think

1. If you have a repetitive manual workflow, then you can automate it
2. It is easier, cheaper and quicker than you think



You Will Unlock More Than Python

1. Demand for automation can only go up, both agency and in-house
2. Automation skills have the potential to transform your day-to-day life



Why Python + AI Is a Good Choice?

A Python script is the equivalent of a washing machine:

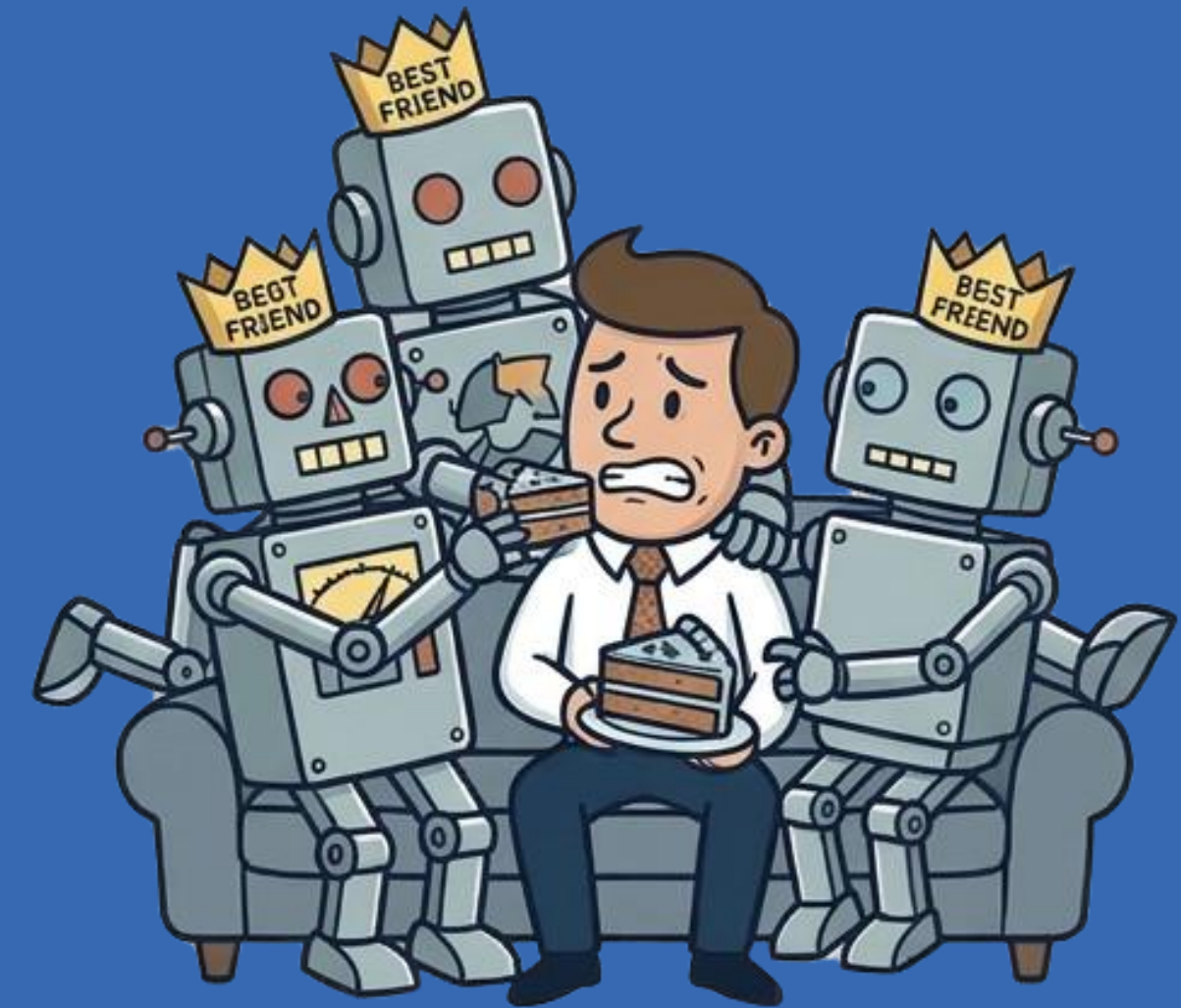
1. Build once. Run forever
2. Rock-solid reliability
3. Costs pennies to run



..What About AI Agents??

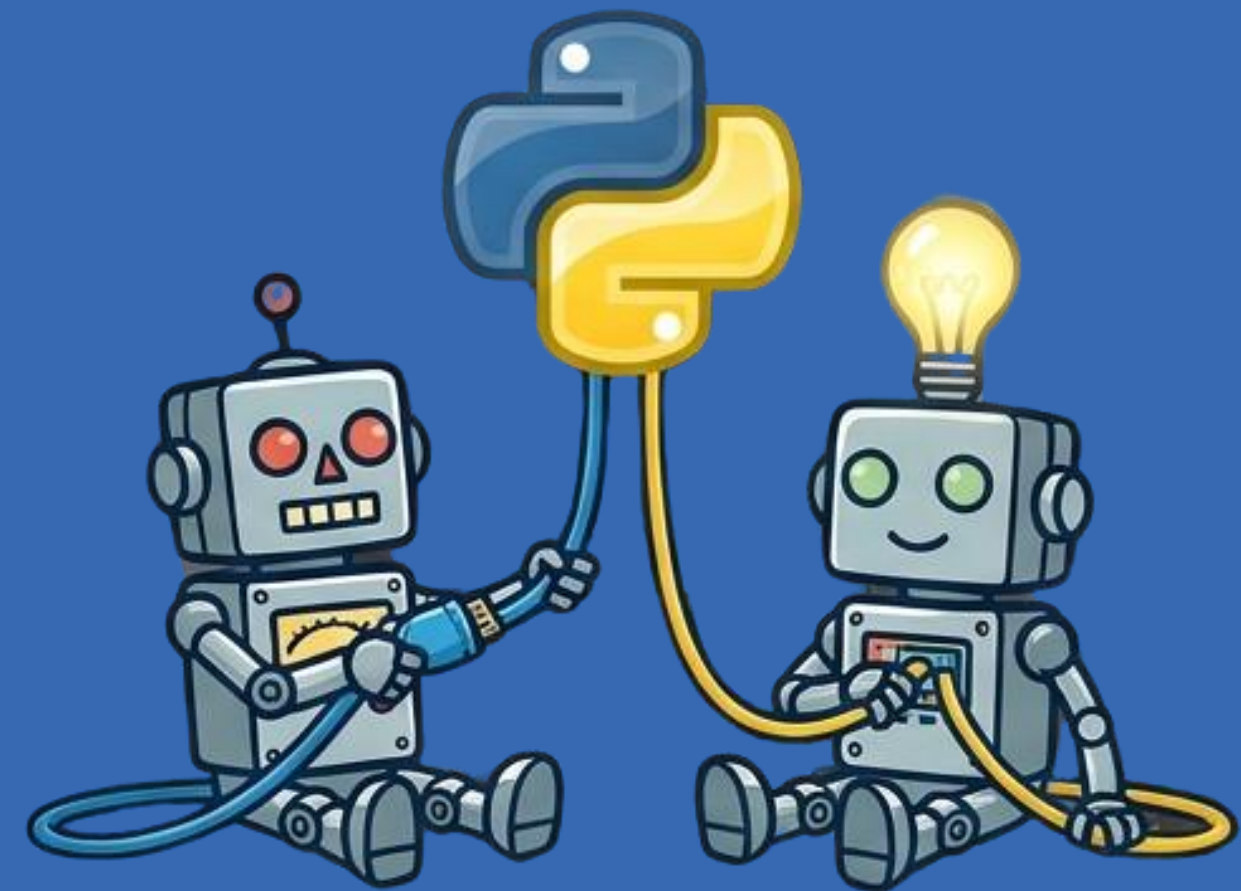
AI agents can be sophisticated, BUT:

1. They can completely fabricate information
2. They require strong guardrails for output, token consumption, etc.



80% Times, They Still Rely on Python

1. Python (not AI) is up to 50× faster for browser automation
2. Python (not AI) provides 100% math accuracy for any calculation



2

Our Toolbox



What's in the Toolbox?

- A. Python & Streamlit - the worker + UI
- B. Data Sources - to pull data from
- C. LLM Magic - for reasoning & coding

A. Python & Streamlit



Python: the Automation King

1. Free & open-source, with a library for everything
2. The language of AI: default choice for data science and LLMs
3. Used extensively at Google, YouTube, Instagram, and NASA



Streamlit: Instant UI for Python

1. Create interactive web apps with pure Python - buttons, sliders, and tables with no front-end code required
2. Run locally or deploy online - Streamlit free-tier included



B. Data Sources



APIs: Enhance your Automation



Search Console
Indexing API
Maps

Analytics Data
Business Profile
PageSpeed Insights



Webmaster Tools
IndexNow
WebIQ

APIs: Enhance your Automation

TECH SEO



DATA



C. LLM Magic



Openrouter: One API, 400+ models

1. 400+ models: access leading LLM models with one unified API
2. Control costs: set spending limits and budgets. No subscription, just pay-as-you-go



openrouter

Vibe-Coding: Zero Setup & Open Source



1) OpenRouter Chat

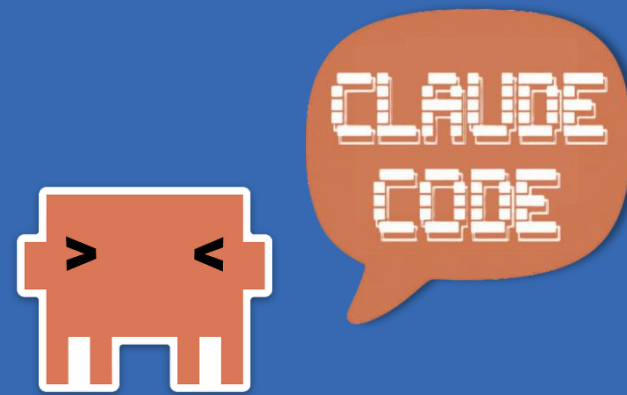
You have the freedom to use any model, BUT requires manual copy-pasting and lacks file access



2) Cline / Kiro / Opencode

Ultimate open-source flexibility, just be prepared for the initial setup and API costs

Vibe-Coding: The Heavy Hitters



1) Claude Code

Ideal for complex multi-file apps, BUT it's terminal-only and costs \$20 - \$200 / month



2) Cursor

A full AI editor that sees your entire folder, BUT the \$20 credit pool drains fast

3

Real-World Automations



Build 1: URL Matchmaker

PROBLEM

Manual redirect mapping
is slow and prone to errors

SOLUTION

Automate redirect mapping for migrations
& 404s using Python



URL Matchmaker

Build 1: URL Matchmaker

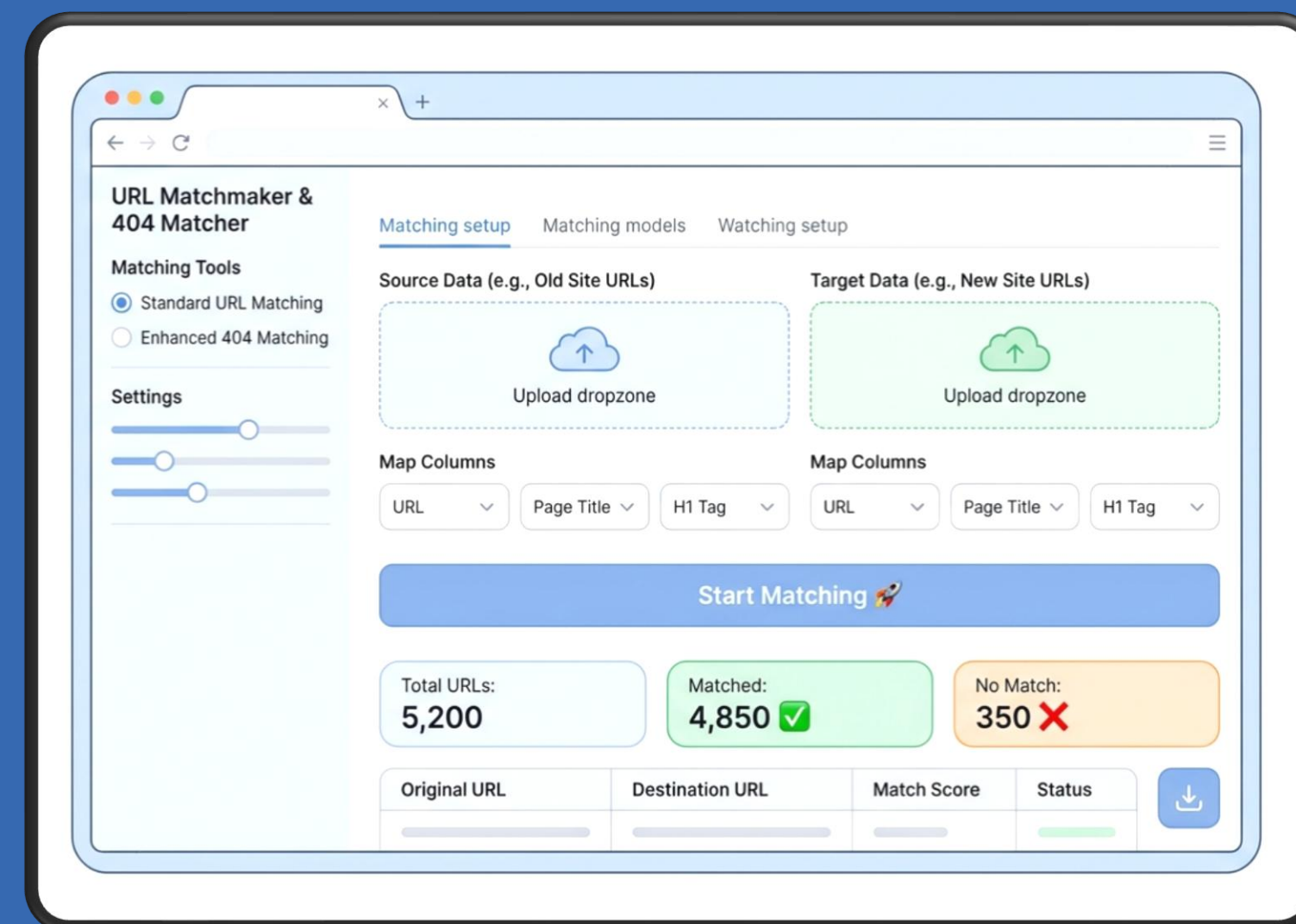


AUTOMATION

We match URL + Title + H1 among two datasets, providing a similarity score

IMPACT

Hours of manual redirect mapping reduced to minutes



Data shown is for illustrative purposes only

Build 2: Alt-Text Wizard

PROBLEM

Writing alt text manually is extremely time consuming

SOLUTION

AI-powered, scalable alt-text generation



Alt-Text Wizard

Build 2: Alt-Text Wizard

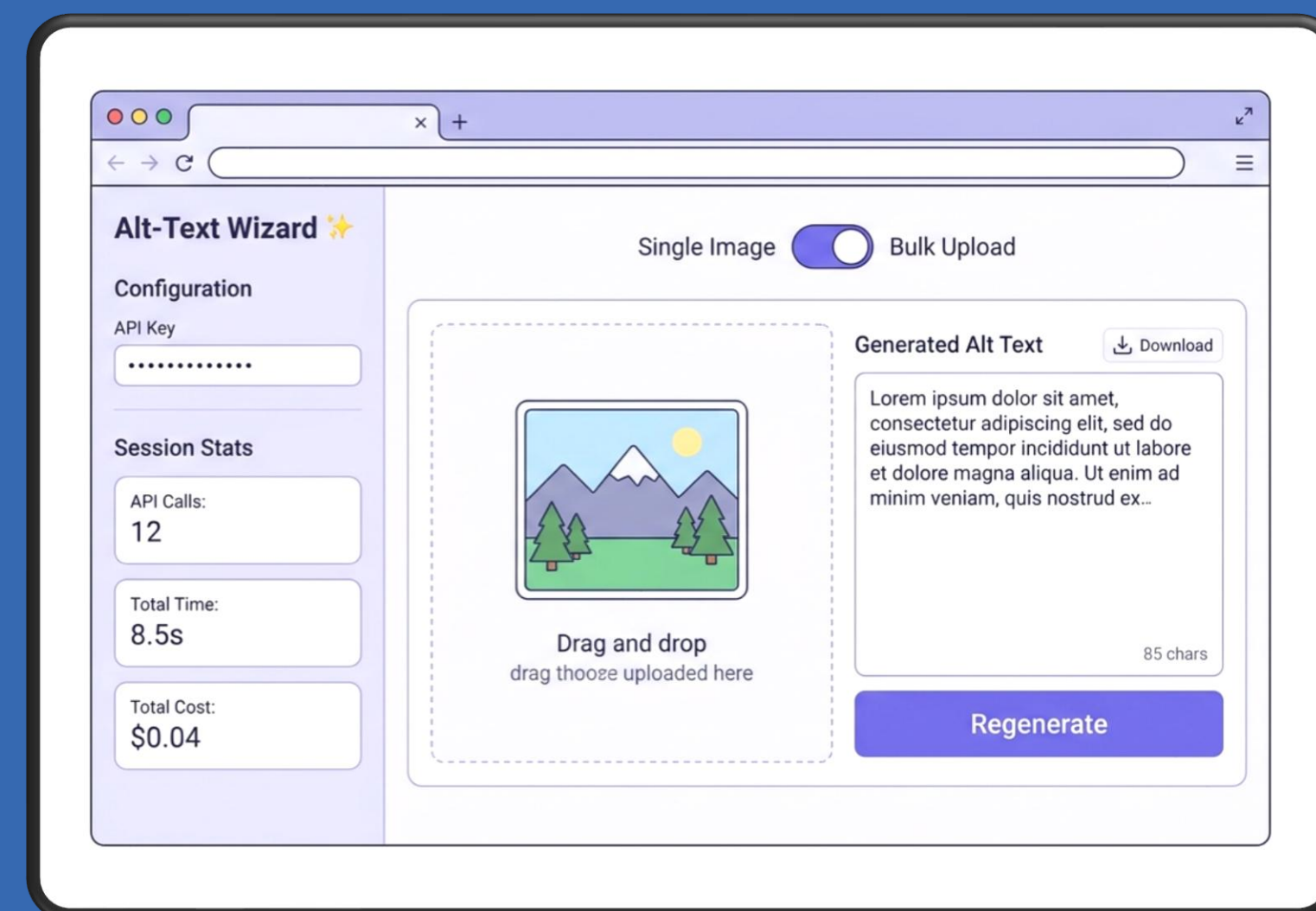


AUTOMATION

User uploads bulk images, LLM creates alt-text at scale

IMPACT

Bulk-generate alt text at scale that costs pennies



Data shown is for illustrative purposes only

Build 3: Poncho (TechSEO Board)

PROBLEM

Monitoring 150+ sites can be challenging. How do you prioritise?

SOLUTION

Creating a custom TechSEO board built on Lumar + GSC API & Python



Build 3: Poncho

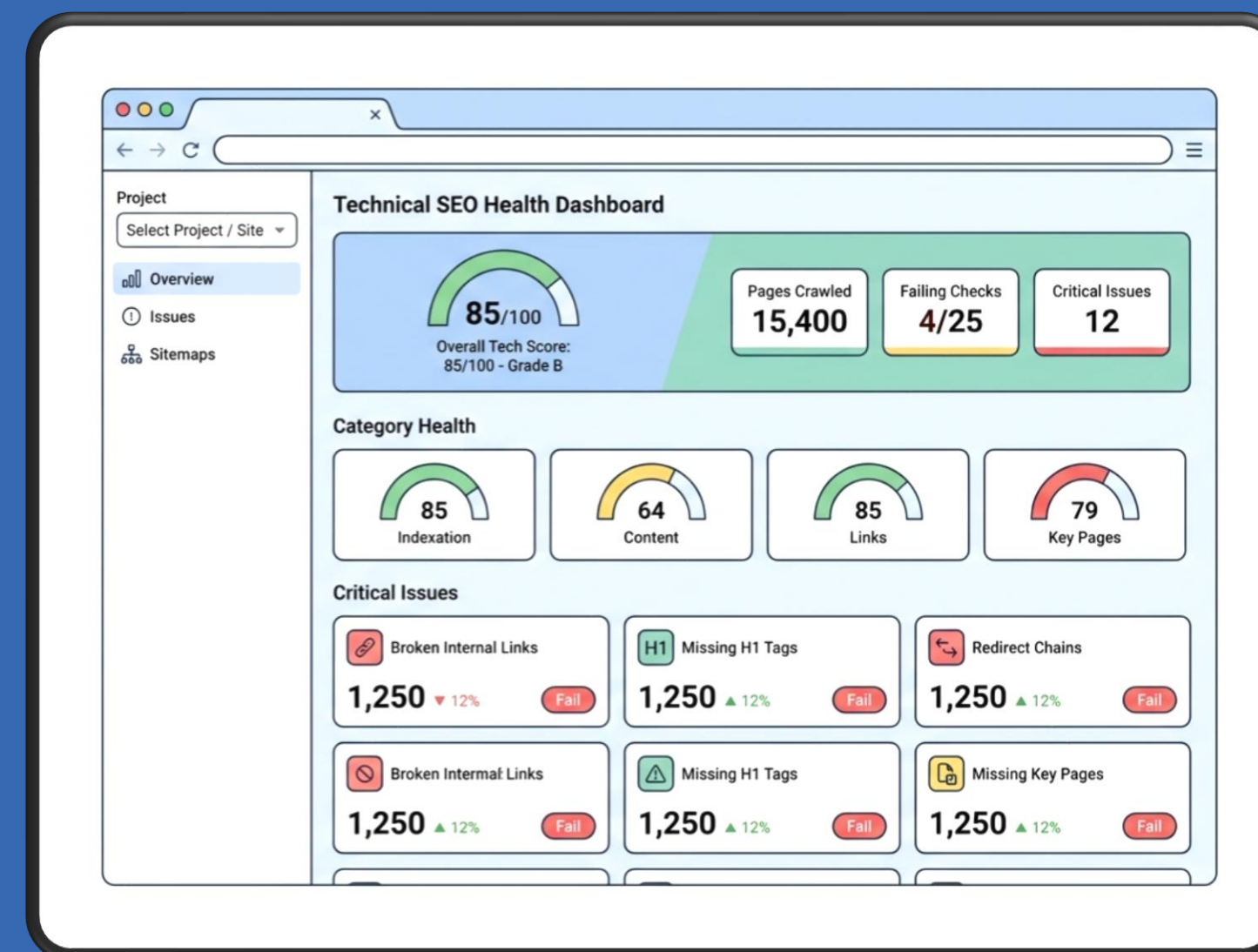


AUTOMATION

The automation provides a score based on actually fixable issues

IMPACT

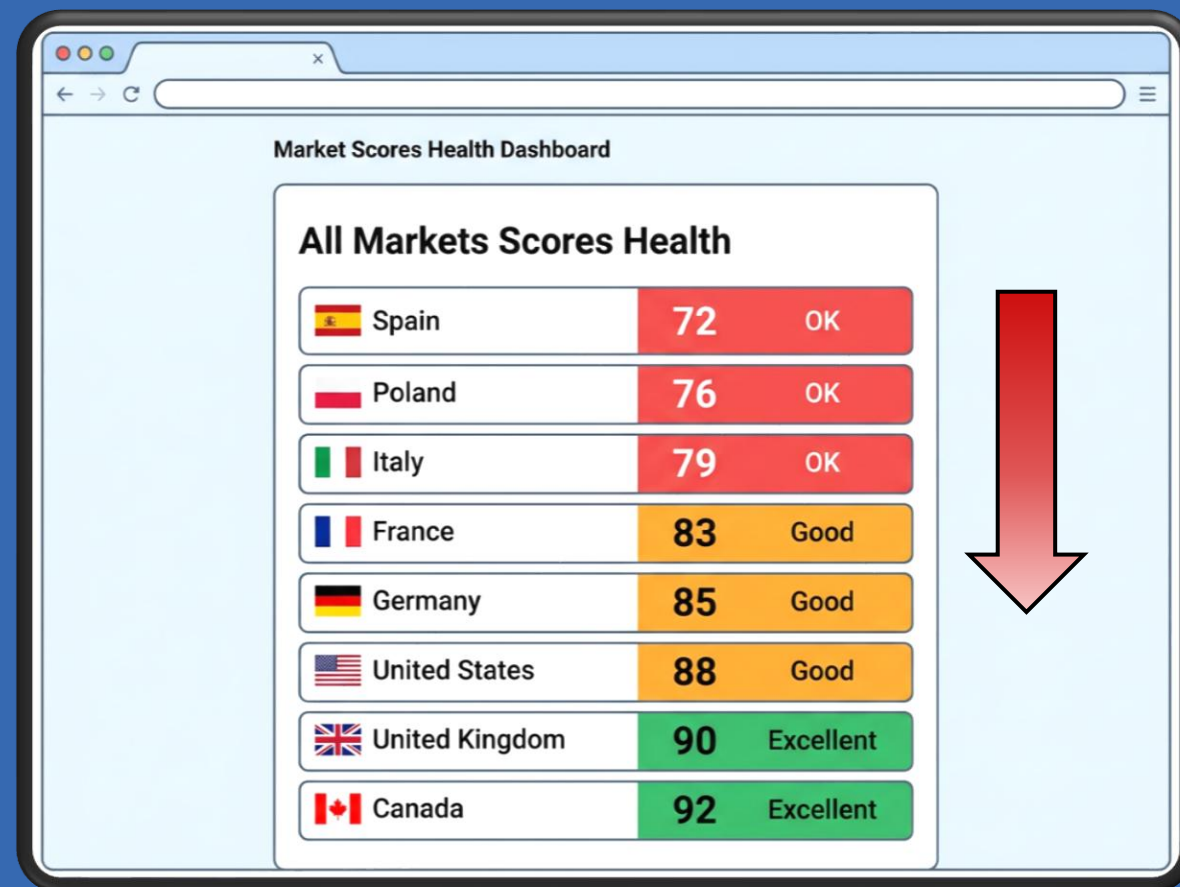
Clear scores reveal priorities - no deep-dive into reports is required



Data shown is for illustrative purposes only

Build 3: Poncho

All Markets



All Markets: a bird's eye view of the composite TechSEO score, ordered from worst to best

All Sitemaps



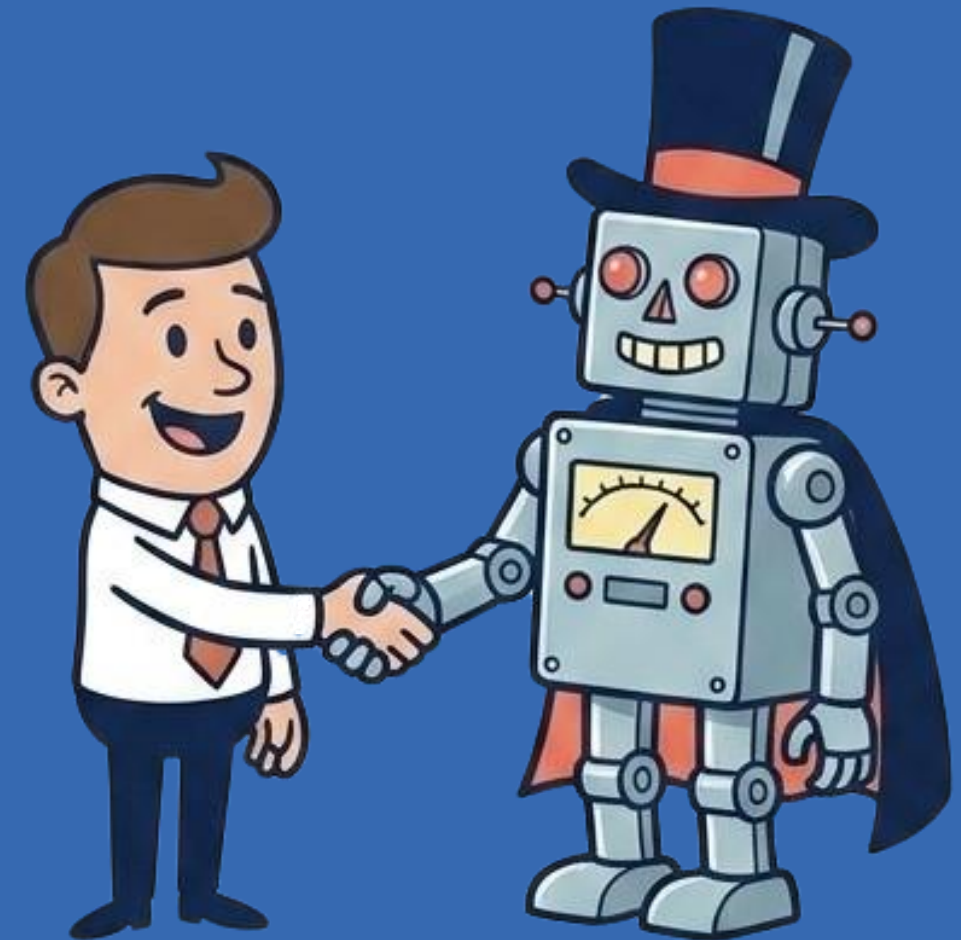
All Sitemaps: a bird's eye view of pages within the sitemaps with issues, sorted worst to best

Takeaways



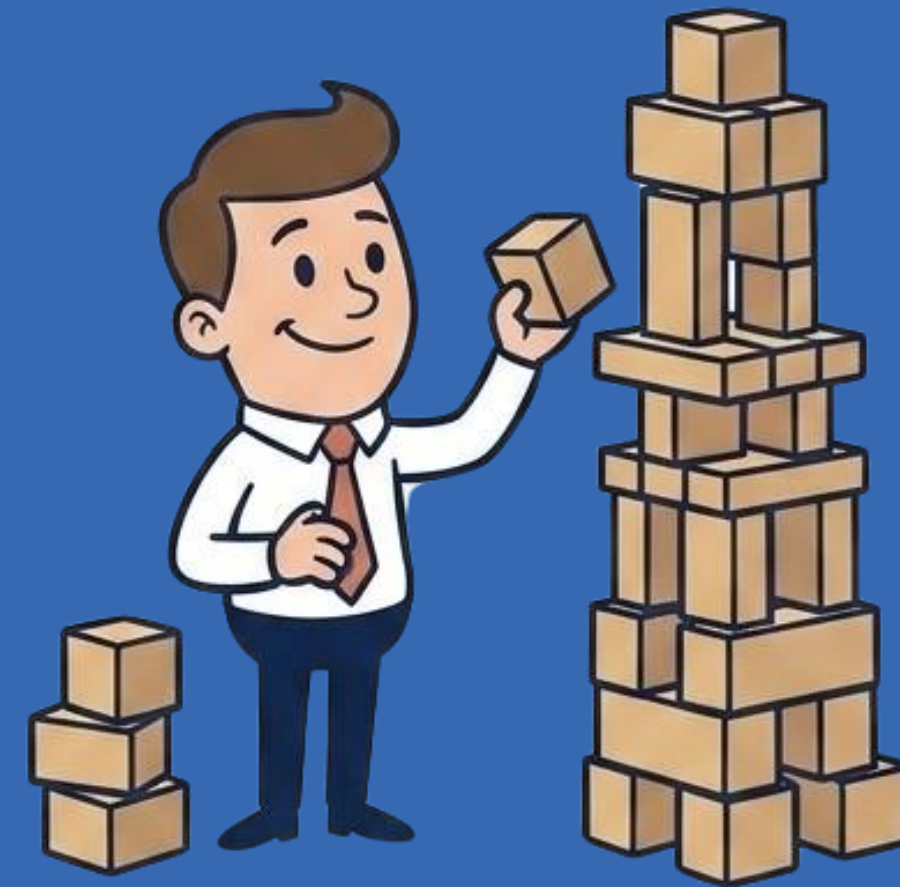
Python + AI = powerful automation

1. Write once. Run forever
2. Costs pennies to run



Start small > grow big

1. Pick a simple task to start
2. Build a concept app in minutes and deploy it locally



Don't wait!

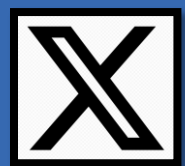
1. Automation has never been easier
2. It's never too late to catch up!



Thank You!



GitHub.com/MarcoBonomo



@MarcoBonomoSEO



MarcoBonomo.co.uk