

One brain for the whole agency.

One shared memory. Live access to our own data and every tool we use. An agent that sits in Slack with the team, knows what to deliver and when, and remembers all of it.



ELEVEN WEEKS · ONE MEMORY · TEN CONNECTED SYSTEMS

Everything we knew was written down.

It was just written down in a lot of different places.

In project workspaces

Our writing standards and content rules lived inside individual AI projects, one per purpose.

In files on a laptop

Process documents that only worked if the person who wrote them was the one running them.

In spreadsheets and docs

Client trackers, calendars and briefs, each the source of truth for one thing and invisible to everything else.

In people's heads

Why a decision was made, what we tried last time, which lead we already contacted.

None of it was wrong. It just could not be reached from one place.

So the same context had to be re-explained at the start of every task, every new chat and every handover. Work already done once was hard to find and easy to repeat. The agency knew a great deal, but it could not look anything up.

Not another tool to check.

One brain that knows everything, at every moment, and is already where we work.



One memory everything writes to

Every note, decision, client fact and finished run lands in the same place, so the next person and the next task both start from it.



Live access to our own data

Not a copy that drifts. It reads the current state of our records the moment it is asked.



It knows every tool we have

Our SEO data, outreach, workspace and publishing stack are reachable from the same place the knowledge lives.



Present where we already talk

In Slack, in the room, in the thread. Not another tab somebody has to remember to open.

How we rewired our agency

Shared, durable memory for one workspace. The memory is the product. Everything else is a way in and out of it.

Entities

people, companies, decisions, notes

Events

a record of what happened

Journal

each day written up from the day's fragments

Signals

what the engine thinks is worth a look



THE BRAIN

One store, indexed,
linked, written up daily

Ours alone, isolated from every other workspace.

Facts are read live, never recalled from memory.

The console

Today, Journal, Signals, Browse, Tasks, Flows

Zoki, our agent

the same memory, reached by talking to it

Flows and Jobs

standing instructions that run on their own

Tasks and files

commitments and reference material

One source of truth, two ways to reach it. The dashboard and the agent read and write the same records.

Built up in eleven weeks of ordinary work.

Nothing here was a migration project. It is what the agency wrote down while running.

337

NOTES

standards, runbooks,
client files, finished
runs

99

COMPANIES

every client and
prospect, with its
history attached

80

JOURNAL ENTRIES

71 days in a row,
written up
automatically

11

FLows

standing instructions
that run without
being asked

10

CONNECTED SYSTEMS

our data and tools,
reachable from the
memory

Anything can be found again

Every record is indexed and linked, so a
question asked today reaches work
finished weeks ago.

It tidies itself

A daily pass checks the links between
records, fixes what is safe to fix and
reports what it changed.

It stays honest

A generated observation is kept separate
from a confirmed fact until a person
accepts it.

COUNTS READ FROM THE ENGINE ON 15 SEPTEMBER 2026

Direct access to the stack we already run on

Ten connected systems. The agent reaches our data where it lives, with its own identity and its own audit trail on every call.

SEO AND RESEARCH

Where the numbers come from

- Ahrefs
- Mangools suite
- Google Search Console
- Google Analytics
- Apify

OUTREACH AND PROSPECTING

Who we talk to

- Apollo
- Lemlist
- Placement inventory
- Community monitoring

WORKSPACE AND DELIVERY

Where the work lands

- Google Sheets, Docs, Drive, Slides
- Slack
- Trello
- Meeting transcripts

PUBLISHING AND AI VISIBILITY

How it goes out

- Mailchimp
- WordPress
- Image tooling
- AI visibility tracking

Access is granted, not assumed.

Each automation is given only the tools it needs for its job, and anything that leaves the engine — a message, an email, a write to a connected app — stops at a checkpoint and asks first.

Then we put it in Slack, and it became a colleague

Same memory, same permissions, reached by typing in the channel we were already typing in.

#CONTENT

ZOKI · MONDAY 09:00

Five topics for this week, keyword-checked and cross-referenced against everything already published. Full briefs in the thread.

TEAM · 09:04

Take the second one. Same angle as the piece from June?

ZOKI · 09:04

That piece covered the entry-level version. This one goes a level deeper and links back to it. I have the outline from that run if you want it.

ILLUSTRATIVE OF DAY-TO-DAY USE

Always on, never waiting to be briefed

It arrives already knowing the client, the campaign and what was decided last time.

Quiet until spoken to

In a shared channel it follows along for context and answers when addressed, so it adds nothing to the noise.

One colleague, many conversations

A private thread per person and a shared thread per room, all reading the same memory underneath.

It asks before it acts outward

Drafts, never sends. Prepares, never launches. The last call always belongs to a person.

Nobody has to repeat themselves

The thing that changed the day-to-day most is simple: what was said once stays known.

Across every conversation

A decision made in a direct message is known in the team channel and in the console, because none of them is where the knowledge lives. The memory is.

Across projects and months

A campaign from two months ago is not a chat to scroll back through. It is a record, linked to the client, the decision behind it and the run that delivered it.

Across people

When someone is away, their work is not away with them. Handover is reading the record, not booking a call.

HOW A DAY GETS REMEMBERED

1

Something happens

a call, a decision, a finished run

2

It is captured

as a record, not a message

3

It is linked

to the client, the project, the person

4

The day is written up

one journal entry, every day

5

It surfaces again

the next time anyone asks

What we sell, and how the engine holds it

Every service line has a reference note that says what it is, and a runbook that says how it is actually executed.

Technical SEO

Audits, migrations and recovery work, plus ongoing technical health.

SEARCH CONSOLE LED,
PLATFORM-AWARE

SEO content production

Keyword research, outlines, writing and publishing prep, in batches from a calendar.
HOUSE VOICE AND
STANDARDS ENFORCED

Link building

Off-page authority as part of a full-funnel strategy, never a commodity package.

PROSPECTING, VETTING,
PLACEMENT

GEO, AI visibility

Getting clients cited and recommended by AI assistants.

SCHEMA, STRUCTURE,
COMMUNITY, TRACKING

WordPress development

Client site builds and ongoing maintenance.

BUILD, HOST, MAINTAIN

THE WAY IN

A revenue-first diagnostic

A productized audit that leads with the revenue opportunity rather than a technical checklist, and converts into a six-month engagement. The research behind it is assembled by the engine.

SIX RESEARCH DISCIPLINES FEED ALL OF IT

Keyword research · Competitor analysis · Content strategy ·
Backlink analysis · Technical SEO · GEO

How a service becomes a deliverable

The same shape every time, whether it fires on a schedule or because somebody asked.

1

It starts

A schedule, a keyword in a Slack message, or a person asking.

2

The runbook is read

The written procedure for that service: ordered steps, real tools, what done looks like.

3

A Job runs it

Work too big for a reply is handed to a background job that carries state across steps.

4

Our tools are called

Only the connections that job was granted, each one live.

5

A deliverable lands

A sheet, a document, a draft, posted where the team will see it.

6

A person decides

Send, launch, approve. The engine prepares; the call is ours.

THREE WORKED EXAMPLES OF THE SAME SHAPE

Content

MONDAY MORNING

Five topics, keyword-checked and de-duplicated against everything published, delivered into the content channel with briefs.

Proposals

ON REQUEST

Someone types the client name in Slack. The research is assembled across six disciplines into one bank the strategist works from.

Reporting

ON REQUEST

Deliverables read from the client's own tracker, metrics pulled live, written up as what was done and what it moved.

The week now starts before we do

Eleven standing instructions. Six of them run on a clock; the rest wait for a word in Slack.

MONDAY

08:00 Warm-lead call
pack
09:00 Client roster
sync
09:00 Content topics
for the week

TUESDAY

Clear

WEDNESDAY

Clear

THURSDAY

Clear

FRIDAY

10:00 Newsletter
assembled as a draft

EVERY DAY · 10:00

The memory tidies itself

EVERY 4 HOURS · 24/7

Guest post queue picked up

AND ON THE WORD

Type a client name after “New Proposal” or “Monthly Report” in Slack and the work starts, in the background, while the conversation carries on.

Nothing fires silently. Every run leaves a receipt we can open: what it did, what it used, what it produced and what it chose not to do.

What it changed, seat by seat

The same memory, useful in a different way depending on where you sit.

FOR THE WRITERS

Topics arrive researched

- Topics arrive researched, not as a blank page
- The house voice and the standards are applied, not remembered
- Every piece is checked against what we have already published

FOR OUTREACH

Lists arrive screened

- Prospect lists arrive screened, scored and enriched
- Nobody is contacted twice, because past runs are part of the memory
- Campaigns are built ready and paused, waiting on a human yes

FOR ACCOUNT AND DELIVERY

Client history in one place

- Client history is one place, not five
- Monthly reports are assembled from the client's own tracker
- Nothing is reconstructed from memory at the end of the month

FOR THE PEOPLE RUNNING IT

What we know survives

- What the agency knows survives holidays and handovers
- The same standard is applied whoever is on the task
- Every decision keeps the reason it was made attached to it

One colleague who never forgets a client, never loses a thread and never minds being asked again.

We stopped managing knowledge and started using it.

Eleven weeks in, the engine is where the agency keeps what it knows, the agent is in the room with the team, and the work that used to wait for somebody to start it is already on the table on Monday morning.

One memory

everything writes to it

Live access

to our data and our tools

In the room

where the team already
works

People decide

the engine prepares