

AI Content Systems That Actually Work

Custom-built workflows that accelerate production, protect editorial quality, and grow audience without adding headcount.

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40%

decline in social referral
traffic for publishers since 2022

69%

of Google searches now
end with zero clicks

\$0

additional headcount
needed for any system built

Editorial teams are producing more than ever. Most of that work underperforms.

Not because of the quality of the journalism, but because of what happens before and after it's published.

01

Archive Revenue Sits Untouched

Most publishers have years of content sitting on page two of Google. Targeted updates on the right pieces recover significant traffic, but nobody has the bandwidth to find them systematically.

02

Audio & Video Content Is Search-Invisible

Podcast episodes and video segments generate real audience but produce zero search-visible text. Every episode is a content asset that Google and AI search engines simply cannot find.

03

Senior Editorial Time Goes to Admin Work

Formatting pitch docs. Assembling performance reports. Drafting freelancer correspondence. These tasks consume hours of editor time every week that should go toward journalism.

04

AI Tools Don't Know How Editorial Teams Work

Off-the-shelf AI tools were built for sales teams and marketing ops. They don't understand house style, story structure, or the difference between a lede and a nut graph.

AI doesn't replace your editorial team. It removes everything that slows them down.

Every system in this guide was built with one constraint: it has to make editorial life better without making editorial judgment worse. The workflow intelligence is built in. The editorial calls stay with you.

30–50%

Traffic recovery on archive pieces that are systematically updated

Animalz / Siege Media

40–60%

Reduction in reporter research time with institutional memory tools

Reuters Institute 2024

2–3×

Social-referred traffic when every story gets full platform treatment

Parse.ly 2024

5–8 hrs

Per week recovered per editor from automated admin workflows

Internal workflow audits



Turn years of published content into active traffic — without writing a new story.

HOW IT WORKS

Most publishers are sitting on a library worth more than they realize. Articles from two or three years ago are ranking on page two of Google for keywords that now drive significant traffic, and are one targeted update away from recapturing a top position.

The Archive Decay Monitor connects to your Google Analytics and Search Console data, identifies pieces close enough to page one to recover with a targeted refresh, and generates a weekly editorial queue. Each item comes with a plain-English brief—not an SEO report—describing exactly what to update and why: an outdated statistic, a lede that no longer reflects current context, a headline that doesn't match today's search intent.

WHAT YOU GET

- Weekly ranked list of highest-ROI archive pieces to refresh
- Plain-English editorial brief per piece: what to change and why
- Prioritizes pieces already close to page one
- Tracks traffic lift from each update over time
- Delivered to editorial team via Slack or email on a schedule

BOTTOM LINE: Publishers who systematically refresh archive content report 30–50% traffic recovery on updated pieces — from content they've already paid to produce.



Plain-English performance summaries for ownership – automatically, every week.

HOW IT WORKS

Every week, someone at your organization spends hours manually pulling analytics, assembling numbers, and writing a performance summary for leadership or board conversations. The output is usually a spreadsheet nobody wants to read.

This system pulls your traffic, engagement, and content performance data automatically, then generates a narrative report in plain English: what performed and why, which coverage areas are over- or under-indexing, what the trend lines mean editorially, and what the team should prioritize next month. No raw numbers. No jargon. A document leadership can actually use and present to ownership or a board exactly as delivered.

WHAT YOU GET

- Automated weekly or monthly report to your inbox
- Narrative format written for executives, not analysts
- Covers traffic, engagement, top content, and trend lines
- Includes forward-looking editorial recommendations
- Ready to share with ownership or board with no reformatting

BOTTOM LINE: Eliminates 3–5 hours of manual reporting work per week and gives leadership a data-informed narrative they can stand behind in ownership conversations.



Your podcast episodes generate audience. Now they'll generate search traffic too.

HOW IT WORKS

Every podcast episode and audio segment your publication produces is a content asset that Google, Perplexity, and ChatGPT cannot find because it only lives in audio.

The Audio SEO Bridge takes any episode, transcribes it automatically, extracts the five to eight most substantive editorial moments, and generates a properly structured companion article: a real lede, organized body sections, direct quotes from the audio used as sourcing, and timestamps linking back to each moment. Not a transcript dump, a piece that stands alone editorially and is structured to rank for the specific questions the episode answered.

Every episode your team has already produced becomes two assets: one for your existing audience, one searchable by everyone else.

WHAT YOU GET

- Automatic transcription of any audio or video episode
- Full companion article per episode, ready for editorial review
- Structured for both Google ranking and AI search citation
- Timestamps linking readers back to key audio moments
- Scales automatically with your publishing schedule

BOTTOM LINE: Turns every podcast episode into a search-indexed written page. Publishers doing this systematically create dozens of new indexed assets per month from content already produced.



Every reporter on staff has instant access to everything your publication has ever published.

HOW IT WORKS

A breaking story lands at 2pm. The reporter needs background (prior coverage, key players, relevant data, context) before filing by 5. Right now that means 45 minutes of tab-switching, archive searches, and hope.

The Briefing Room Bot is a private research assistant trained specifically on your publication's full archive. Instead of searching Google and hoping to surface their own publication's coverage, a reporter types a plain-English question into a simple chat interface: 'Catch me up on everything we've published about [topic] in the last year' or 'What have we written about [source] and what did they say?' It answers in plain English with source links, grounded entirely in your own journalism first.

WHAT YOU GET

- Plain-English queries into your full published archive
- Beat briefings: catch me up on [topic] since [date]
- Source background: prior quotes, affiliations, coverage history
- Answers grounded in your publication's journalism, not the web
- Accessible from any device in the newsroom

BOTTOM LINE: Reduces research time per story by an estimated 40–60%, with the highest gains on breaking news and beat reporting that requires institutional context.



AI writing assistance that sounds like your publication – not like AI.

HOW IT WORKS

Every publication has a voice. When editorial teams use off-the-shelf AI tools, the output sounds like none of them and ends up sounding like a press release wrote itself.

The House Style Engine is a custom writing assistant trained on your specific publication: your style guide, your best-performing archive pieces, your headline conventions, your AP style exceptions, your tone parameters. Give it a rough draft, a voice memo, or a set of notes, and it outputs prose that belongs in your pages, not generic AI copy.

For freelancer-heavy operations, it also functions as an onboarding shortcut: share it with new contributors so they can check their work against your voice before submitting.

WHAT YOU GET

- Trained on your style guide, archive, and editorial guidelines
- Headline generation in your publication's specific format and tone
- Lede, dek, and subhed suggestions that match your conventions
- Copy editing mode: flags AP violations and house style breaks
- Freelancer onboarding tool: instant voice alignment for contributors

BOTTOM LINE: Reduces editing time on AI-assisted drafts by 50–70% by ensuring raw output already conforms to house style before it reaches a senior editor.



Manage twice the contributor volume with the same editorial overhead.

HOW IT WORKS

The hidden cost of running a freelance-heavy operation isn't the per-piece rates, it's the invisible administrative overhead: pitch emails that need personalized responses, assignments that need formatting and delivery briefs, invoices that need tracking, kill fees that need calculating, follow-ups on missed deadlines.

The Freelance Operations Hub automates the entire administrative layer: drafts acceptance and rejection letters in your editorial voice, generates formatted assignment contracts from your template, tracks submission status, flags overdue pieces, and prepares invoice summary reports for accounting all without requiring a separate operations hire.

WHAT YOU GET

- Pitch response drafting: personalized accepts and rejections
- Assignment generation: formal contracts from your template
- Submission tracking: who's on time, overdue, or MIA
- Invoice intake and automated reminders to accounting
- Contributor database searchable by beat, tone, and track record

BOTTOM LINE: Recovers 5–8 hours per week per editor in contributor management overhead. For a publication running 30 freelance pieces per month, this typically pays for itself within the first billing cycle.



Know when a published story needs updating before a reader — or a lawyer — finds it first.

HOW IT WORKS

A reporter publishes a profile. Three weeks later, the subject changes jobs, faces a legal situation, or makes news in a way that makes the original story misleading. The piece still ranks on Google. Nobody on staff knows it needs updating until a reader flags it publicly.

The Post-Publication Update Monitor watches for breaking news and developments related to key entities in your published stories—people, companies, legislation, ongoing situations, etc.—and pushes a plain-English Slack alert to the editor who published the piece: 'This story about [subject] may need updating because [TK development] was reported this morning.' Fast enough to update before the discrepancy becomes a credibility issue.

WHAT YOU GET

- Automated monitoring of published stories against live news feeds
- Slack or email alerts to the original publishing editor
- Flags personnel changes, legal developments, and corrections
- Plain-English alert: what changed and which story is affected
- Monitors your full archive, not just recent pieces

BOTTOM LINE: Reduces the editorial and legal liability of outdated published content. Protects your publication's credibility and reduces staff time spent manually tracking post-publication developments.



Know whether a story has a real audience before you assign it.

HOW IT WORKS

An editor receives a pitch. The idea is strong, but is there an audience searching for this story right now? Has interest in this topic already peaked? Has your publication already covered this angle, and how did it perform?

The Pitch Scoring Tool takes a rough pitch (a paragraph of notes or a working headline), extracts the core topic and angle, and returns a plain-English verdict: current search interest (rising, peaked, or declining), comparable pieces from your own archive and their performance, and whether this topic has meaningful audience potential today or three weeks ago.

Designed to be one editorial input among many and never a replacement for editorial judgment.

WHAT YOU GET

- Paste a pitch, receive a plain-English audience assessment
- Search trend verdict: rising, peaked, or declining
- Archive comparison: have we covered this, and how did it perform?
- Timing flag: optimal window if the topic is still building
- Built as an editorial input, not an editorial override

BOTTOM LINE: Helps editors make faster, better-informed pitch decisions — especially valuable during high-volume pitching periods when the team is fielding dozens of concepts simultaneously.

How I'd Approach This In Your Newsroom

01

Discovery

We walk through your operation including current tools, production bottlenecks, where editorial time is going. I'll tell you honestly what's worth building and what isn't.

02

Recommendation

A short document: which systems I recommend, in what order, and what results you can realistically expect in the first 90 days. No surprises.

03

Build

Each system is built using your actual content, style guide, and archive. No generic templates. You'll see a working demo before anything touches the live operation.

04

Launch

Plain-English documentation. Live walkthrough with the team. I make myself available to answer questions from anybody on the org chart.

05

Optimize

Monthly performance reviews. Adjustments based on our team's feedback. Proactive improvements as our needs evolve.

Maurice Peebles

Editorial Operations · AI Content Systems

I've spent over a decade in senior editorial leadership as Editor-in-Chief at Complex and SportsNet New York, Sr. Deputy Editor overseeing the NBA, WNBA, MMA, and boxing at ESPN, and Editorial Consultant at BET. I've managed 30+ journalists, rebuilt digital operations from the ground up, and edited investigations that moved the needle on real stories.

More recently, I've worked with AI systems inside live editorial operations. I participated in BET's enterprise AI workflow rollout and helped the editorial team adopt new automations. That work happened during a period of 20% quarter-over-quarter traffic growth. I consulted internally on AI video production workflows at ESPN.

What makes this different from hiring a developer or an AI agency: I've sat in your editorial meetings. I've managed reporters under your deadlines. I know what a lede is, what a rundown looks like, and what an editor actually needs from a tool versus what sounds good in a pitch deck.

10+

Years in senior editorial leadership

2×

All-time traffic records set at ESPN

30+

Reporters and editors managed across career

20%

QoQ traffic growth delivered at BET via AI