AI teammates for search: a five-role operating model

Stratex Intelligence · Practices we track · Search & AI visibility

THE INSIGHT

Buyers now find vendors through AI answers as much as through search results. The most effective content teams we track are moving from one general AI assistant to a small crew of narrow AI roles, each with a single job and a human approving the output. Our view: the advantage comes from the operating model and the review gate, not from the tool.

WHAT WE RECOMMEND

- **Split the work into five narrow roles.** Research (keyword and question clusters), briefing (video and page briefs), writing, site-health auditing, and link-prospect research. Narrow jobs are easier to check than one do-everything agent.
- **Automate the low-risk roles first.** Start with report-only auditing and outreach research. Leave writing for last, once you trust the system.
- **Write to be quoted.** Lead with the direct answer, then steps, a checklist or table, and FAQs with FAQ schema, so search engines and AI assistants can lift your content.
- **Keep a human "yes" gate.** Nothing publishes and no outreach goes out without approval. Run the playbook by hand before you automate it.
- **Measure AI visibility separately.** Track AI-search impressions alongside clicks, and don't mistake one for the other.

> Results vary by site, niche and starting authority. Treat any automated workflow as a hypothesis to test against your own data.

How Stratex can help: we help teams design AI teammates for content and search work, with clear roles and human approval at every step. stratexintelligence.com