// FREE GUIDE BY @AVIGRONDIN

The Parasite SEO PLAYBOOK

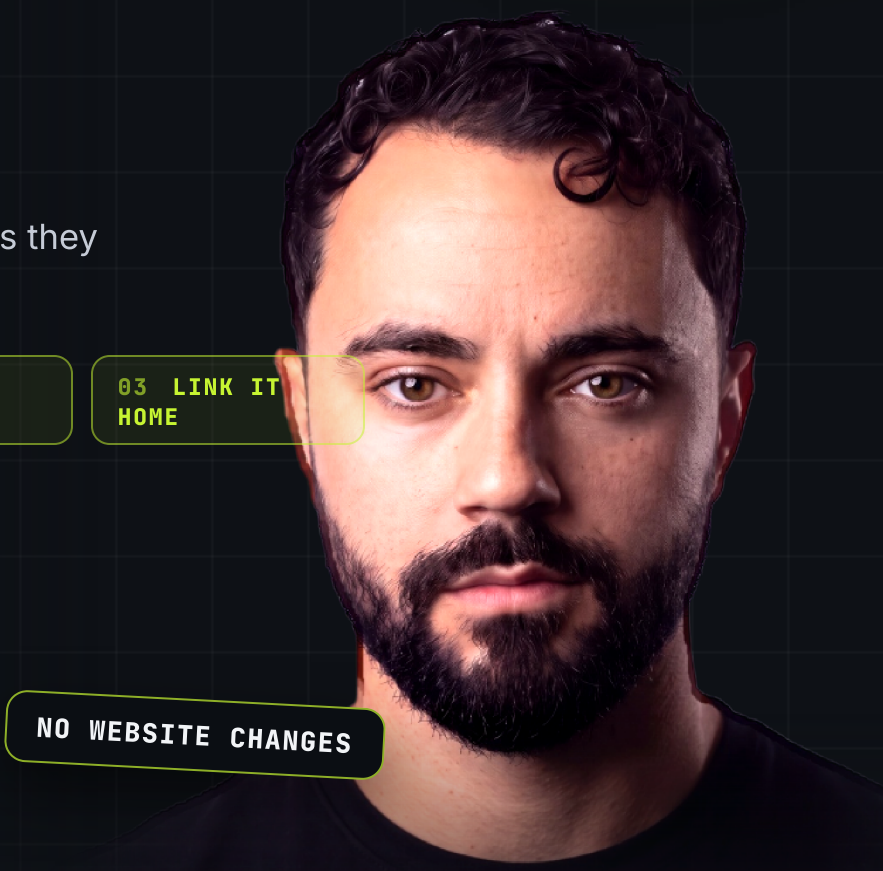
#87 → #1

Get on page one of Google, and into ChatGPT's answers, by posting on sites they already trust. Five ways, step by step.

01 PICK SEARCHES

02 POST ON TRUSTED SITES

03 LINK IT HOME



NO WEBSITE CHANGES

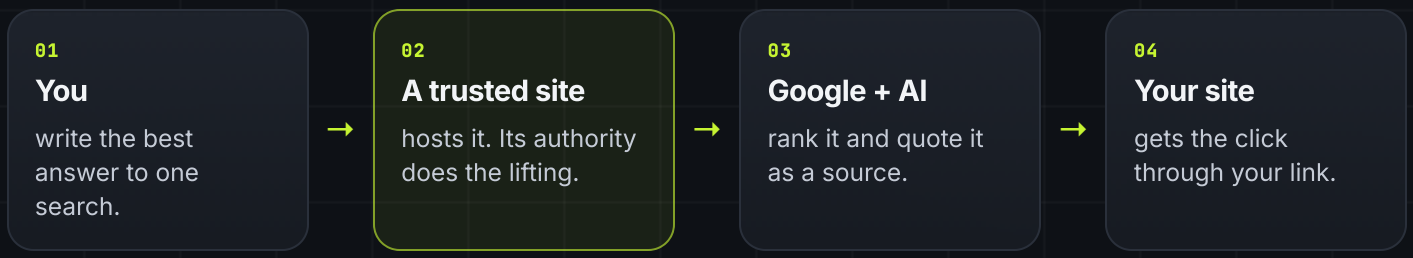
You commented SEO. Here is the full playbook: what Parasite SEO is, the rules that keep it safe, all five ways with exact steps and a prompt for each, how to link it back to your site, and a 14-day plan.

Made by **Avi Grondin** · **@avigrondin**

// 02 · WHAT IT IS

Borrow trust you did not have to build.

A new website has no authority. Google and ChatGPT don't trust it yet, so it sits on page 9. Sites like Reddit, LinkedIn and Zenodo earned that trust years ago. Post the answer there and your page can rank in days, not months.



THE FIVE WAYS IN THIS GUIDE

#1 NEXT YEAR NOW	Write "best X of [next year]" before anyone else does. The first good page tends to keep the top spot.
#2 ZENODO	A free research repository run by CERN. Publish a real review, get a DOI and a page AI tools can cite.
#3 LINKEDIN	Short articles, answer in line 1. LinkedIn is one of the sites AI answers cite most.
#4 GAMMA	One slide deck per search, each linking back to you.
#5 REDDIT	Helpful replies in the threads your buyers already read. Google ranks Reddit high and AI tools quote it.

WHY THESE SITES

Studies of AI answers by Semrush (Nov 2025) and Peec AI (Mar 2026) both put Reddit and LinkedIn among the most cited sites. The exact order changes from study to study, so treat it as a direction, not a promise.

// 03 · PLAY IT STRAIGHT

Helpful wins. Spam gets removed.

Google has a rule for this, the **Site reputation policy** (updated August 2026). It does not ban posting on other sites. It targets content dropped on a site only to ride its rankings.

GOOGLE SAYS THIS IS FINE

- **Forum and comment posts.** Sites built for user content, like Reddit.
- **Articles and columns.** Your own editorial work, like a LinkedIn article.
- **Affiliate links,** when they are marked the right way.

THIS IS WHAT GETS HIT

- **Off-topic pages** planted on a site that has nothing to do with them.
- **The same page** pasted across many sites.
- **Low-quality ad pages** made only to borrow a site's ranking.

MY FIVE RULES FOR EVERY POST

- **Answer the search better than anything on page one.** If it would not help someone, do not post it.
- **Fit the site.** A real review on Zenodo, a real article on LinkedIn, a real reply on Reddit.
- **Say it when it is your product.** "Full disclosure, I built it." Readers trust you more, not less.
- **Read each site's rules first.** Zenodo removes anything outside research. Many subreddits ban self-promotion.
- **Never copy and paste.** Write each post for its own search and its own site.

// 04 · PICK YOUR SEARCHES

Rank for the searches right before a buy.

You don't need traffic. You need the few searches people type right before they buy. Those are almost always comparisons.

SHAPE 1

best [tool] for [who]

"best scheduling software for salons"

SHAPE 2

[A] vs [B]

"Calendly vs Acuity for salons"

SHAPE 3

[A] alternatives

"cheaper alternatives to [big brand]"

STEP 1 · YOUR SEARCH LIST · COPY AND EDIT

@avigrondin

```
I sell [WHAT YOU SELL] to [WHO YOU SELL TO].
List 30 Google searches my buyers type when they are close to
buying. Use these patterns as they are: "best X for Y",
"X vs Y", "X alternatives". Then repeat the 10 strongest with next
year in them ([NEXT YEAR]).
Give me one table (all 40 rows): search | why a buyer types it | best fit
(LinkedIn article, Zenodo review, Gamma deck or Reddit reply).
Do not guess search volumes.
```

CHECK EACH ONE

Type it into Google in a private window. If page one is forums, LinkedIn posts or thin lists, you can win it.

KEEP 10

Ten searches is plenty for the 14-day plan on page 11. Each one gets an article, a deck and a reply.

SKIP THESE

- **One-word searches.** “CRM” is too broad and too hard. “Best CRM for dentists” is yours to take.
- **Questions with no buyer.** “What is a CRM” gets readers, not customers.
- **A big brand's own name.** Their site will always win “[brand] login”.

// 05 · WAY #1 · THE MOST SLEPT ON

Write about next year, now.

Nobody has written "best CRM of 2027" yet. Searches with next year in them start before the year does, and the first good page often grabs the top spot and keeps it.

01	**Take your list**	Run step 1 again with [NEXT YEAR] filled in, or add the year to your 10 best searches.
02	**Write it first**	Publish it as a LinkedIn article (way #3), a Gamma deck (#4) and, for the big one, a Zenodo review (#2).
03	**Put the year in the title**	"The Best CRM for Dentists in 2027". Same year in the first line.
04	**Make it true today**	Write what you know now, and say what you will check again when the year starts.
05	**Update it in January**	Edit the same page. Don't make a new one: the old one already has the rank.

WHY IT WORKS

Empty page one

No competition yet. You're the only good answer.

WHAT IT COSTS

Nothing

The same post you'd write anyway, with a year added.

THE CATCH

Keep it fresh

A next-year page full of last year's facts loses its spot.

// 06 · WAY #2 · ZENODO

A free research site AI tools trust.

Zenodo is run by CERN. Every upload gets a DOI, a permanent research ID. A real review of "the best mattresses for side sleepers" becomes a source an AI answer can quote.

01	**Sign up**	zenodo.org, free. You can log in with GitHub or ORCID.
02	**New upload**	Upload your review as a PDF. Pick Publication, then Report.
03	**Title = the search**	"The Best Mattresses for Side Sleepers: A 2026 Comparative Review".
04	**Fill it in**	Add yourself as creator, a description with your answer first, and a licence (CC BY 4.0 is fine).
05	**Publish**	You get a DOI and a public page. Link it from your LinkedIn article.

THE REVIEW · COPY AND EDIT @avigrondin

```
Write a short research-style review titled
"[BEST X FOR Y]: A [YEAR] Comparative Review"
(e.g. "Best Booking App for Hair Salons").
Sections: Abstract (about 60 words). Method (how the options were picked
and the criteria). Comparison (a table of the options against the
criteria). Findings (the answer in the first sentence).
Limitations. Sources (only links I paste, invent none).
Use ONLY these facts: [PASTE YOUR NOTES, PRICES AND LINKS].
Do not invent numbers, tests or quotes. If [YOUR PRODUCT] is in
the list, add a line saying the author makes it.
```

READ THIS FIRST

Zenodo only keeps research and removes anything outside that. Show your method, your criteria and your sources, and use real data. An ad dressed up as a paper gets deleted.

// 07 · WAY #3 · LINKEDIN

Short articles. Answer in the first line.

An AI looking for an answer reads the top of the page first. So give the answer in line one, keep the article under 330 words, and stop.

01	**Write article**	On your LinkedIn home page, on a computer. The phone app can't publish articles.
02	**Title = the search**	"Best Scheduling Software for Salons in 2027".
03	**Line 1 = the answer**	"For most salons, the best pick is X because Y." Everything else backs it up.
04	**Manage > SEO**	Set the SEO title and description in the Manage menu before you publish.
05	**Next > Publish**	Then link to it from your Zenodo record and your Gamma deck.

THE ARTICLE · COPY AND EDIT — @avigrondin

```
Write a LinkedIn article that answers: "[THE SEARCH]".
Rules: under 330 words (the article, not the SEO lines). Line 1 is the direct answer in one
sentence.
Then 3 to 5 short sections with plain headings. Short lines,
no hype, no emoji. Use only these facts: [YOUR NOTES].
Make no claim that is not in my notes. Line 2: "I make
[YOUR PRODUCT]."
Last line points to [YOUR SITE] in one sentence.
Then give me an SEO title (under 60 characters) and an
SEO description (under 150 characters).
```

RULE
Under 330 words
Short and direct. Easy to quote.

RULE
Answer first
No intro. No story. The answer.

RULE
One search each
Ten searches = ten articles.

// 08 · WAY #4 · GAMMA

One slide deck per search.

Gamma turns an outline into a clean deck in about a minute. Make one for each search on your list, each with a link back to your site.

01	**Get the outline**	Run the prompt below for one search.
02	**Create new**	In Gamma, choose "Paste in text", paste the outline and let it build.
03	**Title = the search**	"Best Scheduling Software for Salons". Edit the facts by hand.
04	**Add your link**	Last card: a button to your site, with one line on why.
05	**Publish it**	Then link to it from your LinkedIn article so Google can find it.

THE DECK · COPY AND EDIT @avigrondin

```
Outline an 8-card deck that answers: "[THE SEARCH]".
Card 1: the search as the title + the answer in one line.
Cards 2-6: one option each (who it suits, price, one limit),
from these facts only: [YOUR NOTES]. Fewer options? Use fewer
cards. A fact missing? Leave it out, never invent one.
Card 7: how to choose. Card 8: [YOUR SITE] and one line on why.
Plain text I can paste into Gamma's "Paste in text".
```

THE FINE PRINT

Making decks is free. Getting them on Google is not: Gamma only lets Pro, Ultra and Business plans index a published site (Site settings, General, "Make discoverable on the web", then publish again). On the free plan, use decks as shareable links from your other posts.

// 09 · WAY #5 · REDDIT

Answer the threads your buyers read.

People ask Reddit "what should I use for X" every day. Those threads rank on Google and get quoted by ChatGPT. One genuinely helpful reply can sit there for years.

FIND THE THREADS

- **Search Google:** `site:reddit.com best booking app for salons`
- **Set free alerts** on F5Bot (f5bot.com) for your niche words. New posts hit your inbox.
- **Pick threads** that already rank, or are new and still getting replies.

REPLY LIKE A PERSON

- **Answer first.** Their question, in 2 or 3 sentences.
- **Add one real tip** they did not ask for.
- **Mention your product once,** and say it's yours.

THE REPLY · COPY AND EDIT

@avigrondin

```
Here is a Reddit thread: [PASTE THE POST AND TOP COMMENTS].
Here are the subreddit's rules: [PASTE THE RULES].
What [YOUR PRODUCT] does, in one line: [ONE LINE].
Write a reply that actually helps: answer the question first in
2-3 sentences, then one practical tip they did not ask for.
Mention [YOUR PRODUCT] once, only where it fits, with
"full disclosure, I built it" (or "I work there"). Sound like a person.
No link unless the rules clearly allow one. Under 120 words.
```

DON'T GET BANNED

Read the subreddit's rules before every reply. Use an account with real history, not a new one, and never post the same reply twice. Moderators remove obvious ads fast.

// 10 · LINK IT HOME

Every post points back to you.

Each post earns trust on its host. The links carry readers, and some of that trust, back to your site. Wire them like this.

ZENODO

Review

Link your site and your article in the description.

GAMMA

Deck

Last card is a button to your site.

THE HUB

Your site

The page that sells. Every post links here.

LINKEDIN

Article

Links your site, your deck and your review.

REDDIT

Reply

Link only where the rules allow it.

CHECK EVERY WEEK Google in a private window, then ask ChatGPT the same question. Row 1 is an example.

SEARCH	GOOGLE	CHATGPT	AI OVERVIEW
best booking app for salons	#4 → #2	cited	not yet
[your search 2]			

BEFORE YOU HIT PUBLISH

- **The title is the search,** word for word.
- **The answer is in line one.** Not in paragraph three.
- **One link to your site,** where it helps the reader.
- **It's yours, and you said so.** On every post that names your product.

// 11 · THE 14-DAY PLAN

Two weeks. Ten searches.

About an hour a day. By day 14 every search on your list has an article, a deck and a reply pointing home.

DAY 1	**Pick 10 searches**	Run step 1. Check each in Google.
DAY 2	**Gather the facts**	Prices, features, links for each search.
DAY 3	**LinkedIn #1**	Your best next-year search.
DAY 4	**LinkedIn #2-3**	Answer first. Under 330 words.
DAY 5	**Zenodo review**	Your biggest search, done properly.
DAY 6	**Gamma decks 1-5**	One per search. Link from the articles.
DAY 7	**Reddit**	Set F5Bot alerts. Answer 3 threads.
DAY 8	**Gamma decks 6-10**	Each one links home.
DAY 9	**LinkedIn #4-5**	The next two searches.
DAY 10	**Reddit**	Three more real replies.
DAY 11	**Link pass**	Every post links your site. Fix gaps.
DAY 12	**LinkedIn #6-10**	Finish the list.
DAY 13	**Check**	Google, ChatGPT, AI Overview. Fill the table.
DAY 14	**Double down**	More posts for the searches that moved.

NO PROMISES

Some posts rank in days, some take weeks, some never do. Google and AI answers change all the time. Keep posting for the searches that move, and drop the ones that don't.

// 12 · THE SOFTWARE I USE

My stack, in one place.

The tools behind my businesses. Start with the ones that fit what you build.

HighLevel
CRM, funnels, calendars, email and SMS in one place. What I run my funnels on.
gohighlevel.com →

HighLevel SaaS Pro
The HighLevel upgrade that lets you resell it to clients under your own brand.
gohighlevel.com/saasupgrade →

Close
A sales CRM with calling, email and SMS built in.
close.com →

n8n
Workflow automation that connects your apps, with AI steps.
n8n.io →

Higgsfield
AI image and video generation.
higgsfield.ai →

Arcads
AI video ads with AI actors, UGC style.
arcads.ai →

Foreplay
Save and organise winning ads for creative research.
foreplay.co →

Dripify
LinkedIn outreach on autopilot.
dripify.io →

Webflow
A visual website builder with hosting.
webflow.com →

PandaDoc
Proposals, contracts and e-signatures.
pandadoc.com →

monday.com
Projects, tasks and team workflows.
monday.com →

OnlineJobs.ph
Hire full-time remote team members from the Philippines.
onlinejobs.ph →

Coach Financing
Offer your clients financing for coaching and programs.
coachfinancing.com →

Some of these are affiliate links: if you sign up through them I may earn a commission, at no extra cost to you. I only list tools I use or have used in my businesses.

// 13 · WHAT NEXT

You borrow the trust. I build businesses with AI.

I use AI to build and run lead generation businesses. If you want to do the same, there are two ways to work with me.

OPTION 1 · THE COMMUNITY

Join my Skool community

Pay Per Lead Academy

Stop chasing clients. Start building a lead generation business.

- Pick a niche
- Run Meta and Google ads
- Find lead buyers and price your leads
- Automate delivery and tracking

Join on Skool →

skool.com/pay-per-lead-academy-3593

OPTION 2 · DIRECT

Book a call with me

1 on 1 with Avi Grondin · 60 minutes

One hour. Your business. My full attention.

- A deep dive into your specific business
- Your niche, your ads, your lead buyers
- A straight read on your numbers
- Your next best moves

Book your call →

Tap the button or scan the code

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