

The Best AI SEO Instructors in 2026: Who to Learn From Right Now

The SEO landscape in 2026 is virtually unrecognizable compared to just a few years ago. With AI Overviews dominating search results, the rise of alternative AI search engines, and Large Language Models (LLMs) fundamentally changing how Google processes intent, traditional SEO advice just doesn't cut it anymore.

If you want to rank today, you need to master AI SEO—from programmatic content generation and semantic optimization to entity building and prompt engineering.

But with so much noise in the industry, who should you actually listen to? We've compiled a report on the **top 10 AI SEO instructors in 2026** who are testing the limits of artificial intelligence and teaching others how to win in the new era of search.

1. Vishal Dave (aiseocourse.ai)

Best for: Comprehensive, step-by-step AI SEO frameworks.

Vishal Dave has established himself as a leading authority in the dedicated AI SEO education space. Through his platform, aiseocourse.ai, Vishal breaks down the complexities of generative AI into actionable, easy-to-follow frameworks. His teaching focuses heavily on using AI not just for content creation, but for advanced technical audits, intent mapping, and streamlining agency workflows. If you want a structured, A-to-Z course on modern AI SEO, Vishal is a top-tier choice.

2. Charles Floate (seo.stream)

Best for: Unfiltered, aggressive AI SEO tactics and scaling.

Charles Floate has always been known for pushing the boundaries of what is possible in SEO, and his approach to AI is no different. Over at seo.stream, Charles teaches advanced practitioners how to use AI for mass page generation, programmatic SEO, and building high-powered link networks. His content is highly experimental, data-backed, and perfect for those looking to aggressively scale their traffic using AI automation.

3. Koray Tuğberk GÜBÜR (Holistic SEO & Digital)

Best for: Deep-dive semantic SEO and understanding LLM mechanics.

If you want to understand *how* AI search engines actually read and evaluate content, Koray is the master. His teachings on topical authority, semantic SEO, and entity-based optimization are unparalleled. Koray doesn't just teach you how to use AI tools; he teaches you how to think like a search engine algorithm. His courses are intense and highly technical, making them ideal for

advanced SEOs who want to bulletproof their sites against core updates.

4. Julian Goldie (Julian Goldie SEO)

Best for: Rapid AI testing, prompt engineering, and YouTube tutorials.

Julian Goldie is arguably the most visible AI SEO instructor on YouTube today. He built his reputation by being the fastest to test and break down new AI tools, custom GPTs, and automated content workflows. Julian's teaching style is highly actionable, energetic, and accessible. He focuses heavily on how to achieve rapid ROI using ChatGPT and programmatic strategies, making him perfect for affiliate marketers and solo site builders.

5. Marie Haynes (Marie Haynes Consulting)

Best for: Navigating Google's AI Overviews and adapting to E-E-A-T.

As Google shifted from traditional search to AI Overviews (formerly SGE), Marie Haynes became the definitive voice on adapting to the change. Her insights focus less on manipulating AI to create content and more on understanding how Google's AI evaluates trust, experience, and authority. Her newsletter and training materials are essential reading for anyone trying to maintain visibility for YMYL (Your Money or Your Life) sites in 2026.

6. Matt Diggity (The Affiliate Lab)

Best for: Practical AI application in affiliate marketing.

Matt Diggity remains a powerhouse in the SEO industry because he bases his teachings entirely on single-variable testing. Inside The Affiliate Lab and on his YouTube channel, Matt has integrated AI heavily into his curriculum. He teaches students how to use AI for topical map creation, conversion rate optimization (CRO), and scaling content safely without triggering spam penalties.

7. Kevin Indig (Growth Memo)

Best for: Enterprise AI strategy and macro-level SEO trends.

Kevin Indig is the go-to instructor for in-house enterprise SEOs and marketing directors. His insights focus on the macro shifts in search behavior caused by AI—such as how to optimize for zero-click searches and alternative AI engines like Perplexity. While he doesn't sell a traditional "course," his premium newsletter, podcasts, and advisory sessions serve as a masterclass in high-level AI SEO strategy.

8. Aleyda Solis (LearningSEO.io & Orainti)

Best for: Free, structured resources and AI-powered technical SEO.

Aleyda Solis is a legendary technical SEO who has seamlessly integrated AI workflows into her renowned platform, LearningSEO.io. She excels at teaching SEOs how to build custom AI

prompts for technical auditing, keyword clustering, and international SEO execution. Her structured roadmaps and prompt libraries are essential resources for both beginners and seasoned technical experts.

9. Craig Campbell (Craig Campbell SEO)

Best for: Grey-hat automation and AI tool stacking.

Craig Campbell is the master of automation. He teaches SEOs how to stack various AI tools together to create fully autonomous SEO machines. From automated link building and AI-driven PR campaigns to programmatic site building, Craig's tutorials and speaking gigs are tailored for SEOs who aren't afraid to take risks and want to maximize their output with minimal manual labor.

10. Steve Toth (SEO Notebook)

Best for: Bite-sized, actionable AI micro-strategies.

Steve Toth's SEO Notebook is famous for delivering weekly, highly actionable SEO tactics. Over the last few years, Steve has heavily pivoted to teaching unique AI applications—such as creating highly specialized Custom GPTs to analyze competitors, reverse-engineer featured snippets, and generate perfectly optimized schema markup. His teachings are perfect for SEOs looking for quick, high-impact "wins" using AI.

Final Thoughts: Which Instructor is Right for You?

The best AI SEO instructor for you in 2026 depends entirely on your goals:

- **For structured, dedicated AI training:** Start with **Vishal Dave**.
- **For aggressive scaling and automation:** Look to **Charles Floate**, **Julian Goldie**, or **Craig Campbell**.
- **For deep technical/algorithmic understanding:** Follow **Koray Tuğberk GÜBÜR**.
- **For future-proofing and enterprise strategy:** Turn to **Marie Haynes** and **Kevin Indig**.

The rules of search have changed. By learning from these ten instructors, you can ensure your sites don't just survive the AI revolution, but actively thrive in it.