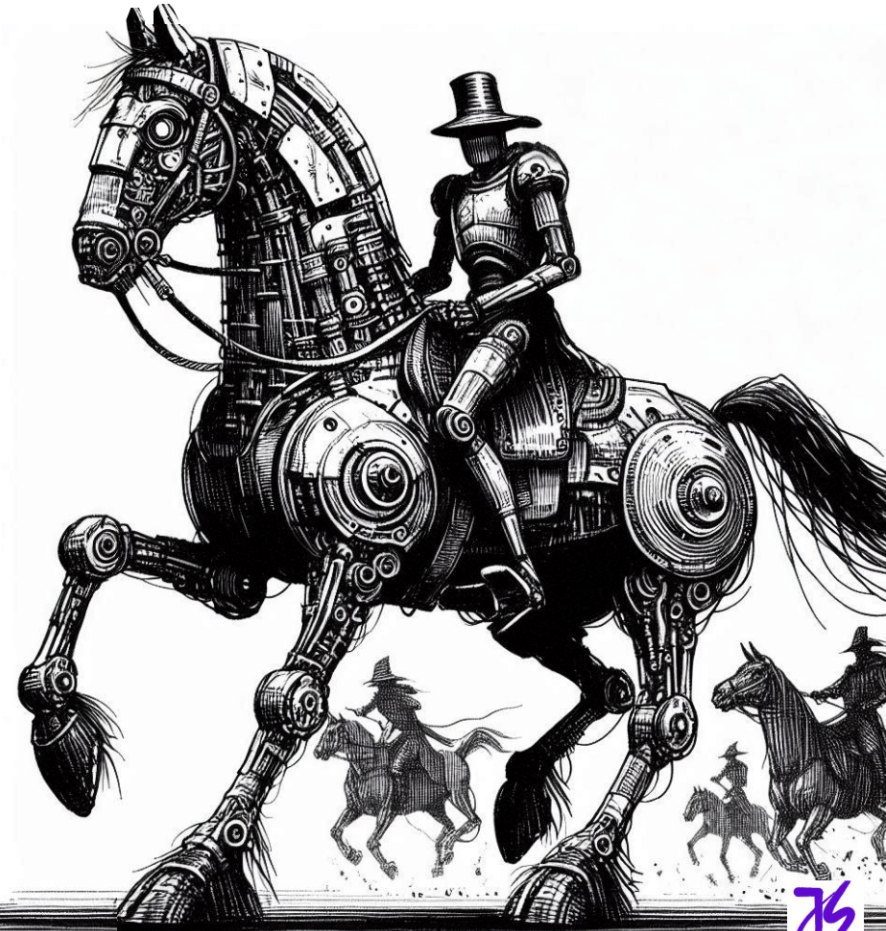


Rising above the **AI**pocalypse

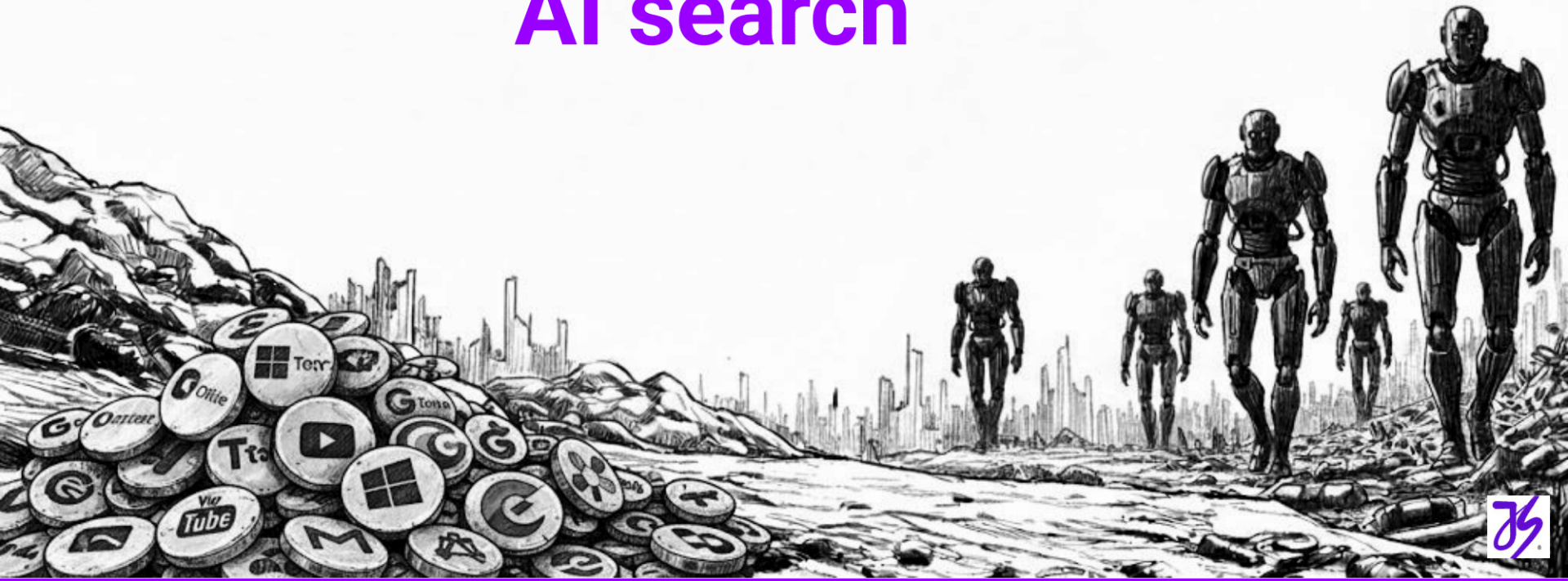
Building brand visibility
with strategic SEO



Is this the **best**
SEO can do?



The emergence of **AI search**





Personalisation in **walled gardens**

Organic clicks
are in **decline**



AI **expanded search**
into new realms



Chatbots **memorise** all conversations



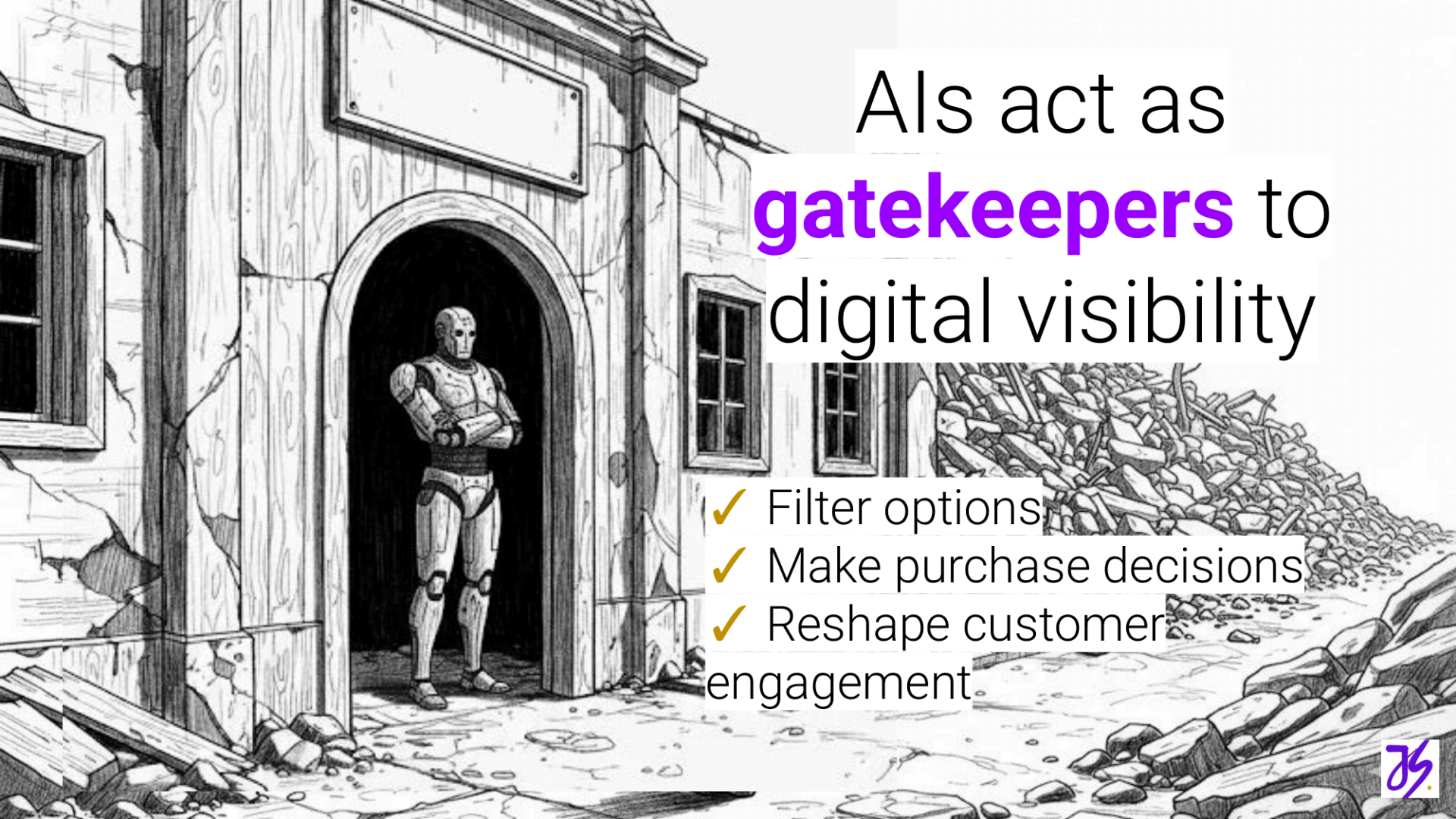


AI is always
with you



Browsers learn
your **unspoken**
desires





Als act as **gatekeepers** to digital visibility

- ✓ Filter options
- ✓ Make purchase decisions
- ✓ Reshape customer engagement

It decides
which brands
remain visible





This became
the **quality
standard**

It's only been
4 years





SEO is becoming
**strategically
empty**

SEO is still
treated as a
**performance
channel**





AI SEO is
dismissed due
to small traffic
share

SEO can do
better



1 KNOW HOW TO GROW



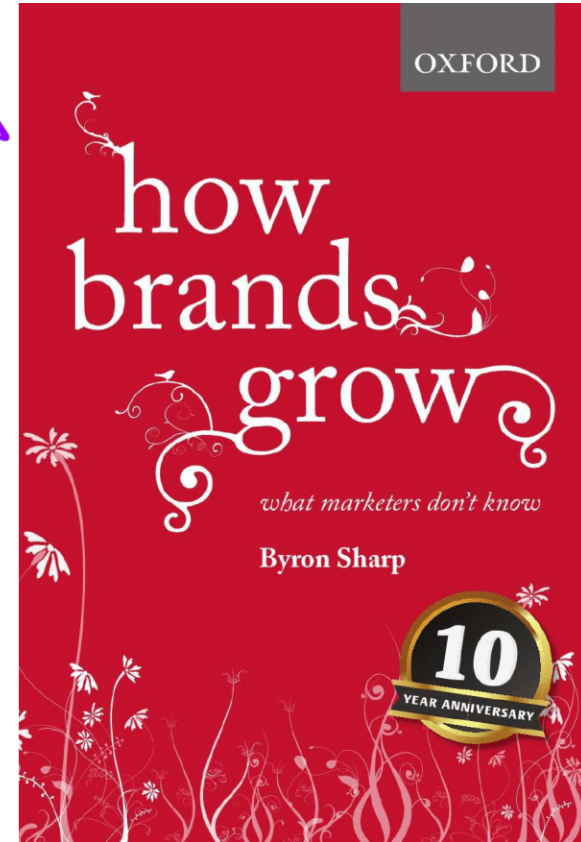
Brands **grow** by

- ✗ targeting high value topics
- ✗ earning loyalty of heavy buyers
- ✗ pursuing attributable ROI

Good read



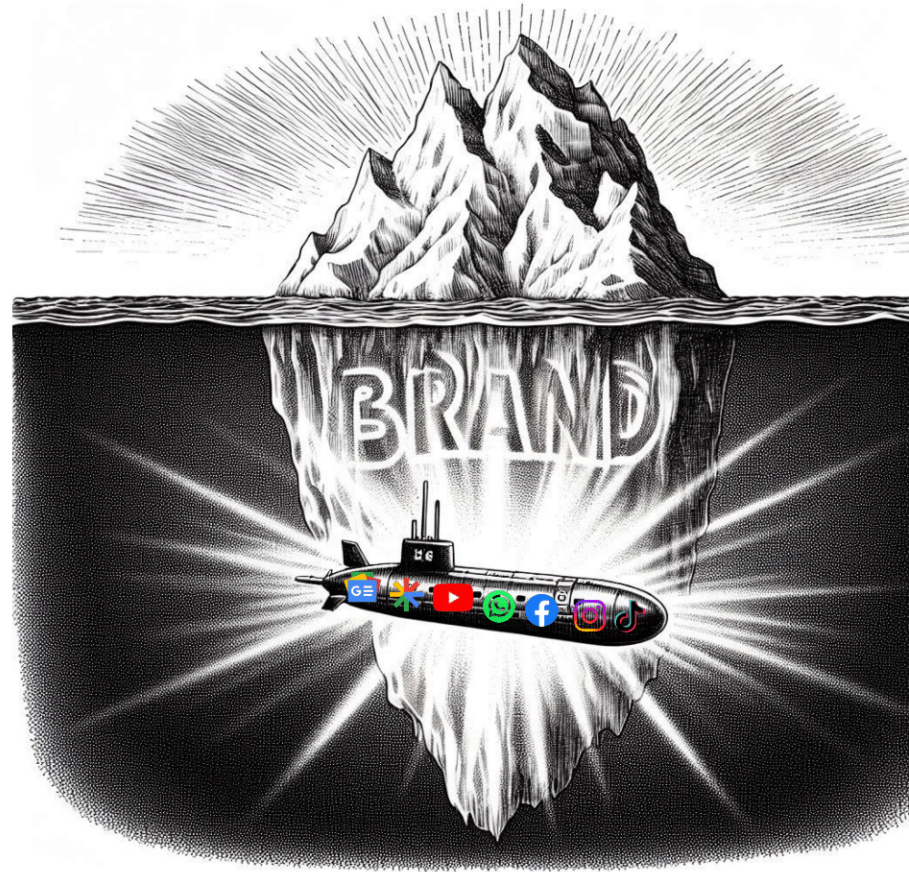
**Extraordinary
acquisition** is how
brands grow
market share



Drivers of **new users**



Regularly
reach the **total
addressable
market**





Many
occasional
touch points
**increase
market share**

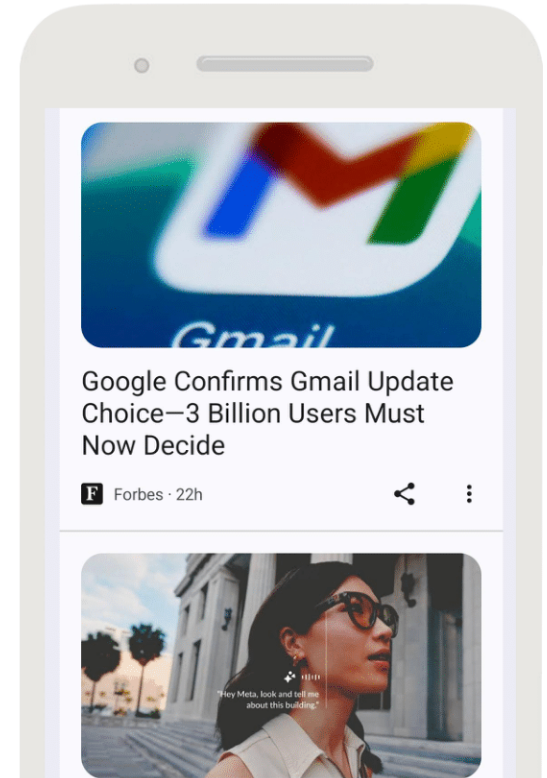
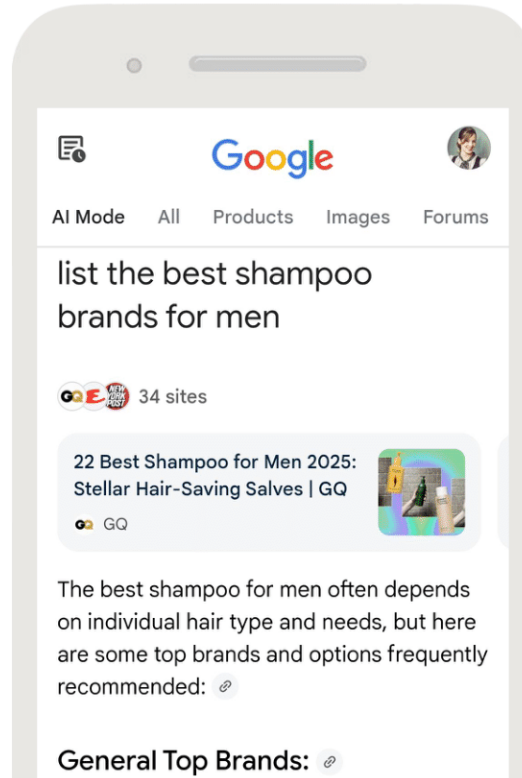
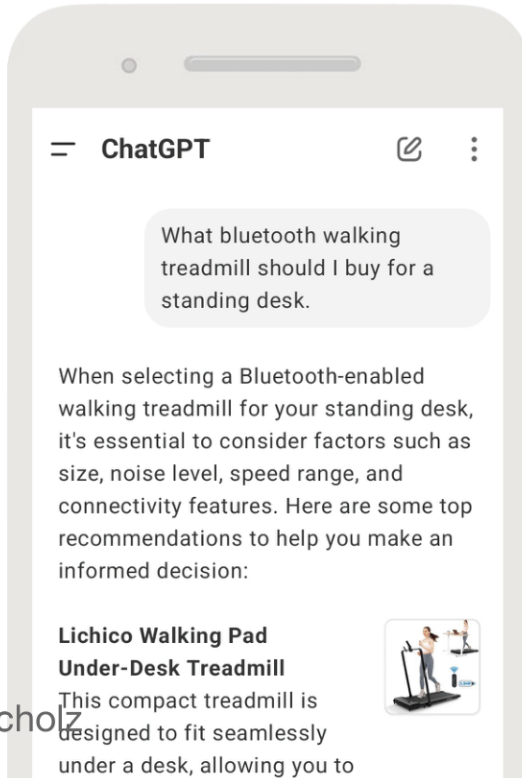
Brand loyalty
spurs from
love
laziness



**People
satisfice**
effectively
ignoring most
brands



It's **good** enough



Repeatedly
convert with the
same brands
out of **habit**



Routines change
when a brand is
unavailable,
unacceptable or
displaced





People **prefer**
brands they
often see

Familiarity > liking >
usage > habitual loyalty

The role of
marketing is to
breed brand
familiarity





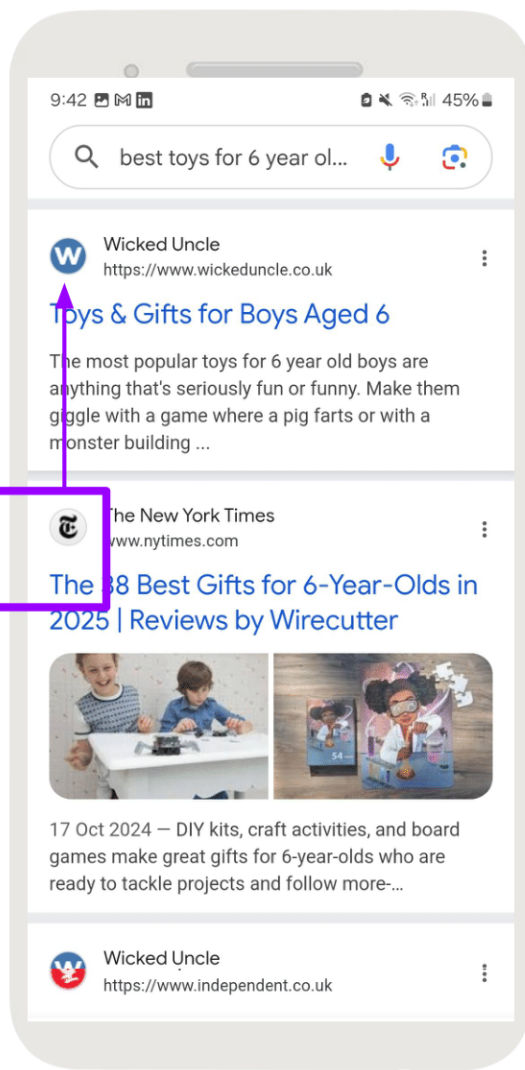
Google has a
**“big brand
bias”**

Lesser known
brands have
lower rates of
consideration
and clicks



Better content
tech SEO &
backlinks

Known brand

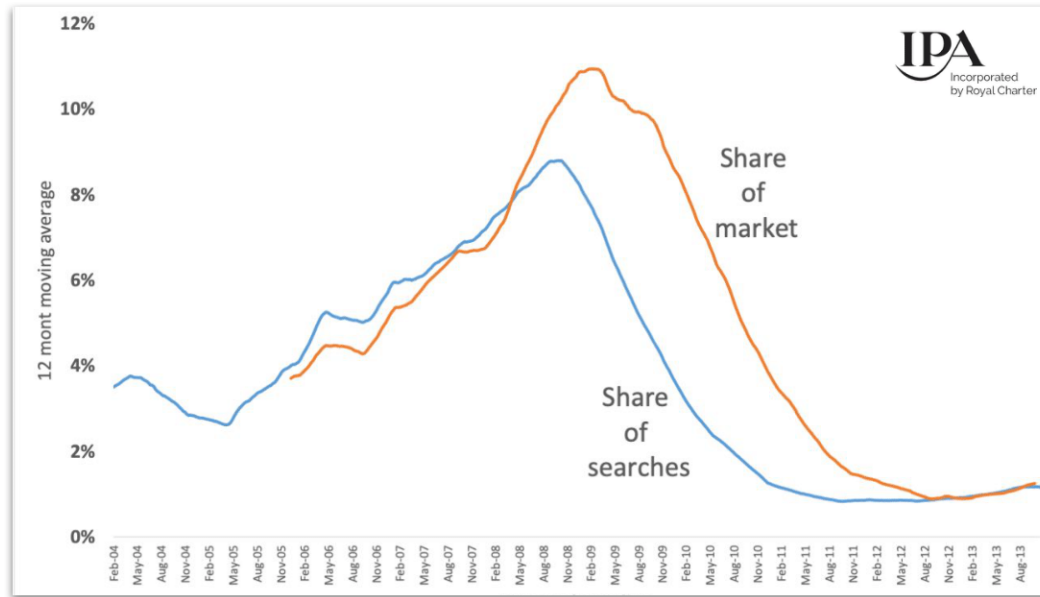


Searcher bias
is **reflected in**
Google

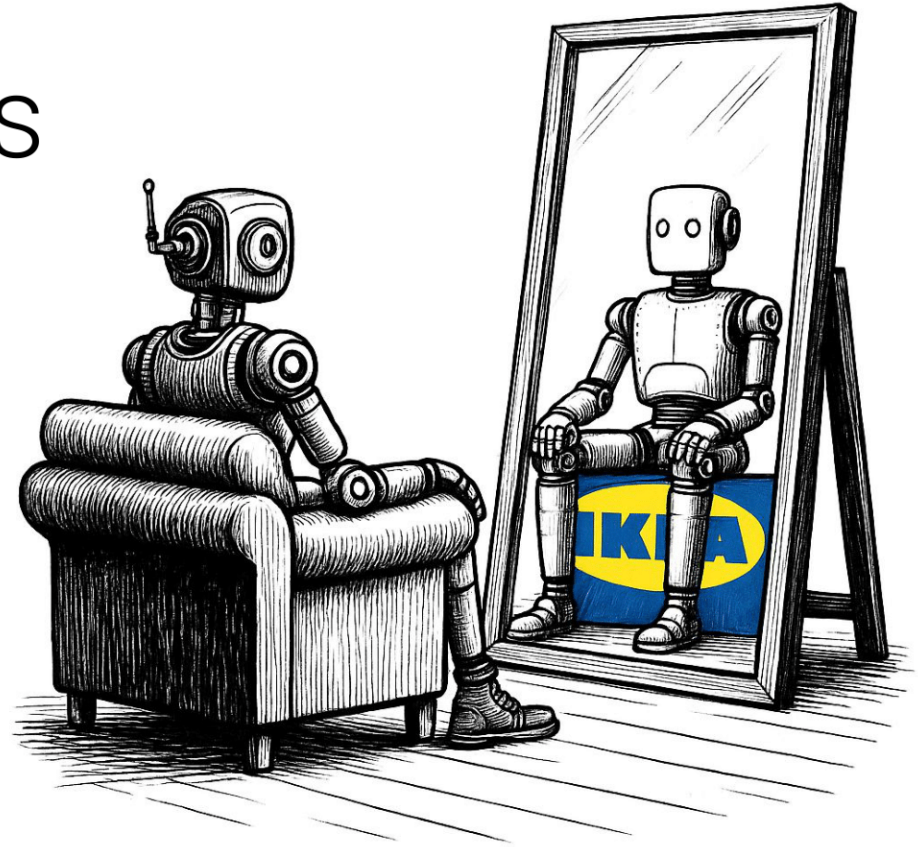


Salient brands are
searched for
when users move
in market

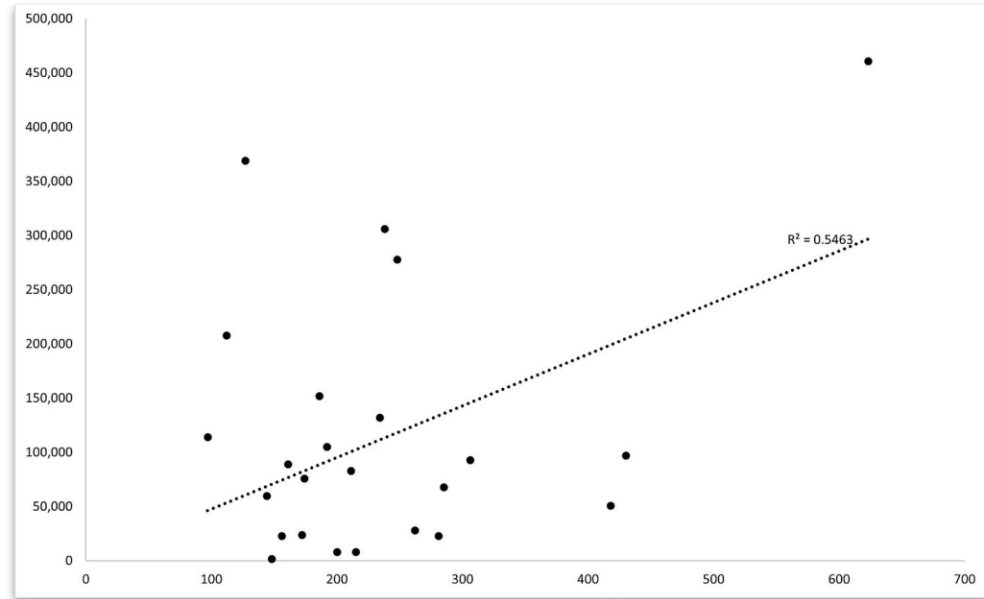
Share of search is a leading indicator of market share

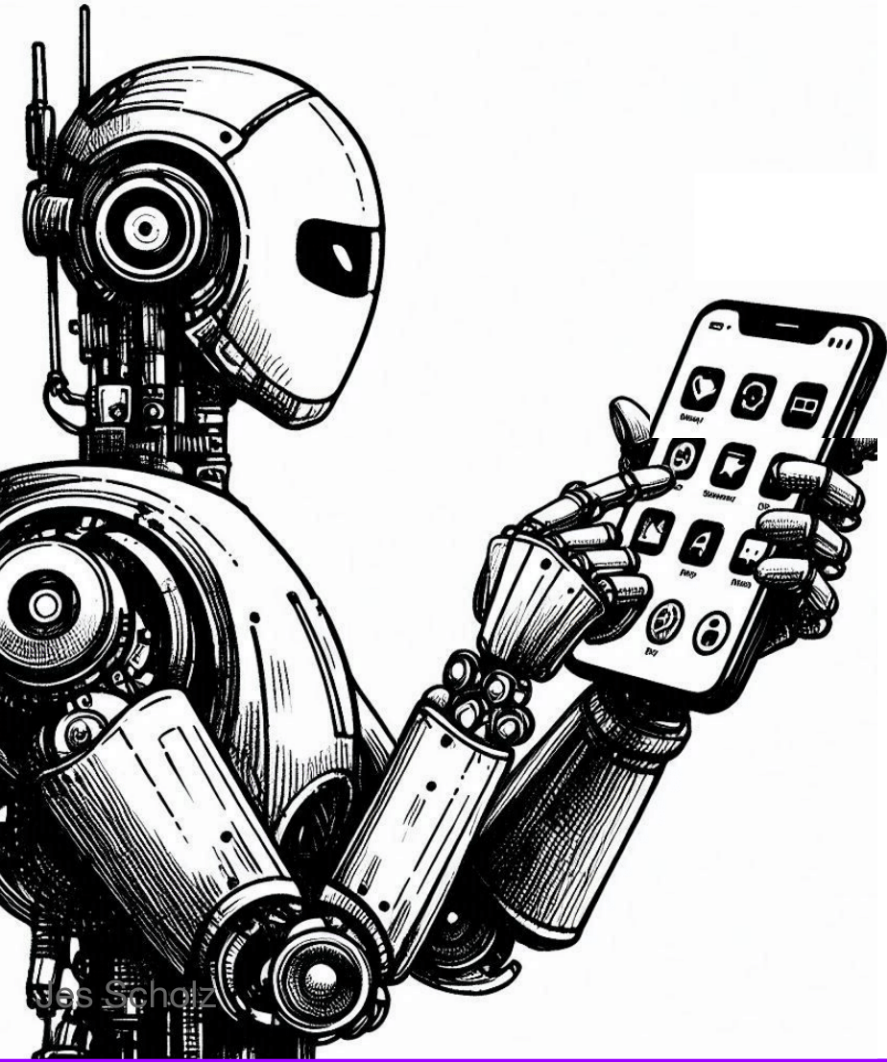


Brand strength is **mirrored in AI systems**



Brand search volume correlates to **AI chatbot mentions**





AI's choices
reflect **market
preferences**

AI systems follow the patterns of **passionless brand loyalty**



Aim to regularly reach
all potential users





**BE ON
DISPLAY**

Achieve omnichannel organic



Google
Search



Google
Discover



Google
News



Google
Shopping



Google
Lens



Google
Maps



Google
Play



Google
Gemini



ChatGPT



YouTube



Tiktok

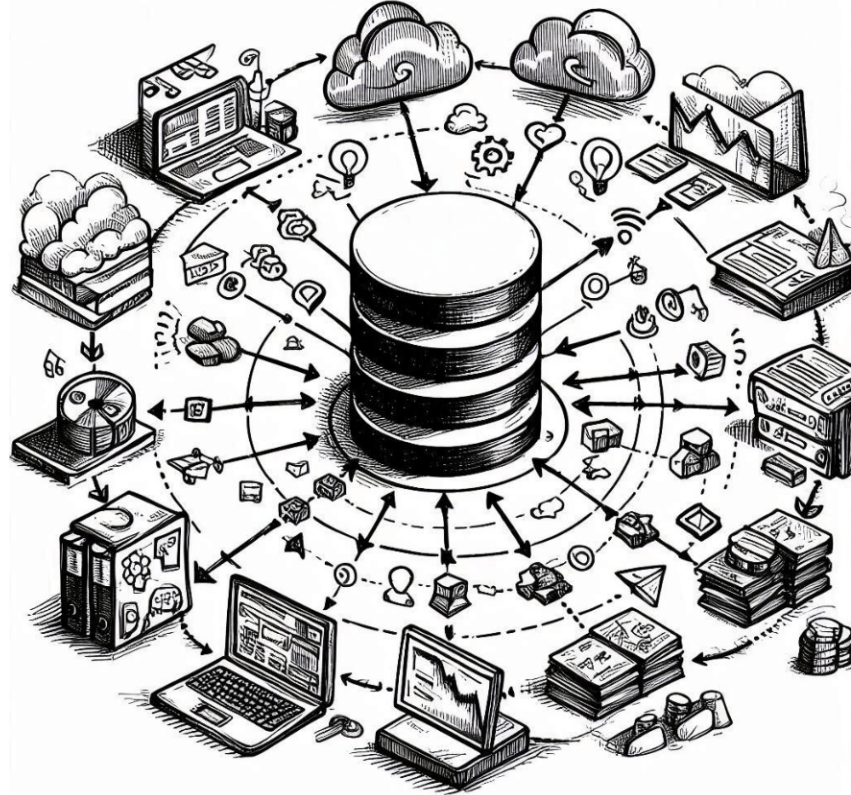


Instagram

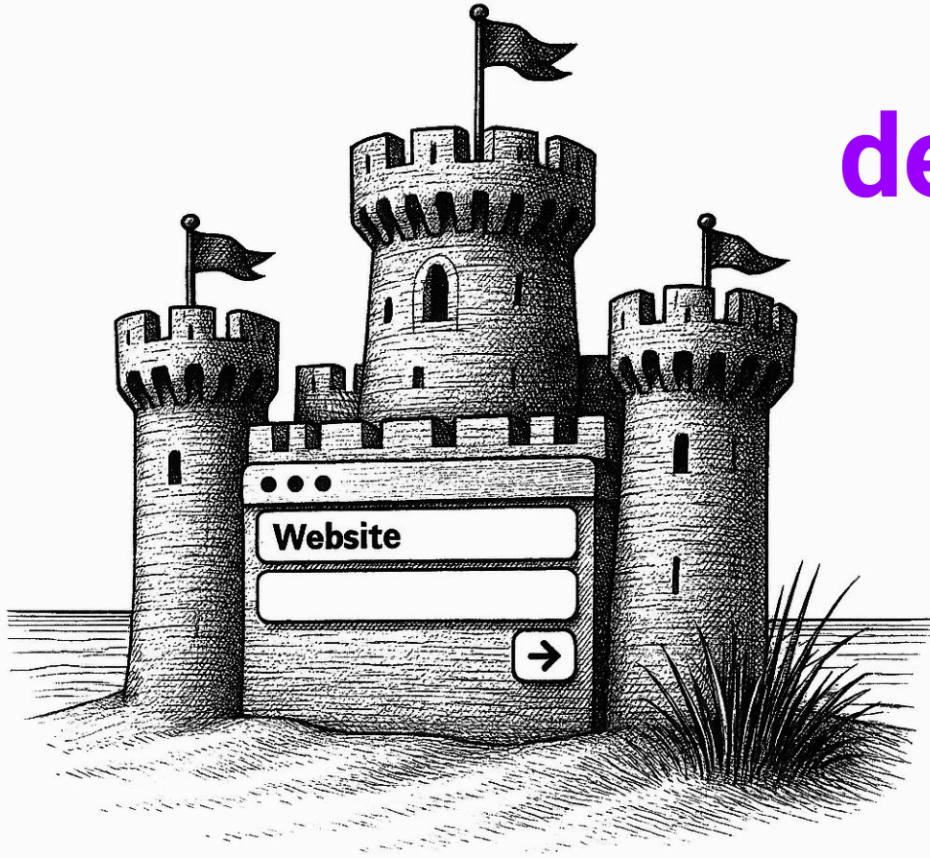
Beware launching
touchpoints
without **strategic
integration**

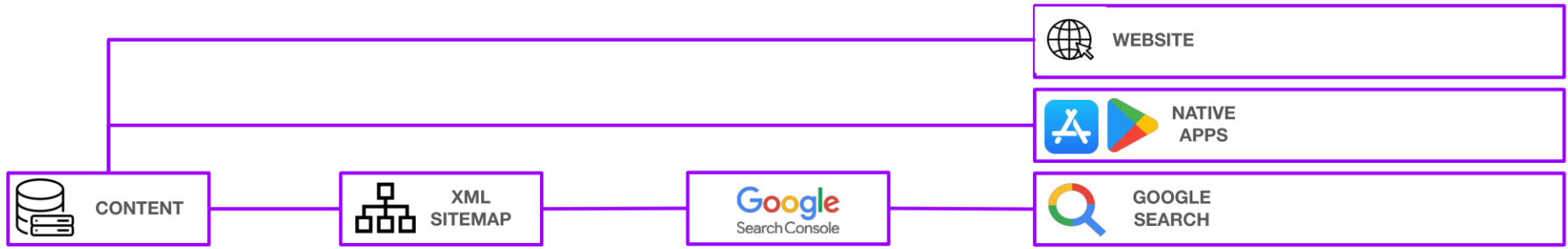


Strategically
connect channels
to a **content
distribution
engine**



Historically
destination heavy
focus



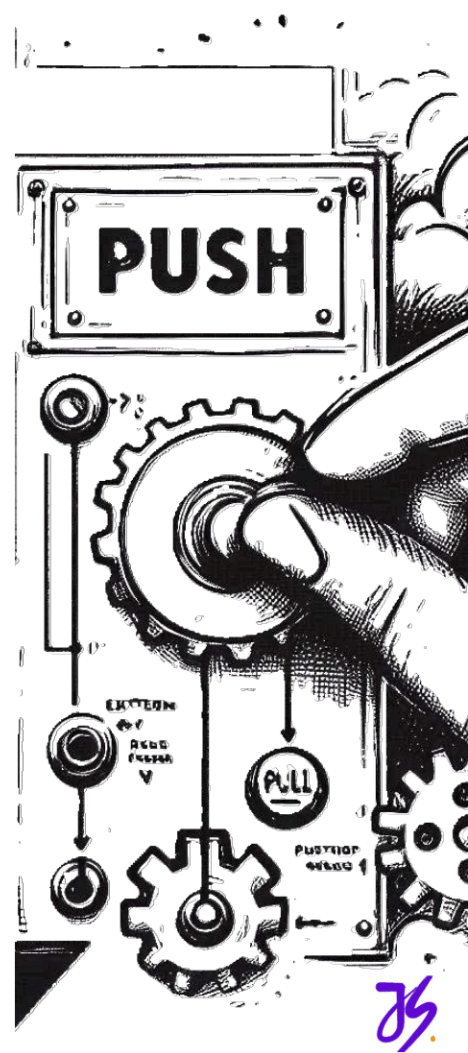


Not a **robust**
content distribution engine



Jes Scholz

Don't wait for
discovery, **drive
distribution**



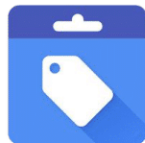
JS



Products



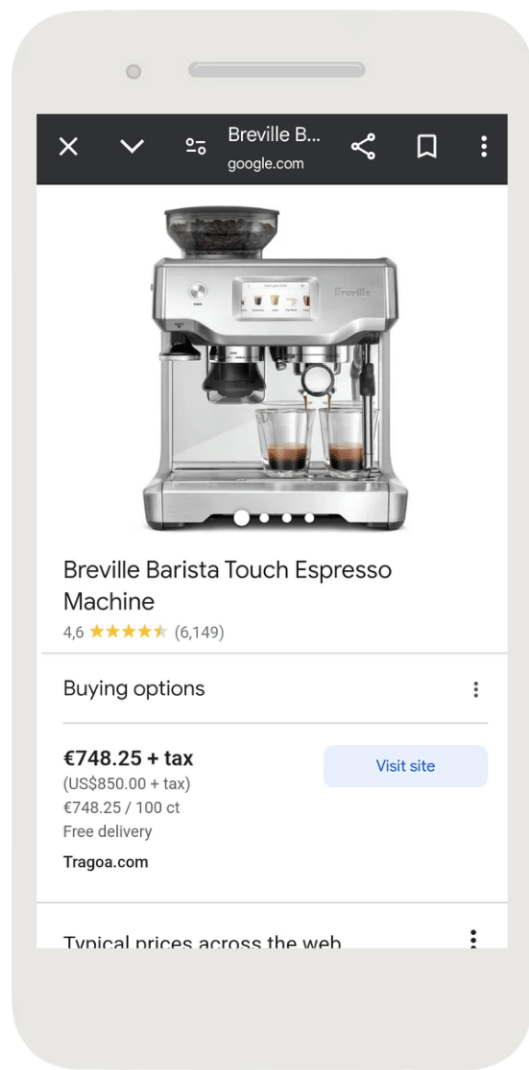
RSS
feeds or API



Google
Merchant Center



Google Shopping





Products



RSS
feed



Amazon
Seller Central



Amazon Shopping





Products



IndexNow
API

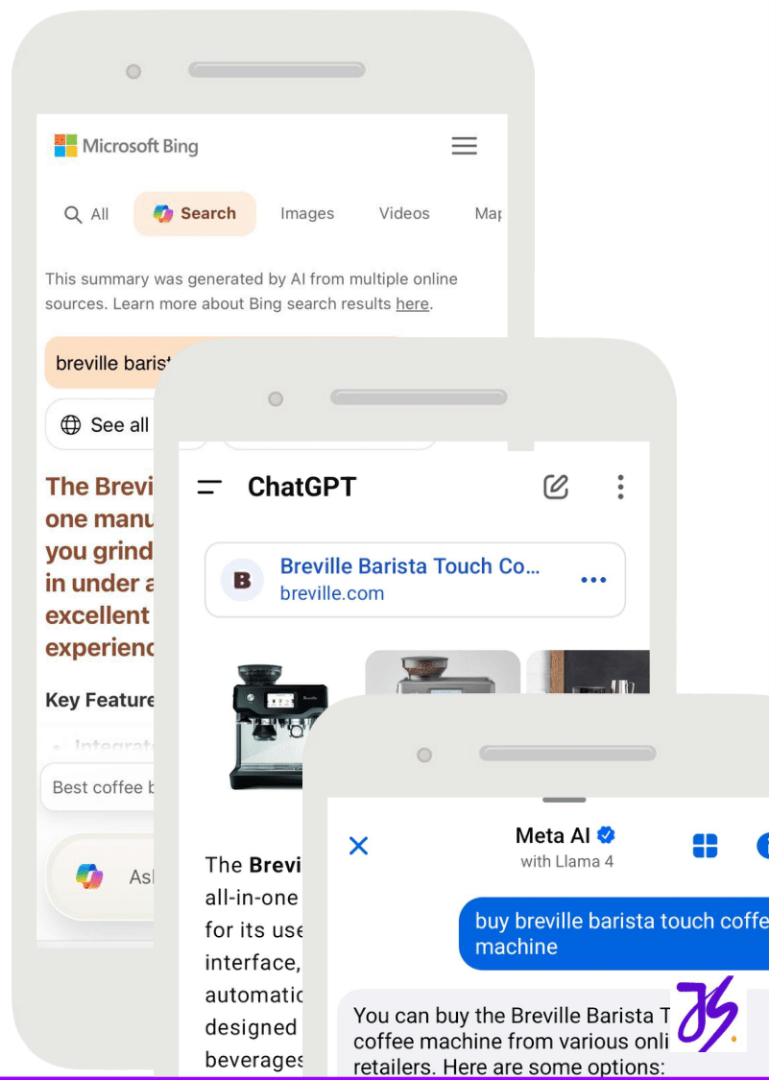


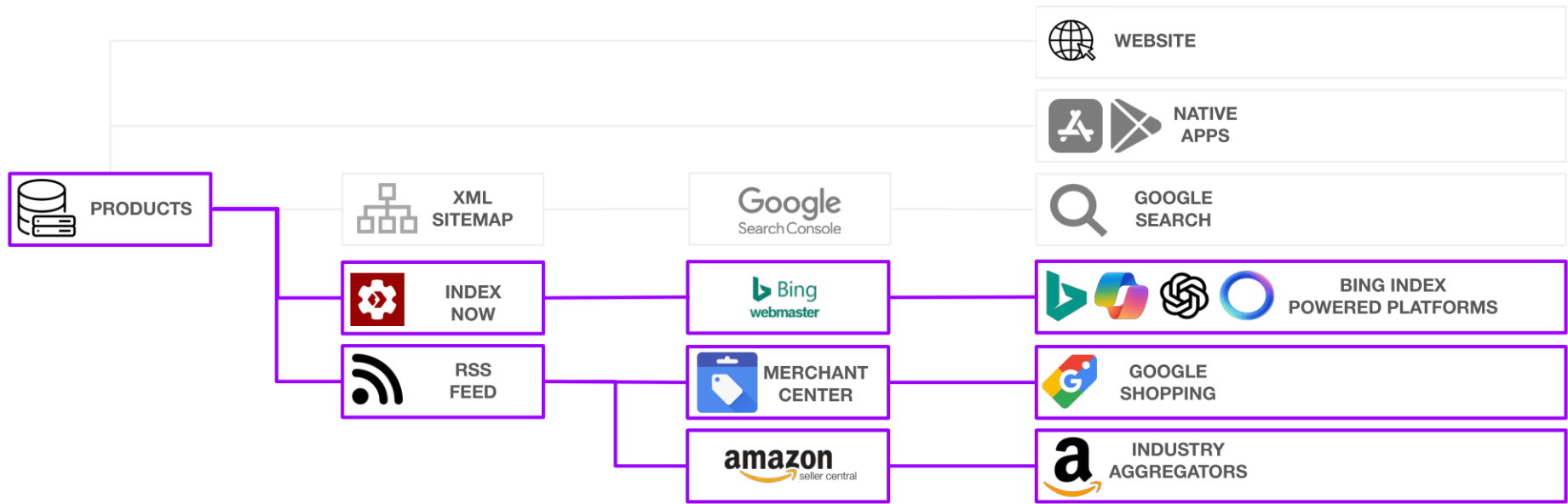
Bing
Webmaster Tools



Bing index powered platforms

Jes Scholz

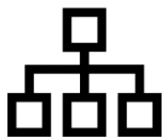




Products are only relevant to
in-market audiences



Articles



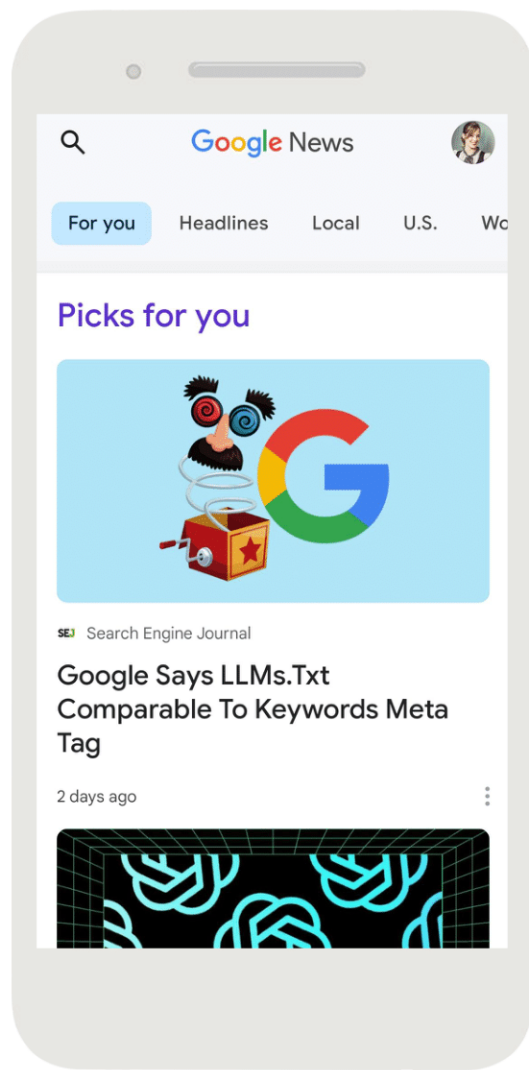
News
Sitemap



Google
Search Console



Google News





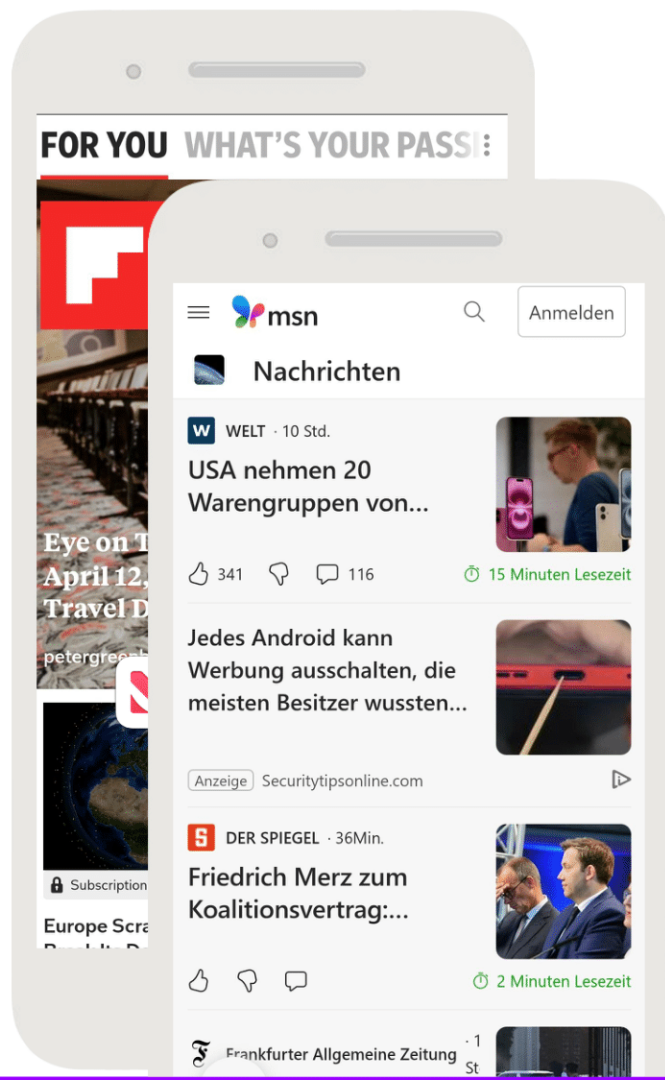
Articles



RSS
feed



News aggregators





Articles

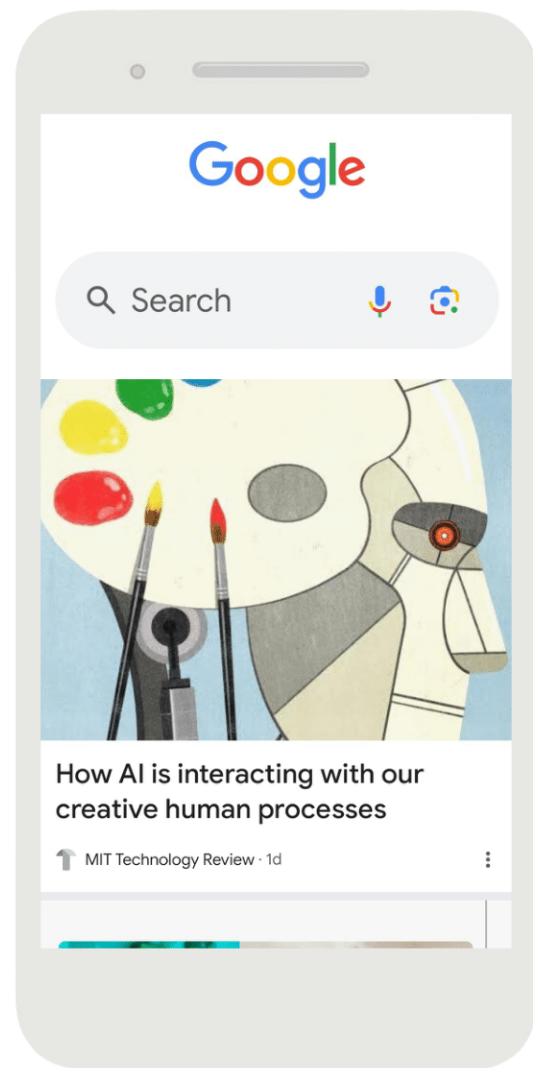


Google
Search Console

Google
Search Console



Google Discover





Jes Scholz

Is the issue
content or
domain?



Publish with a **media site**

"Casa Ralet" in Iași, put up for sale. It was once one of the most elegant properties in Copou



Written by
Corina Varlan

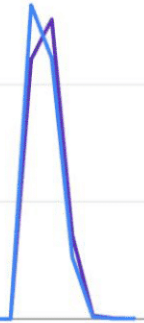
Updated on
01/10/2025

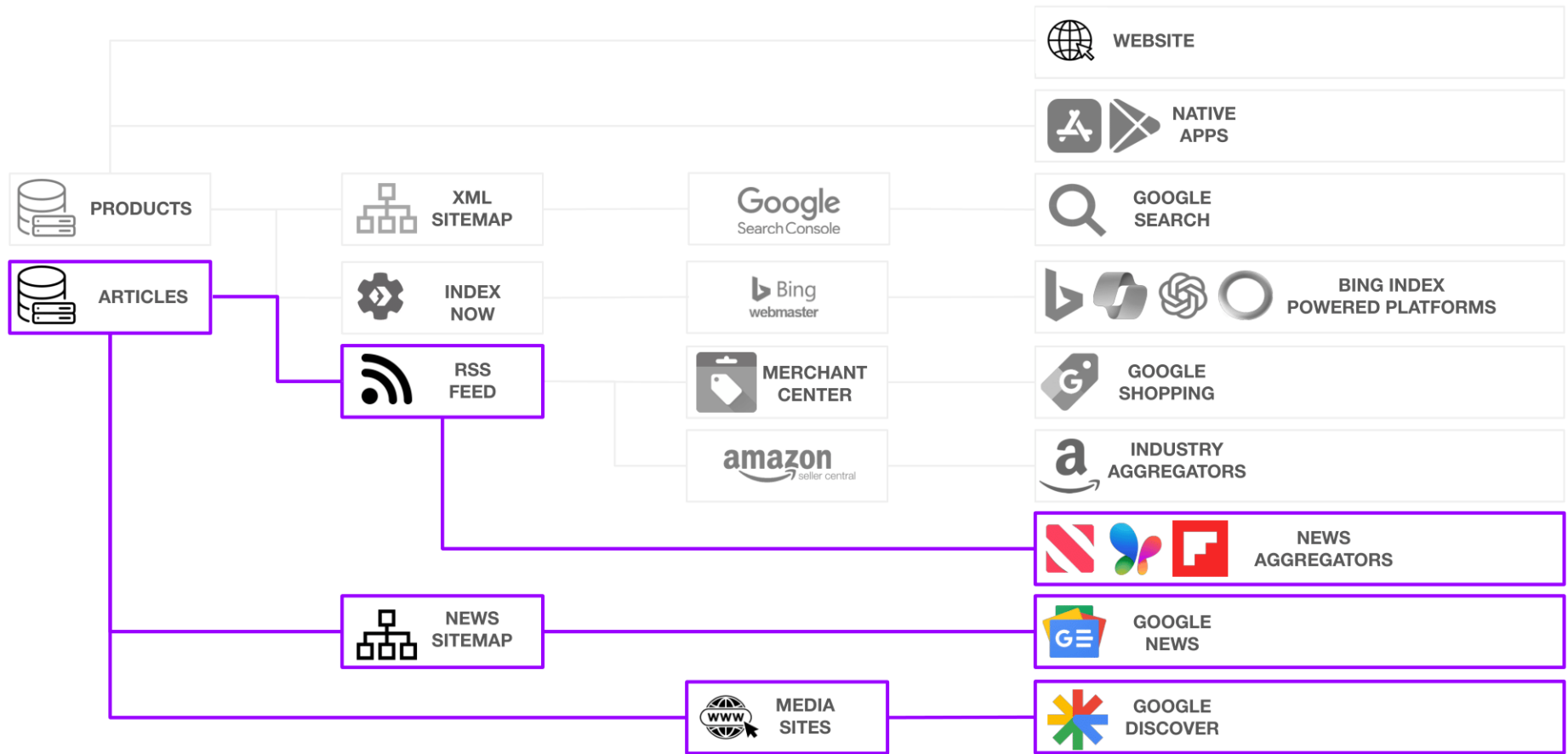
Categories
News

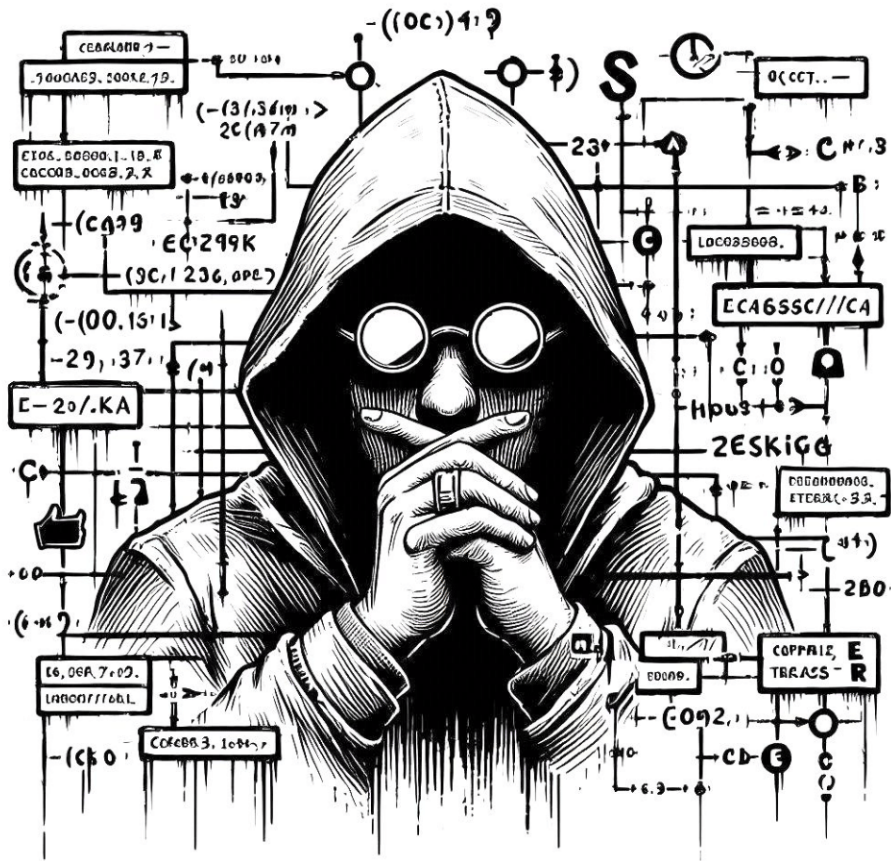
Reading time
2 minutes



Get impression & click data

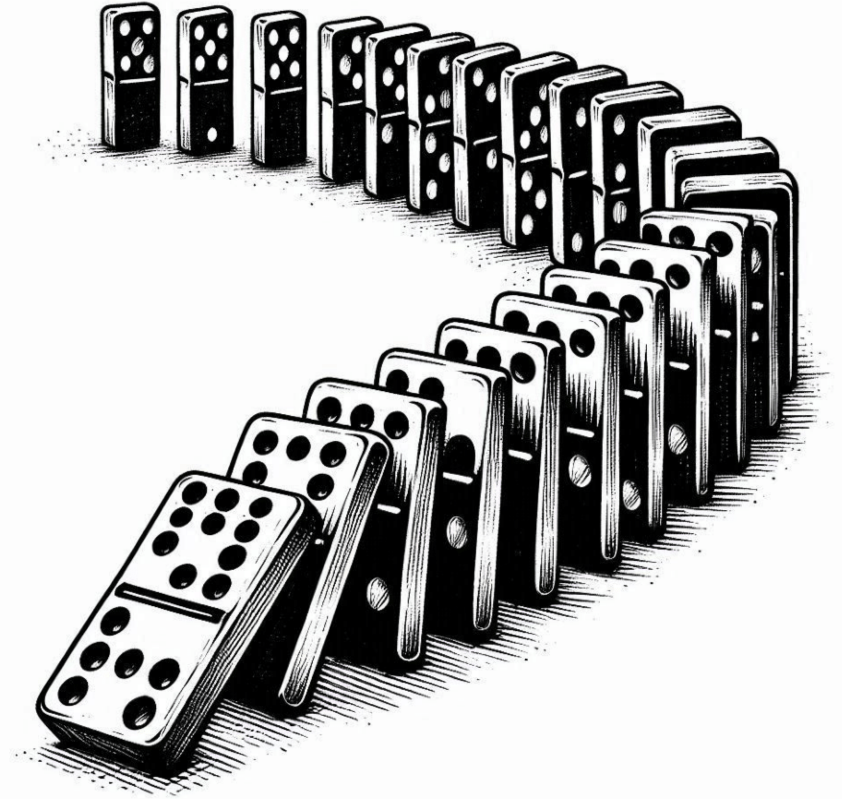






**Article format
alone** won't
maximise reach

Cascade content across formats and platforms



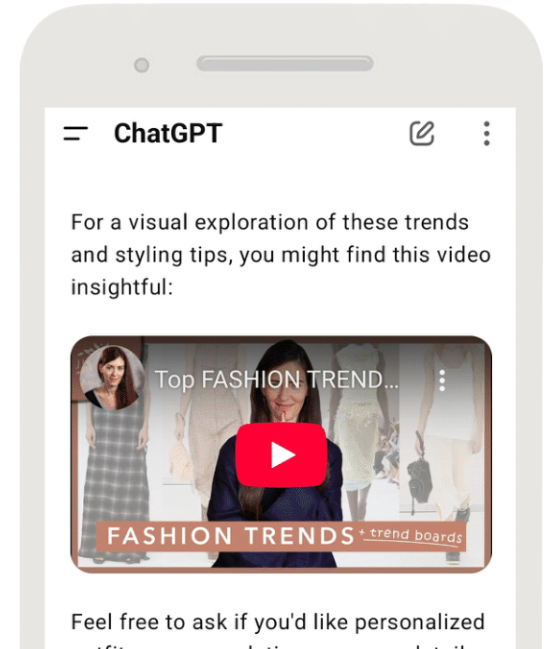
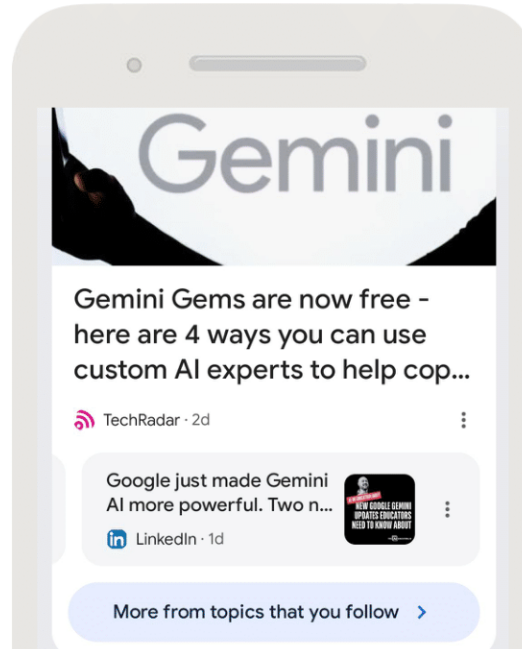
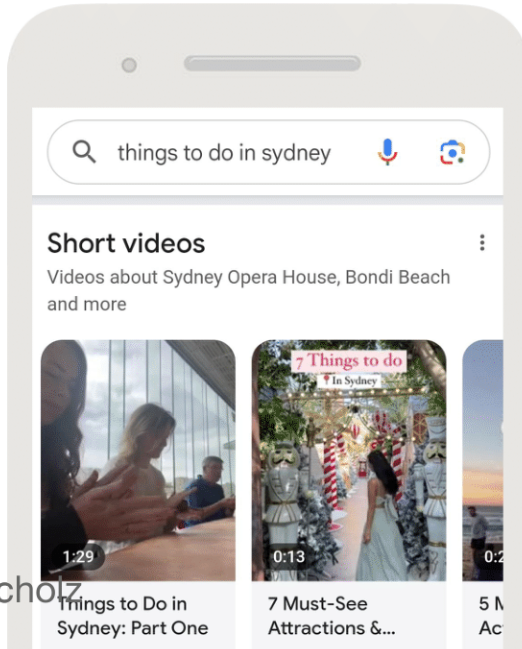


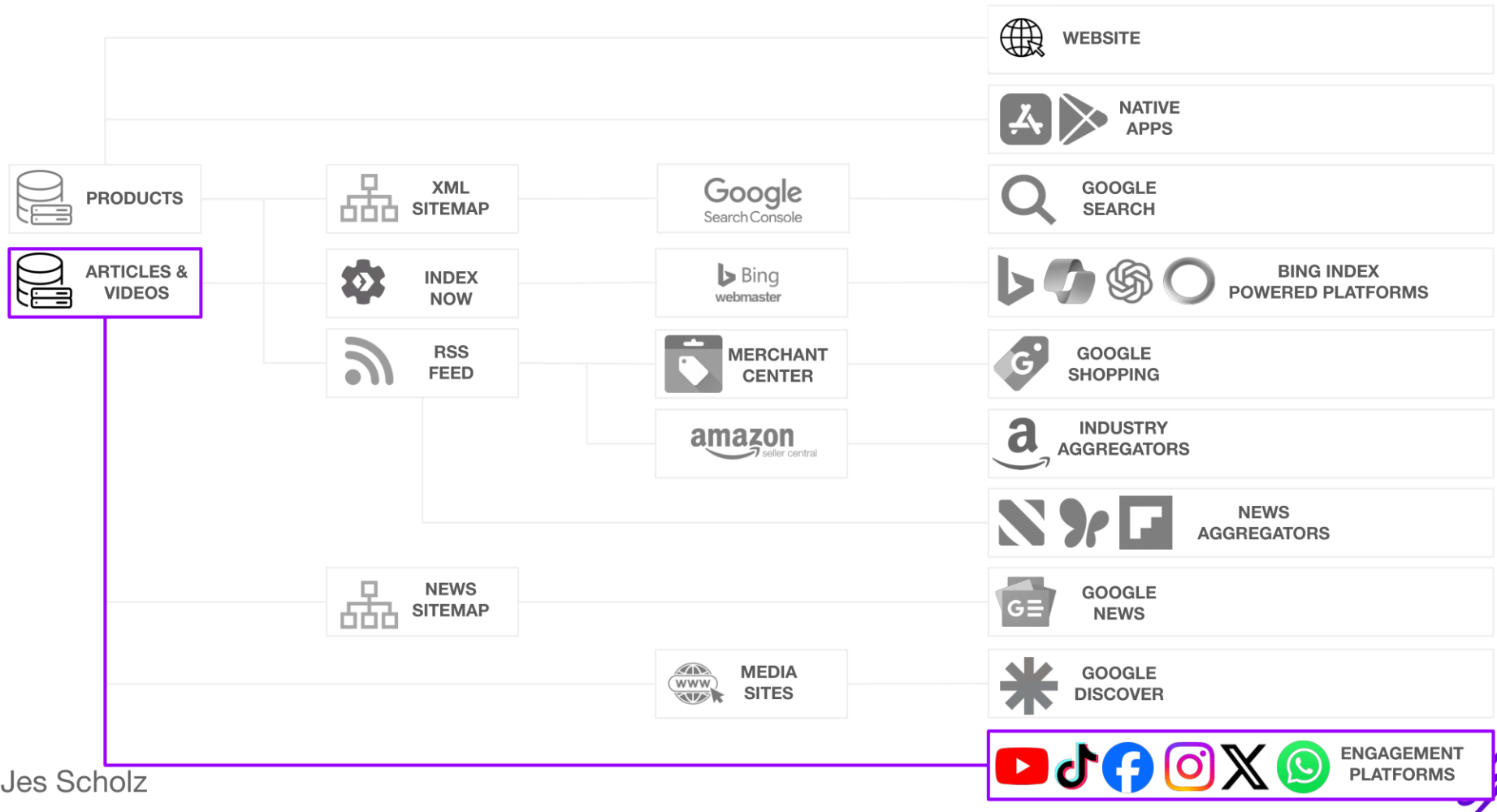
118.8 billion
monthly visits



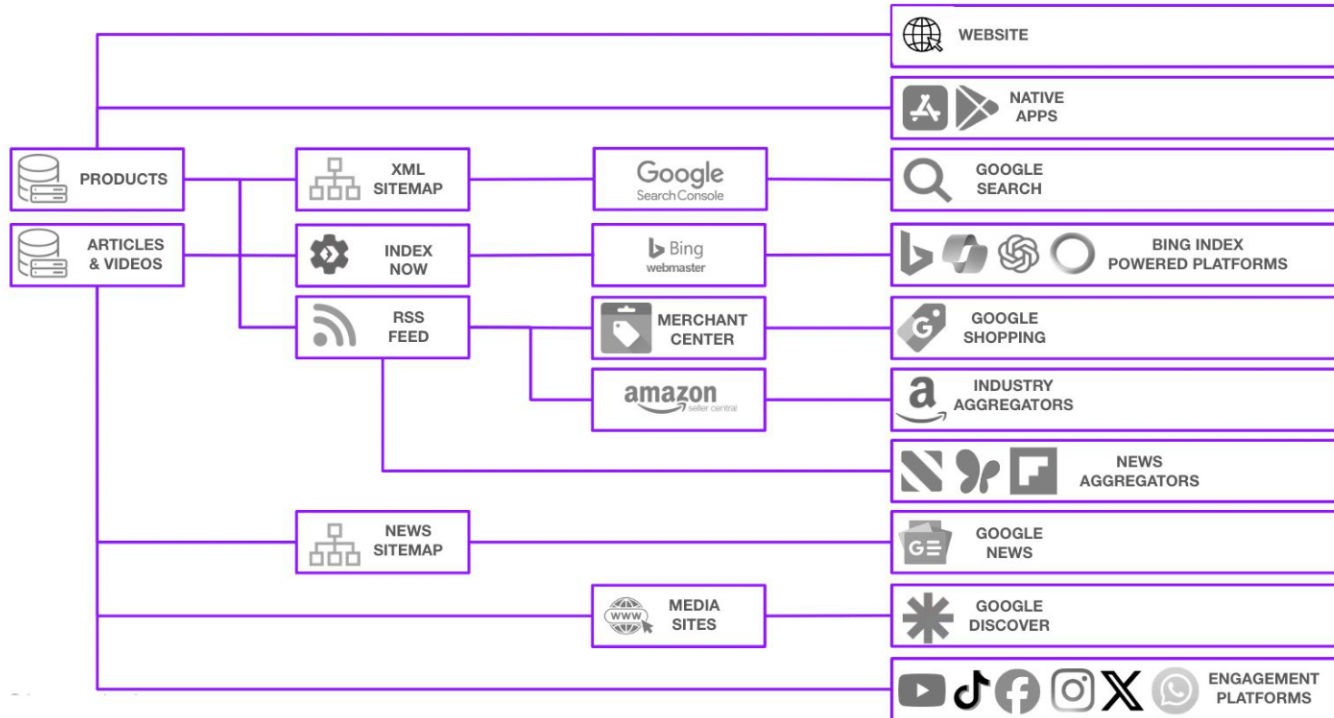
Won't drive significant
attributable clicks to websites

Distribution platforms **source** **from distribution platforms**





Invest in digital availability



No capacity? There's a **tool** for that

Content Distribution Engine

Powering SEO and Digital
Marketing performance

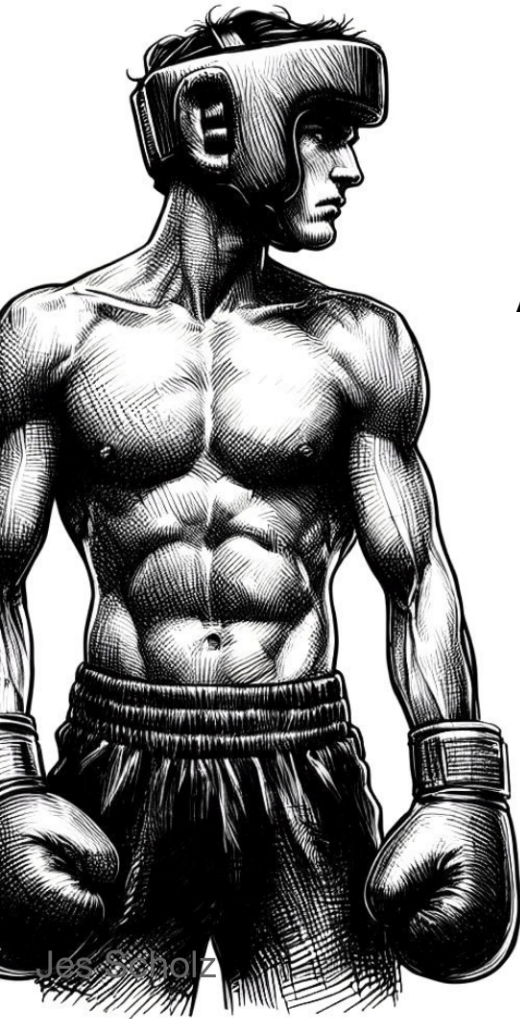
[Sign Up Here](#)



Prioritise
~~website destination~~
brand distribution



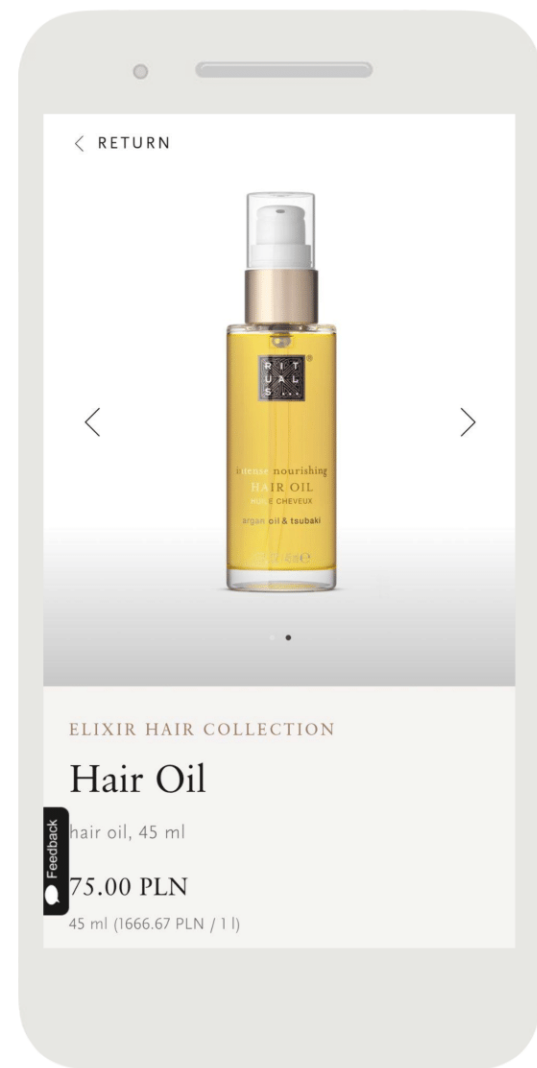
GET
NOTICED



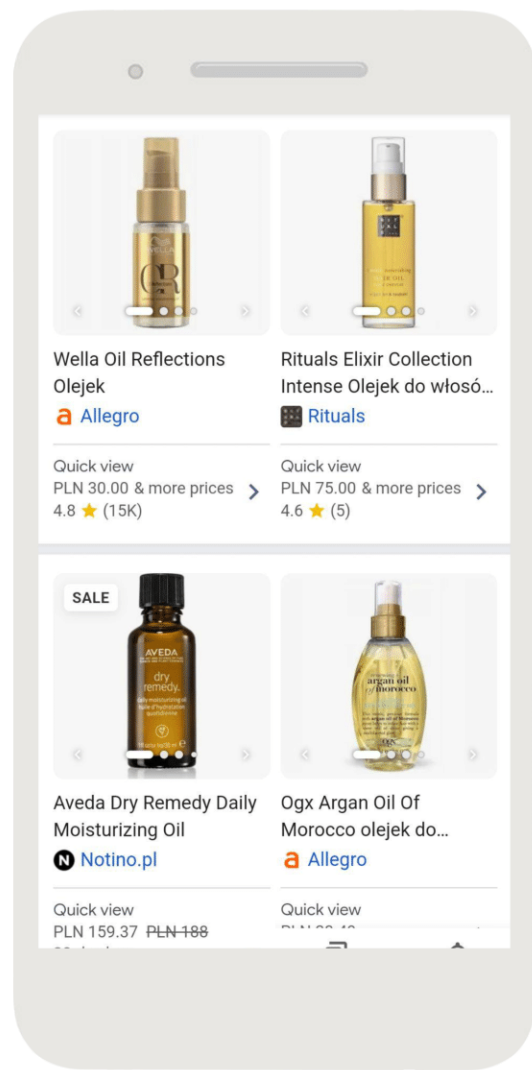
Assess content in
its **competitive
context**



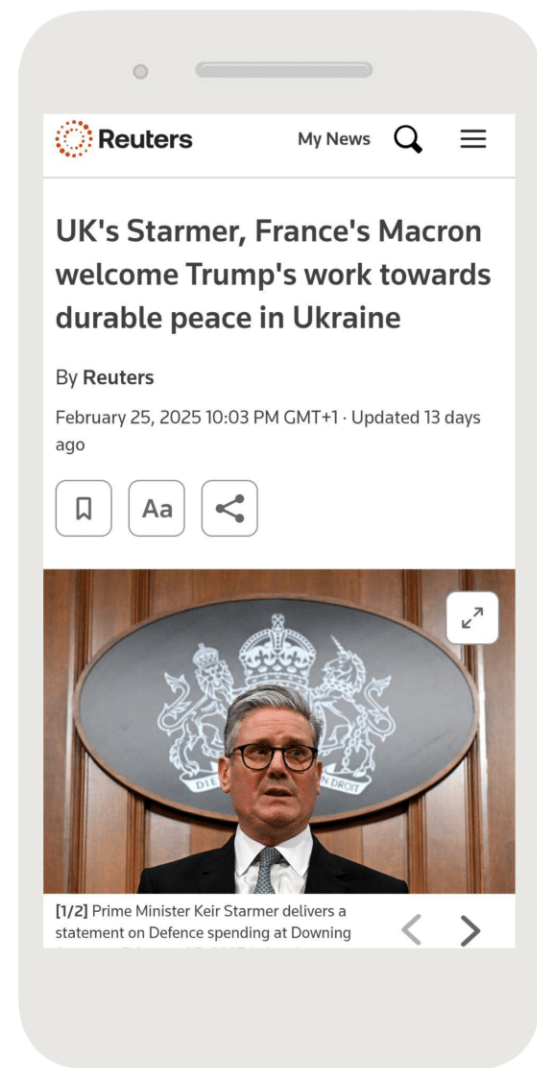
Website **stand-alone** context



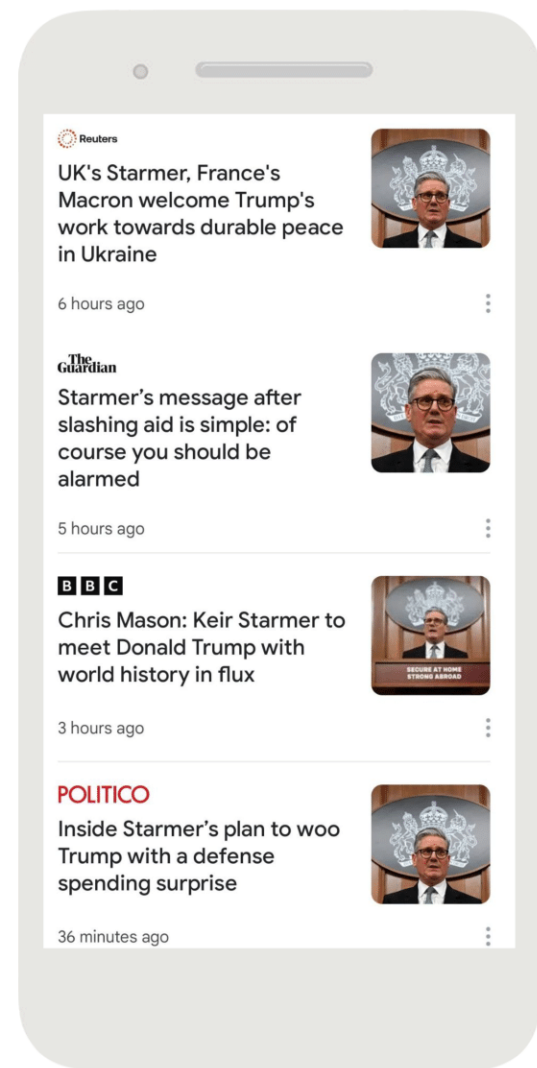
Google Shopping **competitive** context



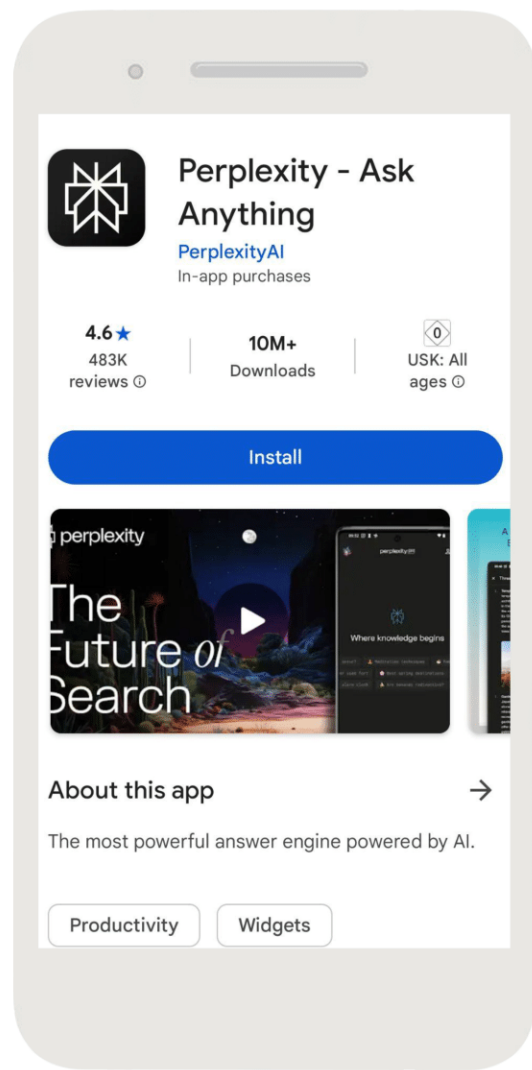
Website **stand-alone** context



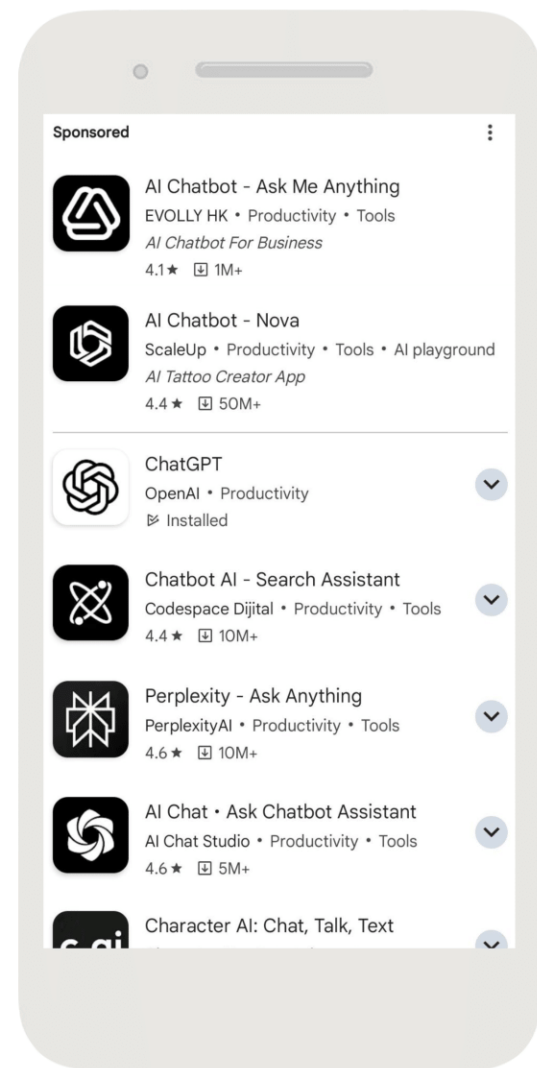
Google News **competitive** context



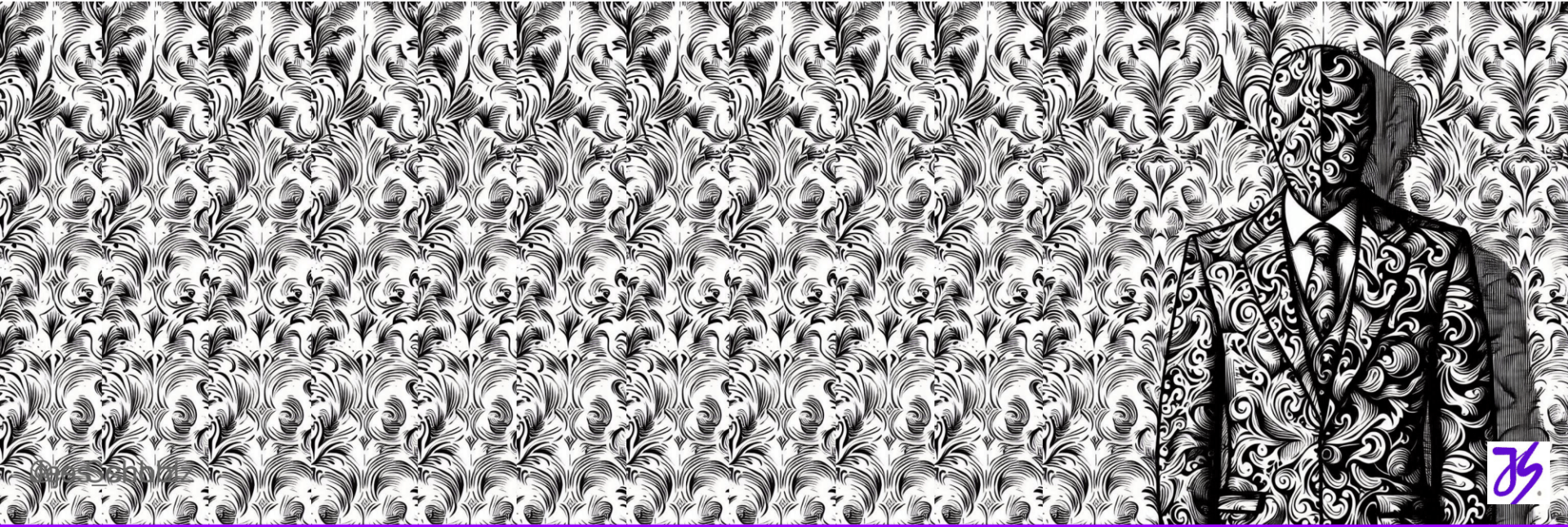
Play store **stand-alone** context



Play store **competitive** context



Fight the **blandification** of brand assets



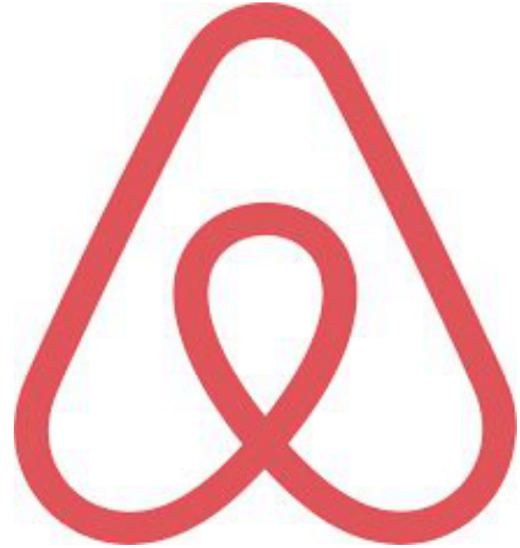
Good read



Leverage
distinctive **brand**
assets



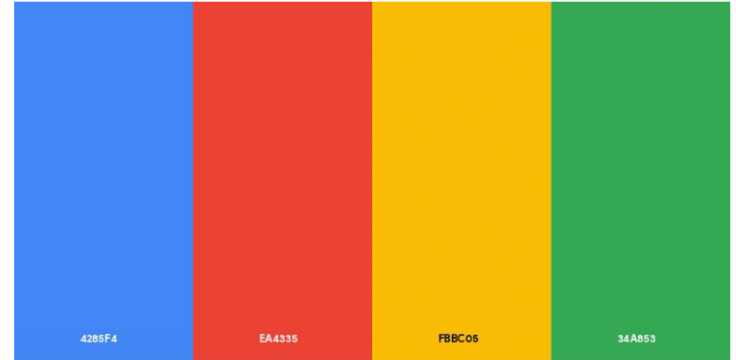
What **brand** is
this?

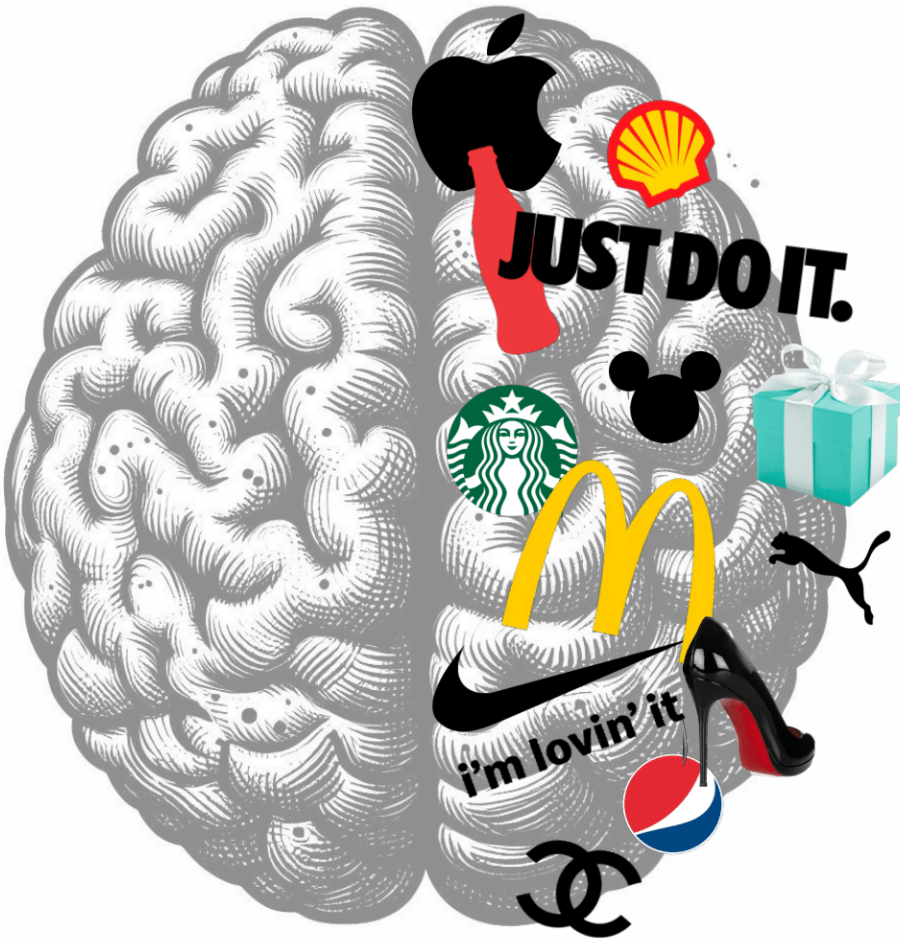


What **brand** is
this?



What **brand** is
this?





Distinctive brand
assets can **act
as substitutes**
for the brand
name



Logos

**Gives you
Wiiings**

Taglines



Colours



Characters



Symbols



Styles



Bondi Boost Elixir
Hair Oil

\$30.00

BondiBoost ... & more
Free delivery on \$99+
30-day returns
4.7 ★★★★★ (1.2K)



Wella Professionals
Luminous Oil...

\$34.95 \$49

Oz Hair and... & more
Free delivery on \$49+
140-day returns
4.8 ★★★★★ (13K)



Living Proof No
Frizz Vanishing Oil

\$54.00

MECCA & more
Free delivery



OGX Extra
Penetrating Oil...

\$14.55 (USD 9)

Wayfarma
Free delivery on \$284+



UK's Starmer, France's
Macron welcome Trump's
work towards durable peace
in Ukraine



6 hours ago



Starmer's message after
slashing aid is simple: of
course you should be
alarmed



5 hours ago



What will happen when Sir
Keir Starmer visits US
President Donald Trump?



3 days ago



Inside Starmer's plan to woo
Trump with a defense
spending surprise



36 minutes ago

Sponsored



AI Chatbot - Ask Me Anything
EVOLLY HK • Productivity • Tools
AI Chatbot For Business
4.1★ 1M+



AI Chatbot - Nova
ScaleUp • Productivity • Tools • AI playground
AI Tattoo Creator App
4.4★ 50M+



ChatGPT
OpenAI • Productivity
 Installed



Chatbot AI - Search Assistant
Codespace Dijital • Productivity • Tools
4.4★ 10M+



Perplexity - Ask Anything
PerplexityAI • Productivity • Tools
4.6★ 10M+



AI Chat • Ask Chatbot Assistant
AI Chat Studio • Productivity • Tools
4.6★ 5M+



Character AI: Chat, Talk, Text

Document brand assets



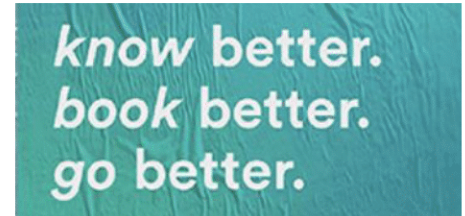
1. PRIMARY GREEN



2. CIRCLES




3. PHOTOGRAPHY




Review current **implementation**

Sponsored


 Tripadvisor
Google Play

Install now |
Tripadvisor: Plan &...

Get trusted travel guidance with the Tripadvisor app





Install app

 Tripadvisor
<https://www.tripadvisor.com>

Tripadvisor


Top experiences on Tripadvisor · 2024. The Unvanquished Tour in Porto City Center · 2024. All-lowest prices on hotels, amazing experiences + restaurants. plus...


ChatGPT

Tripadvisor's logo features a stylized owl named "Ollie," symbolizing wisdom and


Places sites


 THE 15 BEST Things to Do in Amsterdam...
Tripadvisor

 The 26 best things to do in Amsterdam...
Time Out


More sites >

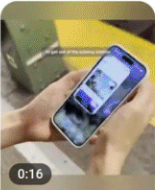
Popular on X
Formerly Twitter

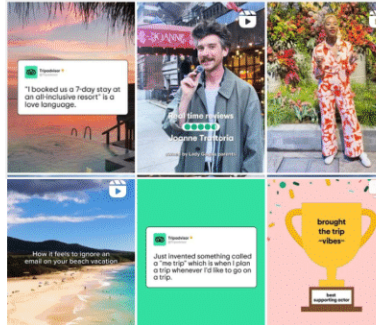
 I hope this email never finds you. I hope you are in Bali at a rainforest hotel surrounded by rivers and...
Tripadvisor X (Twitter) · 22 hours...


 One thing about me will be romanticizing train station I visit in São Bento...
Tripadvisor X (Twitter) · 2 days

Short videos

 Perfect Trip: What to Do on Your...
360+ likes
tripadvisor Instagram · 7 mo...

 Tripadvisor
Facebook · 3 mo...



 **Tripadvisor**
@Tripadvisor
30.9K subscribers · 70 videos


Whatever trip you're planning, we've been there. ...more


tripadvr.sr/yt-app and 6 more links

Subscribe

Home Videos Shorts Playlists

Latest Popular Oldest

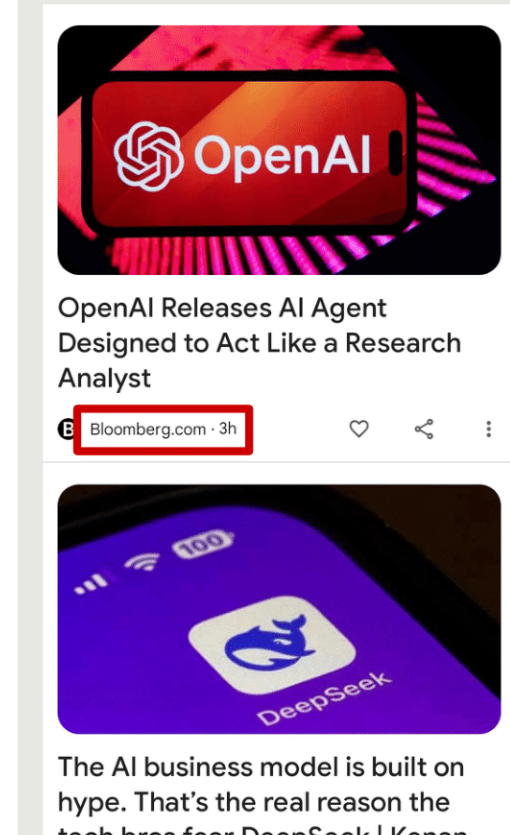
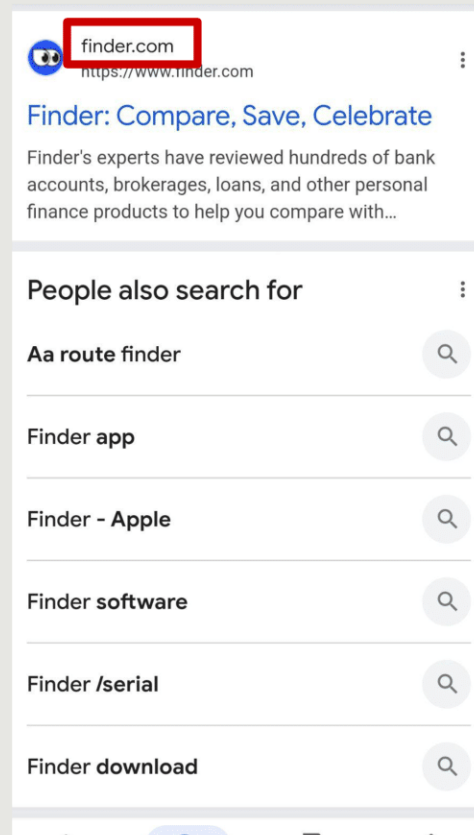
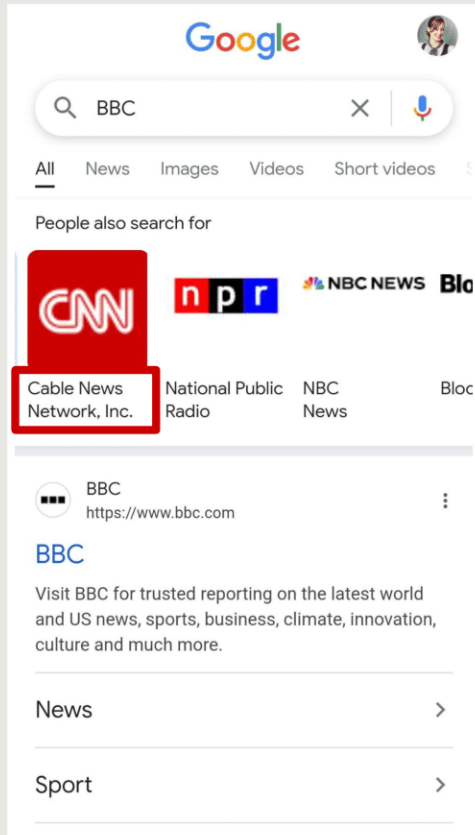
 Tripadvisor VIP Experience - WTM London 2024
461 views · 2 months ago

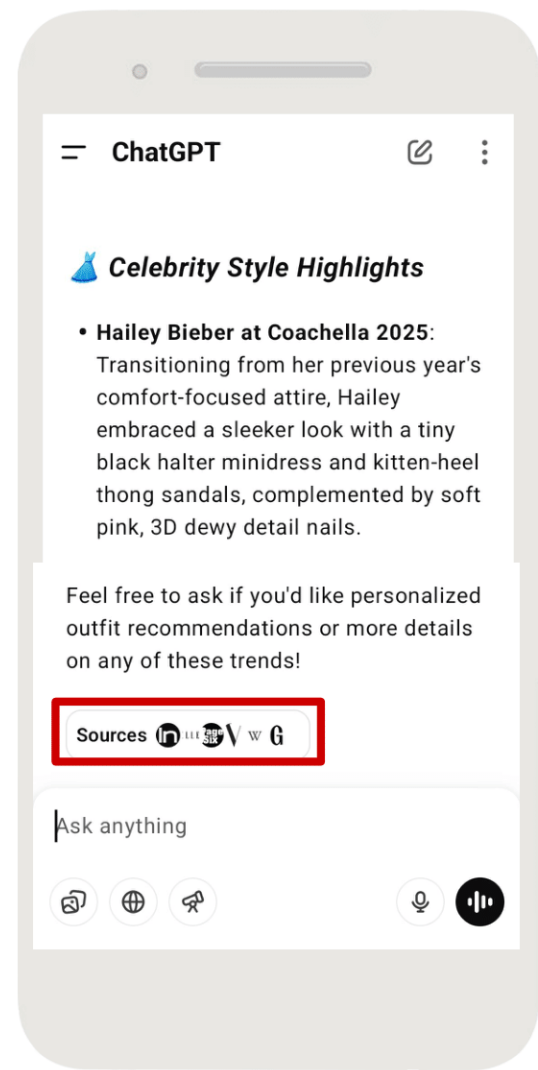
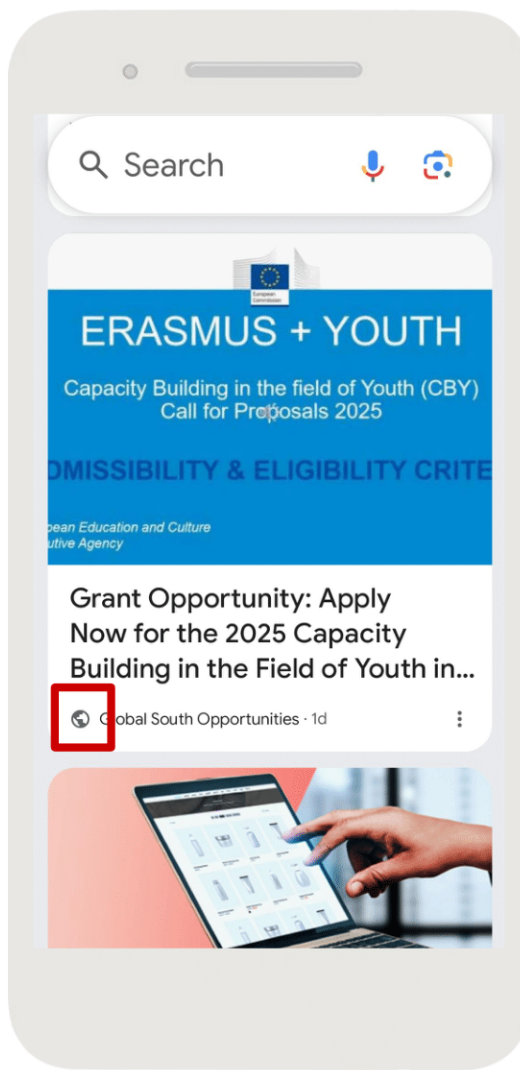
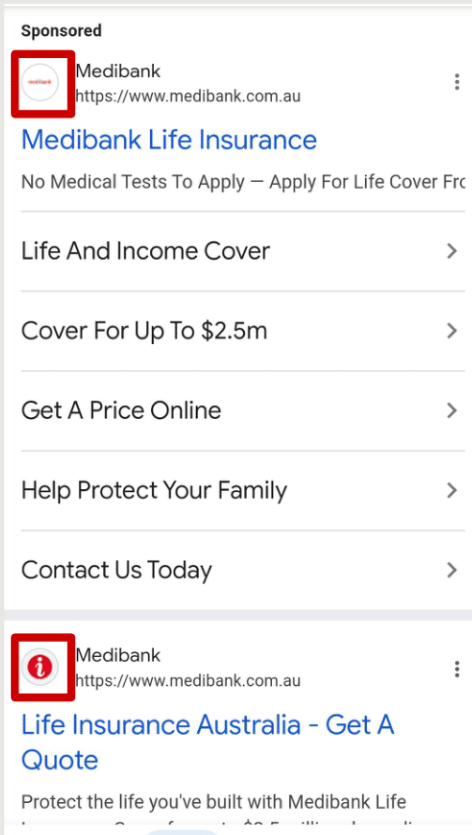
 Be There. Do That.
7.2K views · 9 months ago

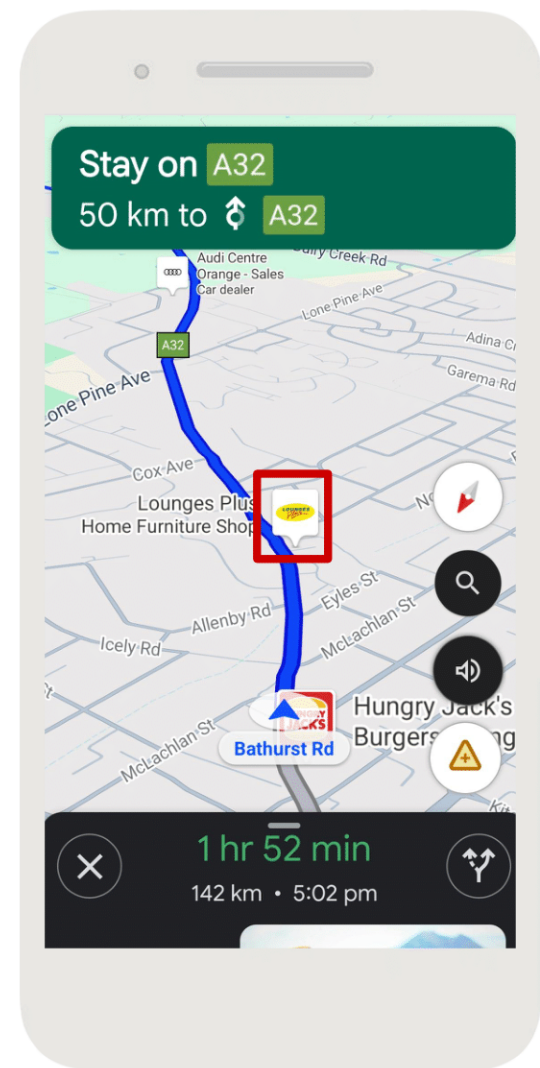
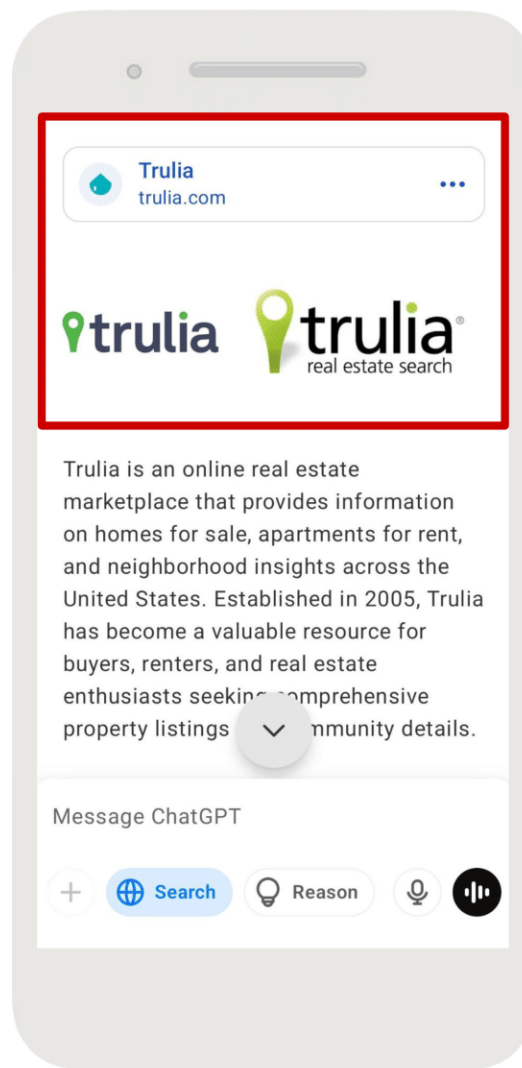
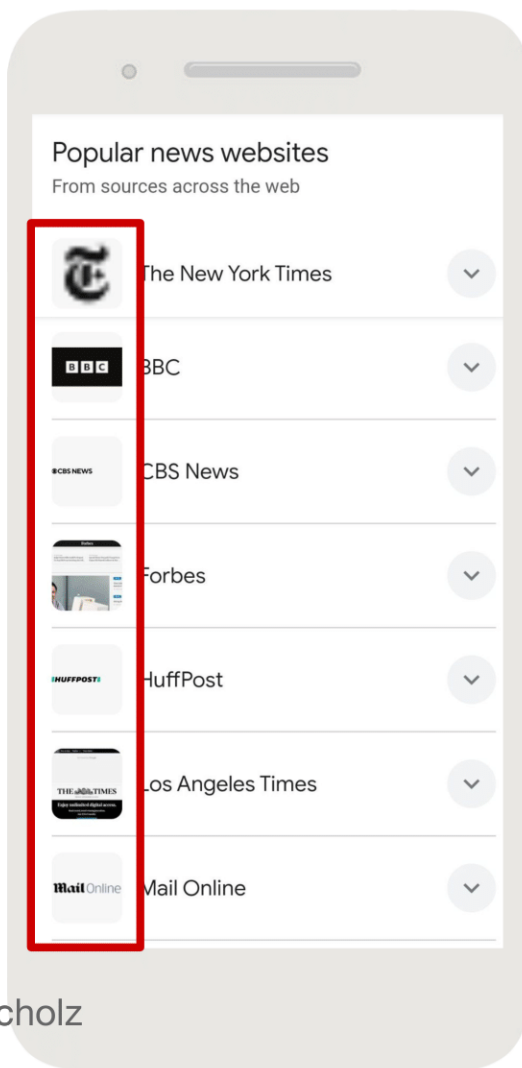
Home Shorts Subscriptions You

**Don't trust
platforms** to
perfectly present
your brand





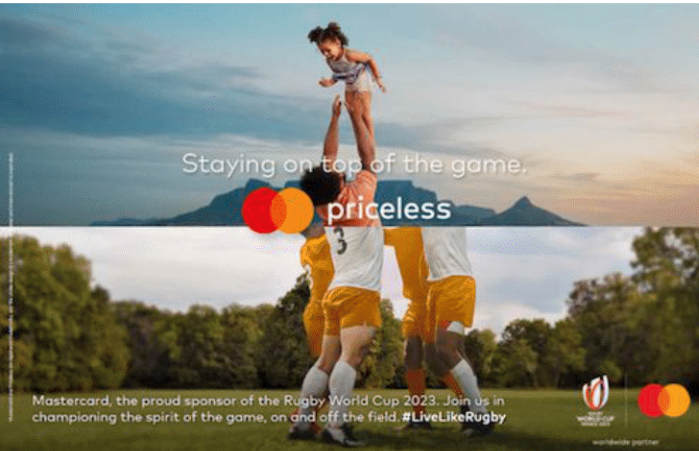






Get **creative**
with your assets

Investing in strong distinctive assets: **Priceless**





HSBC Australia

<https://www.hsbc.com.au> > credit-cards

Credit Cards | Explore & Compare Cards Online

Explore all credit cards to find one that suits your needs. Get more information on fees, interest rates, rewards, and more. Apply today via HSBC Australia.



mastercard.com.au

<https://www.mastercard.com.au> > personal > find-a-card

Mastercard Standard Credit Card - Mastercard

Mastercard standard credit card offers a huge array of security features, insurance benefits, special offers and much more for your everyday purchases.



Compare The

<https://www.comparethemarket.com.au>

Credit Cards

On this website you can compare the best credit cards for your needs. Find out more about credit cards, insurance, car insurance, and more.



mastercard.com.au

<https://www.mastercard.com.au> > personal > find-a-card

Finding the Best Credit Card - Priceless

Mastercard standard credit card offers a huge array of security features, insurance benefits, special offers and much more for your everyday purchases.



HSBC Australia

<https://www.hsbc.com.au> › credit-cards

Credit Cards | Explore & Compare Cards Online

Explore all credit cards to find one that suits your needs. Get more information on fees, interest rates, rewards, and more. Apply today via HSBC Australia.



mastercard.com.au

<https://www.mastercard.com.au> › personal › find-a-card

Mastercard Standard Credit Card - Mastercard

Mastercard standard credit card offers a huge array of security features, insurance benefits, special offers and much more for your everyday purchases.




Compare The Market


<https://www.comparethemarket.com.au> › credit-cards

Credit Cards | Simple!


On this website you can **compare quotes and purchase products** from participating brands for health insurance, car insurance, travel insurance, life and income ...

ConnectSimple_REA is known for its broad range of comparisons, including broadband, electricity, gas, and more. They also provide assistance with connecting to the selected provider. 

Canstar:

Canstar is a reputable financial comparison site that also includes broadband comparisons. They focus on providing honest and straightforward information to help users make informed decisions. 

Compare and Connect (Costco Services):

[Compare and Connect](#) is a comparison platform offered through Costco, which also includes broadband comparisons alongside other services. 

Compare the Market | Just make it simple

Why use Compare the Market? We put you first. We built our business...

 Compare the Market



Generative AI is experimental. [Learn more](#)

ChatGPT



Compare Pet Insurance | Simple!
com.au

Compare the Market Australia offers a platform to compare pet insurance policies from various providers, helping you find coverage that suits your pet's needs and your budget.

(comparethemarket.com.au)

Key Factors to Consider When Comparing Pet Insurance:

- **Coverage Options:** Policies typically range from accident-only coverage to comprehensive plans that include illnesses and routine care. Assess what each policy covers to ensure it aligns with your pet's requirements.
- **Premium Cost** Premiums can vary based on factors such as your pet's

Sources

Compare home and contents insurance from a range of providers for free online. ...

 choosi

6. Our Partners | Compare Life Insurance Quotes - Lifebroker

Compare from Lifebroker's range of leading life insurance providers including ...

 lifebroker

7. Compare Home and Contents Insurance Quotes | Simple!

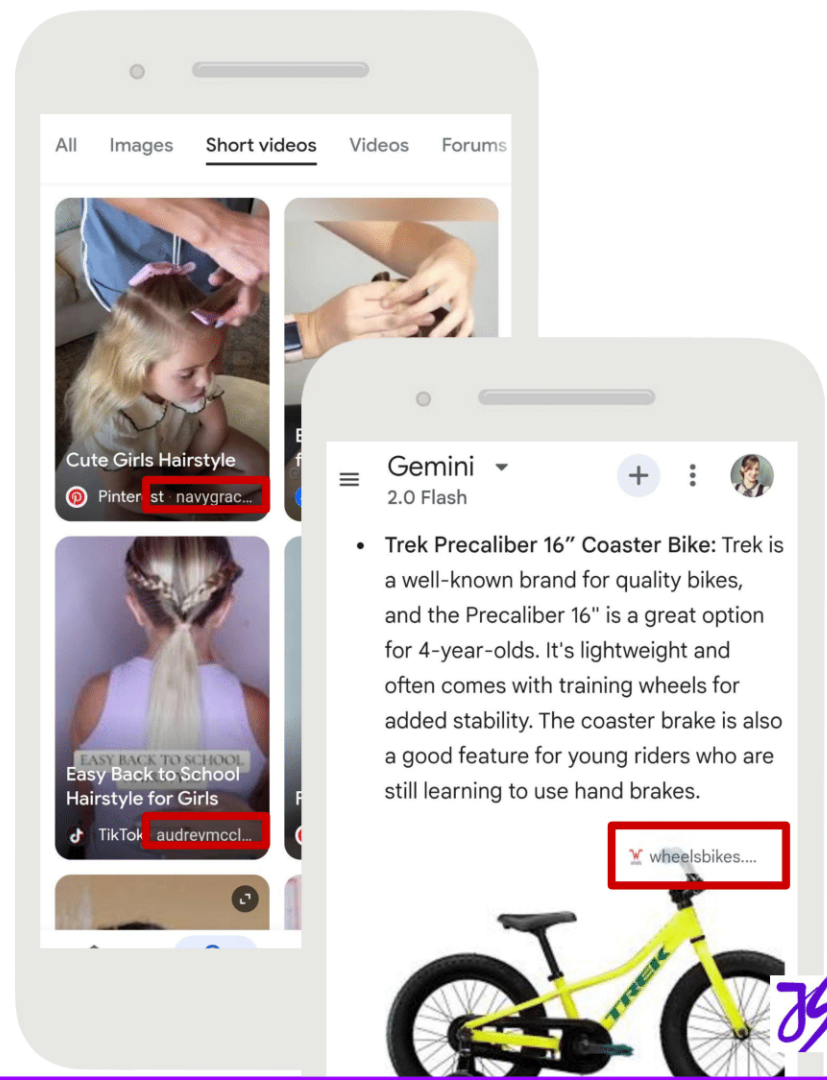
We make it easy to compare home and contents insurance policies. Learn why yo...

 comparethemarket

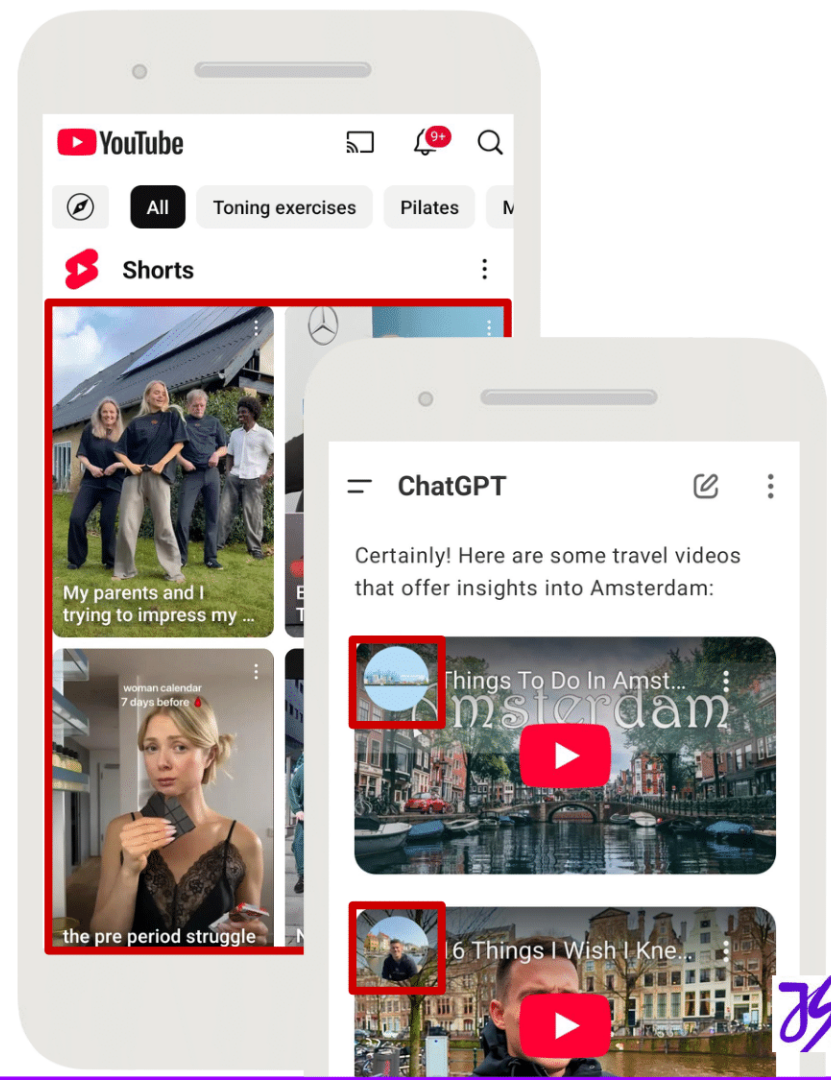
8. Compare Car Insurance Quotes | Kirsteen saved \$285!*

 comparethemarket

Clearly brand
visual assets to
combat **partial
brand names**



or **no brand
names**



Google

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Brand + performance: The secret to maximizing ad ROI

2d



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Building Trust In The AI Era:
Content Marketing Ethics And
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19h



More stories >

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Brand + performance: The secret to maximizing ad ROI

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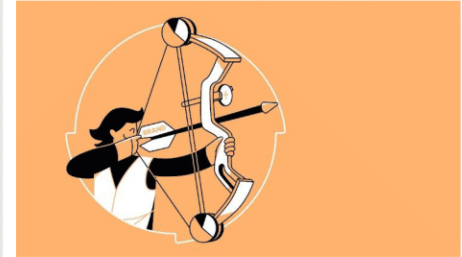
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How to Measure Brand Awareness
in 2025 (AKA the Year of the Brand)

1w



Create High-Impact
Content Using Backward
Design — Whiteboard
Friday



17h



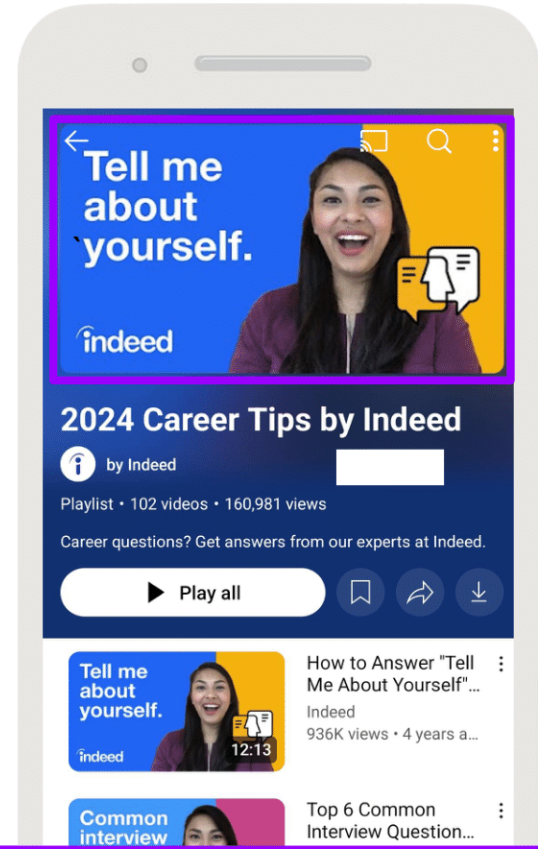
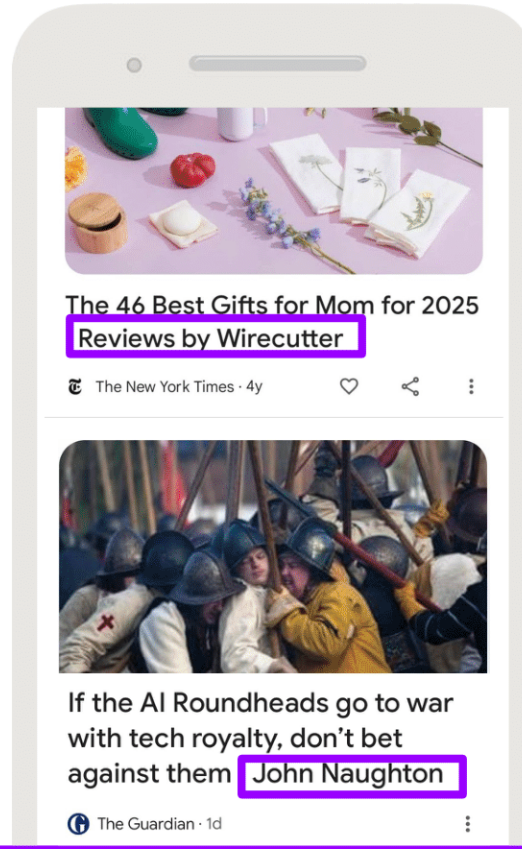
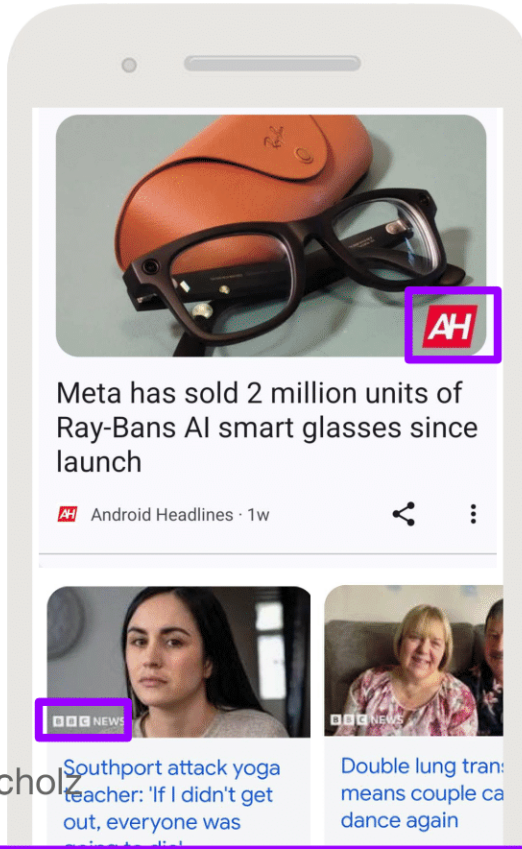
Top SEO Tips for 2025 —
Whiteboard Friday



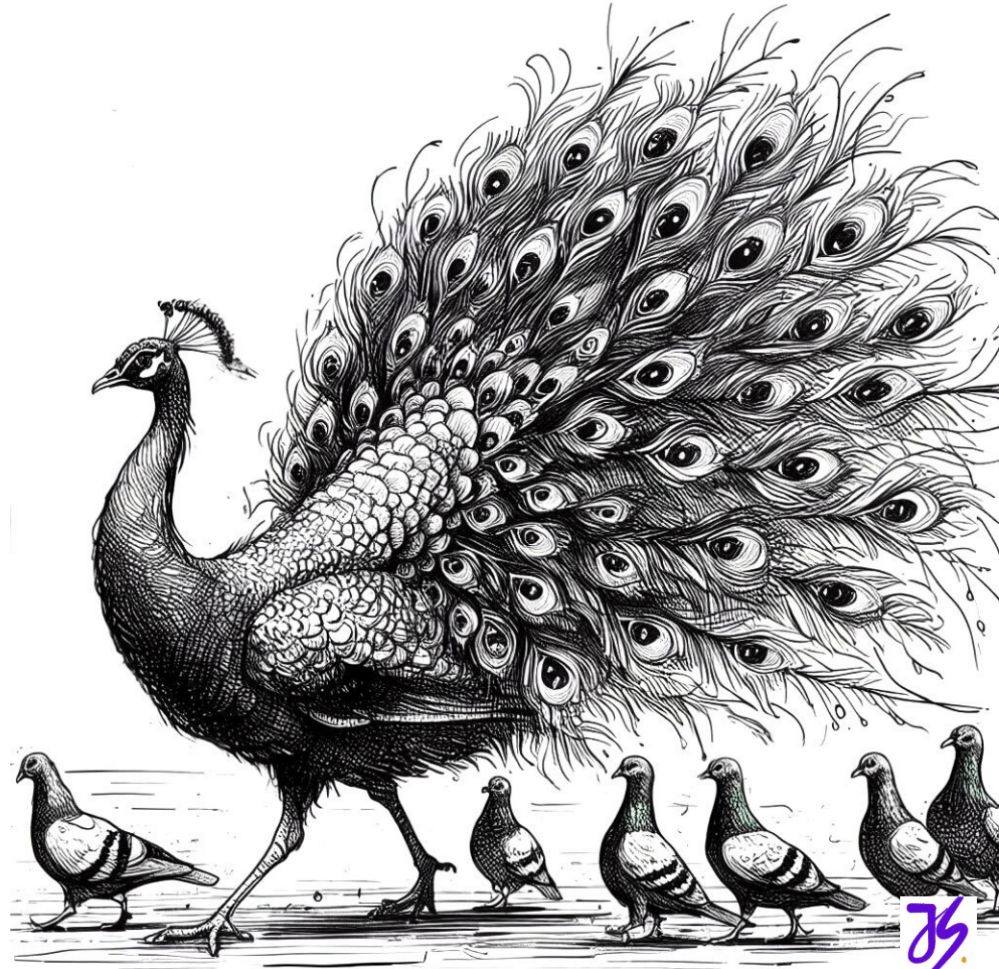
1w



Embolden the branding



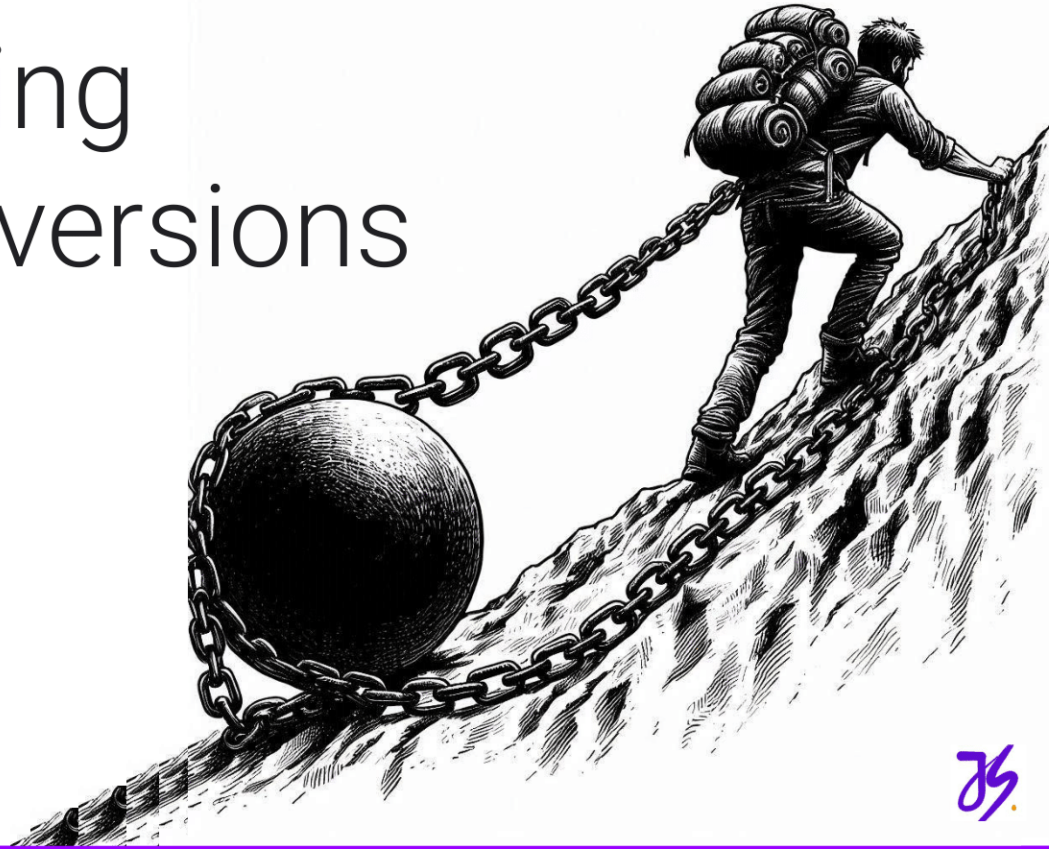
Use distinctive
assets to **build**
familiarity

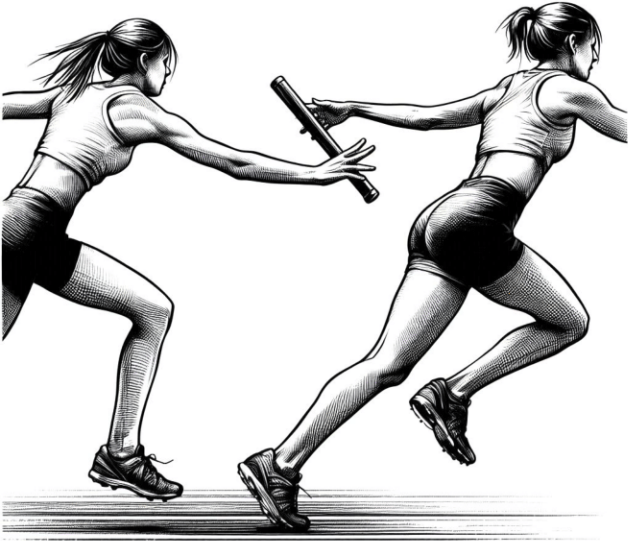




Let's **wrap**
it up

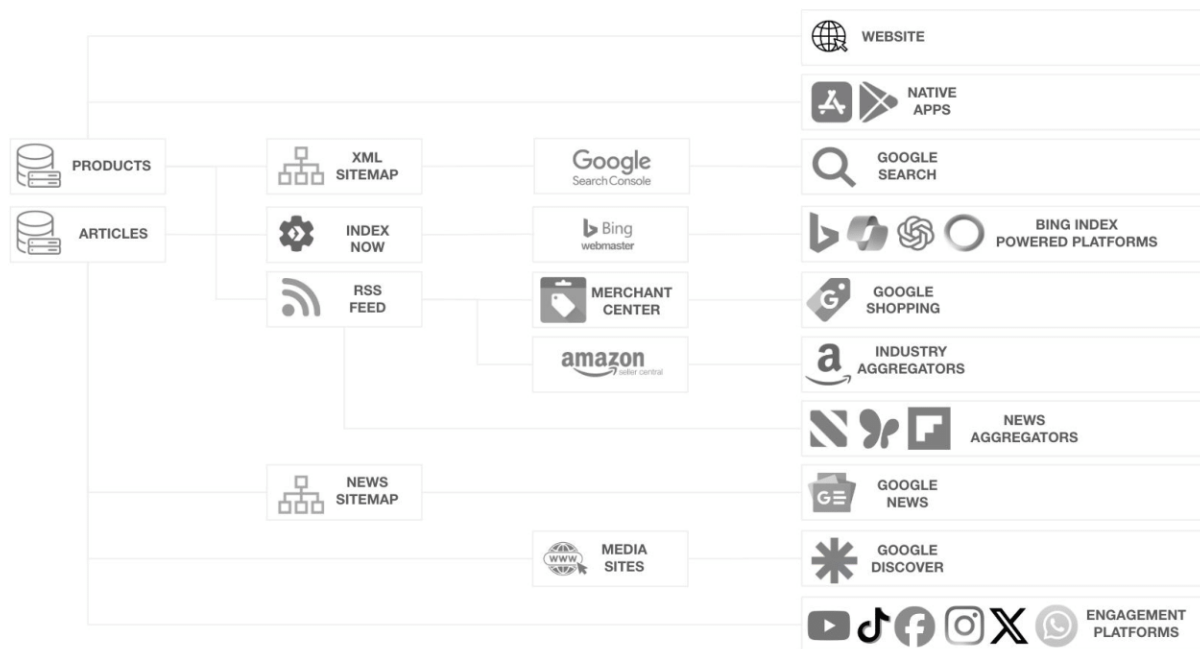
SEO **can't perform at its
peak** pursuing
attributable conversions





Power sustainable
growth with **new user
acquisition** through
omnichannel organic

Gain shelf space with a robust **content distribution engine**



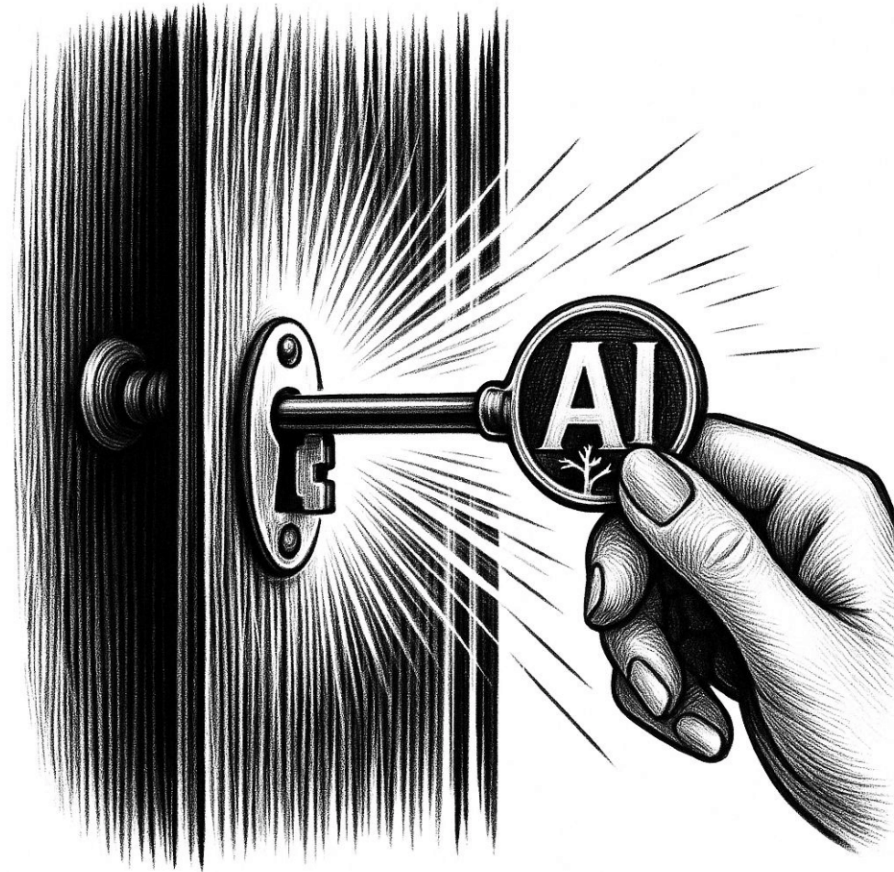


Jes Scholz

Be bold and
consistent in
the use of
**distinctive
brand assets**



Reach more
people, in more
situations, to
**grow market
share**



You can do
better



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