



**Wake up!
You are in the
answers
business now**



SCAN ME

Video (Walkthrough)
1 audio (Listen)
1 text file (CustomGPT)
Links to tools, studies



2018





Be the
content
YOU
wish
YOU
FOUND!

Mozcon 2011

SEO Company

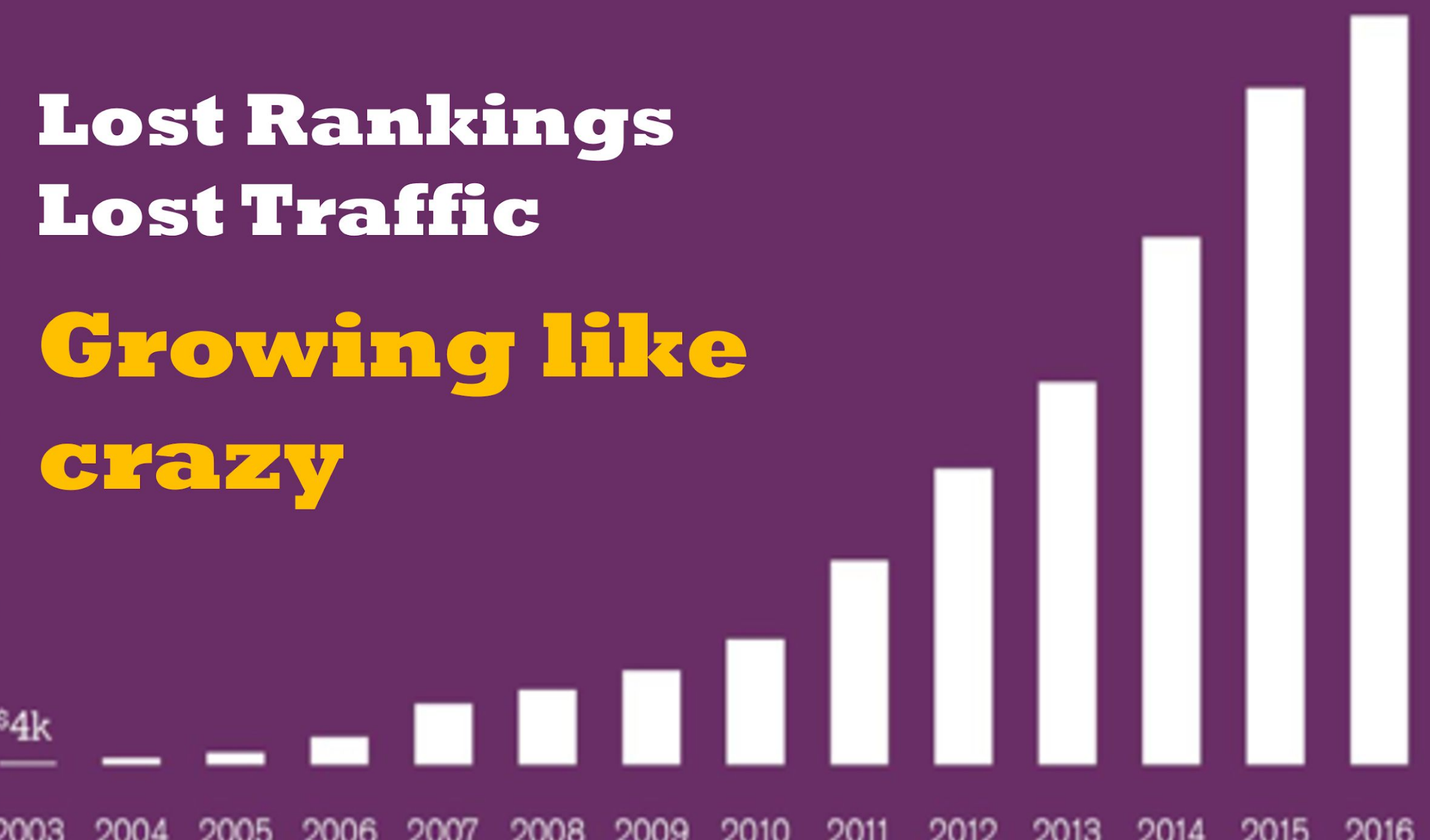
SEO Agency

SEO Consultant



Lost Rankings Lost Traffic

**Growing like
crazy**



202

5



"F*** the 'inking'"

MINIMUM

KPI: SEO traffic -43%

1,462,524

Over time Totals

Area Monthly No comparison

Reset

FROM 1/1/2022 TO 2/28/2025 | MONTHLY

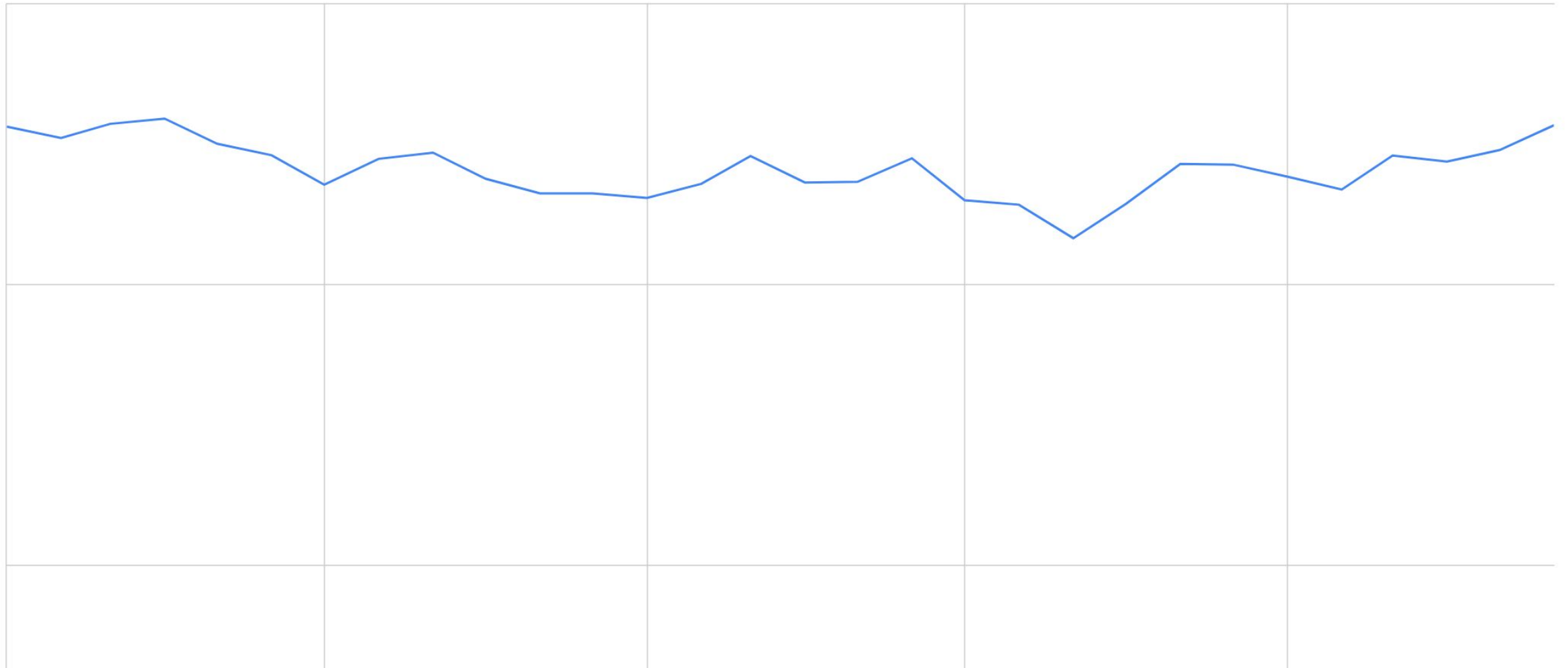


Summarized Data

Unsummarized Dataset

KPI: revenue +10.6%

My revenue by month



**When the data
disappears, how do
you judge success?**

Great marketing data disappearing act



Paid & Organic CTR Trends - 12 months

DATE (YEAR MONTH)	ORGANIC CTR- AIO NOT SHOWN	ORGANIC CTR- AIO SHOWN	PAID CTR- AIO NOT SHOWN	PAID CTR- AIO SHOWN
Jan 2025	3.97%	0.64%	17.24%	6.56%
Dec 2024	4.71%	0.71%	13.57%	6.95%
Nov 2024	3.35%	0.76%	15.05%	8.21%
Oct 2024	2.97%	0.84%	20.11%	9.15%
Sept 2024	3.13%	0.97%	20.23%	9.53%
Aug 2024	2.78%	0.89%	21.06%	8.92%
Jul 2024	2.03%	0.91%	22.33%	8.16%
Jun 2024	2.29%	0.91%	23.93%	8.19%
May 2024	2.19%	0.98%	22.02%	8.12%
Apr 2024	3.02%	1.24%	23.77%	8.43%



SCAN ME

Video (Walkthrough)
1 audio (Listen)
1 text file (CustomGPT)
35+ links to tools, studies

Reality: 0 data



Gemini



ChatGPT



perplexity

Other (none of the above)

What is your total annual marketing budget to solve those identified problems? (including all channels, ad spend, agency fees, etc) *

Please Select ▾

How did you find us?*

Please Select ▾

Please Select

Google Search

Conference / Webinar

Seer Team Member

Agency Referral

Referral

Chat GPT/AI

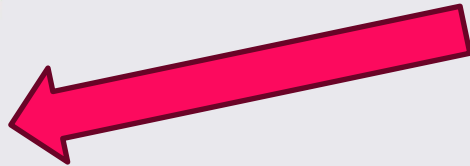
Seer Email/Social

Seer Event/Blog

Podcast

Outreach

Other

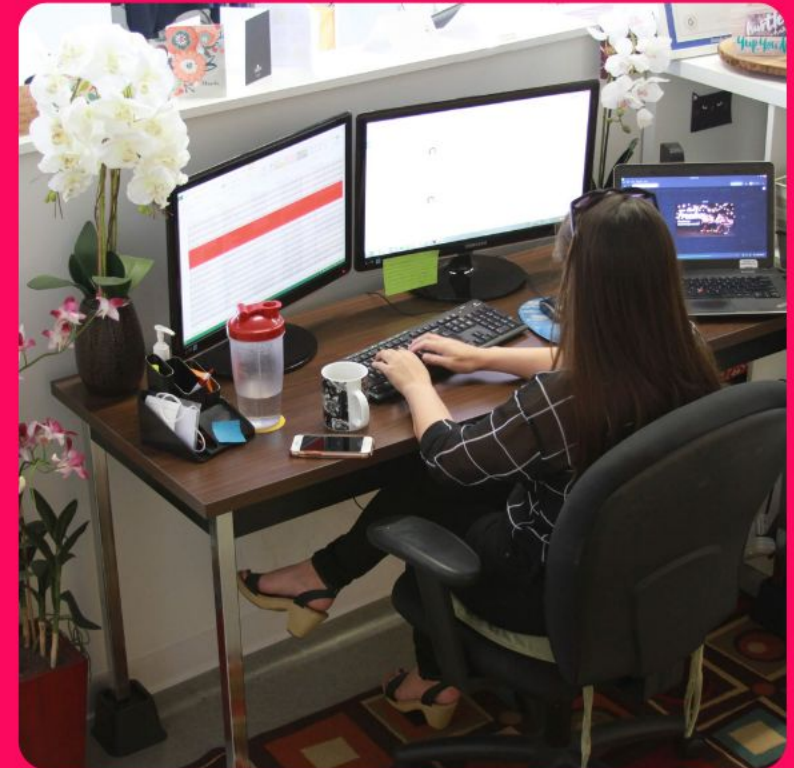


elphia-founded



CLIENT PROBLEM

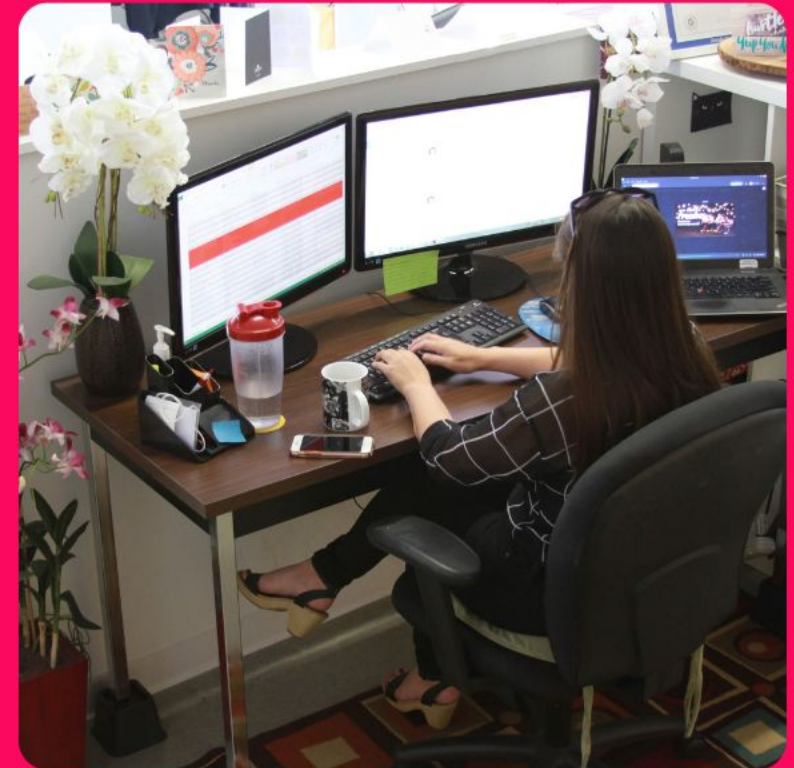
tell me how I could accurately estimate the original source of direct traffic and direct bookings on our website. obviously a lot of these people would have seen one of our ads or articles and therefore knew our name and so appear as direct even though the source could be paid





WHAT PERSON SOLVES IT?

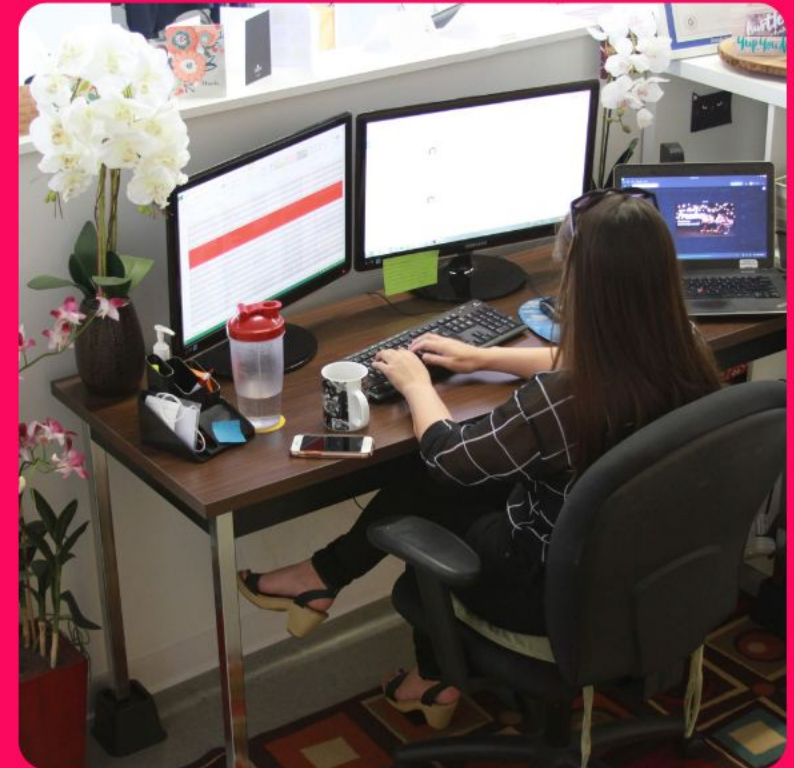
what job title would someone have that would implement this sort of tracking and analysis?





AND HAS THESE SKILLS

who could not just read the data but have the skill to implement all the tech and connections, themselves



seerinteractive



AND THIS?

are these roles available on an outsourced basis and if so where could I find the person?



ASKED CHATGPT:



seerinteractive

are these roles available on an outsourced basis and if so where could I find the person?

Specialized Agencies and Consultancies:

- MeasureSchool – Specializes in Google Tag Manager, Google Analytics, and marketing automation.
- **Seer Interactive – Advanced data analytics and tracking implementations, including custom attribution models.**
- Loves Data – Focuses on Google Analytics, Data Studio, and Tag Manager setups.
- Blast Analytics & Marketing – Expertise in multi-touch attribution and data integration.



Freelance Platforms:

- Upwork – Search for roles: “Digital Analytics Engineer,” or “GTM Manager Expert.”
- Toptal – High-quality, pre-vetted freelancers with advanced analytics and MarTech skills.
- Freelancer.com – Good for project-based work, especially for setting up or optimizing tracking

SEO honest look

Sea of Sameness?



Titles of people here



Titles of people here



DEEP



vs



WIDE



Banana Republic

<https://bananarepublic.gap.com> › Popular Categories ⋮

Ethically Made Jeans | Banana Republic - Gap

Our ethically made jeans are **crafted from organic cotton**, a sustainable fabric that is grown without the use of harmful chemicals. By choosing organic cotton, ...

\$44 to \$180 · \$5 delivery · Free 30-day returns



no kill magazine!

<https://www.nokillmag.com> › shopping guides ⋮

Denim Done Right: Our Shopping Guide for Sustainable & ...

Find out **how to shop for sustainable jeans** with our comprehensive guide, and say goodbye to cheap and toxic denim!

[Amendi](#) · [Unspun](#) · [Nudie Jeans](#)

The Ethical denim Council (EDC) is a non-profit entity established to address unethical behavior in the denim industry. Founded following research by the ...

#59



Nudie Jeans
<https://www.nudiejeans.com>

Nudie Jeans | Create tomorrow's vintage | Organic cotton

Clothes that become more beautiful the more you wear them, the more you repair them. Free repairs forever. Clothes that become vintage instead of garbage.



People also search for :

- Ethical jeans **brands** 🔍
- Nudie** Jeans 🔍
- Ethical jeans **men's** 🔍
- Sustainable** jeans 🔍
- MUD** Jeans 🔍
- Best** ethical jeans 🔍
- Where to buy** ethical jeans 🔍
- Women** ethical jeans 🔍

ETHICALLY MADE JEANS



Product titles and prices for the first row of jeans.



Product titles and prices for the second row of jeans.



Product titles and prices for the third row of jeans.





Length:

30L

32L

1 Add to Bag

Want it sooner? Find in store

PRODUCT DETAILS FIT & SIZING FABRIC & CARE REVIEWS

The newest member of the Traveler family, we updated our customer-favorite Traveler jean with a more pronounced texture that achieves beautifully authentic washes, while maintaining the brushed interior and high-stretch you know and love.

Straight fit: Mid-rise. Straight leg. 16" leg opening (from size 32).

Sustainability: Made with a blend of recycled cotton, recycled polyester, and TENCEL™ modal sourced from European beechwood trees, harvested from sustainably managed forests.

Zip fly with button closure.

Five-pocket styling.

#733595

Related Categories

[Organic Selvedge Jeans](#)[Selvedge Jeans Made In USA](#)[Soft Jeans](#)[Mens Straight Organic Jeans](#)[Denim Jeans](#)[Boyfriend Jeans](#)[Utility Jeans](#)[Straight Jeans](#)[Raw Selvedge](#)[Straight Leg Selvedge Jeans](#)[Indigo Jeans](#)[100% Cotton Jeans](#)[See More](#)

ETHICALLY MADE JEANS

Discover our collection of ethically made jeans at Banana Republic. Crafted with sustainability in mind, our jeans are made from organic cotton, ensuring a reduced environmental impact. With a focus on fair trade practices, these jeans are created by skilled artisans who are paid fair wages. Choose from a range of styles including straight and slim fits, all designed to provide both comfort and style. Shop our ethically made jeans collection and make a positive impact on the planet.

SUSTAINABLE FABRICS

Our ethically made jeans are crafted from organic cotton, a sustainable fabric that is grown without the use of harmful chemicals. By choosing organic cotton, you are supporting a healthier environment and reducing your carbon footprint. These jeans are not only eco-friendly but also soft and comfortable to wear, making them a great choice for everyday wear. Embrace sustainable fashion with our ethically made jeans.

TIMELESS STYLE



Our ethically made jeans feature timeless styles that never go out of fashion. Whether you prefer a classic straight fit or a sleek slim fit, our jeans are designed to flatter your figure and provide a versatile wardrobe staple. With their clean lines and high-quality craftsmanship, these jeans can be dressed up or down for any occasion. Invest in ethically made jeans that will stand the test of time.

CONSCIOUS CHOICES

By choosing ethically made jeans, you are making a conscious choice to support sustainable and ethical practices in the fashion industry. Each pair of jeans is made with care and attention to detail, ensuring a high-quality product that you can feel good about wearing. Join us in making a positive impact on the world by shopping our collection of ethically made jeans.

Deep
on
SEO

I'm looking for an ethical jeans company.

 GPT-4o 

Here are some ethical jeans companies that prioritize sustainability, fair labor practices, and environmental responsibility. These brands are known for producing high-quality, ethical denim:

1. Nudie Jeans

- **Why they're ethical:** Nudie Jeans focuses on sustainability and transparency. They use organic cotton, offer free repairs, and encourage recycling old jeans. They also provide detailed reports on their supply chain.
- **Key features:**
 - 100% organic cotton denim.
 - Free lifetime repair service.
 - Fair labor practices throughout their production.
 - Option to buy second-hand denim or recycle your old jeans.
- **Website:** www.nudiejeans.com

Claude-3.7-Sonnet Poe

For ethical jeans, I'd recommend looking at companies like Patagonia, **Nudie Jeans**, Everlane, and Levi's Wellthread line. These brands typically focus on sustainable materials, fair labor practices, and transparent supply chains.

When shopping for organic cotton). Some initiatives to extend

Would you like more

Share



Brands Often Cited for Ethical Practices (Important Note: No brand is perfect, and practices can change. Always do your own research):

- **Mud Jeans:** Known for their "Lease a Jeans" program, promoting circularity and reducing waste. They also prioritize organic cotton and fair labor practices.
- **Nudie Jeans:** Offers free repairs for life and uses organic and recycled materials. They are also transparent about their supply chain.
- **Outland Denim:** Supports local communities and uses organic cotton.
- **Kings of Indigo:** Focuses on organic cotton and price transparency.
- **E.L.V. Denim:** Committed to promoting a circular economy.
- **Patagonia:** Known for its ethical practices, which uses organic cotton.

I'm looking for an ethical jeans company.

Gemini-2.0-Flash Poe

Okay, I can help you find some ethical jeans companies. Here's a rundown of brands that are frequently recommended for their ethical and sustainable practices:

Companies Mentioned Frequently:

- **Nudie Jeans:** This Amsterdam-based brand focuses on timeless design and sustainability. They use 100% organic cotton denim, offer a free repair service, resell secondhand products, and recycle worn-out items. They are also transparent about their production.
- **Warp + Weft:** This size-inclusive brand is family-owned and obsessed with the perfect

Free
repairs

You decide
how far they go.

REPAIRING
IS
CARING



Good Environmental Choice

Second hand

Re-use

Pre-loved denim.
Cleaned and repaired.
Reusing saves water
and reduces textile waste.

Mudie Jeans co



← 100% REUSE →

← 100% REUSE →



Re-use

Pre-loved denim.
Cleaned and repaired.
Reusing saves water
and reduces textile waste.

Mudie Jeans co

Re-use

Pre-loved denim.
Cleaned and repaired.
Reusing saves water
and reduces textile waste.

Mudie Jeans co

If AI Rewards Authenticity...

BANANA REPUBLIC

W100



They're F**ked



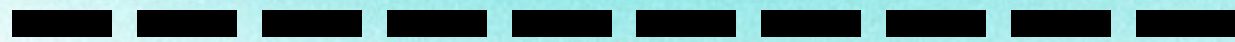
BANANA REPUBLIC

W100



**Our story, buy us so we can
Maximize Stock Returns**

**The Reward for:
Bold vision +
Authentic journey +
Original story**



FANS



The Reward for: Sameness

Rankings





**Bright idea:
Lets De-Optimize a
high ranking page**

Top 10 SEO RFP Search Results

7 out of 10 have a Table of Contents

Table of Contents

1. What Is an SEO RFP?
2. Why Do You Need a Proposal for SEO Services?
3. What to Include When Creating a Search Engine Optimization Proposal?
4. How to Draft an Effective SEO Services Proposal in 5 Steps
5. 10 Questions to Pose in Your RFP for SEO
6. SEO RFP Template
7. Best Agencies To Send SEO RFPs to in 2022
8. Takeaways on SEO RFP

In This Article

- | Why Do You Need an RFP for SEO?
- | What Should Be In Your RFP?
- | SEO RFP Template
- | Why Should You Include an Accurate Budget in Your SEO RFP?
- | Quick Tips for Writing an SEO RFP
- | Which SEO Proposal Should You Accept?
- | 12 Questions To Ask an SEO Company
- | Get Started With Our Downloadable SEO RFP Template
- | [Learn More About Victorious](#)

7 out of 10 Internal Linking

What is an SEO RFP?

An SEO RFP is a document that businesses use to procure SEO proposals. Typically, SEO RFPs outline the company's budget, project needs, and requirements for RFP submissions, which can help companies receive timely and accurate proposals from qualified SEO agencies.

Why use an RFP for SEO?

When you use an RFP for SEO, you make your search for an [SEO company](#) easier with these perks:

Eliminate poor fits

If you've spent time [researching SEO agencies](#), you've probably learned that most SEO service providers don't publish their prices online. Instead, you have to contact them, which often wastes your time once you learn the agency is over budget.

Whether your need for SEO has outgrown your in-house capabilities or you need to part ways with your current SEO provider, the process of vetting an [SEO agency](#) can be a daunting task. Fortunately, you don't have to be an SEO expert to [hire an SEO expert](#).

All you need to find the perfect [SEO partner](#) for you, is a clear understanding of [what questions to ask and SEO agency](#) and **what answers to expect**.

Finding the best possible [enterprise SEO agency](#) for your business starts with writing a strong SEO RFP.

Whether you're looking to level up your existing SEO program or start one from scratch, chances are you'll want to partner with a high-quality [SEO agency](#) that can bring your ambitions to life.

But vetting different SEO agencies to find the right match for your business can be a challenging undertaking.

The good news is that a well-crafted RFP makes [outsourcing SEO services](#) much more straightforward. The RFP process lets you gather proposals from various agencies and compare them side-by-side based on the predetermined criteria you've laid out. This allows you to reach an informed decision that makes the most sense for your business.

So, in addition to giving you a free template to help you on your way, we've also broken down all the essential elements you should cover when creating your SEO RFP.

And don't worry, even if you're not that familiar with the world of [search engine optimization](#), crafting a solid SEO RFP is pretty straightforward.

7 out of 10 Provide Template Download (Lead Capture)

RFP for SEO Template & Tools

Ready To Find The Right SEO Agency?

Download our ebook to get all the tools & templates you need to build a robust RFP process and find the perfect SEO agency.

First name* Last name*

Company Email*

[GET IT NOW](#)

Download an SEO RFP template!

Get everything you need to start receiving SEO proposals with our free template!

POPULAR


RFP SEO RFP Template

[Download](#)

Download Now: Free SEO RFP Template

If you are vetting SEO agencies and need an SEO RFP template that can be customized, enter your email and we will instantly send you the template.

[➤](#)



**See anything that is:
Bold
Authentic
Original**

**AI will save us from
cluttered, bad results**

Alt



Copilot

I'm looking for an innovative SEO agency.

Got it! Could you narrow down a few things for me?

1. **Industry Focus** – Are you looking for SEO expertise in any specific industry, like healthcare, banking, SaaS, or something else?
2. **Service Scope** – Do you need a full-stack agency that handles technical SEO, content optimization, and AI-driven strategies, or are you more focused on something niche, like local SEO or content-specific solutions?
3. **Location Preferences** – Do you want an agency with a local presence or are you open to remote agencies?
4. **Examples of Innovation** – What kind of innovation excites you? Is it about optimizing for LLMs, cutting-edge tools, or unique case studies that drive engagement in unexpected ways?

Ask anything



 Search

 Deep research



Certainly! Here are some of the most innovative SEO agencies making waves:

1. **WebFX:** Recognized for its comprehensive digital marketing solutions, WebFX offers tailored SEO strategies that leverage advanced analytics to drive measurable results. FORBES
2. **SmartSites:** Known for its data-driven approach, SmartSites specializes in SEO and PPC management, delivering customized strategies that enhance online visibility and traffic. FORBES
3. **Ignite Visibility:** This agency stands out for integrating SEO with social media and PR, creating holistic campaigns that boost brand awareness and search rankings. FORBES
4. **Sure Oak:** Emphasizing innovative content strategies, Sure Oak focuses on sustainable growth through ethical SEO practices and advanced link-building techniques. FORBES
5. **SEO Brand:** With a strong emphasis on data analytics, SEO Brand crafts personalized SEO strategies that adapt to evolving search engine algorithms, ensuring long-term success. FORBES
6. **Straight North:** Specializing in B2B SEO, Straight North combines lead generation with SEO, providing transparent reporting and a focus on ROI-driven strategies. FORBES
7. **Searchbloom:** Known for its commitment to transparency and results, Searchbloom offers customized SEO and PPC campaigns, utilizing a unique "partner" approach with clients. DESIGNRUSH
8. **HigherVisibility:** Awarded SEO Agency of the Year multiple times, HigherVisibility provides comprehensive SEO services, including local and national SEO, with a focus on client education and satisfaction. DESIGNRUSH
9. **Intero Digital:** Leveraging patented technology, Intero Digital offers innovative SEO solutions aimed

Ask anything

I'm looking for innovative SEO companies

When seeking innovative SEO companies, it's essential to consider agencies that employ cutting-edge strategies and technologies to enhance search engine optimization. Here are some notable firms recognized for their innovative approaches:

Ignite Visibility

Founded in 2013 in San Diego, CA, Ignite Visibility is a top-rated digital marketing agency focused on innovative strategies in SEO, paid media, and more.



Thrive Internet Marketing Agency

Established in 2005, Thrive offers comprehensive digital marketing services, including SEO, PPC advertising, and web design. They are recognized for their technical SEO expertise and have been featured among the top technical SEO agencies globally.



Conductor

Founded in 2006, Conductor provides a cloud-based software platform called Conductor Searchlight, which supports SEO and content marketing. The platform offers suggestions for optimizing digital marketing metrics and increasing revenue.



RTB House

RTB House utilizes deep learning algorithms to enhance retargeting and advertising campaigns. Their technology predicts user behavior and interests, allowing for precise customer segmentation and improved conversion rates.



Netconcepts

Founded by Stephan Spencer, Netconcepts specializes in SEO for Fortune 500 e-commerce companies and major media brands. After being acquired and later relaunched, they continue to focus on innovative SEO strategies. ::: [bestseo.companies.com](#)



[en.wikipedia.org](#) [neilpatel.com](#) [en.wikipedia.org](#) [en.wikipedia.org](#) [en.wikipedia.org](#)

When selecting an SEO company, consider their experience, the technologies they employ, and their track record with clients in your industry. Reviewing client testimonials and case studies can provide valuable insights into their effectiveness and innovation.

Sources

[bestseo.companies.com](#)

Best SEO Companies: Top 50 Rankings of 2025

Founded in 2013 in San Diego, CA, Ignite Visibility is a top-rated digital marketing agency focused on...

[en.wikipedia.org](#)

Thrive Internet Marketing Agency

February 17, 2025 — Thrive Internet Marketing Agency is a digital marketing company based in Arlington,...

[neilpatel.com](#)

The 10 Best Technical SEO Agencies in The World - Neil Patel

September 20, 2023 — Thrive offers a whole host of services, including digital marketing, link building, an...

[en.wikipedia.org](#)

Conductor (company)

January 16, 2025 — Conductor, founded in 2006, started as a marketing services company. In 2010, it...

[en.wikipedia.org](#)

RTB House

May 9, 2024 — TECHNOLOGY RTB House's technological facilities along with the R&D departme...

[en.wikipedia.org](#)

Netconcepts

October 19, 2024 — right Netconcepts is a web marketing and web development agency founded by...

More

[rocktherankings.com](#)

The 26 Best International SEO Agencies (Jan 2025)

October 31, 2025 — We break down the best international SEO agencies of 2024, provide a full...

[ninjapromo.io](#)

15 Best B2B SEO Agencies & Services in 2025 - Ninjapromo

February 23, 2025 — SeeResponse provides all-inclusive SEO outsourcing services, streamlining your...

[highervisibility.com](#)



**Personal
Brands
don't help
Company
Brands' LLM
visibility**

Repetition

helps brands'
LLM visibility



Sponsored



SmartSites

<https://www.smartsites.com> › seo-marketing › specials

INC5000 Fastest Growing Agency | Beat Your Competition Today

INC5000™ Fastest Growing AdWords™ Advertising Agency in 2024. 5* Reviews on FB, YLP, G+. 100's of SEO Case Studies and Success Stories.

 [Learn more - Free Consultation](#)

People also search for :



WebFX



Victorious
SEO



Ignite
Visibility



SmartSites



SEO Brand



Ignite Digital

The 10 Best Local SEO Agencies You Can Hire in 2025

Did you know there are over 1.5 billion "near me" searches per month? Let your target audience find you with local search engine optimization (SEO). If you need help to get started, team up with one of the best local SEO agencies on this list!



Explore Local SEO Services

View The List



The 10 Top Technical SEO Companies in The World

1. [NP Digital](#) – Best for Technical Content Structuring
2. [Webris](#) – Best for Technical SEO Audits
3. [Salt.agency](#) – Best for Enterprise Technical SEO
4. [Orainti](#) – Best for E-commerce Brands
5. [Thrive](#) – Best for Local Brands
6. [Onely](#) – Best for AI Integration
7. [ROAST](#) – Best for Tech Innovation
8. [WebFX](#) – Best for Data-Driven Approaches
9. [StraightNorth](#) – Best for Cutting Edge Reporting
10. [SmartSites](#) – Best for Large-Scale Campaigns

However, before I get into the list, let's discuss why you might want to work with a technical SEO company.

**Guides**

Agency

- [Digital Marketing](#)
- [Online Marketing](#)
- [Google AdWords](#)
- [Facebook Advertising](#)
- [SEO](#)
- [Content Marketing](#)
- [Blogging](#)
- [Growth Hacking](#)
- [Social Media Marketing](#)
- [Affiliate Marketing](#)
- [Conversion Optimization](#)
- [Marketing Automation](#)

[Template](#)[Free](#)[Examples](#)[Best](#)

Traffic Think Tank

<https://traffichinktank.com> › [SEO Process](#) ⋮

SEO KPIs: 16 Key Metrics You Should Track in 2024

Sep 26, 2024 — Essential SEO KPIs · **1. Organic Traffic** · 2. Keyword Rankings · 3. Organic Click-Through Rate (CTR) · 4. Domain Authority · 5. Search Visibility.



Forbes

<https://www.forbes.com> › [advisor](#) › [business](#) › [software](#) ⋮

7 Essential SEO Metrics To Track In 2024

Aug 19, 2024 — 7 Essential SEO Metrics To Track · **1. Organic Traffic** · 2. Keyword Rankings · 3. Page Load Speed · 4. Bounce Rate · 5. Backlinks · 6. Content ...



Seer Interactive

<https://www.seerinteractive.com> › [insights](#) › [why-2020s-s...](#) ⋮

Why 2020's SEO KPIs won't work in 2024 in a GenAI & ...

Sep 23, 2024 — In a world of disappearing **SEO** data, dark social, cookie deletion, new SERP layouts and AI search in **2024**? All is not lost!

Stuck in spreadsheet hell?
Wrike is here to help

Start free trial




Advisor > Business

Advertiser Disclosure

7 Essential SEO Metrics To Track In 2024



Written By **Leeron Hoory**

Contributor



Rachel Williams

 Reviewed | Lead Editor, SMB

Updated: Aug 19, 2024, 8:31am

BUYING GUIDES

[Best Marketing Software](#)

[Best Email Marketing Software](#)

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[Best SEO Services For Small Bus](#)

[Best Social Media Management S](#)

[Best Mass Texting Services](#)

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1 HigherVisibility



[Learn More →](#)

On Highervisibility's Website

Plan costs Starting at \$1,250 per month

Year Founded 2009

Location Memphis, TN

2 WebFX



[Learn More →](#)

On WebFX's Website

Plan costs Starting at \$2,500 per month

Year Founded 1995

Location Harrisburg, PA

3 SmartSites



[Learn More →](#)

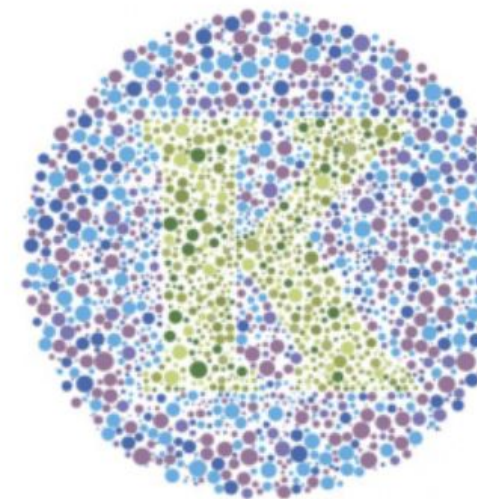
On Smartsites' Website

Plan Costs Starting at \$2,400 per month

Year Founded 2011

Location Paramus, NJ

THE LETTER YOU REVEALS YOUR ADHD TYPE



X **R** **I**

[Take test](#)

Why SEO Tracking Is Important

In a world with no SEO, what value would that Forbes page have?

Search in 2025



The screenshot shows a Microsoft Bing search results page for the query "crm in excel". The search bar at the top contains the text "crm in excel" and "Deep search". The results are categorized into several sections:

- Client Tracking Software | Integrated Cloud CRM | Get Started**: Advertisement for SuiteApp.com, featuring CRM, ERP, and various business solutions.
- NetSuite® ERP System**: Advertisement for NetSuite, highlighting financial and operational data integration.
- Wholesale Distribution**: Advertisement for NetSuite's distribution business software.
- NetSuite eCommerce**: Advertisement for NetSuite's e-commerce business system.
- Zoho CRM Software | Most Trusted CRM Software**: Advertisement for Zoho CRM, claiming to be used by over 250,000 businesses.
- Watch CRM Demo**: Advertisement for CRM for Everyone.
- Bundle of Features**: Advertisement for Shaps Software Inc., offering a bundle of CRM features.
- Best CRM For Mortgage Brokers | Loan Officer CRM**: Advertisement for Monday.com, aimed at mortgage brokers.
- CRM Without the Frustration | CRM for Small-Medium Business**: Advertisement for Docus CRM.

Below the advertisements, there is a section for "How to Build a CRM in Excel (4 Easy Steps: Plus Our Free CRM...)" with a video thumbnail. This is followed by a "People also search for" section with search suggestions like "free crm tool excel", "excel based crm template", and "crm using microsoft excel".

The "Videos of CRM In Excel" section features a video titled "How To Create A CRM In Excel" with 80.7K views. Below it is another video "How To Build The ULTIMATE CRM Application in Excel + FREE DOWNLOAD" with 85.2K views.

At the bottom, there are more search results, including "HubSpot Free CRM Software | Get Better Results" and "Which CRM is best? | Compare Top CRMs | CRM for Your Industry".

On the right side of the page, there is a "Related searches" section with suggestions such as "free crm tool excel", "best crm in excel", "excel based crm template", and "best excel crm template".

[More items...](#) • Dec 6, 2024

NoGood
<https://nogood.io> › Blog

Top 12 SEO Agencies in 2025 - NoGood

🔍 About featured snippets • 🗨️ Feedback



HigherVisibility
<https://www.highervisibility.com> › seo › learn › best-se...

The 15 Best SEO Companies for Multi-Unit Businesses in ...

Jan 13, 2025 – In this guide, we've compiled a list of some of the **top SEO companies that cater for multi-unit businesses**.



Neil Patel
<https://neilpatel.com> › blog › seo-agency

Best SEO Companies of 2025

Feb 5, 2025 – Seeking the top SEO experts? Discover our handpicked list of the **best SEO companies** driving results for businesses of all sizes.



SEO.com
<https://www.seo.com> › SEO Companies

Explore the Best SEO Companies in the USA

Sep 16, 2024 – Best SEO agencies in the United States · 1. **WebFX** · 2. Storm Brain · 3. Ninjapromo · 4. SEO Brand · 5. Sure Oak · 6. Ignite Digital · 7. Seer ...

[Best SEO Agencies in the...](#) · [Directive](#)



DesignRush

How much better is this?

How much better is this?

Certainly! Here are some of the most innovative SEO agencies making waves:

1. **WebFX:** Recognized for its comprehensive digital marketing solutions, WebFX offers tailored SEO strategies that leverage advanced analytics to drive measurable results. FORBES
2. **SmartSites:** Known for its data-driven approach, SmartSites specializes in SEO and PPC management, delivering customized strategies that enhance online visibility and traffic. FORBES
3. **Ignite Visibility:** This agency stands out for integrating SEO with social media and PR, creating holistic campaigns that boost brand awareness and search rankings. FORBES
4. **Sure Oak:** Emphasizing innovative content strategies, Sure Oak focuses on sustainable growth through ethical SEO practices and advanced link-building techniques. FORBES
5. **SEO Brand:** With a strong emphasis on data analytics, SEO Brand crafts personalized SEO strategies that adapt to evolving search engine algorithms, ensuring long-term success. FORBES
6. **Straight North:** Specializing in B2B SEO, Straight North combines lead generation with SEO, providing transparent reporting and a focus on ROI-driven strategies. FORBES
7. **Searchbloom:** Known for its commitment to transparency and results, Searchbloom offers customized SEO and PPC campaigns, utilizing a unique "partner" approach with clients. DESIGNRUSH
8. **HigherVisibility:** Awarded SEO Agency of the Year multiple times, HigherVisibility provides comprehensive SEO services, including local and national SEO, with a focus on client education and satisfaction. DESIGNRUSH
9. **Intero Digital:** Leveraging patented technology, intero Digital offers innovative SEO solutions aimed

Ask anything

Search Going Down

[Search Engine Land](#) » [SEO](#) » [Google's search market share drops below 90% for first time since 2015](#)

Google's search market share drops below 90% for first time since 2015

In a surprising development, Google's global search market share was less than 90% for the final three months of 2024.

[Danny Goodwin](#) on January 13, 2025 at 11:21 am | Reading time: 2 minutes



Chat with SearchBot

NEWS

Google's share of the global search engine market fell below 90% for the first time since 2015, according to Statcounter. Google's global search market share was under 90% during each of the final three months of 2024.

The data. Here's a screenshot of the 2024 search market share, showing Google dipping below 90% – to 89.34% in October; 89.99% in November; and 89.73% in December:

Market share

4.00%

3.00%

2.00%

1.00%

0.00%

2009

2010

2011

2012

2013

2014

2015

2016

2017

2018

2019

2020

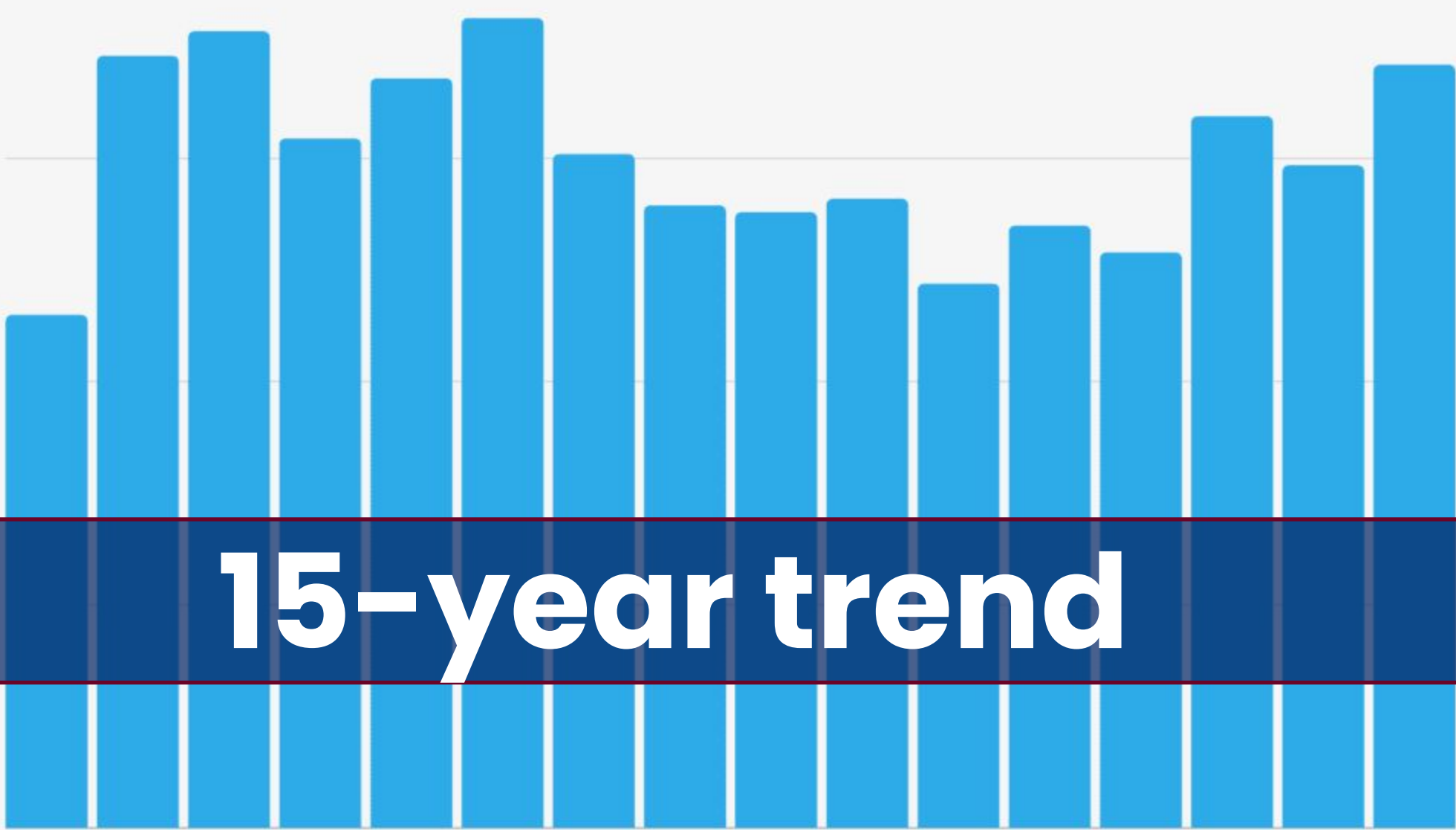
2021

2022

2023

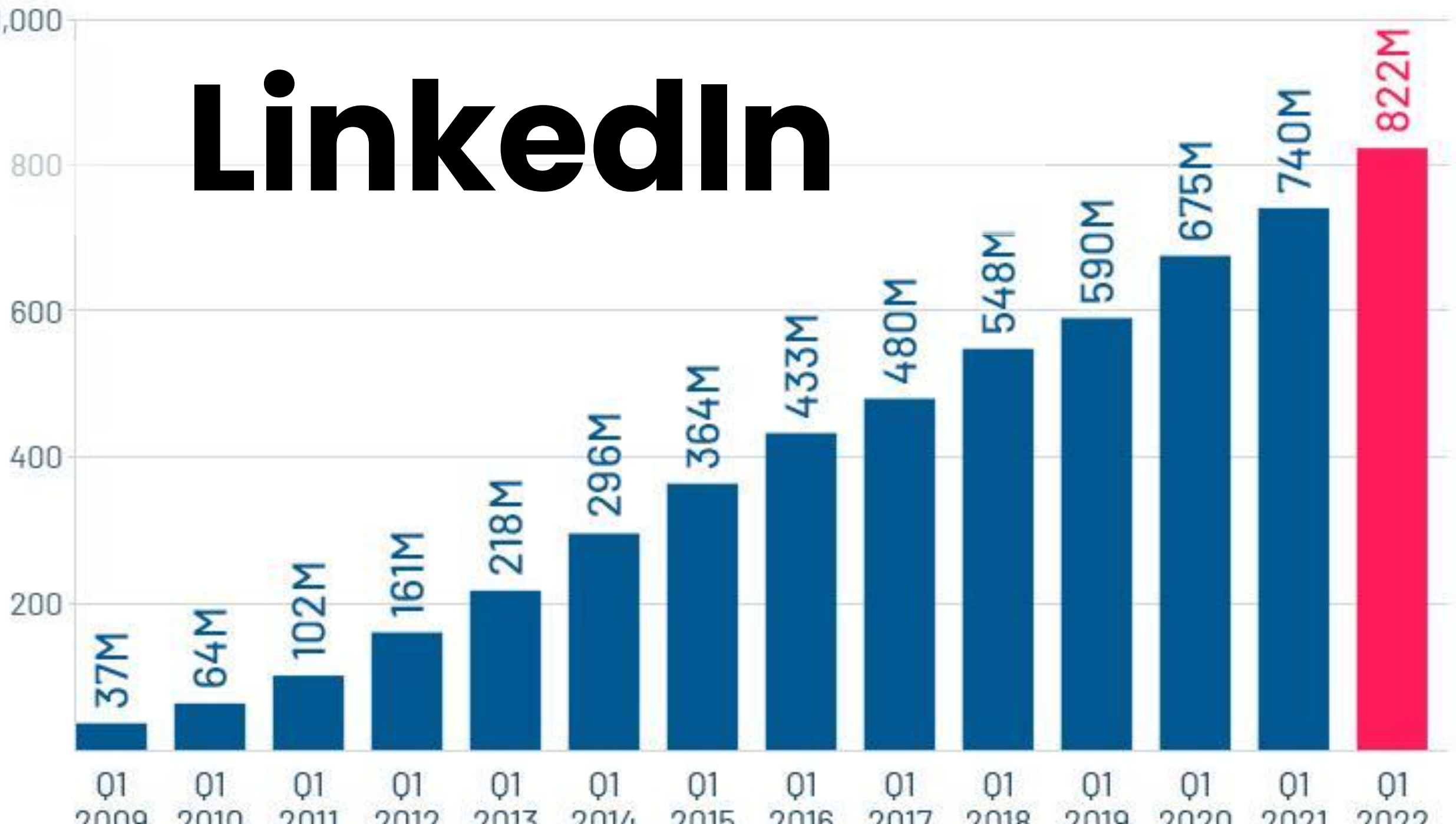
2024

15-year trend

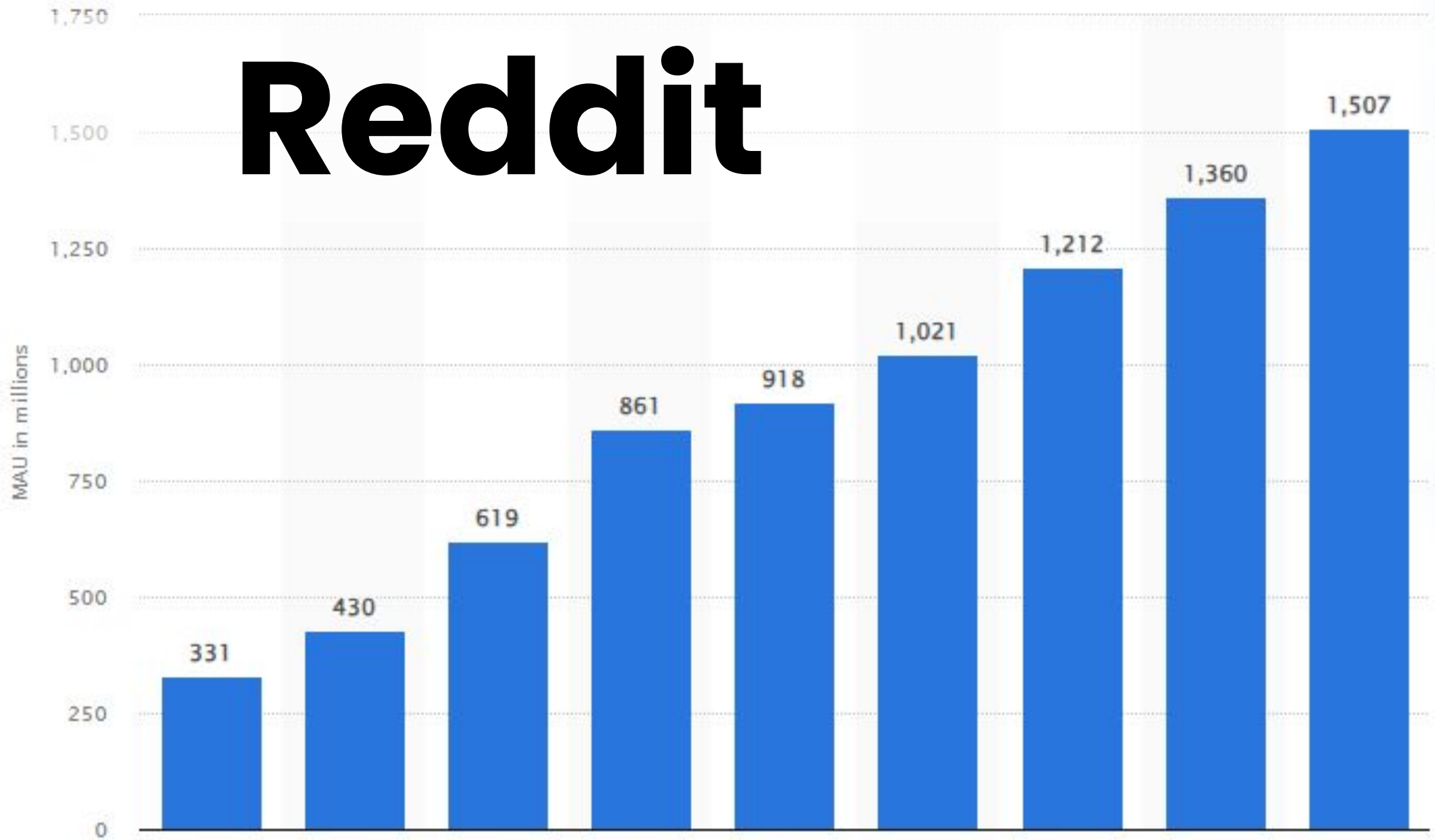


**You know whats
going up?**

LinkedIn

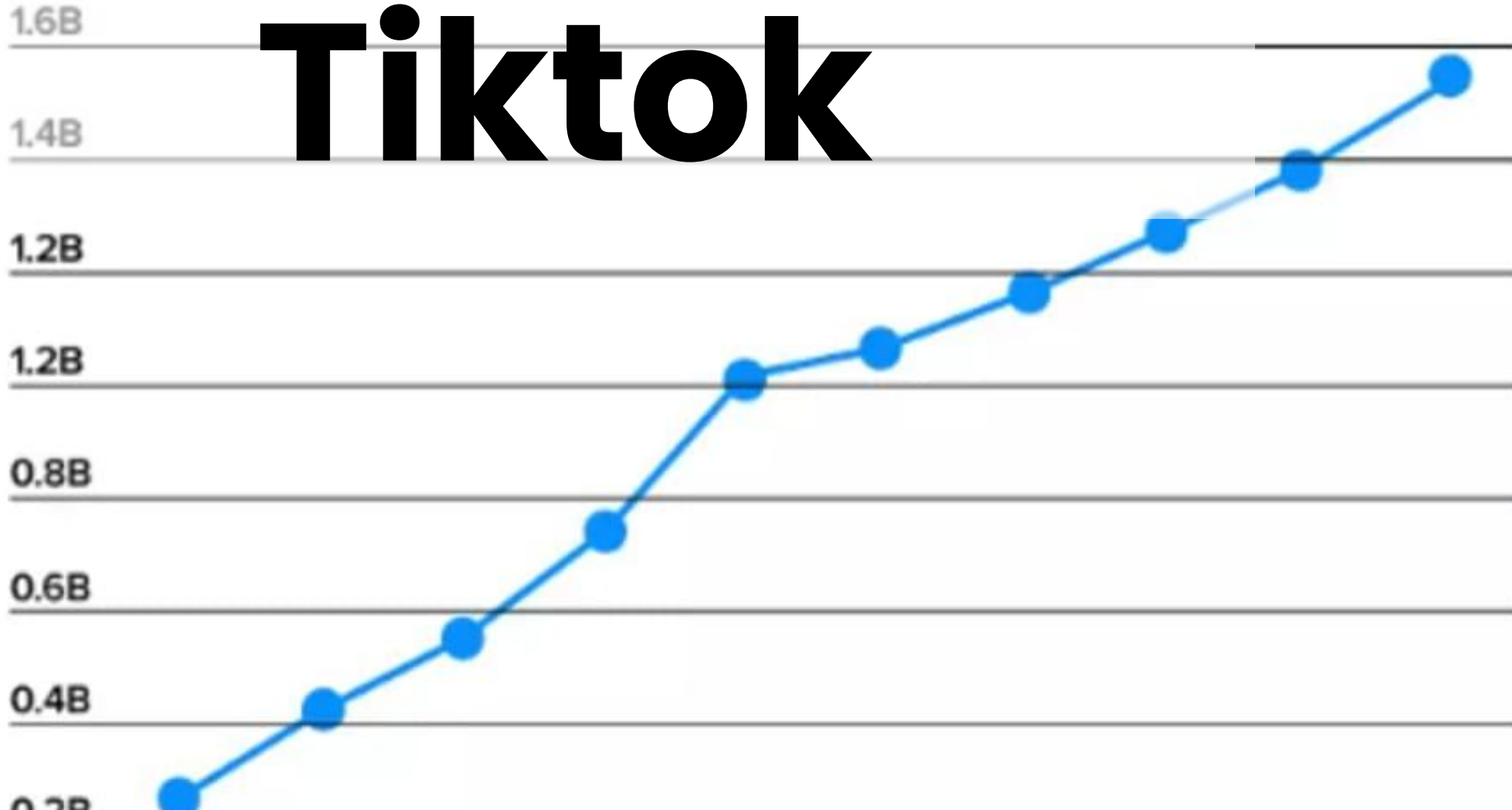


Reddit



TikTok: Global Average Monthly Active User Base

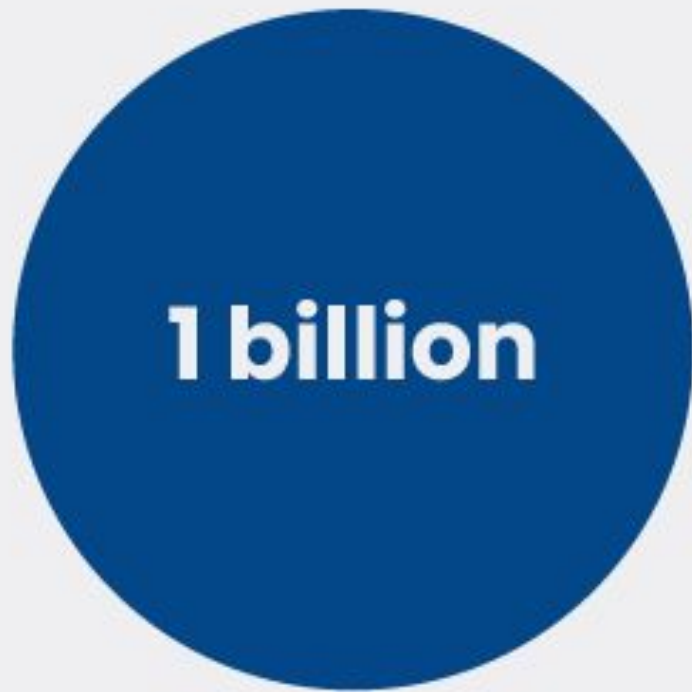
Global Users across iPhone and Android Phone



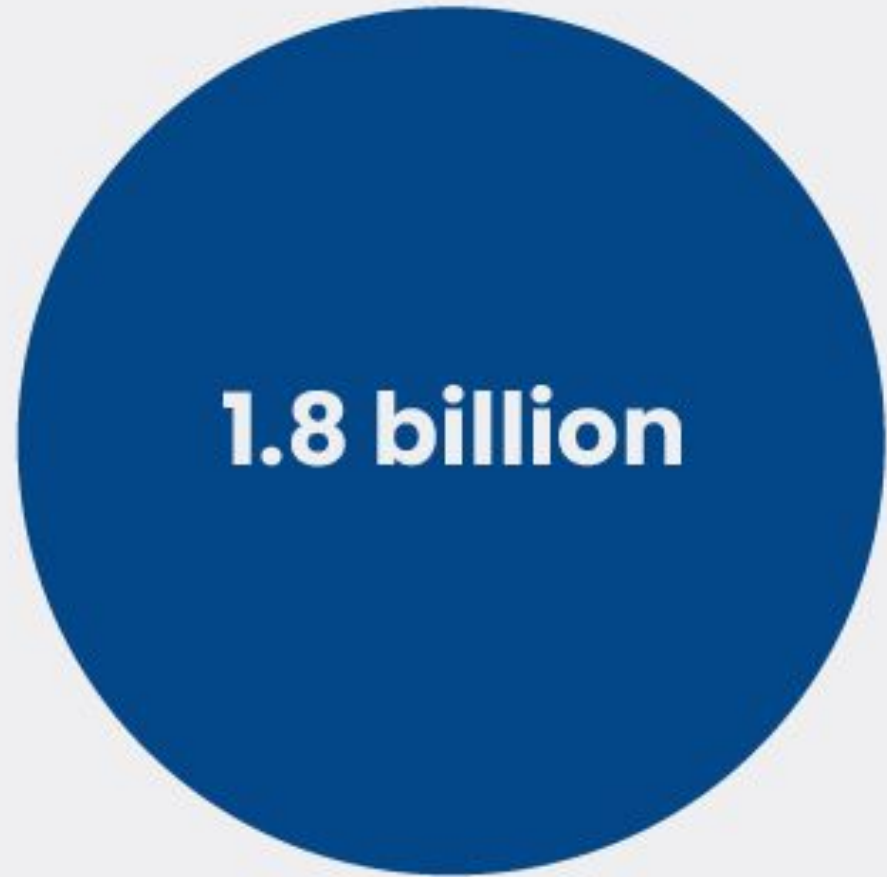


**People are
talking
about you
in the
shadows**

Number of Facebook Groups Users

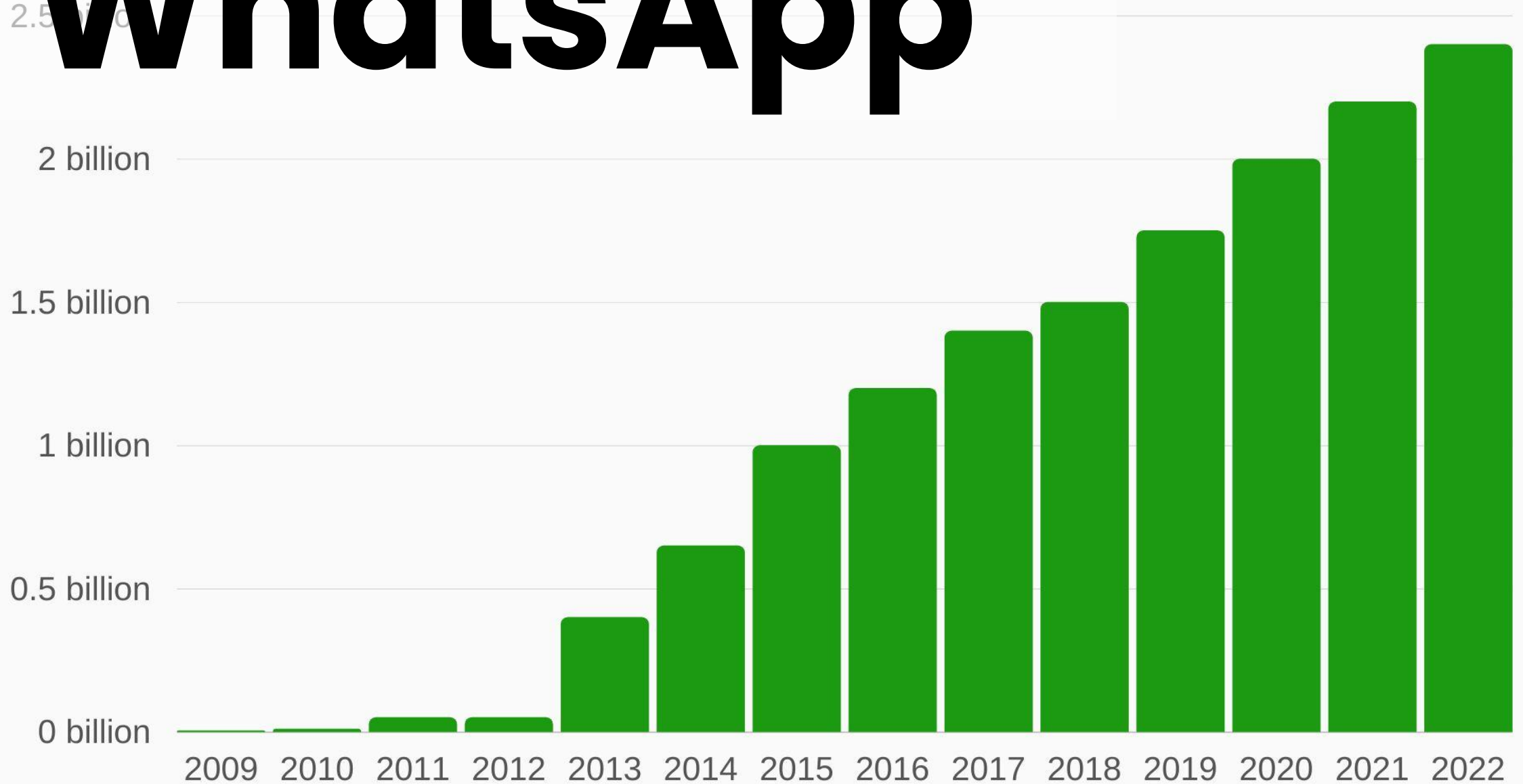


2016



2020

WhatsApp



Slack

Daily Active Users (mm)

250
200
150
100
50
0

2017

2018

2019

2020

2021

2022



Optimizing for this?

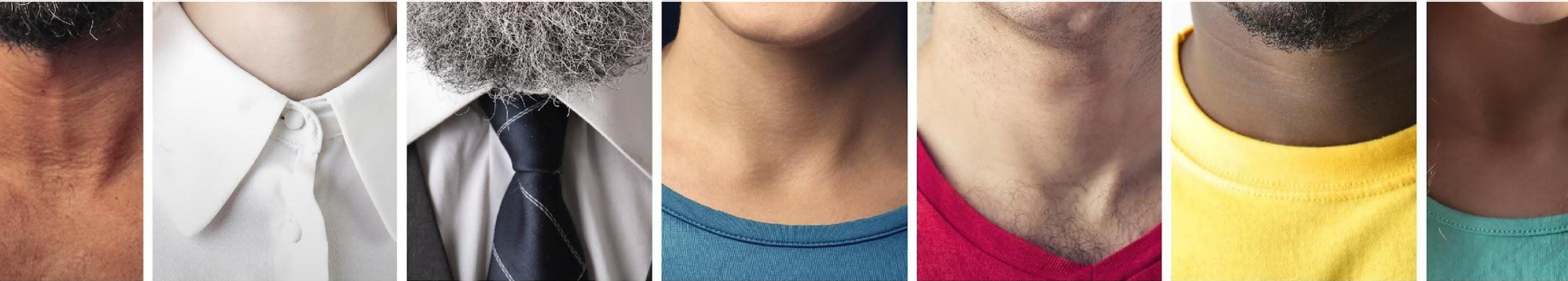


A blue robot with a large black visor and a small antenna is riding a large, mechanical spider. The spider has a dark blue body with two large, circular eyes and several thick, segmented legs. The robot is sitting on the spider's back, holding onto its body. The background is a blurred cityscape with tall buildings. A semi-transparent white banner is overlaid across the middle of the image, containing the text "Or this?".

Or this?



Humans > AI Search



**How much time did you
invest in 2024, turning
“traffic” into “fans”?**

Our data, sad...

KPI: SEO traffic -43%

1,462,524

Over time Totals

Area Monthly No comparison

Reset

FROM 1/1/2022 TO 2/28/2025 | MONTHLY



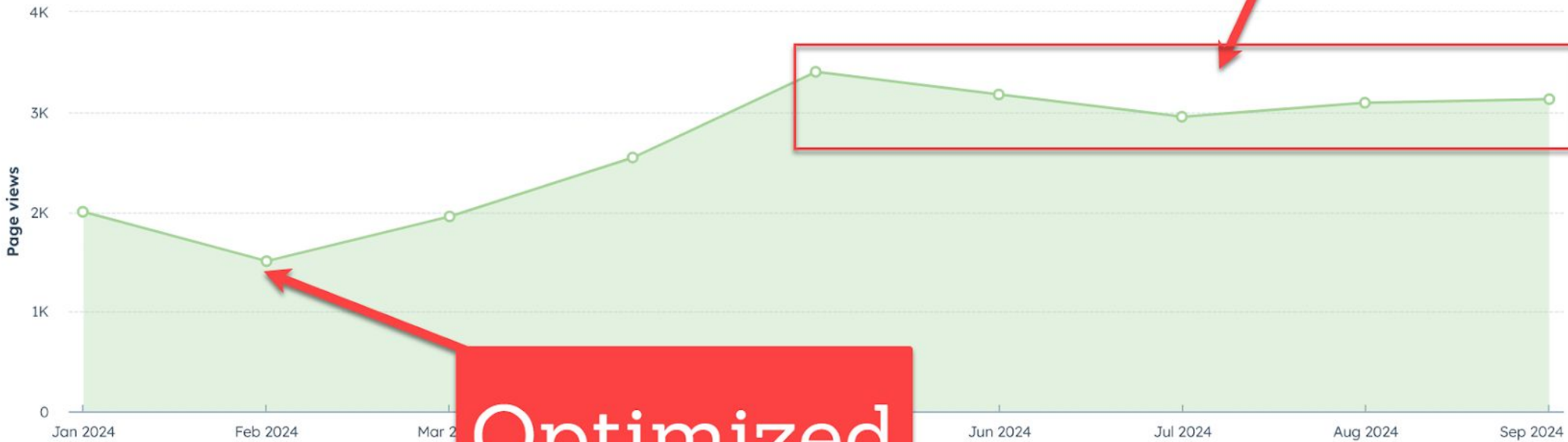
Summarized Data Unsummarized Dataset

Result

Page views ▾

Style:  Area ▾

● Organic search



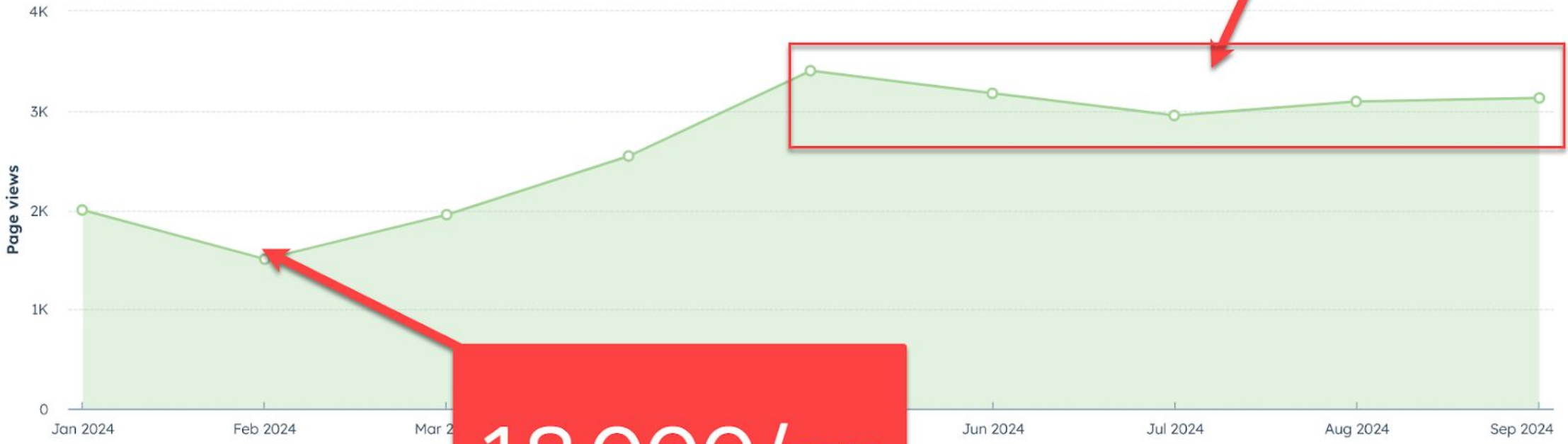
Optimized

38,000/yr

Page views

Style:  Area

● Organic search



18,000/yr



Fans = 0

SEO Repellant



SEO STRATEGY
100% ALGO
0% FANS



Repeallant



New Platforms

Repellant



Algo Updates

Repellant



Dark Social

Repellant



Zero Click

Rebellant

Google vs AI search



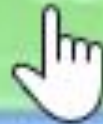
MozCon 2012 - 08 - Wil Reynolds - Real Company Stuff...



Watch later



Share



Real company stuff...It's a struggle

Wil Reynolds

Associate

SEER Interactive

Search Engine

Twitter

RCS Builds Fans - 2012

Watch on YouTube

moz

SEARCH ENGINE



Homepage (Fans)

Save report

Actions

From 7/1/2023 to 2/28/2025

All analytics activities

Advertisers

Reset

1,221,191

Over time | Totals

Area | Monthly | No comparison | Views | Session date | None

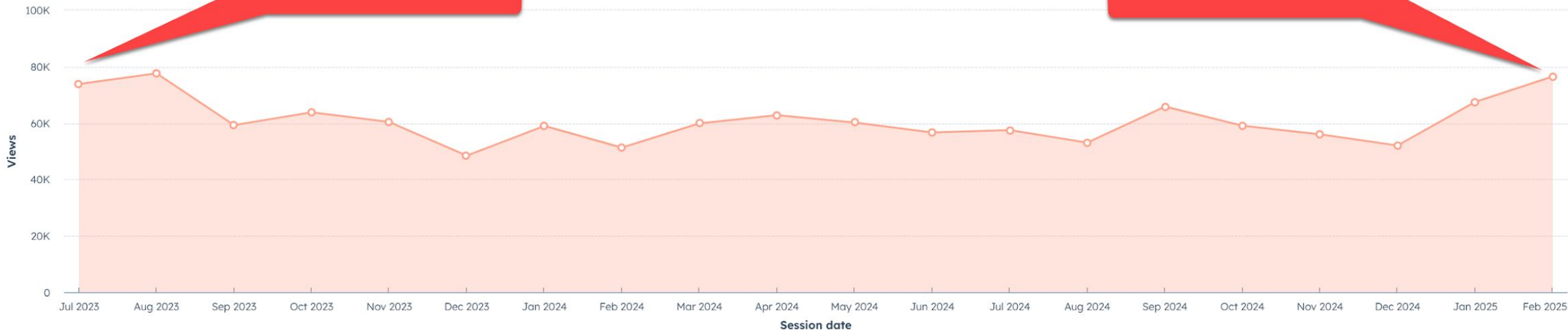
Reset

FROM 7/1/2023 TO 2/28/2025 | MONTHLY

73k

76k

Views



Summarized Data

Unsummarized Dataset

Direct Traffic (Fans)

SESSIONS

378,704

Over time Totals

Area Monthly No comparison Sessions Session date None

Reset

FROM 1/1/2022 TO 2/28/2025 | MONTHLY



Summarized Data Unsummarized Dataset

Social Traffic (Fans)

Save report Actions
Reset

SESSIONS
42,679

Over time Totals

Area Monthly No comparison Sessions Session date None

Reset

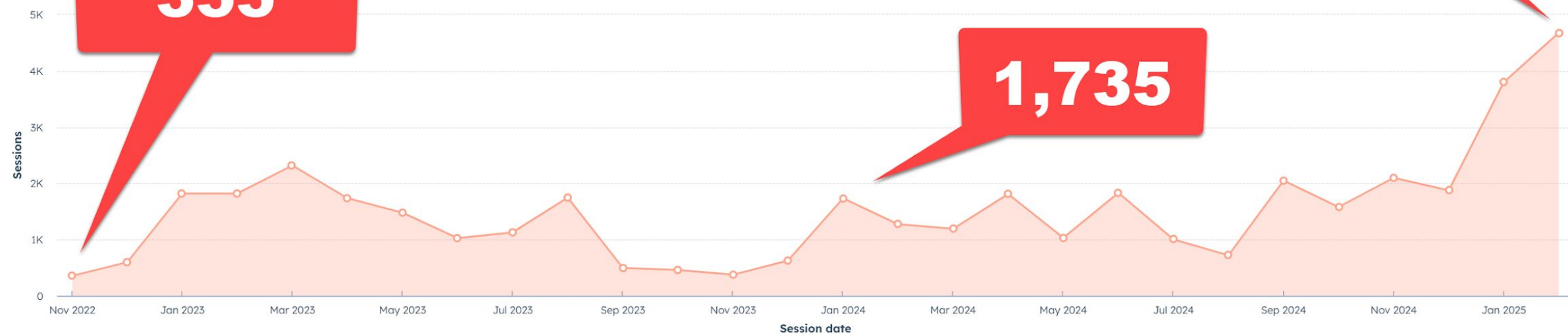
FROM 11/1/2022

Sessions

355

1,735

4,681

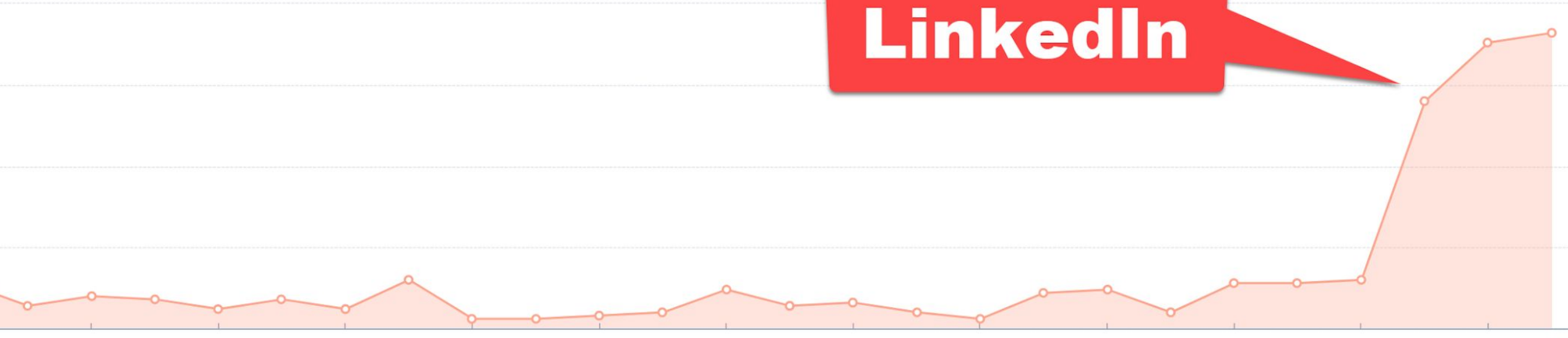


Summarized Data

Unsummarized Dataset

MONTHLY

**Changed
LinkedIn**



Session date

Social > Newsletter

Summarized Dataset

Got Serious About LinkedIn

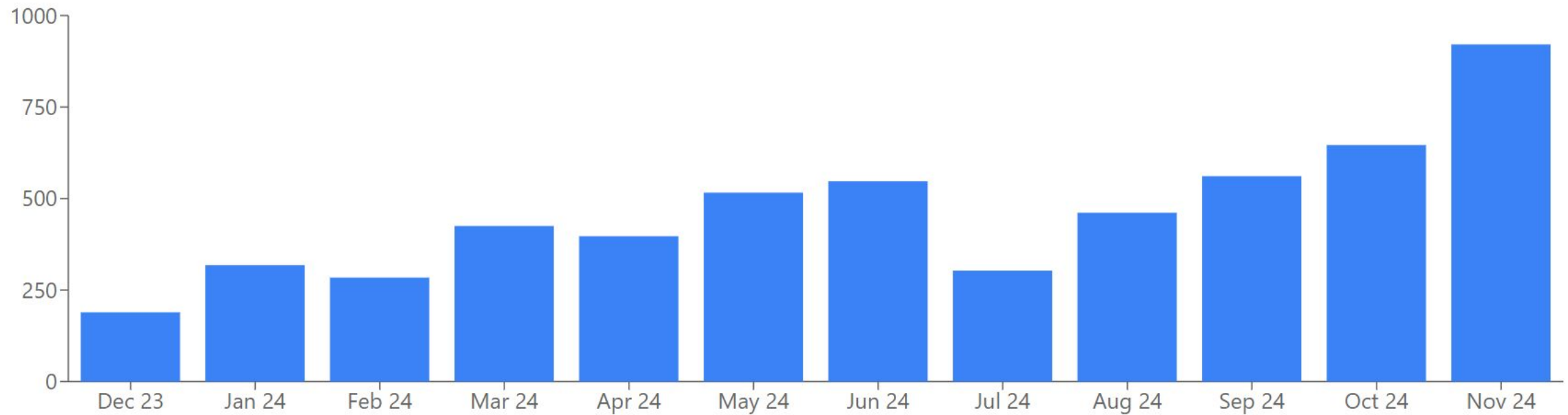
← Monthly Followers Chart



Preview

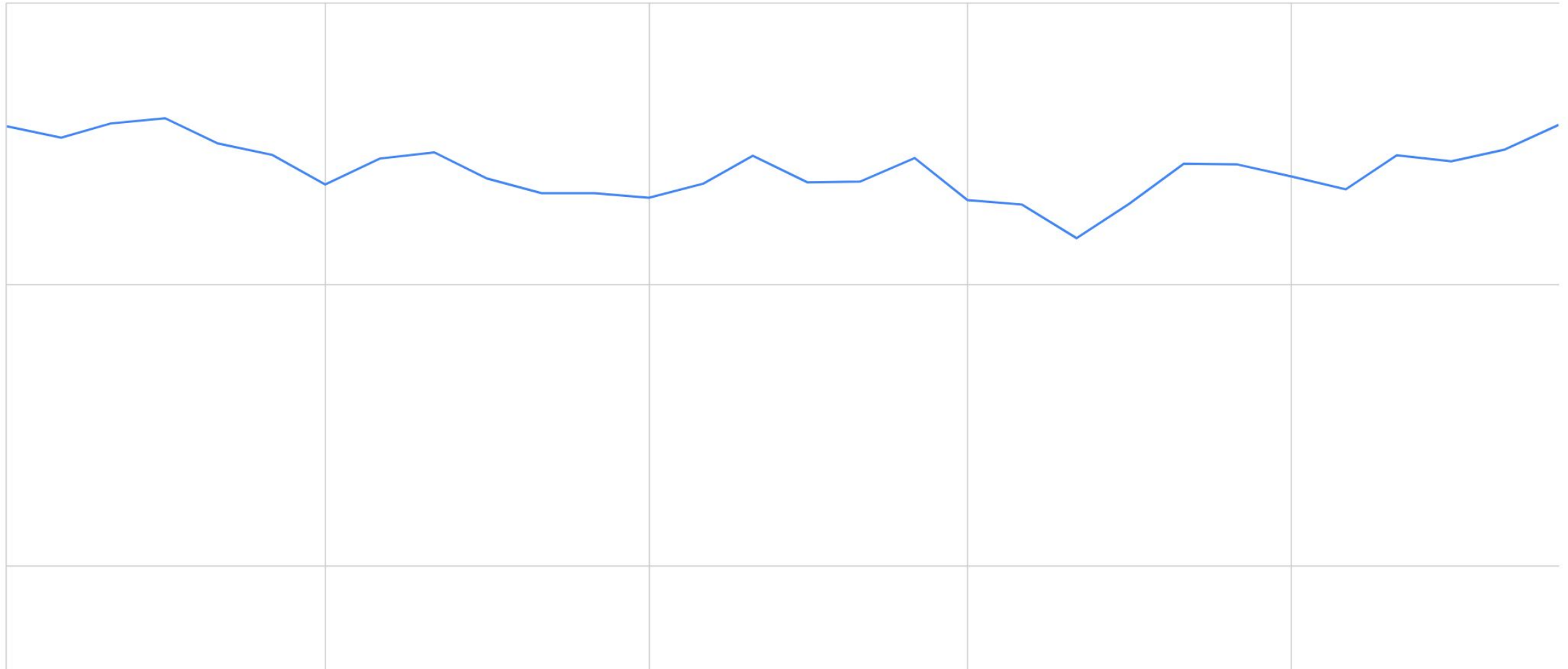
Code

Monthly Follower Totals (Dec 2023 - Nov 2024)



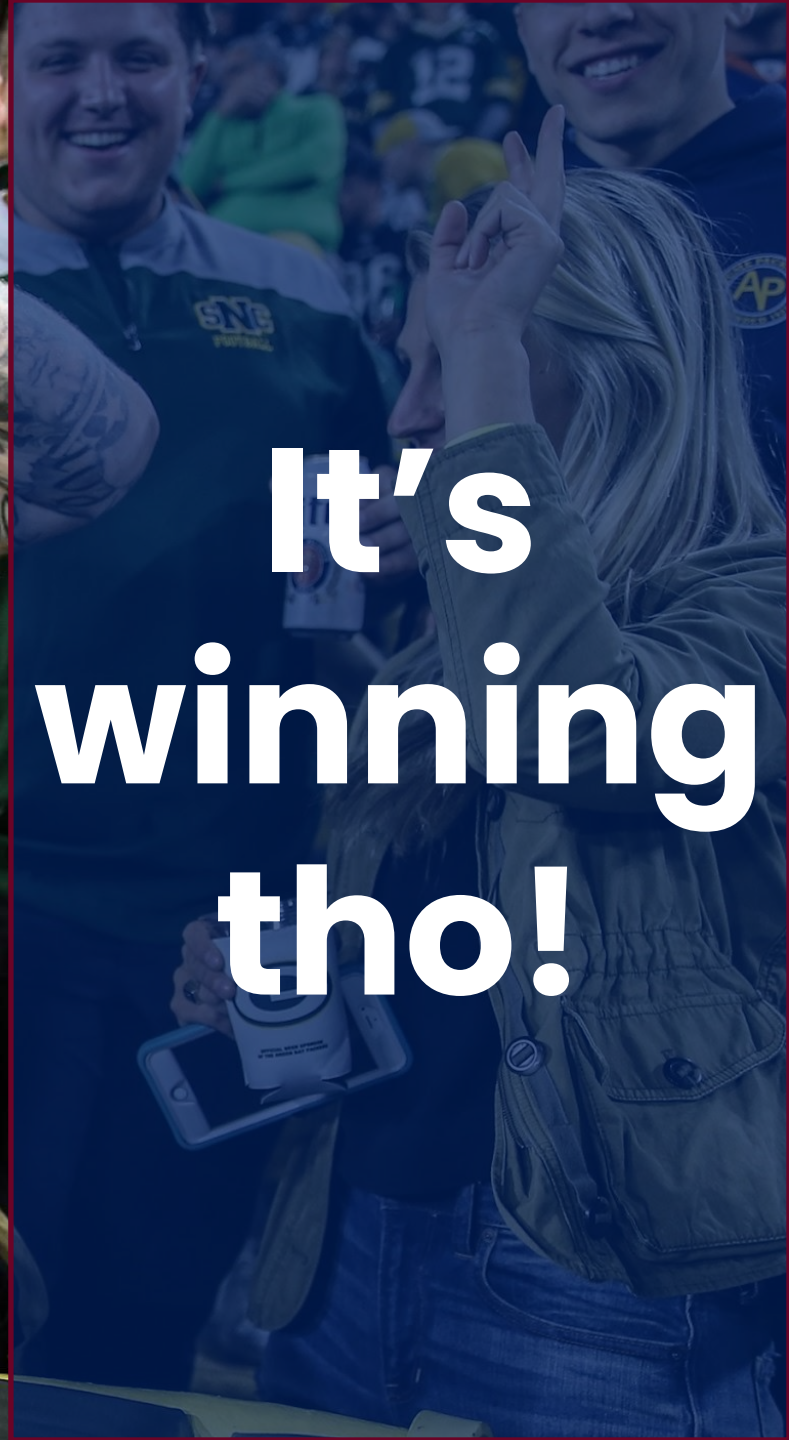
Traffic down 43%, Rev up 10%

My revenue by month





Wil, THAT is NOT SEO



**It's
winning
tho!**

Search Conference



Broad Conference

LOSE TRAFFIC
GAIN ATTENTION

MY PLAYBOOK



**Would you invite me back to
read you a listicle?**

Fans = Distribution



Page views



Hangover

All sources > Referrals

Edit columns

Enterprise

Meeting

PR

Community

REFERRER	PAGE VIEWS	FORM SUBMISSIONS	NEW CONTACTS	CONTACT TO CUSTOMER RATE	NEW CUSTOMERS	AVERAGE BOUNCE RATE	TIME PER PAGE VIEW
statics.teams.cdn.office.net							
searchengineland.com							
l.threads.net							
workona.com							
calendar.google.com							
chat.seofomo.co							
lancemontana.com.au							
fahnd.com							

Not counting this...

Wil Reynolds posted this • 1mo



Gartner said...25% of search traffic would be gone by 2026. They were wrong when I checked my SEO traffic it was down 41% in 2024.

...

...show more


Discovery ?

81,063

Impressions

49,570

Members reached

 Members who post once a week can get up to 4x more profile views. Keep the momentum going by creating another post.



Start a post



Wil Reynolds • You
VP Innovation & User Interactive
3mo •

Or this

Are you starting to get clients saying "I found you in the GPT space."
Are you also starting to get clients and managers asking "Did you see someone just said they found us on ChatGPT, are we showing up there?"

This video shows you how you can track unlimited amounts of questions in a spreadsheet to see if the brands that show up on Google (PAAs) are different than the ones in ChatGPT's answer.

How can you tell if your visibility for certain keywords is strong on Google but weak on ChatGPT? That would be a threat if your customers started moving over to ChatGPT as you may be invisible there.

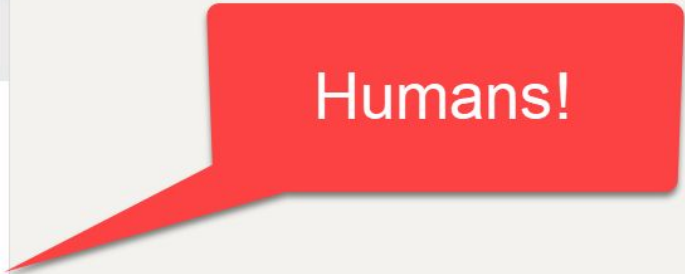


Auto captions have been added to your video

Edit X

Richard Antille and 582 others

100 comments · 46 reposts



Humans!



Erika Varangouli · 1st

Content Marketing, SEO and Branding @Riverside.fm

Viewed 1h ago

🔍 Found you through feed



John Terry · 2nd

Startup Adviser | Brand Messaging Strategist | Marketing Director | In Pursuit of Clarity (Yeah, that's right – I spell "adviser" the right way.)

Viewed 1h ago

🔍 Found you through LinkedIn search

👥 10 mutual connections



Rick Steele · 2nd

Strategic AE at Glean | Driving Customer Success through Innovative Solutions

Viewed 1h ago

🔍 Found you through feed

👥 37 mutual connections



Christine Cross · 2nd

Fractional CMO, Marketing and Sales Strategist, Solution Seeker, People Connector, Business Development Expert, Entrepreneur. LinkUnite member, organic gardener

Viewed 1h ago

🔍 Found you through feed

👥 7 mutual connections

Humans!

Or this



**Every comment, like,
etc is a human
feedback loop**

Human data = Gold

Wil Reynolds posted this • 1mo



825 86 comments

Wil Reynolds posted this • 1mo



608 112 comments • 45 reposts

Wil Reynolds posted this • 1w



Search

Like Count	Comment Count	Repost Count	Post Date	View Count	Action	Profile Url	Timestamp	Post Time
338					Post	https://www.linkedin.com/in/wilrey...	Oct 25	Oct 21
23					Post	https://www.linkedin.com/in/wilrey...	Oct 25	Oct 17
293					Post	https://www.linkedin.com/in/wilrey...	Oct 25	Oct 17
8					Post	https://www.linkedin.com/in/wilrey...	Oct 25	Oct 15
34						https://www.linkedin.com/in/wilrey...	Oct 25	Oct 14
2	13	0	2w	6665	Post	https://www.linkedin.com/in/wilrey...	Oct 25	Oct 08
48	23	9	2w	16273	Post	https://www.linkedin.com/in/wilrey...	Oct 25	Oct 07
6	4	5	2w	7784	Post	https://www.linkedin.com/in/wilrey...	Oct 25	Oct 06
30	3	1	2w	2655	Post	https://www.linkedin.com/in/wilrey...	Oct 25	Oct 04
0	0	0	3w	62	Post	https://www.linkedin.com/in/wilrey...	Oct 25	Oct 03

Every Internal Influencer

Better outreach



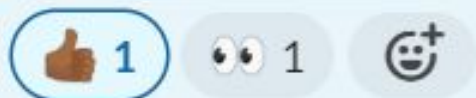
Lauren Konyves Today at 10:14 AM

@Wil Reynolds - [redacted] isn't engaged with you yet, but looking at [redacted] linkedin it looks like he liked the following posts of yours:

- Tracking brand awareness in LLMs - popular one since that's what both Michael & Joe from the [redacted] lead also liked!
- Your post on how Larry supported Seer's growth
- Managers reading books on management post
- How AIO impacted CTR post
- Joe Rinaldi resharing your video on how AI affected your day to day - sounds like this was from a podcast?

While it's a small sample set, looking at the [redacted] activities & the above likes is a combo of 1) posts on measurement 2) human posts about your personal growth/development

cc: @Neal Brown



Neal Brown Today at 11:55 AM

Yup @laurenk Wil was on Joe's podcast back in July I believe. Where are we housing these

New

🔖 Saved for later



Lauren Konyves 📅 Friday at 11:59 AM

@Wil Reynolds - quick notes on this:

- Used the [PhantomBuster data](#) and saw [Michael](#) liked [this post of yours](#)
- [REDACTED] referred and Michael shared the attached note after hitting our lead form
- [Joe](#) who referred us has liked 6 of your recent posts
 - The one linked above on tracking leads on ChatGPT
 - [Your post of Rand's video on attribution tracking](#)
 - [The post on the letters sent to your wife](#)
 - [Post on growing your network](#)
 - [Covenant House post](#)
 - [Post on SEO KPIs](#)

Confirming who is grabbing on BD now, but sharing as it could make sense for us to send J for the referral / ongoing support if you have a warm relationship!

cc: [@Neal Brown](#) (edited)

2 files ▼

Gotta have...



Fans are the future

SME's will
crush
content marketers

Company [LinkedIn](#) pages



Are toast

Where do I go? SEO



Session Channel Group Containing AI		Organic Search	Organic Social	AI	Totals
Landing page		Sessions	Sessions	Sessions	↓ Sessions
Totals		457,999 93.5% of total	26,256 5.4% of total	4,544 0.9% of total	489,901 100.0% of total
1	(not set)	62,154	2,896	745	65,797
2	/insights/marketing-sizing-with-tam-sam-som	39,875	149	505	40,721
3	/insights/how-to-find-your-sitemap	32,049	825	40	33,272
4	/	20,908	1,977	499	23,738
5	/insights/how-to-create-and-submit-a-xml-sitemap	18,786	5	21	18,835
6	/insights/reorder-powerbi-legend	12,963	197	42	13,196
7	/insights/how-to-introduce-yourself-to-a-client	12,840	1	7	12,862
8	/insights/no-bounce-rate-in-ga4	10,451	40	11	10,476
9	/insights/ the-johari-window-a-simple-exercise-to-improve-your-one-on-one-meetings	10,179	57	22	10,269
10	/insights/what-are-google-search-partners-seer-interactive	9,462	5	55	9,536
11	/insights/google-performance-max-vs-demand-gen	8,724	16	24	8,755
12	/insights/screaming-frog-guide	6,738	395	136	7,228
13	/careers	6,476	529	14	7,030
14	/insights/how-to-fix-the-https-not-secure-error	6,638	0	2	6,638
15	/insights/join-many-many-power-bi	6,242	8	63	6,318

Session Channel Group Containing AI		Organic Search	Organic Social	AI	Totals
Landing page		Sessions	Sessions	Sessions	↓ Sessions
21	/insights/holistic-marketing-strategy-explained	2,951	6	33	2,988
22	/insights/ctr-ai0	805	2,026	12	2,823
23	/insights/why-2020s-seo-kpis-wont-work-in-2024-in-a-genai-data-scarce-world	528	2,226	17	2,770
24	/insights/using-the-maya-principle-for-effective-communication	2,627	4	11	2,642
25	/insights/beginner-sql-for-digital-marketers	2,595	3	15	2,613
26	/insights/types-of-twitter-ads-when-to-use-them	2,547	0	14	2,560
27	/insights/beginners-guide-facebook-ab-testing	2,500	4	25	2,527
28	/insights/what-is-generative-engine-optimization-geo	949	1,423	30	2,402
29	/insights/types-of-linkedin-ads-how-to-use-them	2,383	0	18	2,401
30	/insights/categorize-keywords-guide-with-chatgpt	2,323	20	6	2,349
31	/insights/are-ai-sites-like-chatgpt-sending-your-website-traffic	1,765	518	44	2,331
32	/insights/domain-extensions-101-guide	2,286	2	8	2,295
33	/insights/the-sea-of-sameness-problem-in-content-marketing-seo	825	1,438	0	2,262
34	/insights/how-to-write-a-marketing-research-objective	2,239	3	11	2,253
35	/insights/boosted-vs-paid-social-ads-exposing-their-differences-and-strategic-applications	2,190	7	34	2,232
36	/insights/how-hotjar-works	2,004	4	12	2,020
37	/insights/5-tips-for-passing-the-google-analytics-iq-gaiq-exam	1,902	2	3	1,907
38	/insights/submit-site-to-search-engines	1,901	1	3	1,905

- ✓ Find a “Sea of sameness” post
 - ✓ Internal opinion
- ✓ Find internal influencers
- ✓ Scan reddit threads for juicy takes
- ✓ Prompt for questions
 - ✓ Andy Crestodina

Landing page + query string ▾		Session source ▾ ×	↓ Views	Sessions	Active users
Total			830 0.13% of total	510 0.1% of total	354 0.09% of total
1	/	chatgpt.com	335	165	133
2	/insights/marketing-sizing-with-tam-sam-som	chatgpt.com	74	52	51
3	/careers	chatgpt.com	26	6	5
4	/wil-reynolds	chatgpt.com	25	1	1
5	/work/paid-media	chatgpt.com	22	5	2
6	/people/team	chatgpt.com	18	2	2
7	/insights/boost-your-pmax-performance-with-these-5-scripts	chatgpt.com	13	5	4
8	/insights/what-is-generative-engine-optimization-geo	chatgpt.com	13	5	3
9	/work/seo	chatgpt.com	12	4	2
10	/people	chatgpt.com	11	3	3
11	/work/case-studies	chatgpt.com	11	4	4
12	/insights/how-to-use-the-ga4-demo-account	chatgpt.com	8	4	4
13	/insights/introduction-to-digital-maturity	chatgpt.com	8	5	5

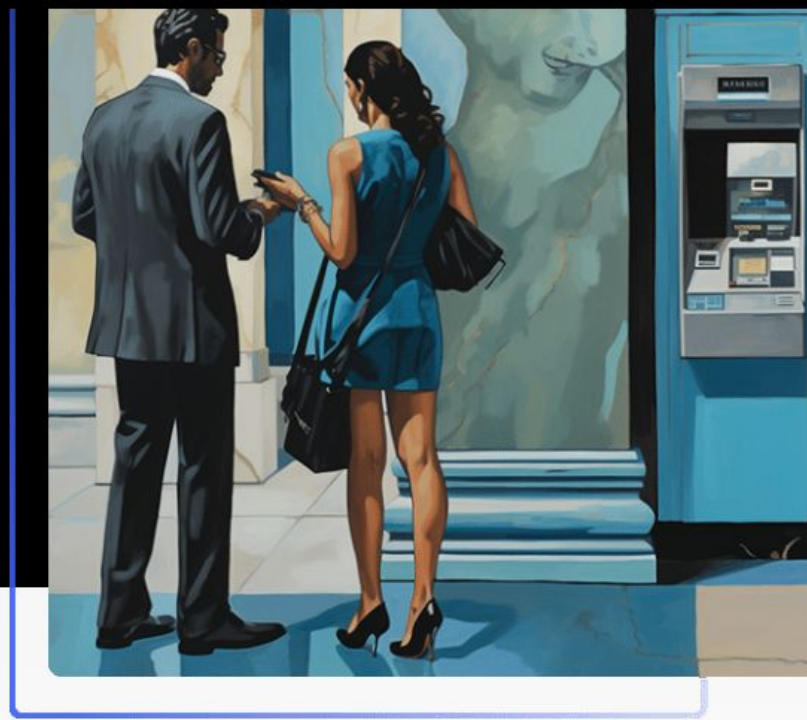


Sad Reality of Optimizing for ChatGPT



Digital Marketing Agency for Banks

Our digital marketing agency has the experience and expertise banks need to grow their business online.



ChatGPT

Our Approach to Digital Marketing for Banks



At Session Interactive, we understand the high standards banks face from their customers, and the competition they face in **today's online landscape**. Our digital marketing agency works closely with community banks, online banking providers, and other financial institutions to help them stand out online.

With our data-driven approach to online marketing solutions, we help banks grow their online footprint, reach new customers online, and capture strong returns on their marketing investments.

Our Picks for the Best SEO Agencies for Banks

Company	Clutch Rating	Key Clients	Service Provided	Founding Year	Case Studies
Loopex Digital	5	Franchise Clues	SEO-100%	2018	✓
MediaGroup Worldwide	5	Saxo Bank	SEO-30%	2004	✓
Efigence	4.9	Alior Bank	SEO-5%	1997	✓
Wild Creek Web Studio	4.9	Novellus Solutions	SEO-45%	2009	✓
Session Interactive	5	Canvas Credit Union	SEO-40%	2017	✓
Victorious	4.8	L3 Funding	SEO-80%	2013	✓
Promodo	4.8	Leobank	SEO-25%	2004	✓
Sinkus Studio	5	Invoya	SEO-40%	2012	✓

[Loopex Digital](#)



The screenshot shows the top portion of the Loopex Digital website. The navigation bar includes the company logo, 'SEO Services', 'Industry Solutions', 'Resources', and a 'Contact us' button. The main content area features a headline: 'Guaranteed Google Rankings for Driving Business Growth', followed by a sub-headline: 'Stop worrying about your website traffic and conversions! We've got it covered.' At the bottom of this section is a purple button that says 'Speak with an SEO strategist' with a right-pointing arrow.

Which SEO Services Are You Interested in?

- Local SEO
- International SEO
- Technical SEO
- Link Building
- Digital PR
- E-commerce SEO
- Keyword Research
- Website Audit
- SEO Consulting
- White Label Link Building
- White Label SEO Services

Email

Your message...

Submit →

In an industry with so many moving parts, finding the time and resources to focus on marketing efforts might seem impossible. But as a bank CEO, it's imperative to start improving your systems and marketing strategies in preparation for challenges like these.



How Community Bank Digital Marketing Services Can Help You

A good digital marketing strategy is one of the easiest ways to provide the best service to your clients. Today, mobile banking has become beneficial for both businesses and individuals, and as security measures have strengthened, more clients are comfortable with online banking.

Modernize your banking system and get more clients by implementing community bank digital marketing today!

Thrive is a full-service **digital marketing agency**. With more than 15 years of industry experience, we know exactly how to streamline your processes. Let our team of highly-skilled developers and programmers build a secure and user-friendly banking platform for you.

Our community bank digital marketing experts also specialize in other online marketing strategies, including **search engine optimization** (SEO), **social media** and **pay-per-click** (PPC) marketing. Together, these solutions will help establish your institution's presence and online reputation.

Google

★★★★★
150+ Reviews

Clutch

★★★★★
50+ Reviews

UpCity

★★★★★
50+ Reviews

Community Bank Digital Marketing Services

Grow Your Clientele With Innovative Strategies

**Speaking here
won't do shit
but getting a
listicle up will**

15 Years in the SEO, Paid, and Social Banking Trenches

We could give you a polished case study sprinkled with banking jargon, but that wouldn't tell you what you need to know. Instead, we'll tell you about the **time it took us three weeks to get the word "best" approved in content** by legal, or when we had to pivot an entire mortgage campaign overnight because rates shifted, or that time a large national bank acquired our client **and it took us 4 meetings, 3 flights, and countless hours to get a 301 redirect**. That's the kind of experience we have, and it's the kind you can't fake.

[BANKING]

Real Examples

Managing The Paid Search vs Organic SEO Divide: Go Google the keyword Tarjetas de Credito, nah, here is a link. (Google, Bing).

Did you see what we saw? The ads are in English, even though the keyword is in Spanish.

Our Agency understands banks, their customers – even their compliance teams

We've been working side-by-side with banks for the last 15 years, starting with local banks like Conestoga Bank and Univest Bank, before branching out to national banks, credit unions, business lenders, and credit card issuers.

A lot has changed since we started, and more change is coming. eMarketer says digital accounts are about to explode – we're looking at a 242% surge by 2026.

But here's what they're not telling you: getting those accounts opened is harder than ever.

We know because we're doing it. And we can help you too.

Let's Talk

BBVA Compass

AMERICAN FAMILY
INSURANCE

SUNTRUST

EI EULER HERMES

Capital One

WISDOMTREE

WELLS FARGO

FREEDOM MORTGAGE

TRAVELERS



FINANCIAL BRAND

FORUM

APRIL 14-16, 2025

Aria Hotel & Resort | Las Vegas



Sr. Executive Vice President and Chief Customer Experience Officer at CXO



Amy Basta
Chief Marketing Officer at SECU Credit Union

Branch Renaissance: Driving Acquisition, Cross-Selling & Engagement

CORE THEMES: BRANCH STRATEGY, RETAIL DESIGN, BRANDING & MARKETING

Juliet D'Ambrosio, Chief Experience Officer at Adrenaline



Consumers are using branches today more than any other channel to open accounts and acquire new products, and financial institutions investing in branches report above-average growth rates between 6–10%. In fact, three out of four consumers — including Gen Z — say branch access is critical when choosing their PFI, and Gen Z consumers are now using branches 3x more frequently than Baby Boomers.

Don't miss this session examining the critical role branches play in today's delivery strategy, and learn how to mitigate risks and harness opportunity from your retail network. This presentation will arm you with the right questions to ask, factors to consider, and how to get started on a future-proof branch strategy.

This session will teach banking executives:

- How to use data to create and optimize your strategic retail branch delivery roadmap

How to use "zonal planning" experience design

Beyond Google: Digital Marketing Strategies for the New Realities of AI-Powered Search

CORE THEMES: DIGITAL MARKETING, SEO, ARTIFICIAL INTELLIGENCE

Wil Reynolds, Founder of Seer Interactive



The online traffic financial institutions once got from Google is drying up. Why? Because Google has abandoned the old rules of online search, choking off your pageviews along with it. What worked in 2020 simply doesn't work anymore. This raises the real question: Does Google even matter anymore?

In this session, you'll see how your digital marketing strategy need to adapt as consumers increasingly turn to AI platforms like ChatGPT to find the answers they need, and find out why banking is most likely to be disrupted by this move to AI search.

This session will teach banking executives:

- How your marketing and acquisition strategy is impacted by massive shifts in digital channels
- How changes in consumers' digital behaviors are disintermediating Google, and how consumers are really getting their banking advice now
- How to track your visibility in AI-powered platforms like ChatGPT, and why smaller banks might do especially better in this world than they did with Google
- How to catch competitors using low-quality AI tools to generate content, and how to make sure you don't replicate their mistakes and break out of this 'sea of sameness'

Seer Interactive's Wil Reynolds - The Bankers AI Playbook to mover from Google to Gemini, ChatGPT, and other AI Search Engines

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Wil Reynolds, Founder of Seer Interactive, will discuss AI's disruption of search at The Financial Brand Forum 2025 in Las Vegas at the Aria, where he will be highlighting how customers are shifting to platforms like Gemini and Perplexity to get answers to the best banks. This presentation will help prepare marketers for the upcoming shifts.

LAS VEGAS, Jan. 27, 2025 /PRNewswire-PRWeb/ -- Wil Reynolds, Founder and Director of Digital Strategy at [Seer Interactive](#), is set to deliver his sixth presentation at The Financial Brand Forum 2025, scheduled for April 14-16 at the ARIA Hotel & Resort in Las Vegas. Since 2017, Wil has been a prominent speaker at this event, sharing his extensive knowledge in search marketing and digital strategy with the banking industry, where Seer has [deep expertise](#).

In his upcoming presentation, Wil will address the transformative impact of artificial intelligence (AI) on search, focusing on emerging platforms like ChatGPT, Google's Gemini and Perplexity. He will explore how these AI-driven search engines are reshaping the way customers seek banking advice, moving beyond traditional platforms like

RCS 2.0

Wins humans and algos.



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goes deep**



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