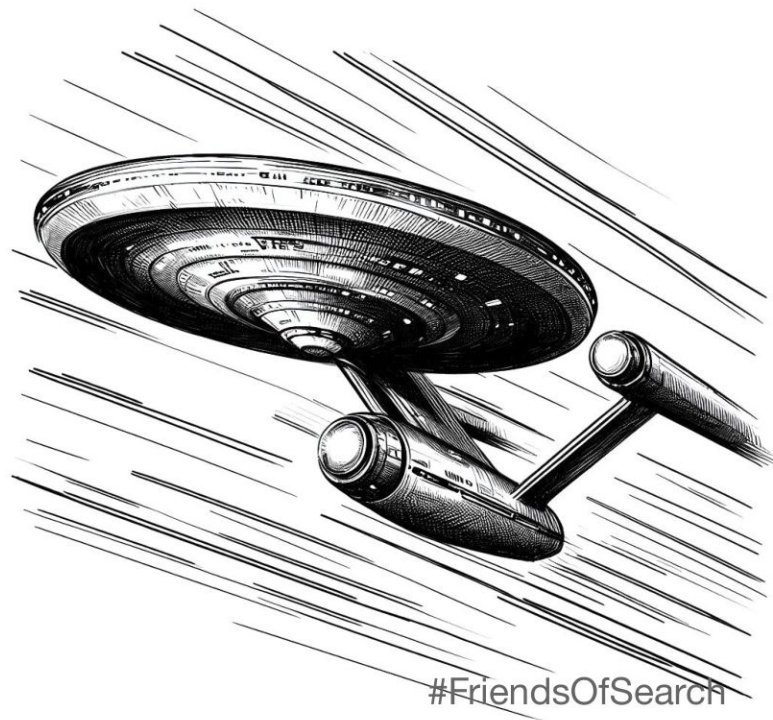


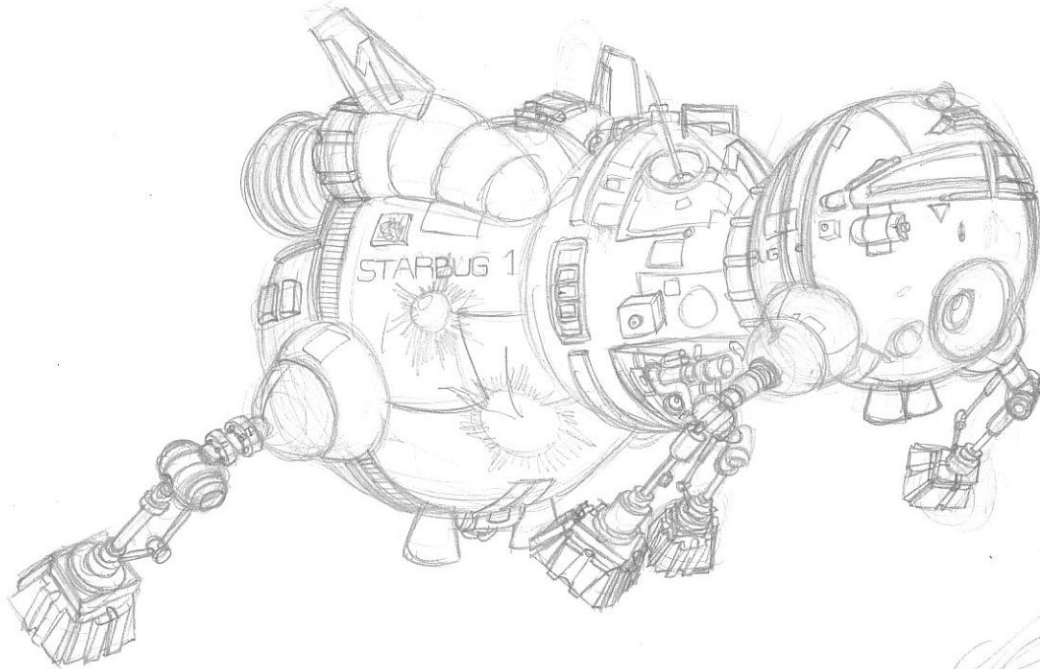


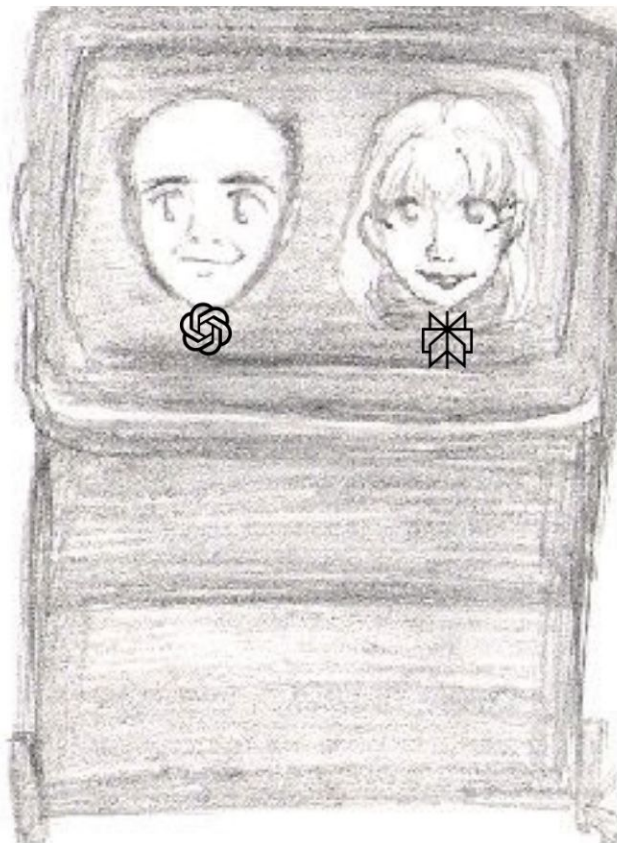
Beyond Rankings:  
Strategies for Earning  
**Digital Visibility**

Star-Trek like  
computer that can  
**serve our needs**



Reality is  
**different**



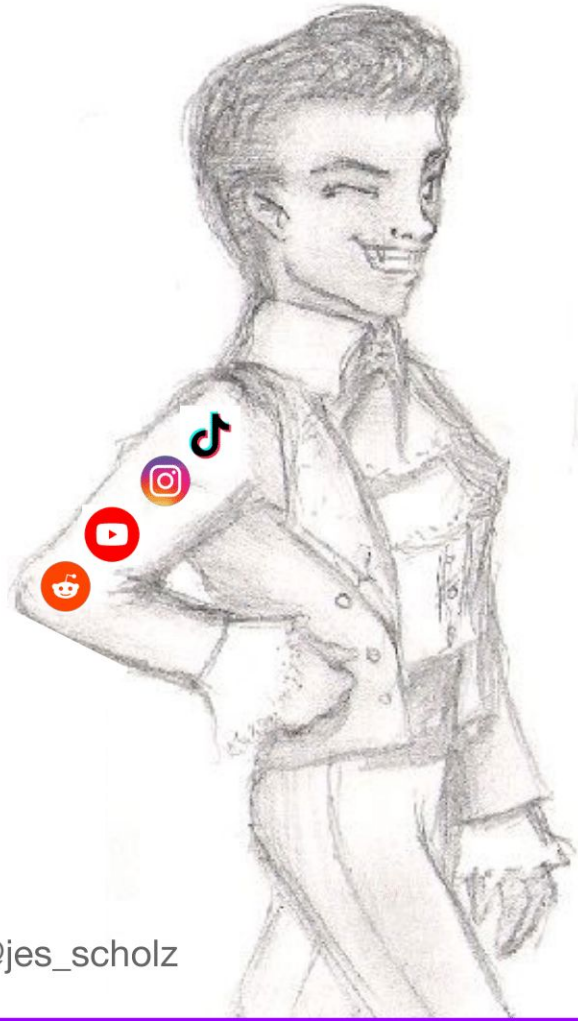


Helpful yet half  
insane **computer**  
**programs**





Smeghead who  
**changes to rules**  
to suit itself



**Fad-crazed idiot**  
who is oddly  
influential

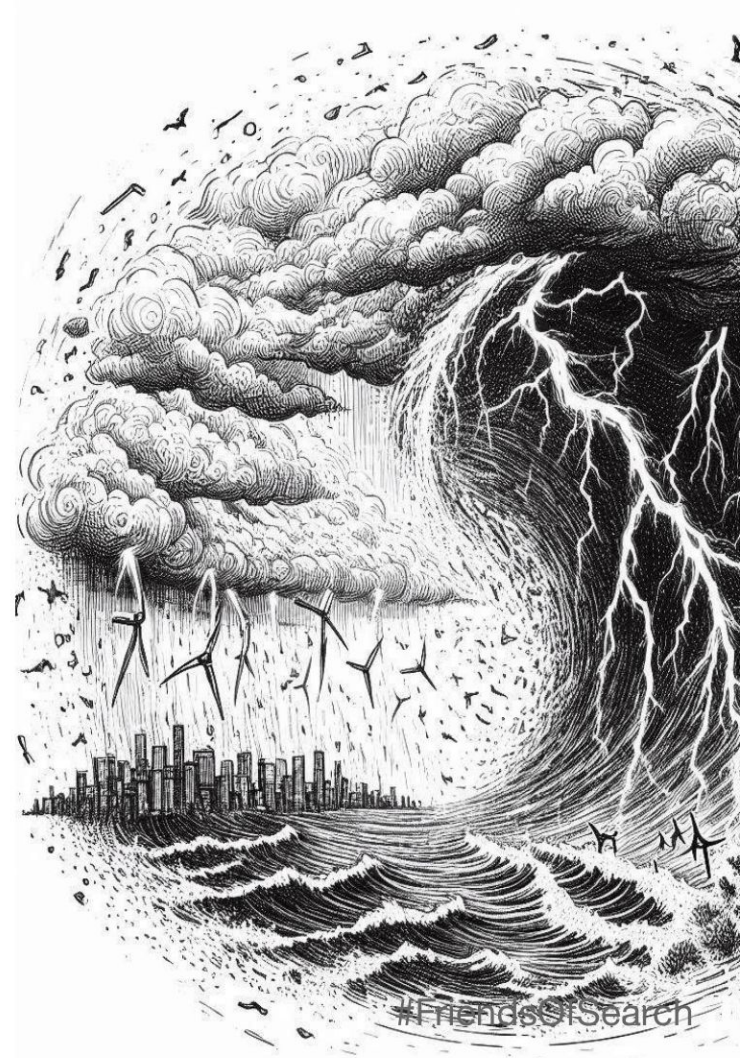


Overly subservient  
helper **rigid in  
approach**



Scrappy **hero**  
who defies  
conventions for  
a better future

# The **coming of AI** brings a climactic challenge







**KNOW YOUR  
MARKET**



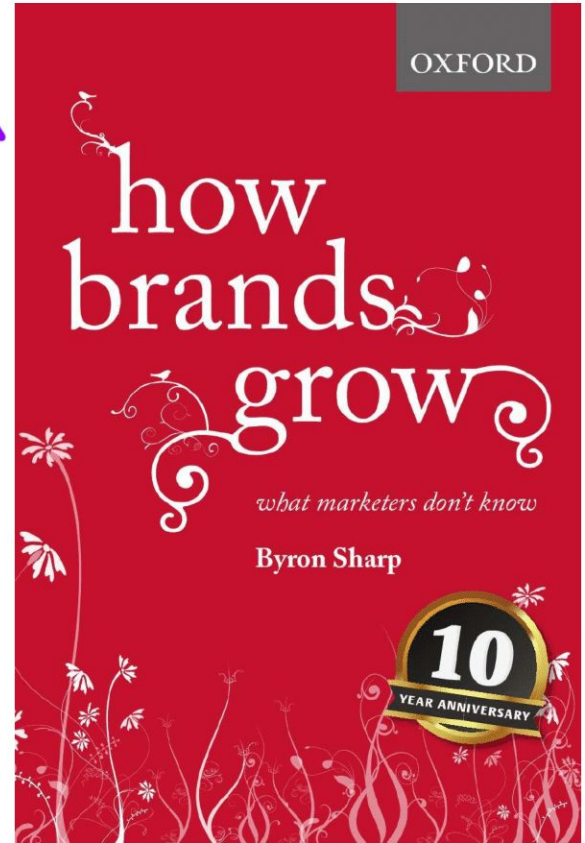
# Brands grow by

- ✗ targeting high value segments
- ✗ earning loyalty of heavy buyers
- ✗ focussing on conversion

Good read



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



**Growth mindset  
has been forgone**  
in favour of  
keyword targeting





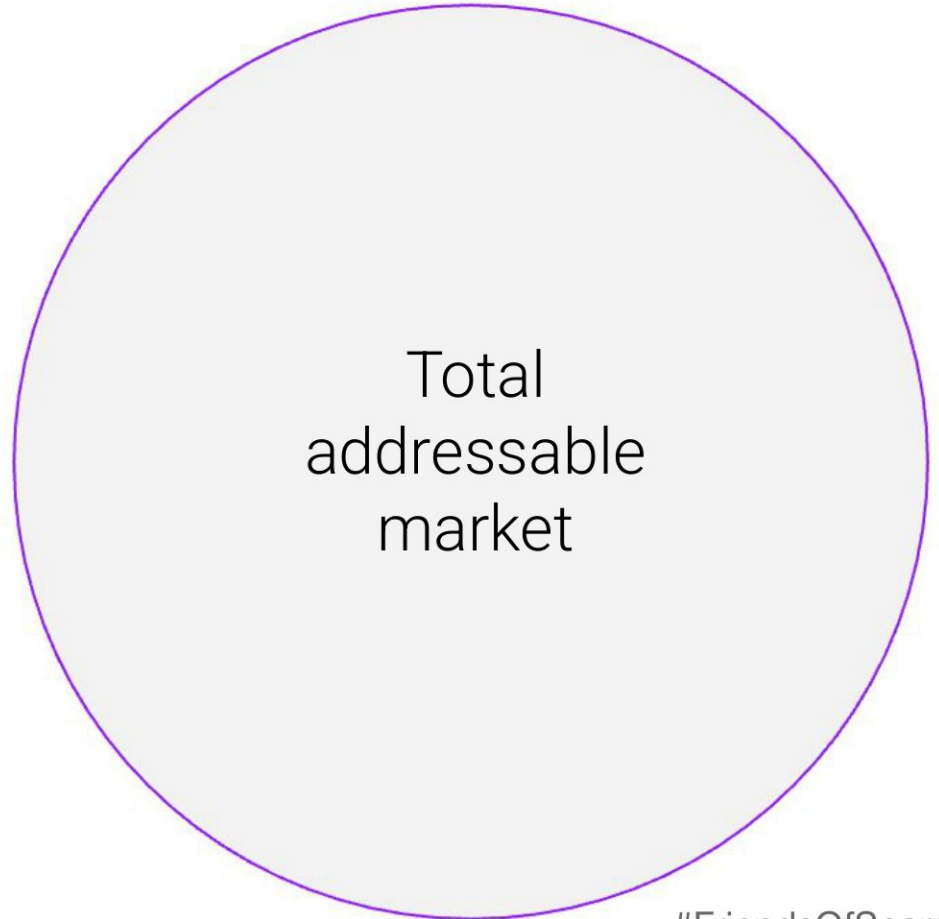


# Keyword targeting is dead Dave

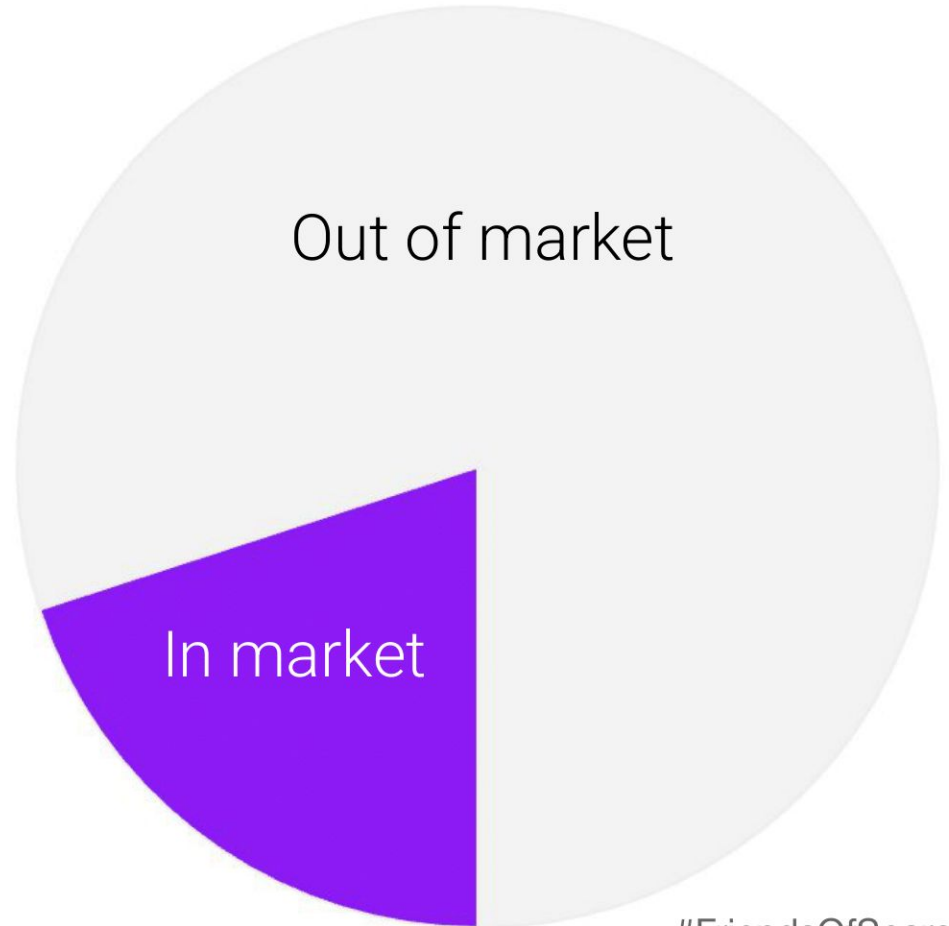
It can't significantly  
impact market share



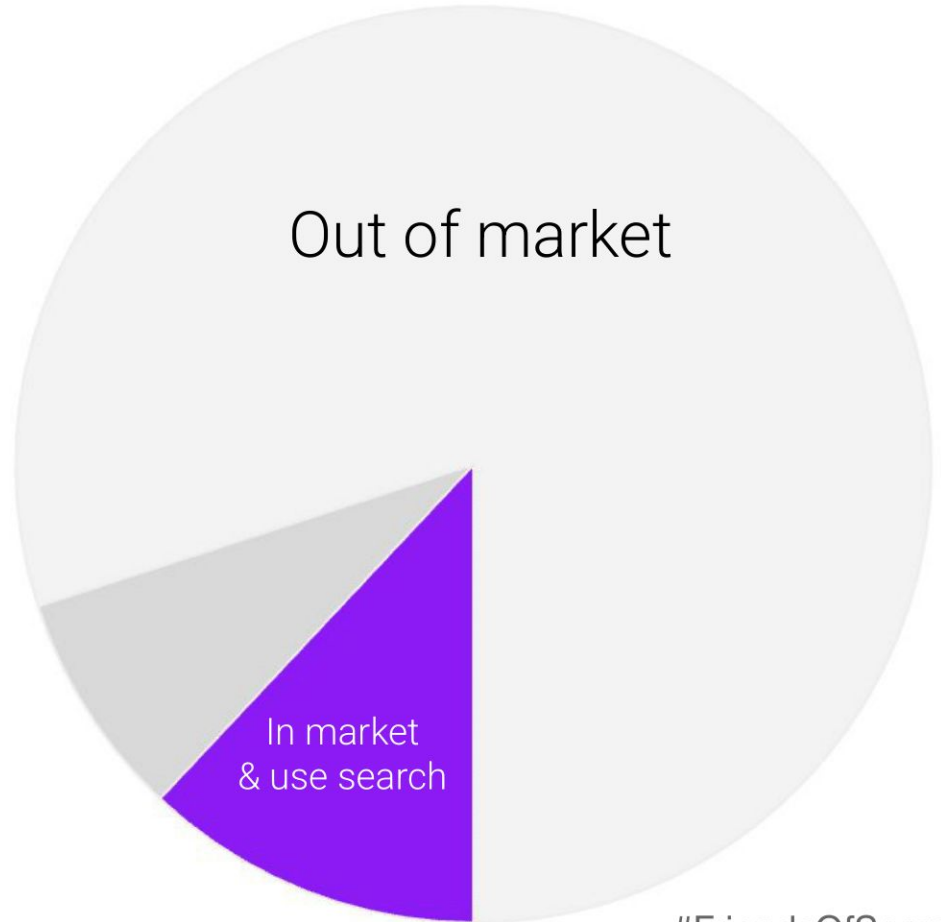
**Everyone**  
who uses  
now, in past  
or may in the  
future



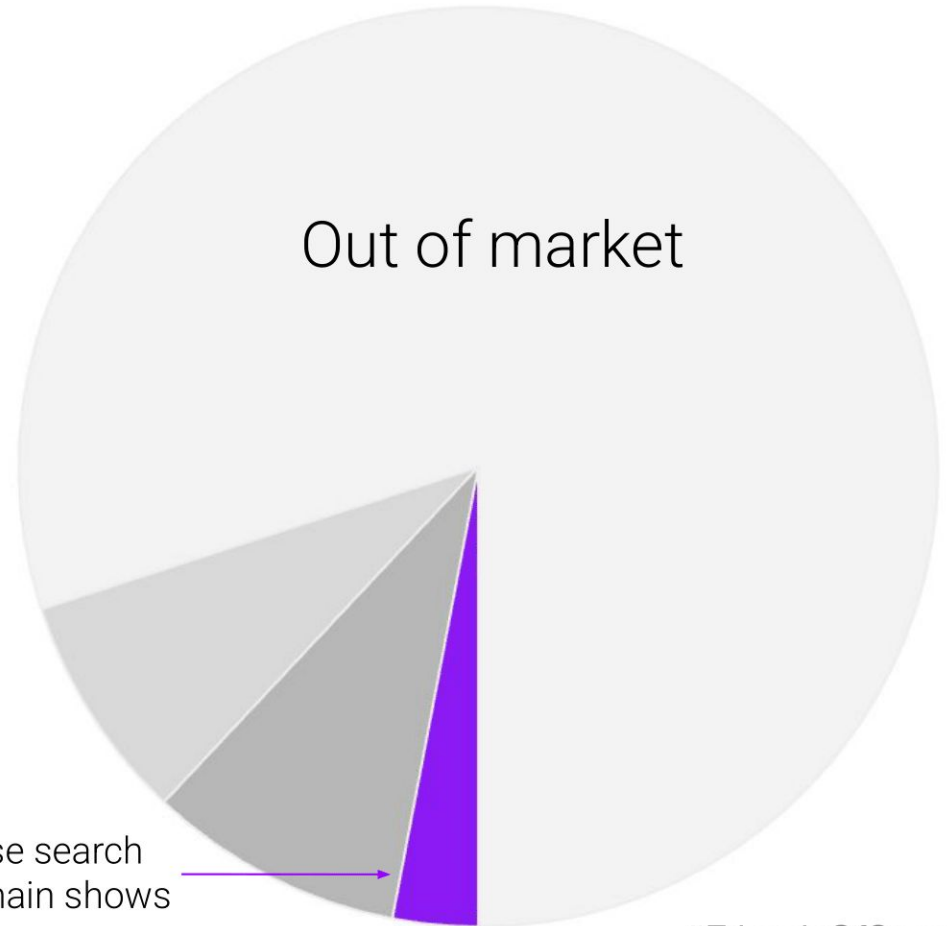
Only 5%-30%  
of users are  
**in-market** at  
any point in  
time



Not all  
in-market  
audiences  
will **search**



Your brand  
**wont show**  
**for all**  
**searches**





best streaming servic...

All Images Forums Short videos News

Sponsored

Paramount+ https://www.paramountplus.com

Paramount+ Australia 7-Day Free Trial - Stream Live TV, Movies, Originals, Sports, News, and more. Plans start from \$6.99/month.

Browse Shows

Paramount+ Australia

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Binge https://www.binge.com.au

New to BINGE? Get a free trial - No Lock-In Contract

Stream your favourites on BINGE today, plus more of the world's most talked about shows. Join...

Sponsored

Fetch TV https://www.fetchtv.com.au > features

Fetch TV - All You Entertainment Needs @jes\_scholz

Watch Netflix, Disney+, Apple TV+, Stan, YouTube, Prime Video and more on TV with Fetch. Stream Movies, Catch-Up TV, YouTube, Netflix, Apple...

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Prime Video https://www.primevideo.com

Better - A\$9.99/month - Cancel Anytime

Watch Better on BritBox. Renews at A\$9.99/month after trial. Cancel anytime.

Popular streaming services

From sources across the web

NETFLIX Netflix

Prime Video

Apple TV+

hulu Hulu

20 more

Feedback

People also ask

What is the #1 best streaming service?

Which streaming service is the best in Australia?

Is there a better alternative to Netflix?

Is Binge better than Netflix?

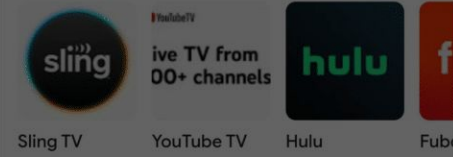
Feedback

Tom's Guide https://www.tomsguide.com

The best streaming services in Australia for 2025

3 Mar 2024 - The best streaming services now - 1. Binge - 2. Netflix - 3. Disney Plus - 4. Stan - 5. Amazon Prime Video - 6. Apple TV Plus - 7...

People also search for



Best streaming services Australia

List of all streaming services and prices

Best streaming service for live TV

Hulu

Best streaming service for movies

Feedback

Reddit · r/AskAnAustralian 20+ comments · 1 year ago

Best streaming service to try out?: r/AskAnAustralian

This used to be easy. Me and each of my siblings would each pay for a service and all share to benefit. Then Netflix had to get greedy... seriously, F them...

There is an app called just watch. It is fairly accurate on what shows are on what sites. And ...

More >

Top answer · 14 votes 12 votes

If you could only have one streaming service... r/cordcutters · 160+ comments · 10mo

I tried & compared all the live TV streaming... r/cordcutters · 220+ comments · 2mo

More results from Reddit >





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Fetch Box - All Your Entertainment Needs

Watch Netflix, Disney+, Apple TV+, Stan, YouTube, Prime Video and more on TV with Fetch. Stream Movies, Catch-Up TV, YouTube, Netflix, Apple...

Sponsored

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People also search for

Sling TV YouTube TV Hulu Fubo

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None. Ditch em money and sail as a great man 12 votes

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More results from Reddit



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People also search for

Search suggestions: sling, YouTube TV from 00+ channels, hulu, YouTube TV, Hulu, Fetch TV

Best streaming services Australia

List of all streaming services and prices

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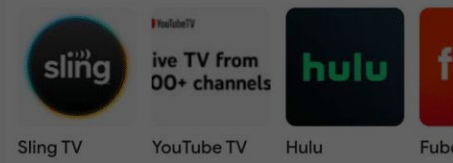
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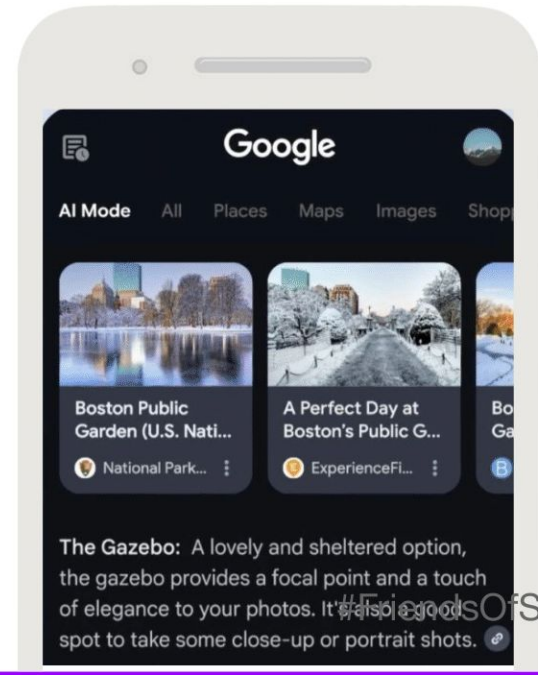
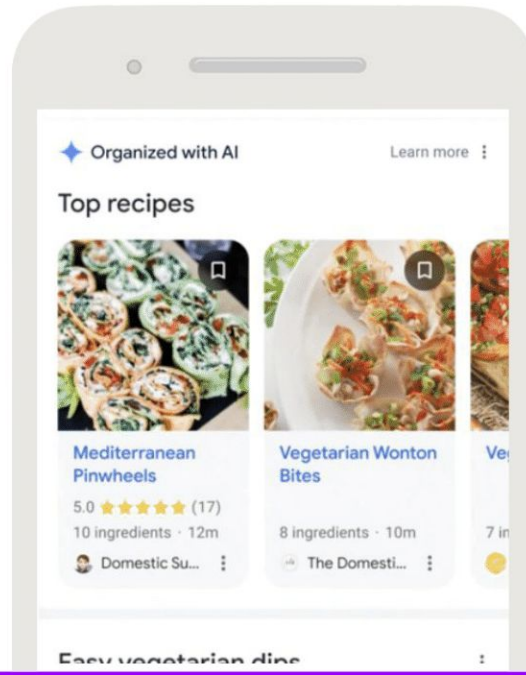
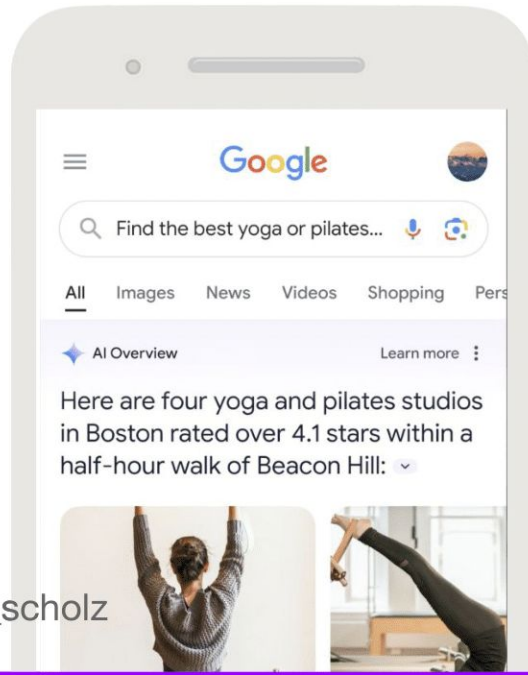
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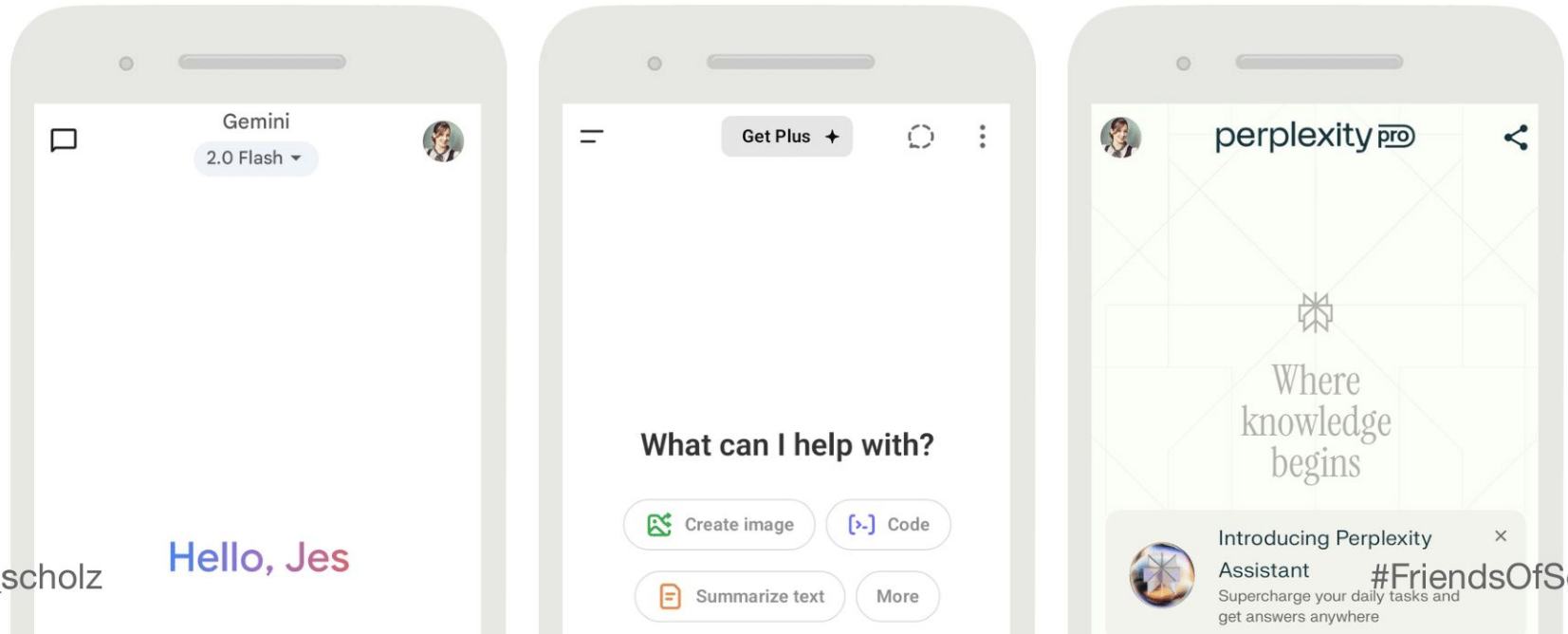
I tried & compared all the live TV streaming... r/cordcutters · 220+ comments · 2mo

More results from Reddit

# Clicks from search to sites is **set to shrink**



# AI chatbots & agents will **disrupt search**



@jes\_scholz

Hello, Jes

What can I help with?

Create image

Code

Summarize text

More

perplexity pro

Where  
knowledge  
begins

Introducing Perplexity

Assistant

#FriendsOfSearch

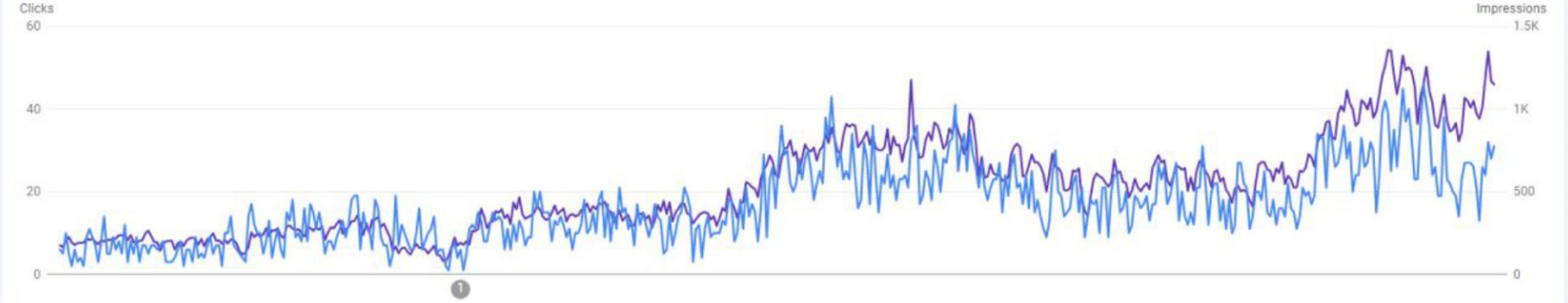
Supercharge your daily tasks and  
get answers anywhere

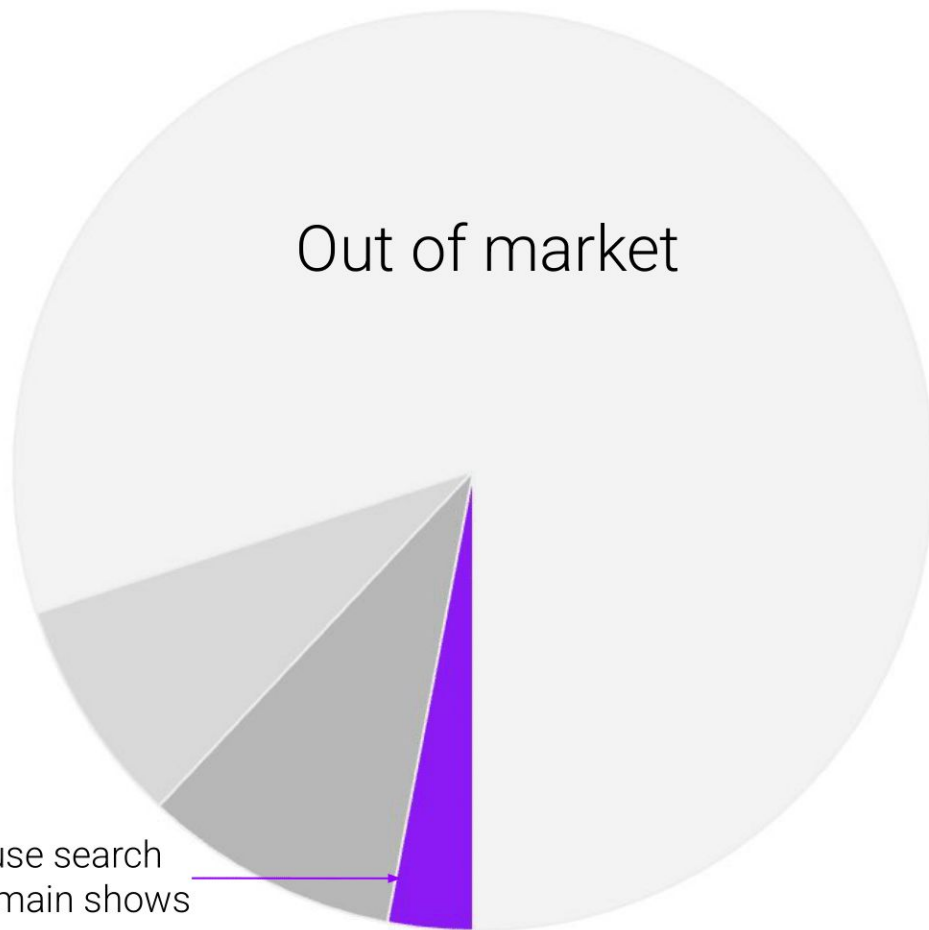


Why do we still  
primarily focus  
on **ranking URLs**  
**in search**

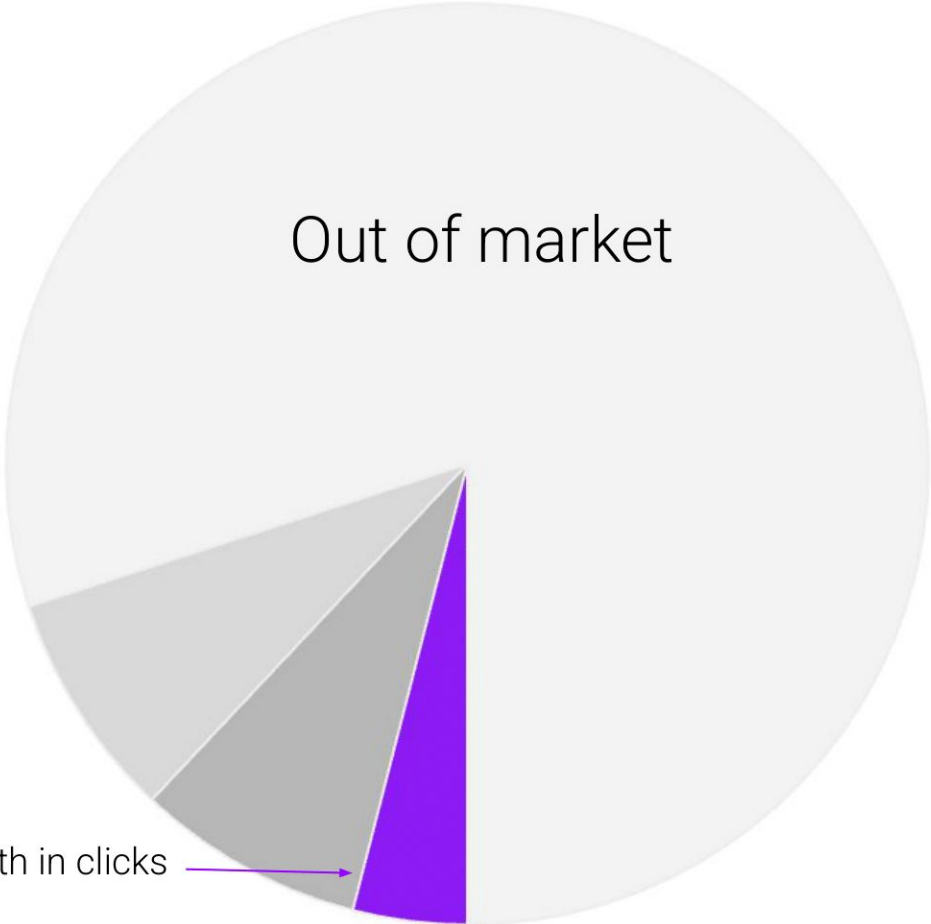


<input checked="" type="checkbox"/> Total clicks <b>8.15K</b>	<input checked="" type="checkbox"/> Total impressions <b>257K</b>	<input type="checkbox"/> Average CTR <b>3.2%</b>	<input type="checkbox"/> Average position <b>19.9</b>
------------------------------------------------------------------	----------------------------------------------------------------------	-----------------------------------------------------	----------------------------------------------------------



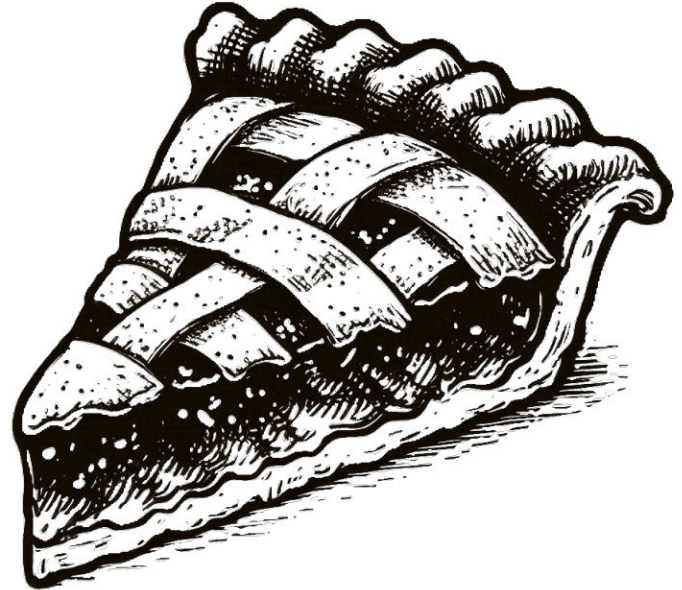


In market & use search  
where your domain shows



20% growth in clicks

Market share  
wins achievable  
via **search** are  
fractional



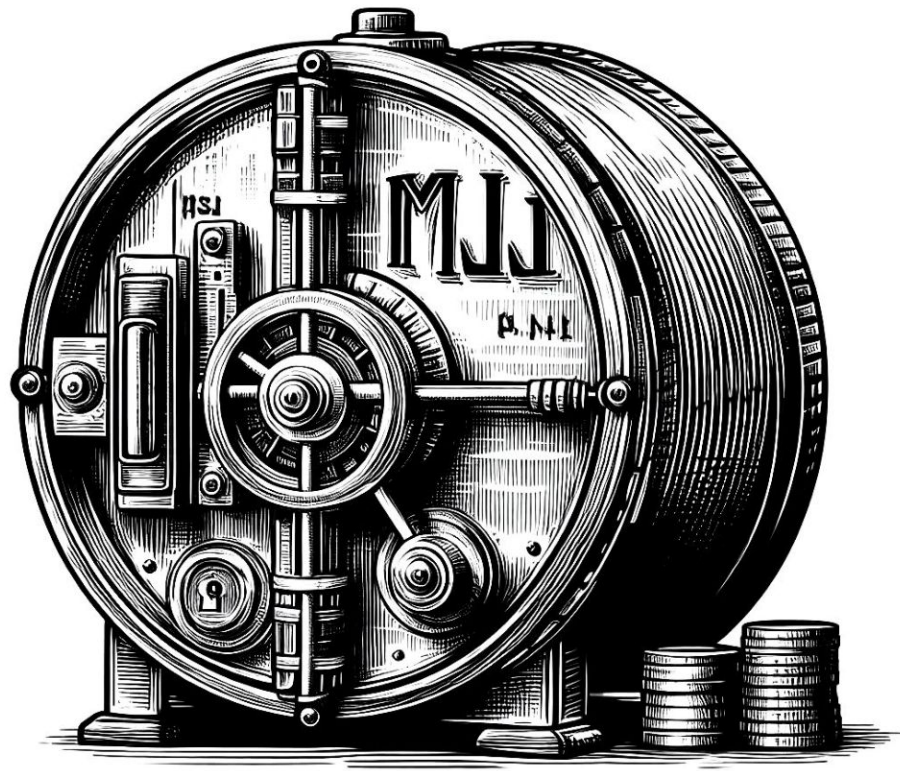


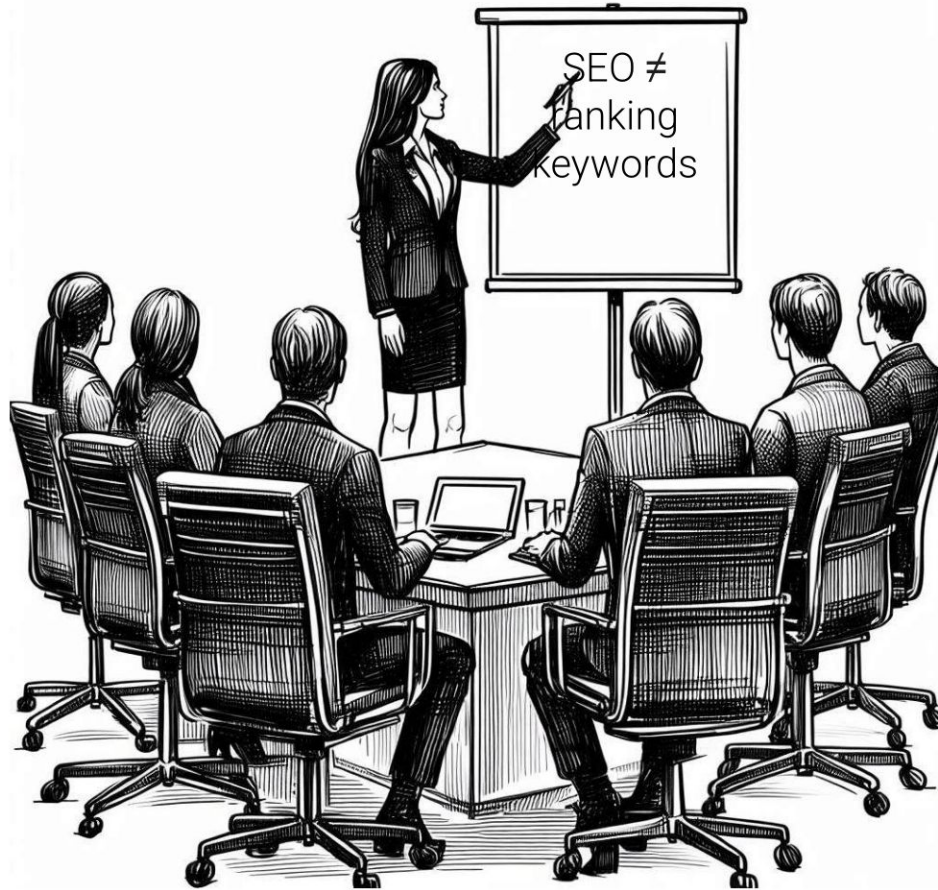


Is optimising  
**only for Google  
Search** the best  
use of your  
talent?

It's a good time  
to be an SEO,  
because **PPC**  
**can't buy LLM**  
**visibility**

...yet

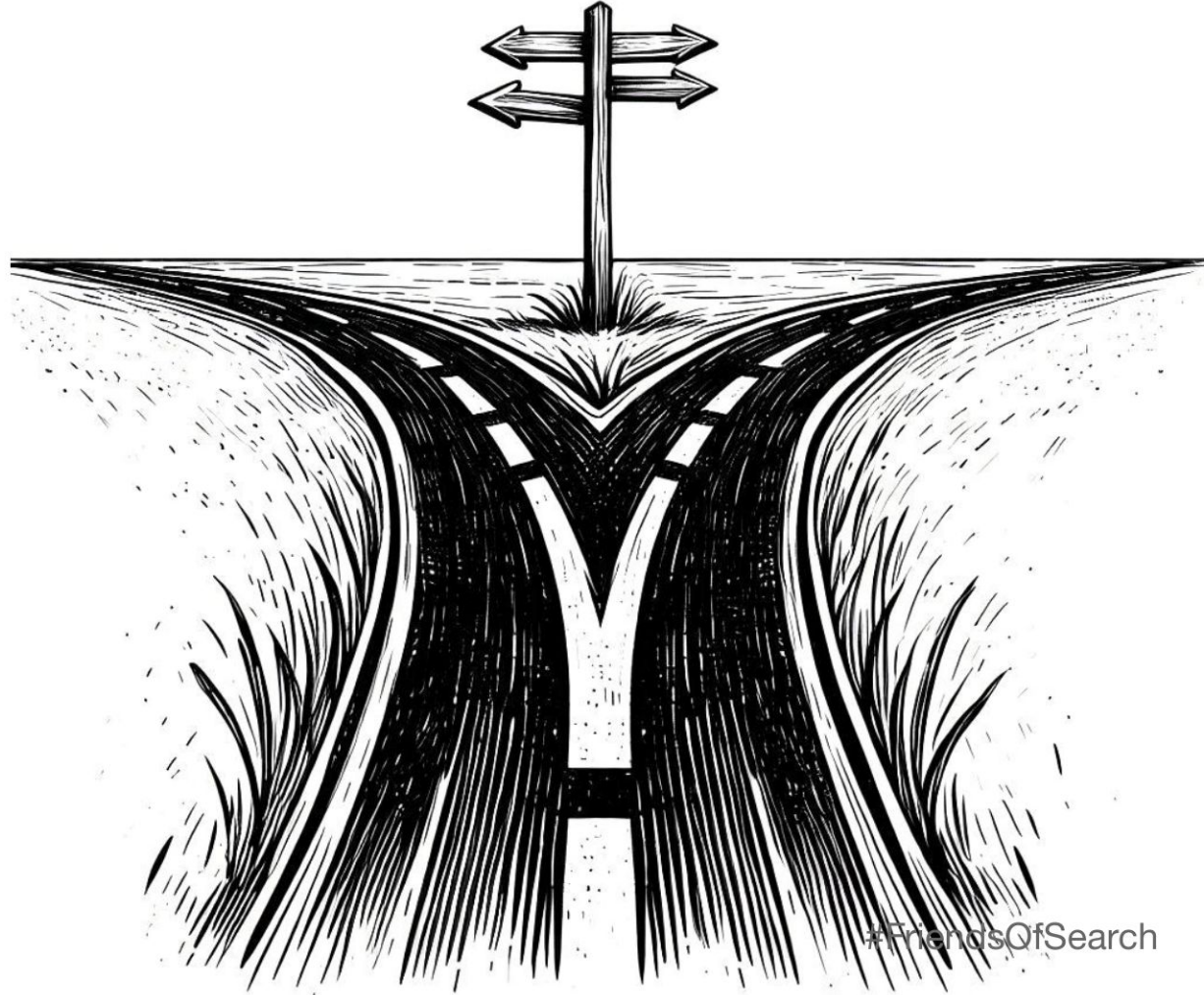




You have  
**executive  
attention &**  
resources  
...for now



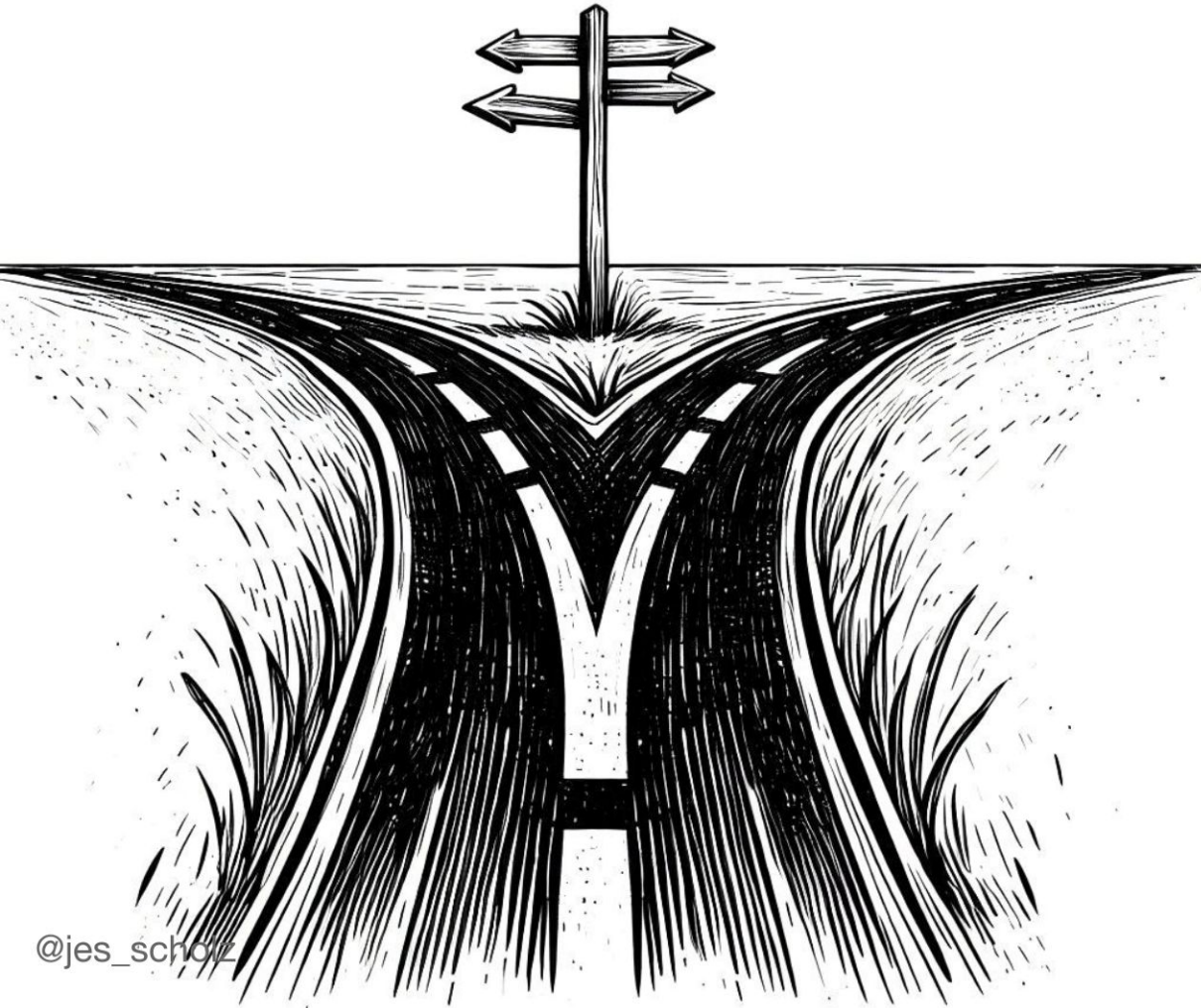
Focus on  
in-market  
audience  
**conversion**



Little executive  
buy-in and **low  
market share  
impact**







Focus on  
regularly  
**reaching** the  
mass-market



Many  
occasional  
touch points  
**increase**  
**market share**

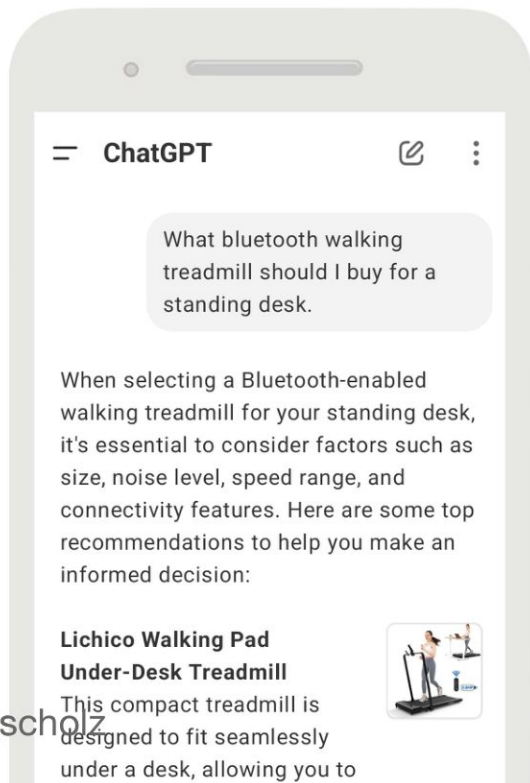




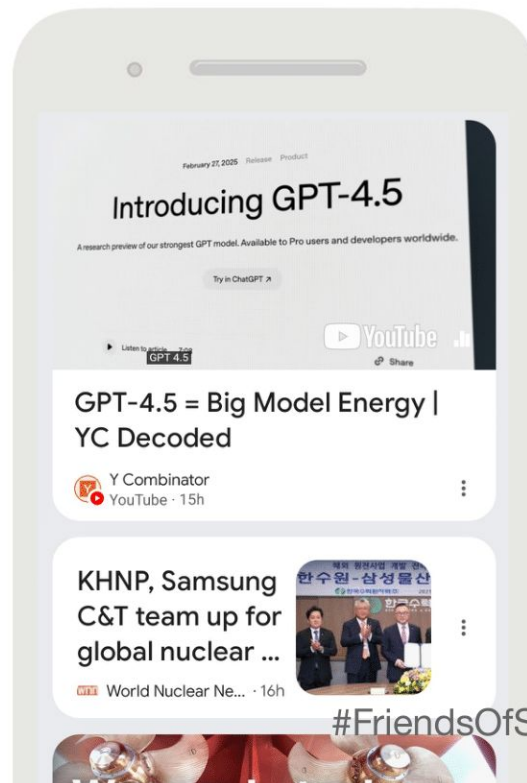
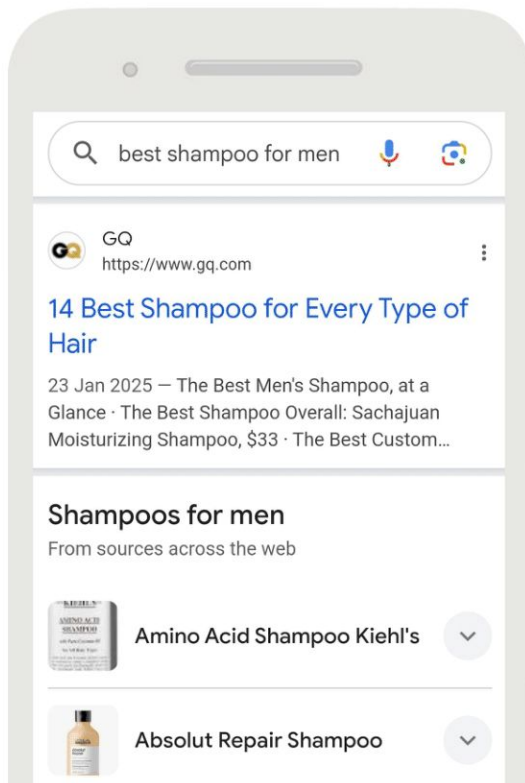
**People  
satisfice**  
effectively  
ignoring most  
brands



# It's **good** enough



@jes\_scholz







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

Routines change  
when a brand is  
unavailable,  
unacceptable or  
**displaced**



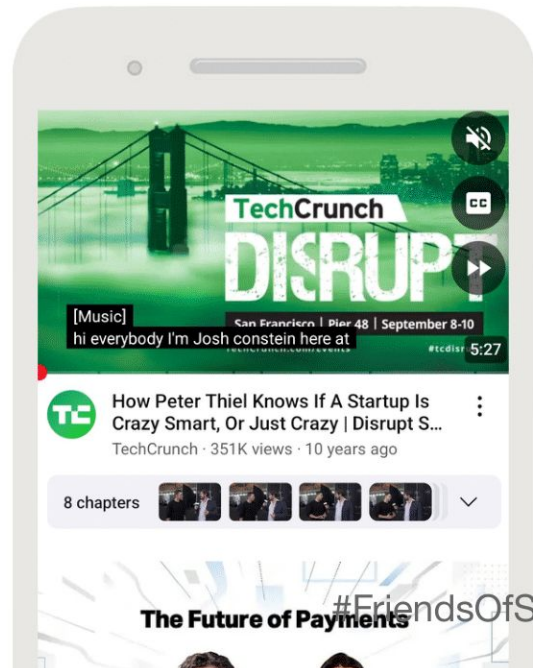
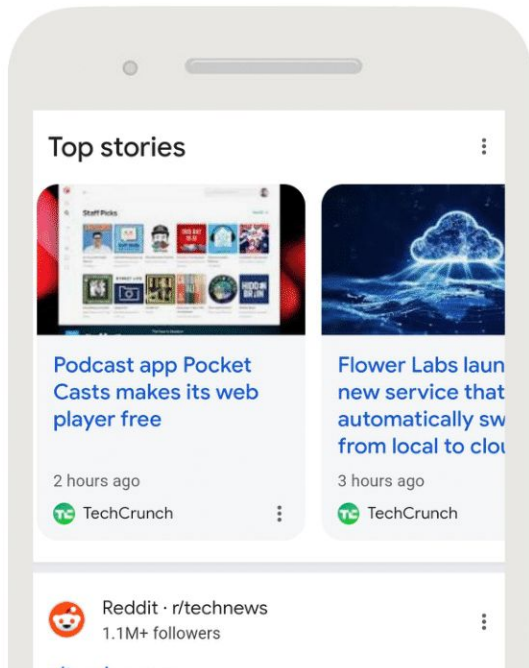
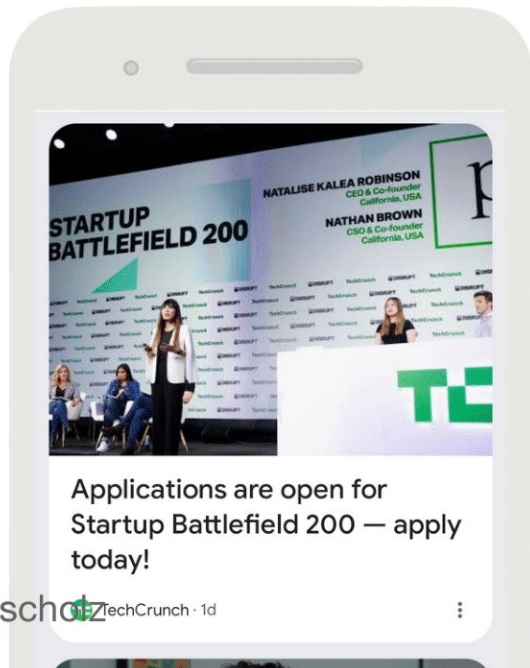


People **prefer**  
**brands** they  
often see

Familiarity > liking >  
usage > habitual loyalty



# The role of SEO is to breed brand **familiarity**



@jes\_sch

The Future of Payments #FriendsOfSearch



Google has a  
**“big brand  
bias”**

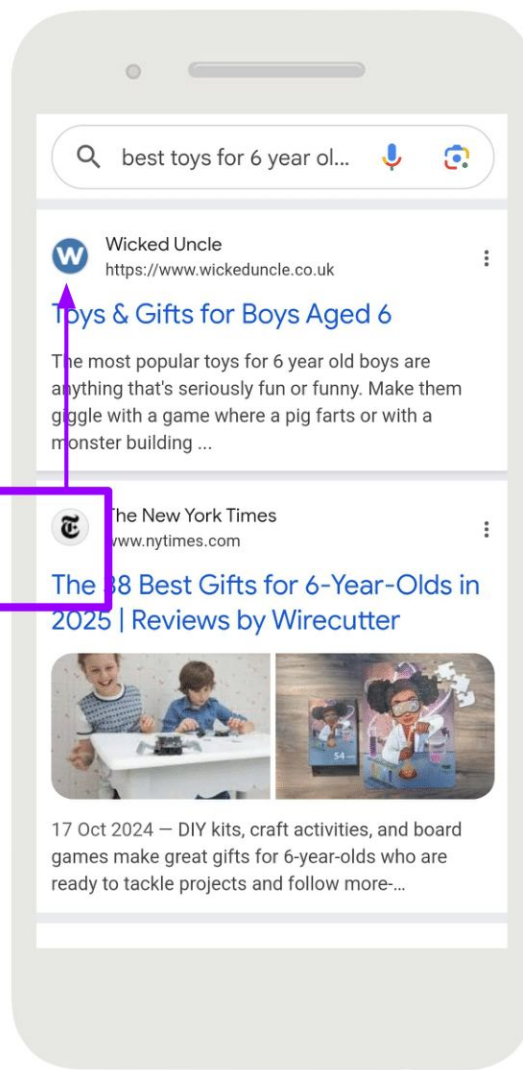


Lesser known  
brands have  
**lower rates** of  
consideration  
and clicks

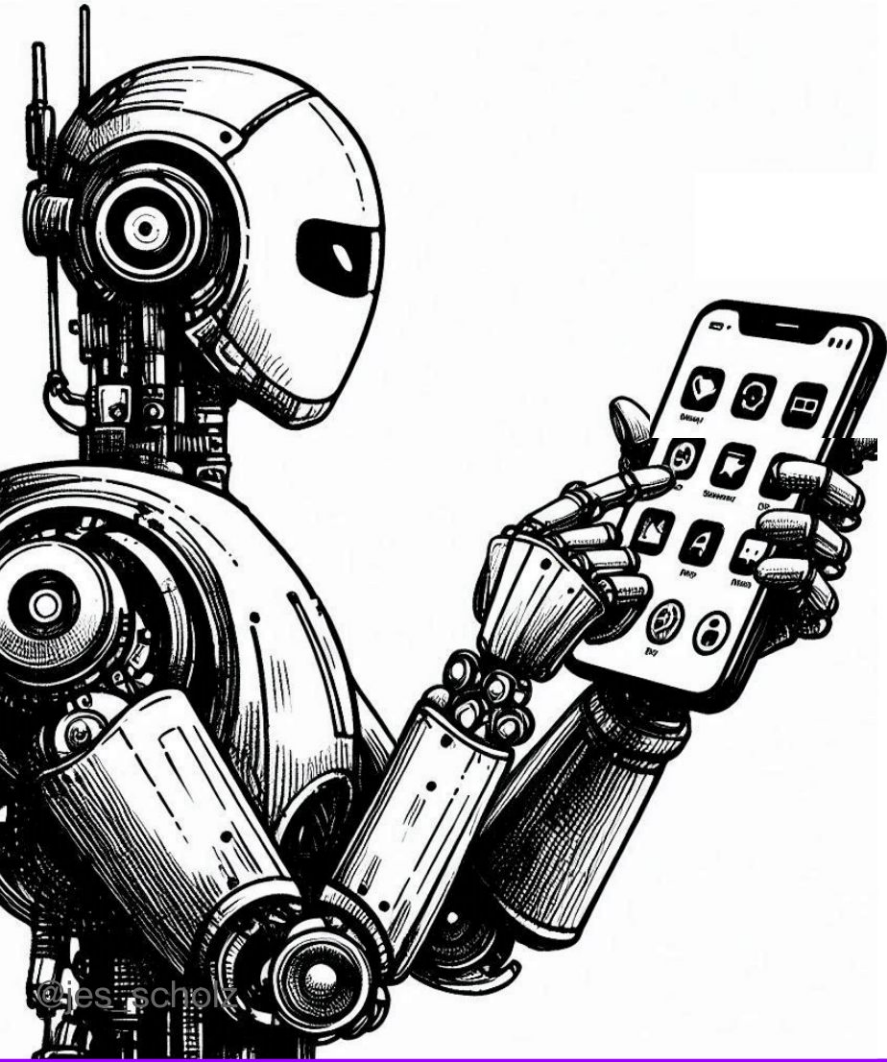


Better content  
tech SEO &  
backlinks

Known brand



Searcher bias  
is **reflected in**  
**Google**



Algorithmic & AI  
recommendations  
reflect **market  
preferences**

# Platforms will follow the patterns of **passionless brand loyalty**





Aim to regularly reach  
**all potential users**









**BE ON  
DISPLAY**

# Achieve omnichannel SEO



Google  
Search



Google  
Discover



Google  
News



Google  
Shopping



Google  
Lens



Google  
Maps



Google  
Play



Google  
Gemini



ChatGPT



YouTube

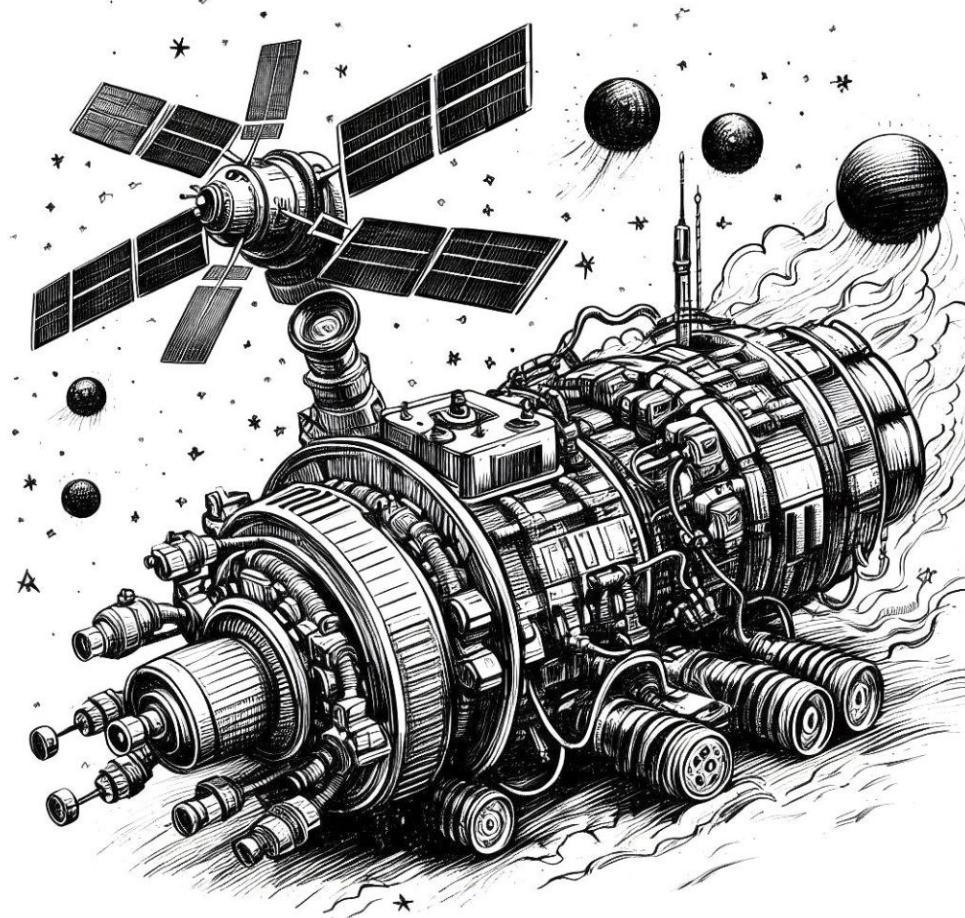


TikTok

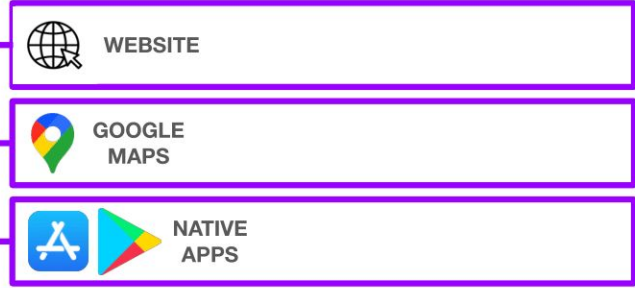


Instagram

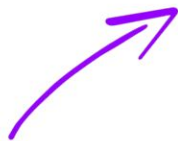
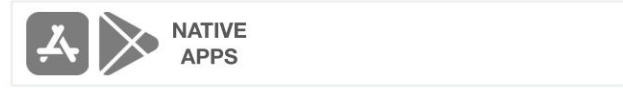
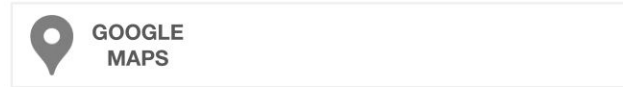
# Expand your **content distribution engine**







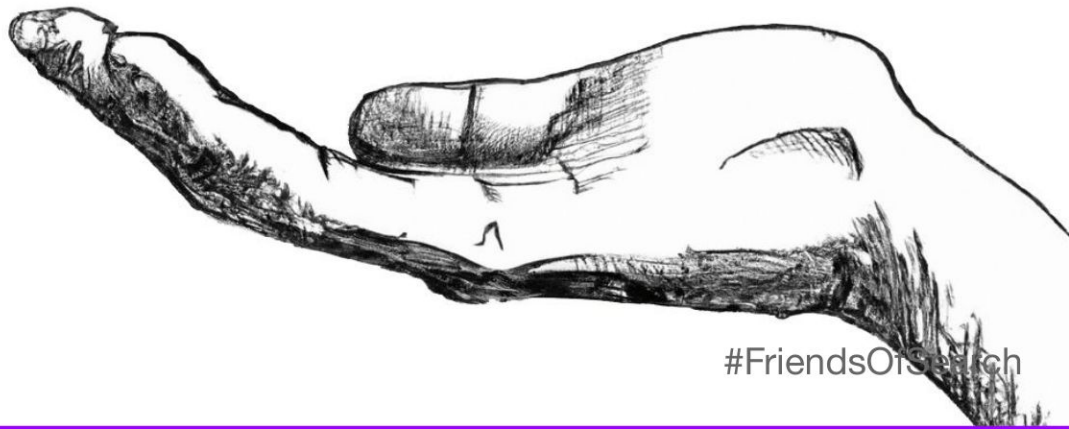
Destination  
focussed



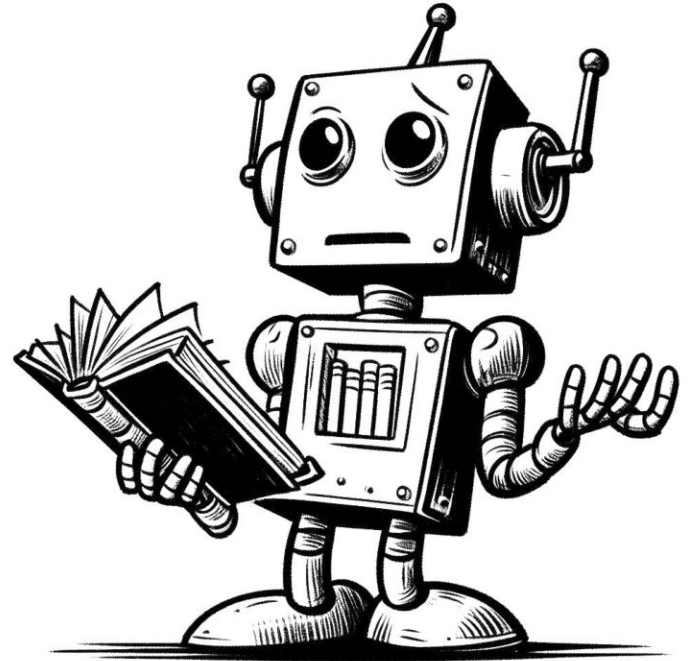
Distribution  
booster

# Sitemaps **communicate** **little** about the content

```
<url>  
  <loc>https://www.example.com/</loc>  
  <lastmod>2025-03-11</lastmod>  
  <image:image>  
    <image:loc>https://domain.com/pic.jpg</image:loc>  
  </image:image>  
  <video:video>  
    <video:content_loc>/vid.mp4</video:content_loc>  
    <video:title>Title</video:title>  
    <video:description>An introduction</video:description>  
    <video:thumbnail_loc>/thumb.jpg</video:thumbnail_loc>  
  </video:video>  
</url>
```



Content indexed is  
not necessarily  
**understood**







Indexed pages  
show  
stockroom  
storage, **not**  
**shelf space**

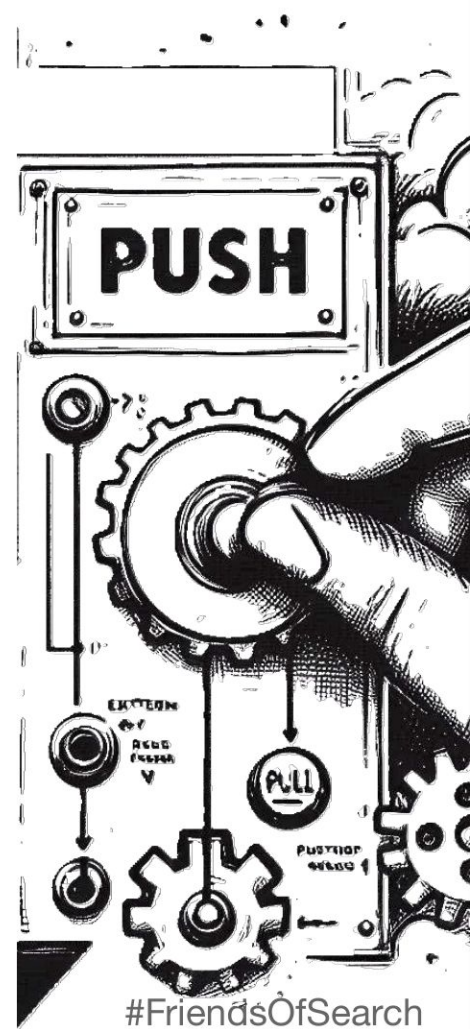


Not a **robust**  
content distribution engine



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

@jes\_scholz





#FriendsOfSearch






*schema.org*

Google  
Search Console

 WEBSITE

 GOOGLE  
MAPS

  NATIVE  
APPS

 GOOGLE  
SEARCH







**schema.org**

WEBSITE

GOOGLE MAPS

NATIVE APPS

GOOGLE SEARCH

Google  
Search Console



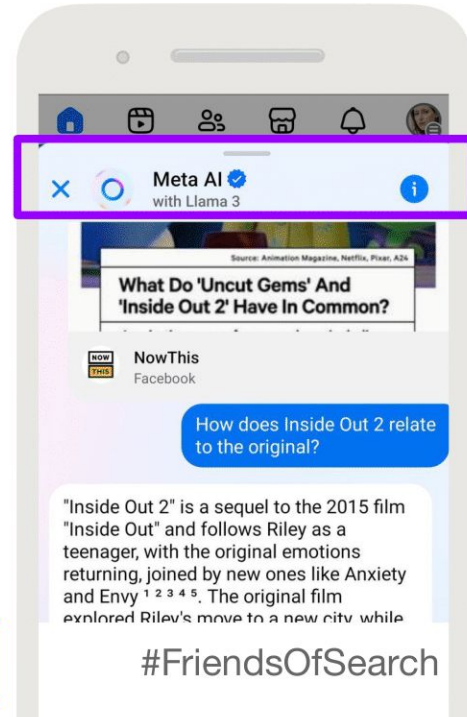
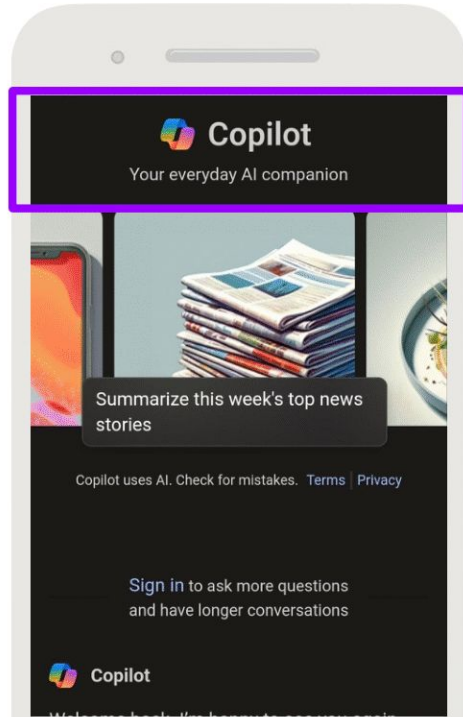
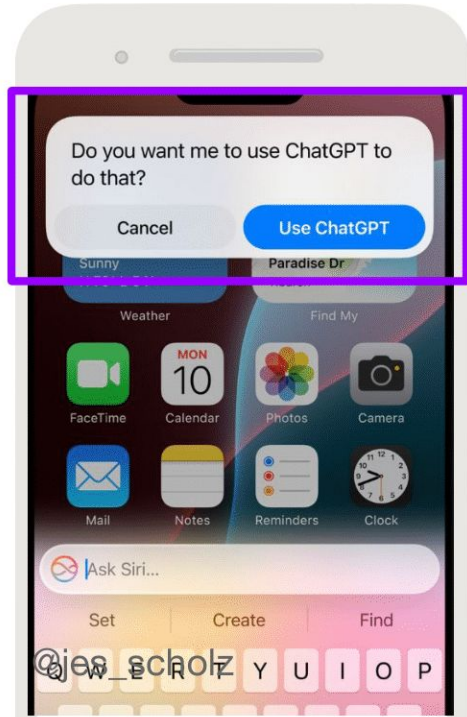
MERCHANT CENTER

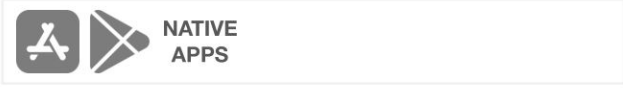
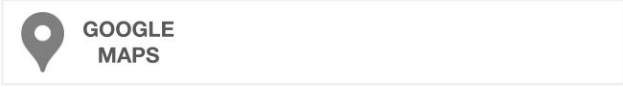
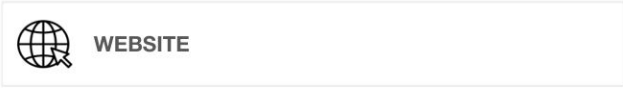
GOOGLE SHOPPING

amazon  
seller central

INDUSTRY AGGREGATORS

# Bing's index powers **many** **platforms**







CONTENT  
DATABASE



XML  
SITEMAP




INDEXING  
API




schema.org



Google  
Search Console



WEBSITE



GOOGLE  
MAPS



NATIVE  
APPS




GOOGLE  
SEARCH



RSS  
FEED




MERCHANT  
CENTER



GOOGLE  
SHOPPING




amazon  
seller central



INDUSTRY  
AGGREGATORS



INDEX  
NOW



Bing  
webmaster



BING INDEX  
POWERED PLATFORMS



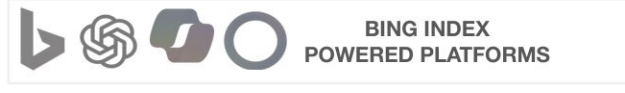
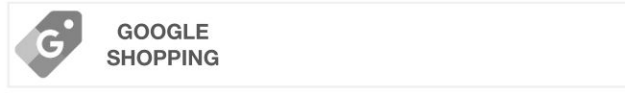
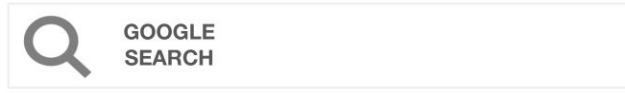
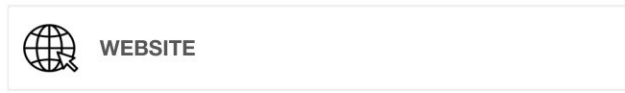
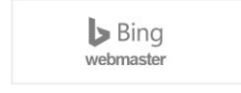
Channels  
primarily reach  
**in-market**  
audiences

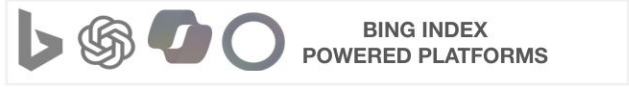
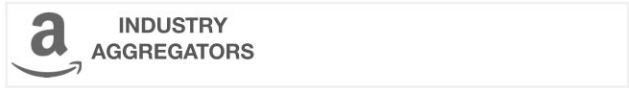
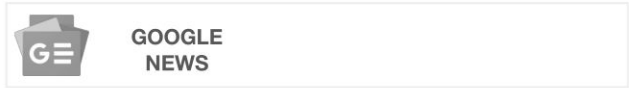
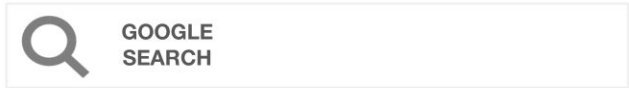
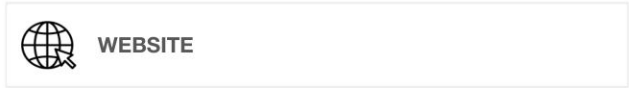
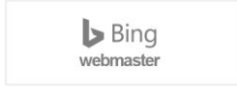


Expand to  
reach the **total  
market**



Total  
addressable  
market





# Website header **RSS** **feed**

@jes\_scholz

## Discover and your website

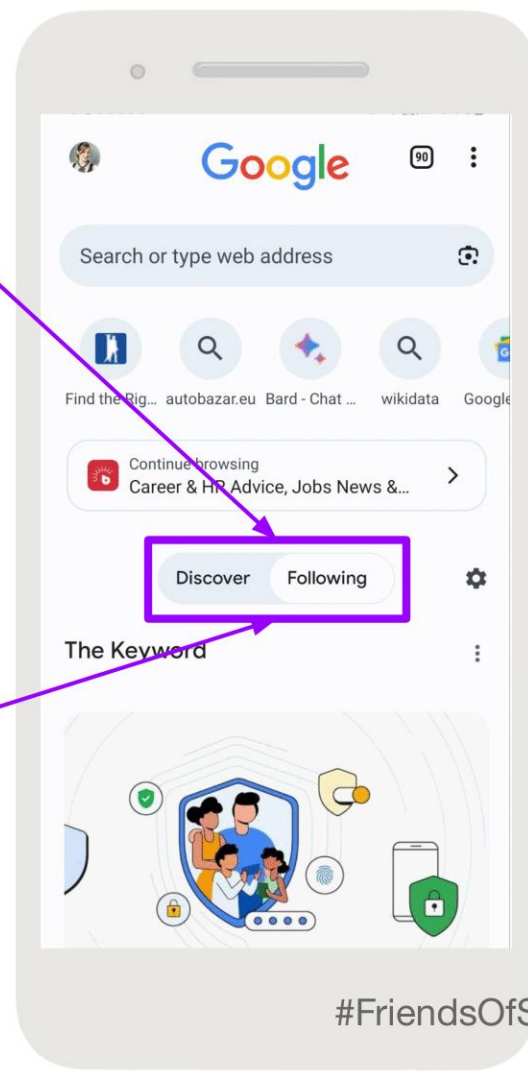
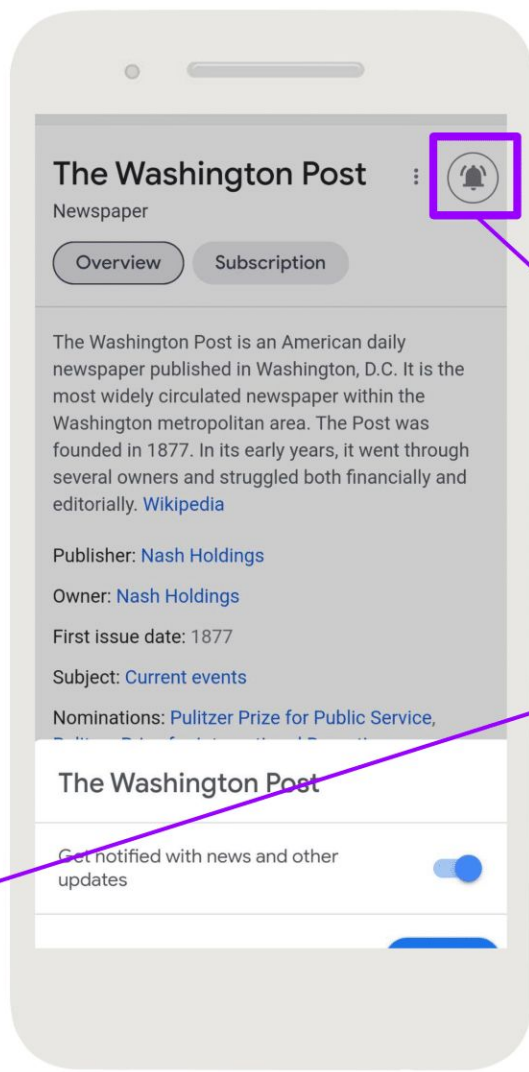
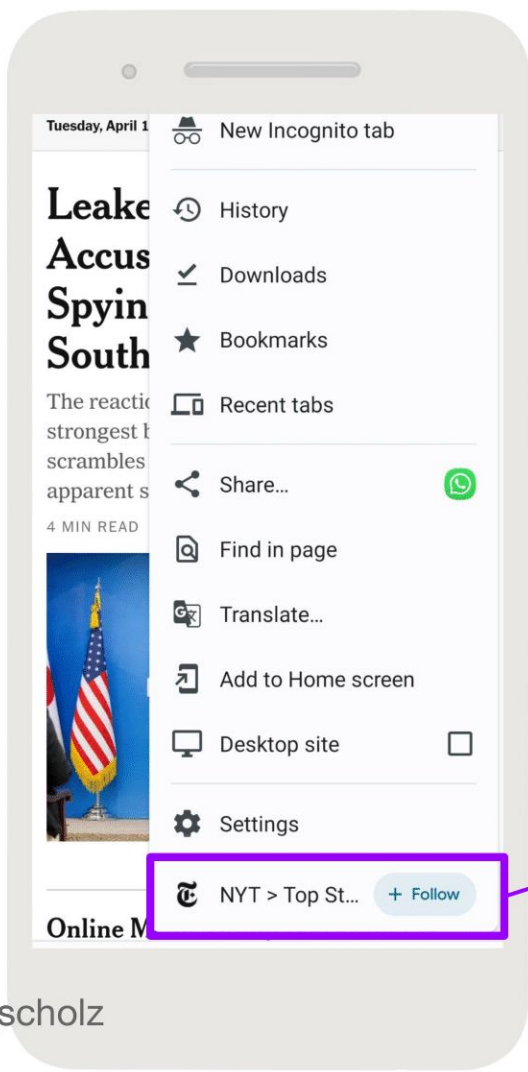
**Discover** is a part of Google Search that shows people content related to their interests, based on their [Web and App Activity](#). This page explains more about how content may appear in Discover and best practices for site owners to consider.

### Optimize your web pages for the Follow feature

To help Google understand which feed that you want people to follow for a given page, link your RSS or Atom feed in the `<head>` section of your hub and leaf pages:

```
RSS  Atom
<link rel="alternate" type="application/rss+xml" href="https://www.example.com/feed" />
#FriendsOfSearch
```





## Sitemaps

Add a new sitemap

Enter sitemap URL

SUBMIT

Submitted sitemaps

Sitemap

Type

Submitted

/rss-articles.xml

RSS

9 Sept 2024

Sitemap details

Type

Status

Type: Feed

Status: All

Download all

Sitemap URL

Last submit

Last crawl

Status

URLs discov... ↓

/rss-listings.xml

12/20/2024

3/7/2025

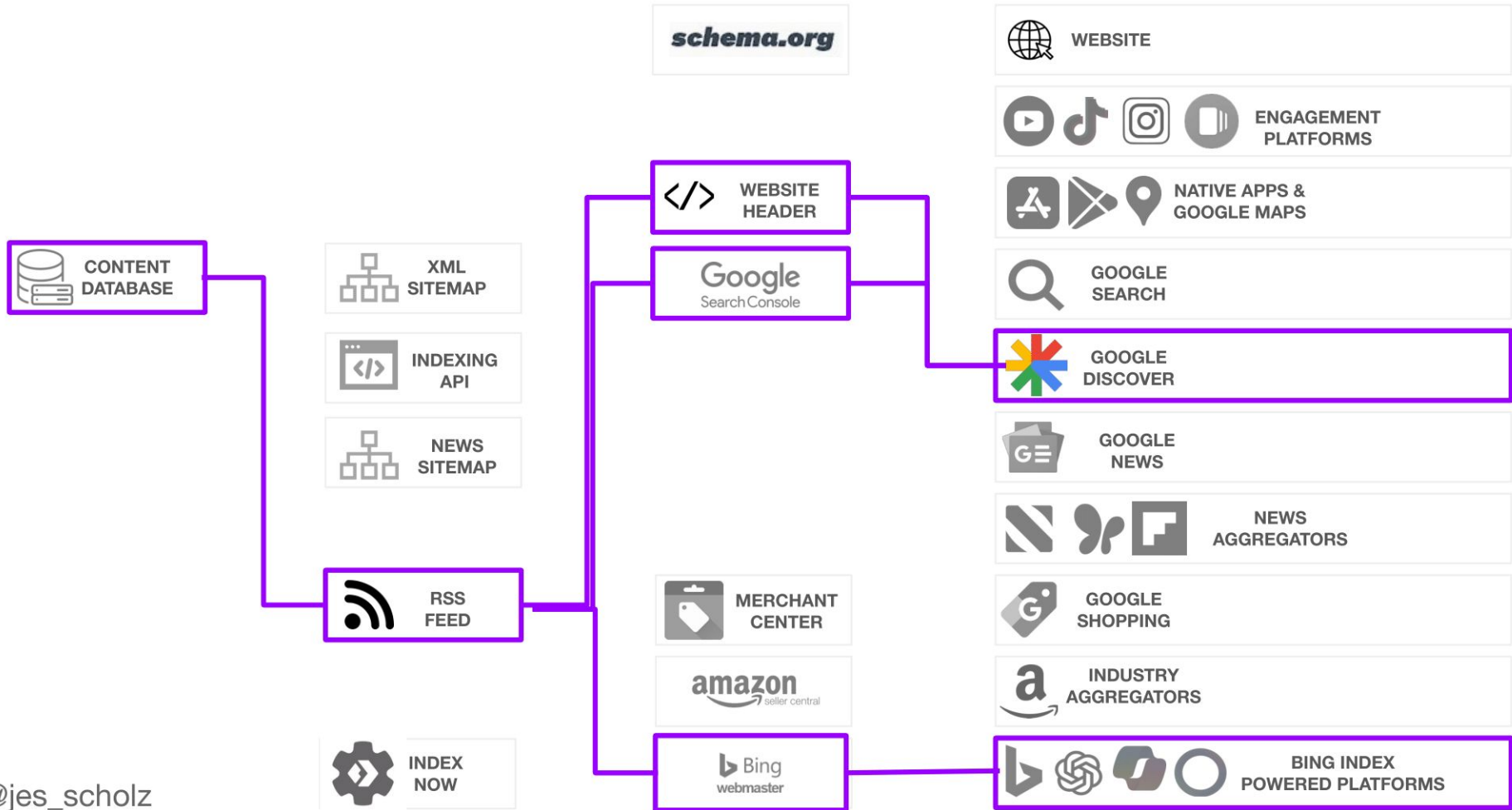
Success

974

Feed

Submitted

1 row





Is the issue  
**content or**  
**domain?**

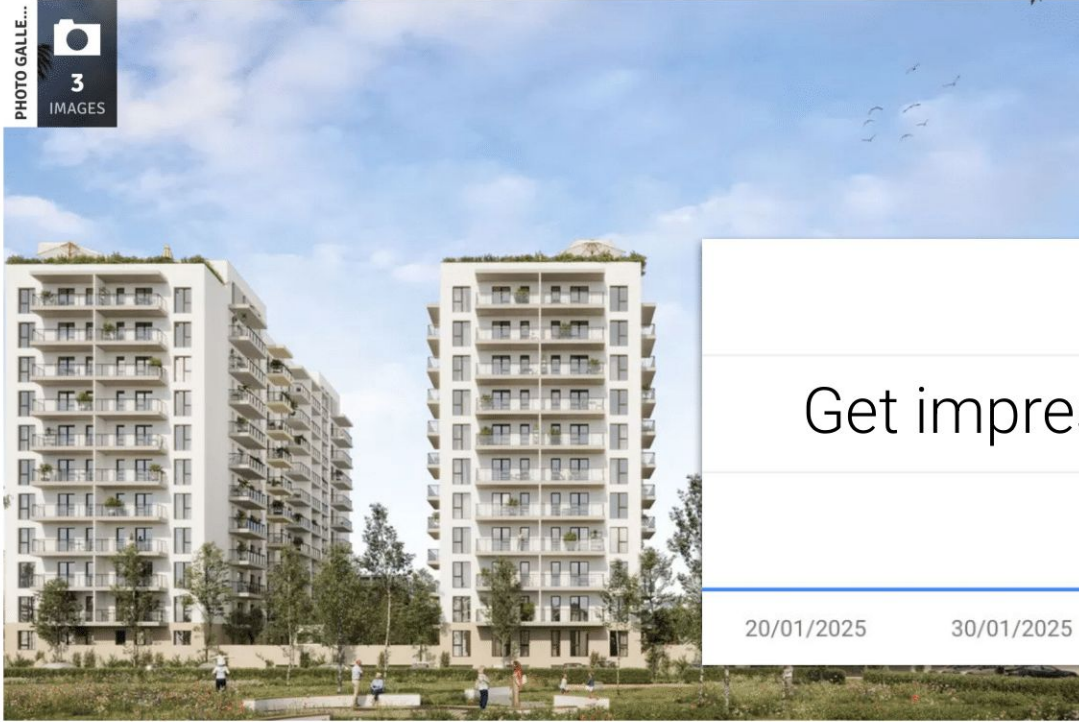
# Drumul Taberei or Berceni? Where to look for your home depending on what you want to buy

 Corina Vârlan

 Updated on 05 Mar. 2025, 16:36

 Comment

PHOTO GALLE...  
  
3  
IMAGES

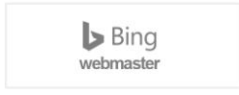


# Publish with a **media site**

Get impression & click data





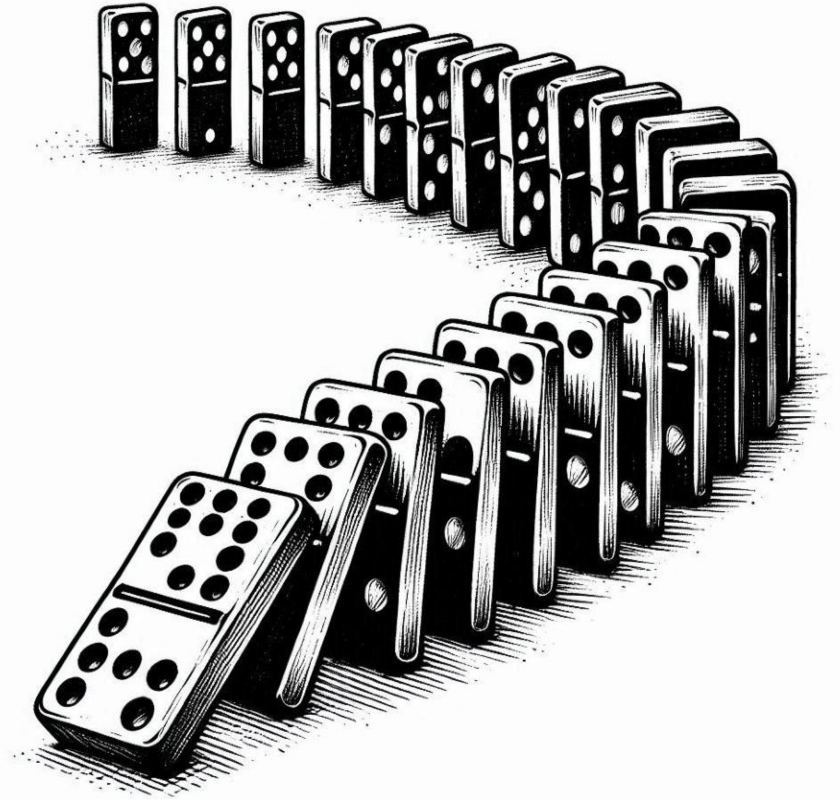




**Article format**  
**alone** won't  
maximise reach

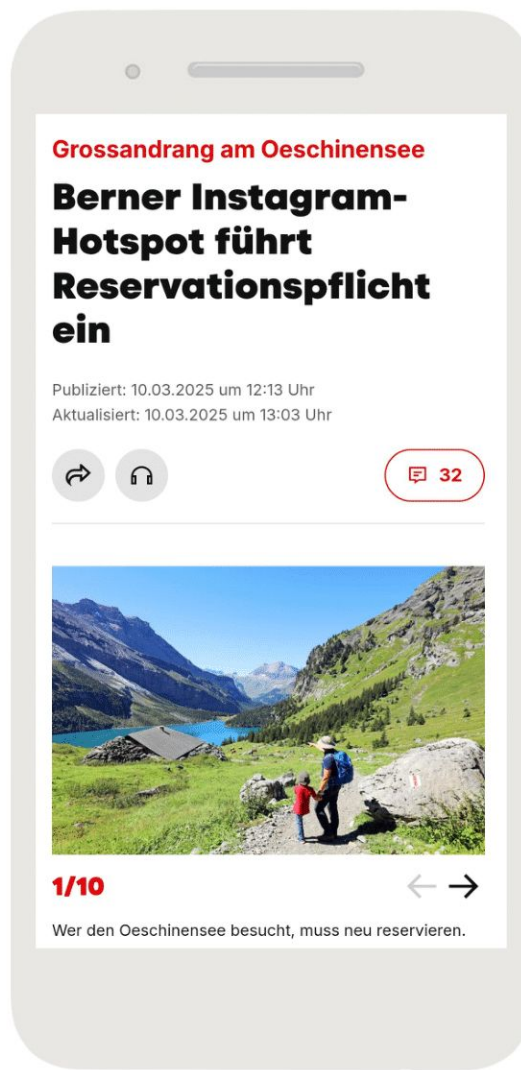
# Cascade content

across formats  
and platforms



# Use AI to transform articles into stories & videos

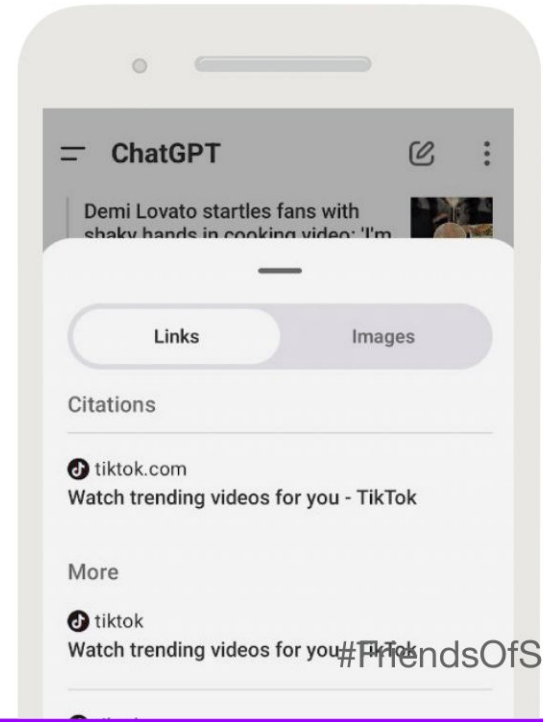
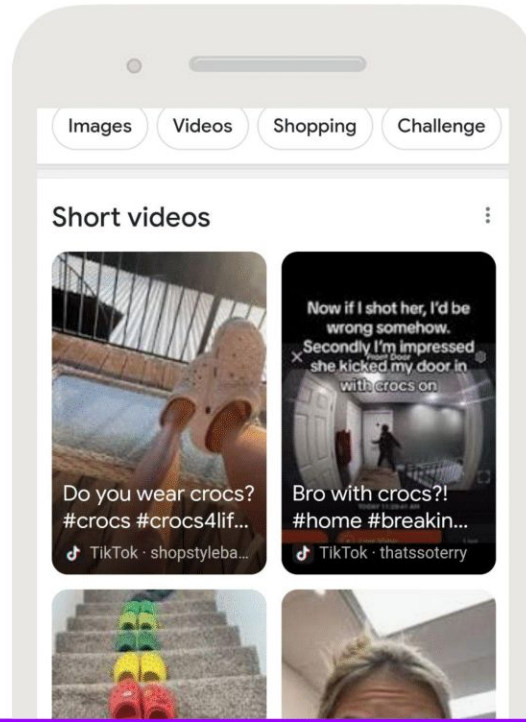
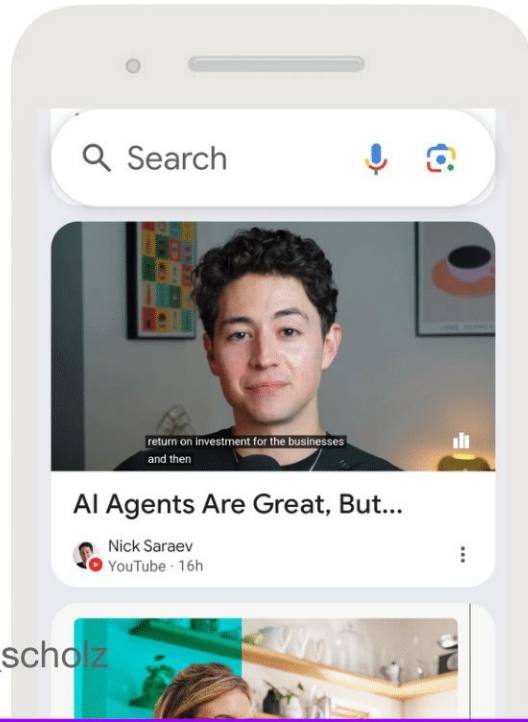
@jes\_scholz



#FriendsOfSearch



# Multi-format offers **otherwise unachievable visibility**





schema.org



WEBSITE



ENGAGEMENT PLATFORMS



NATIVE APPS & GOOGLE MAPS



GOOGLE SEARCH



GOOGLE DISCOVER



GOOGLE NEWS



NEWS AGGREGATORS



GOOGLE SHOPPING



INDUSTRY AGGREGATORS



BING INDEX POWERED PLATFORMS



CONTENT DATABASE



INDEXING API



WEBSITE HEADER



XML SITEMAP

Google  
Search Console



INDEXING API



MEDIA SITES



NEWS SITEMAP



RSS FEED



MERCHANT CENTER

amazon  
seller central



INDEX NOW

Bing  
webmaster

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

## Content Distribution Engine

Powering SEO and Digital  
Marketing performance

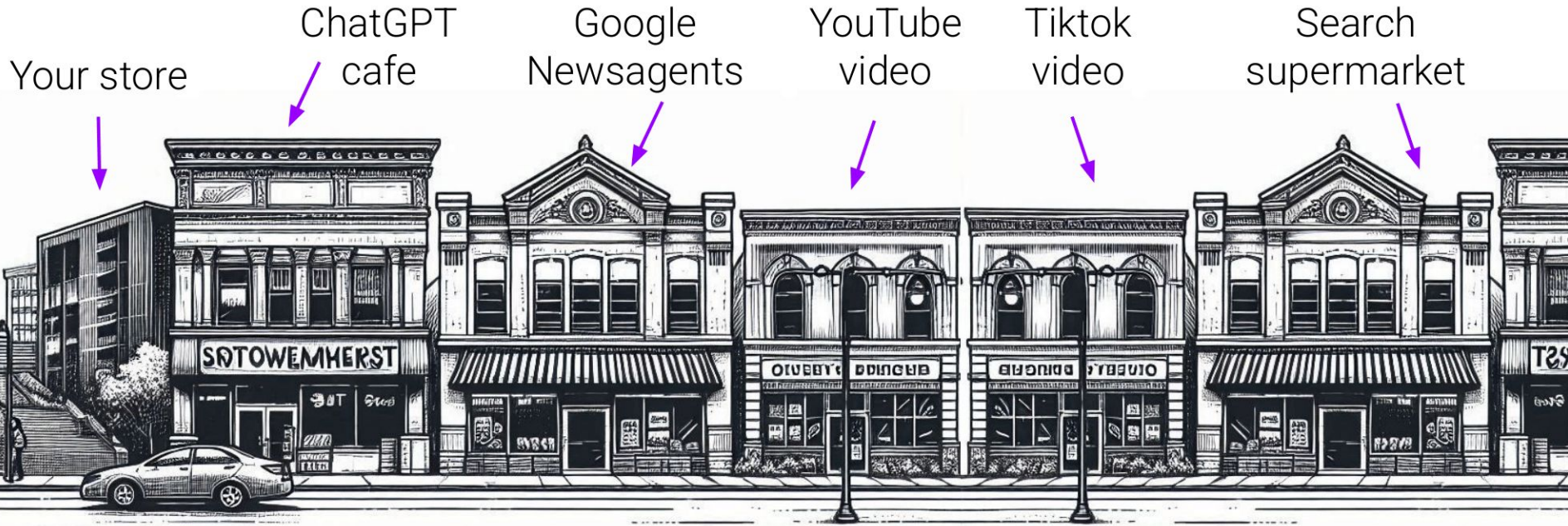
[Sign Up Here](#)



Prioritise  
~~website destination~~  
**brand distribution**



# Your **website brand** needs reach





GET  
NOTICED

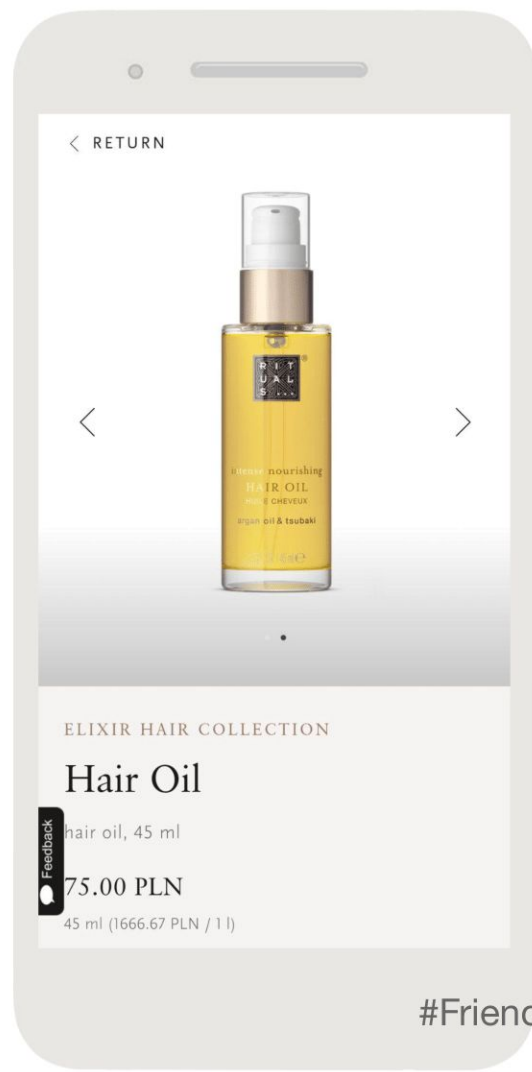




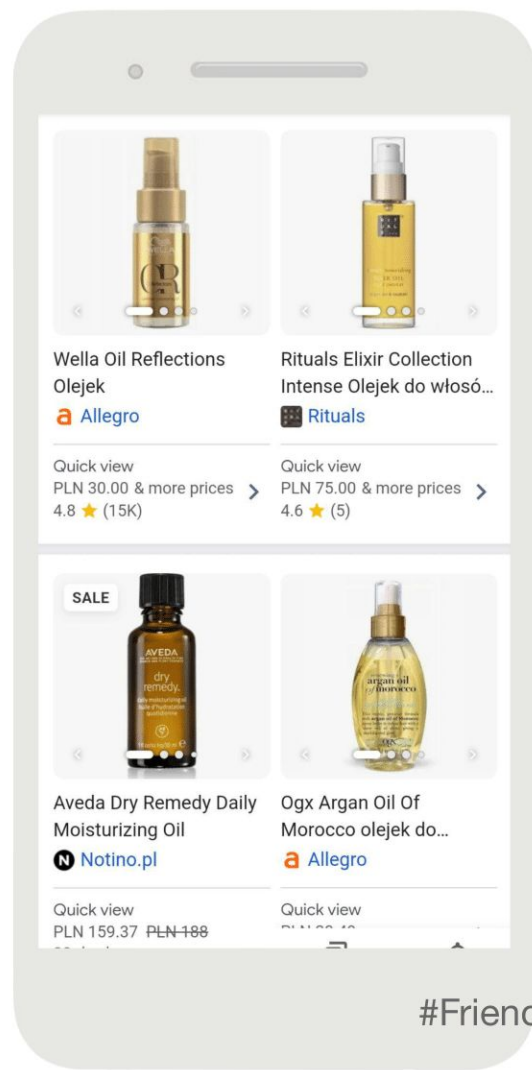
Assess content in  
its **competitive  
context**



# Website **stand-alone** context

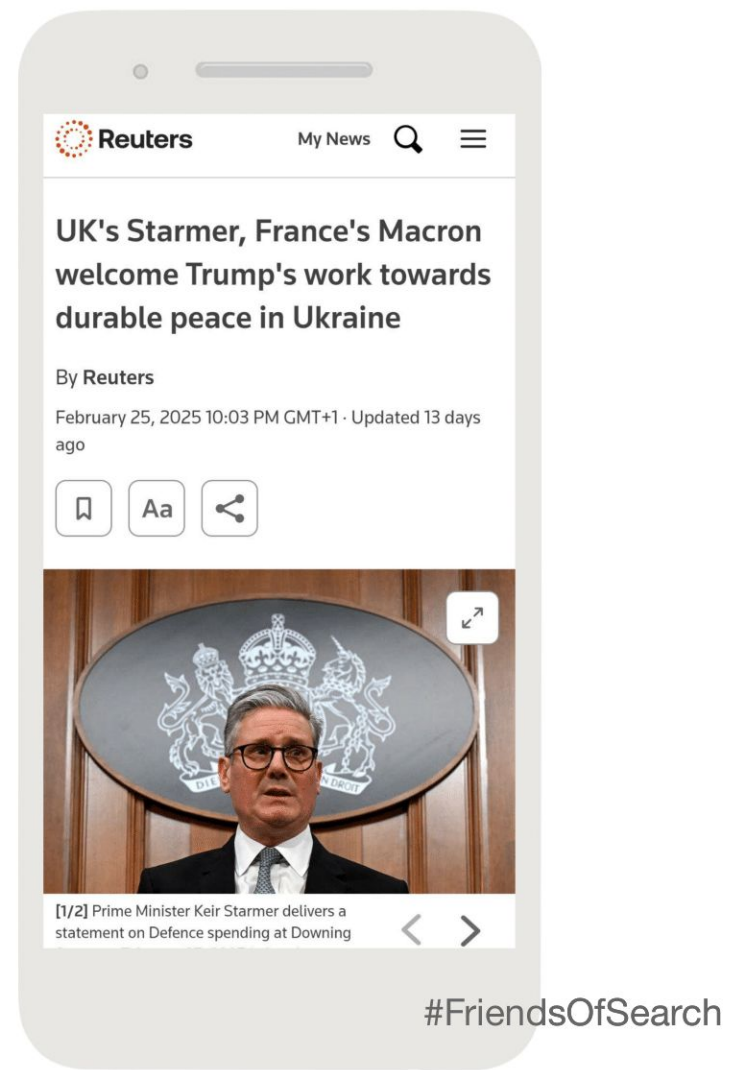


# Google Shopping **competitive** context

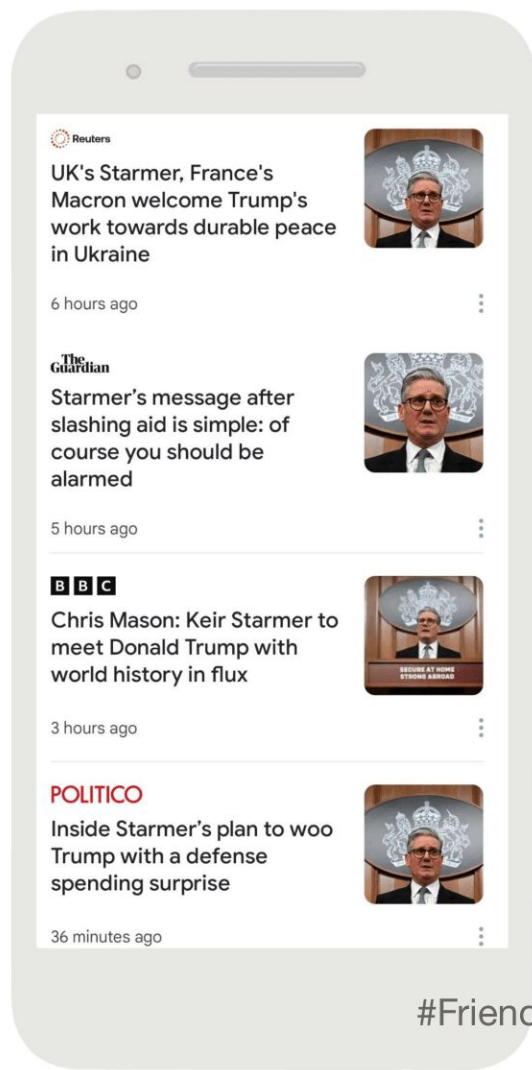


# Website **stand-alone** context

@jes\_scholz

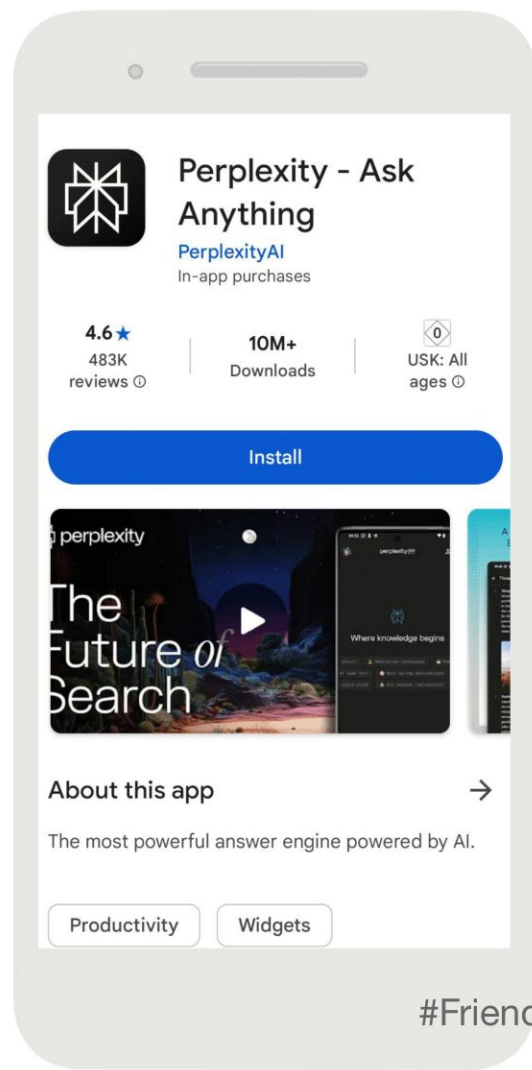


# Google News **competitive** context

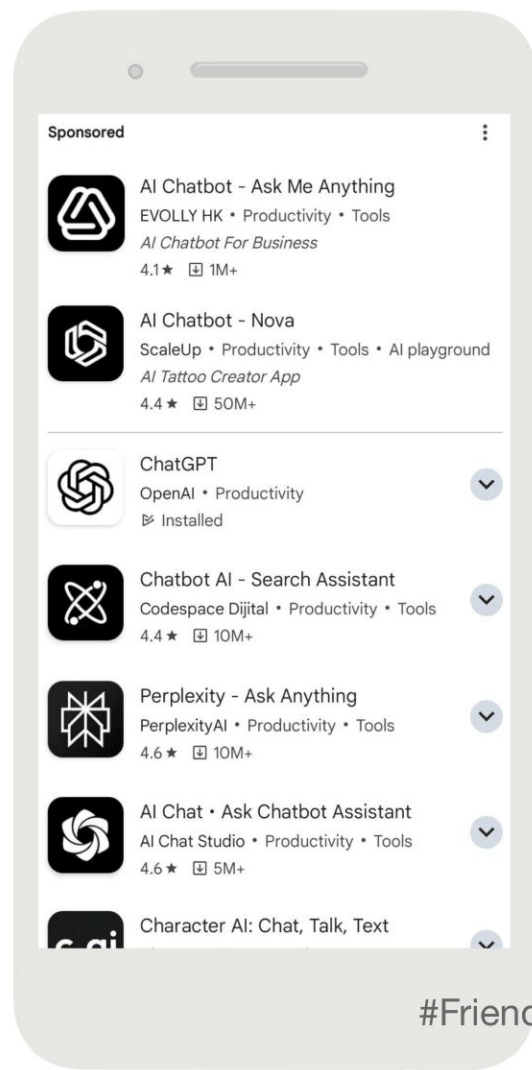




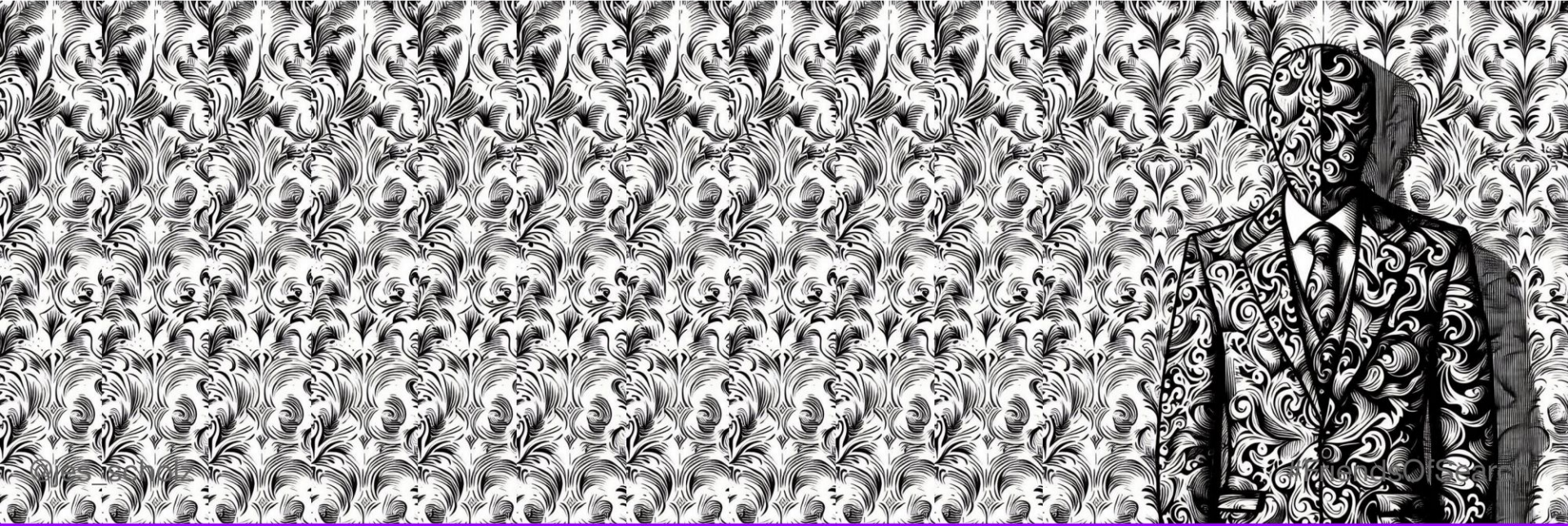
# Play store **stand-alone** context



# Play store **competitive** context



# Fight the **blandification** of brand assets



Good read



Leverage  
distinctive **brand**  
**assets**

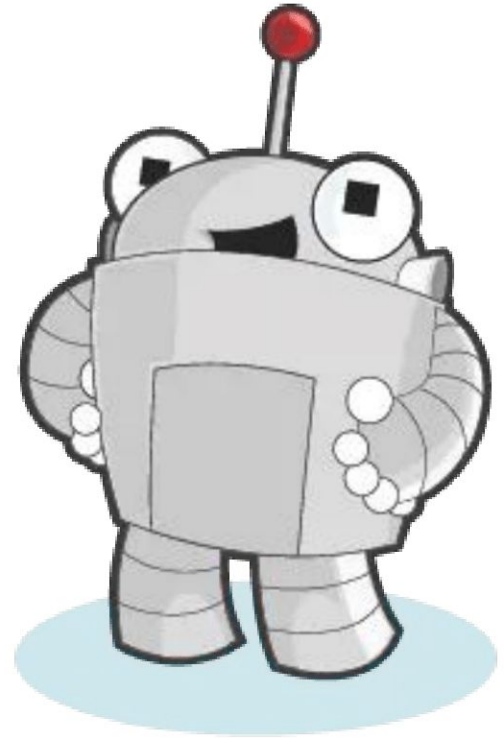


What **brand** is  
this?

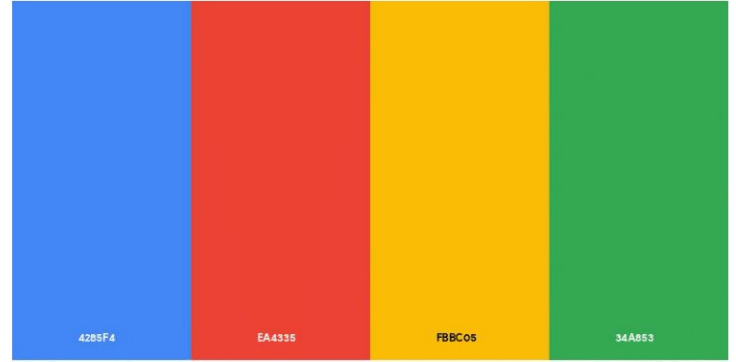


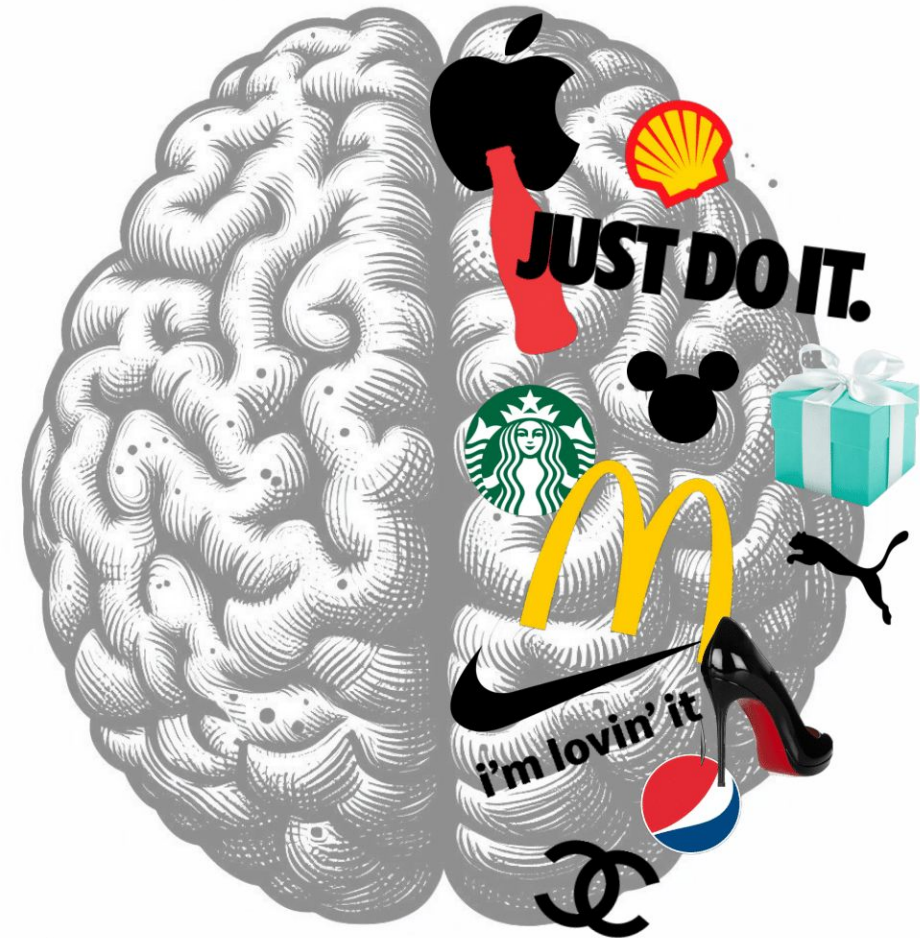


What **brand** is  
this?



What **brand** is  
this?





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



Logos

**Gives you  
Wiings**

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)



28% OFF

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+



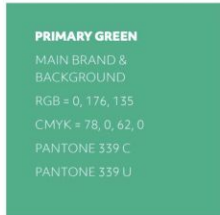
AI Chat - Ask Chatbot Assistant  
AI Chat Studio • Productivity • Tools  
4.6★ 5M+



Character AI: Chat, Talk, Text



# Document **brand assets**



+



+



**BEST BRUNCH EVER!!!!!!**

"Great place for brunch! Food is delicious, we had Carbonara, ravioli and they have winter wine promotion 50% off bottles of wine. We would definitely come back!"

Date of visit: March 2019



# 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 tripadvisor

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

Places sites

THE 15 BEST Things to Do in Amsterdam...

The 26 best things to do in Amsterdam...

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...

One thing about me will be romanticizing train station I visit in São Bento...

Short videos

Perfect Trip: What to Do on Your...

360+ likes

Tripadvisor

Instagram · 7 mo...

Facebook · 3 mo...

Travel tips and experiences

"I booked us a 7-day stay at an all-inclusive resort" is a love language.

Just invented something called "the trip" which is when you go on a trip whenever I'd like to go on a trip.

brought the trip -vibes-

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

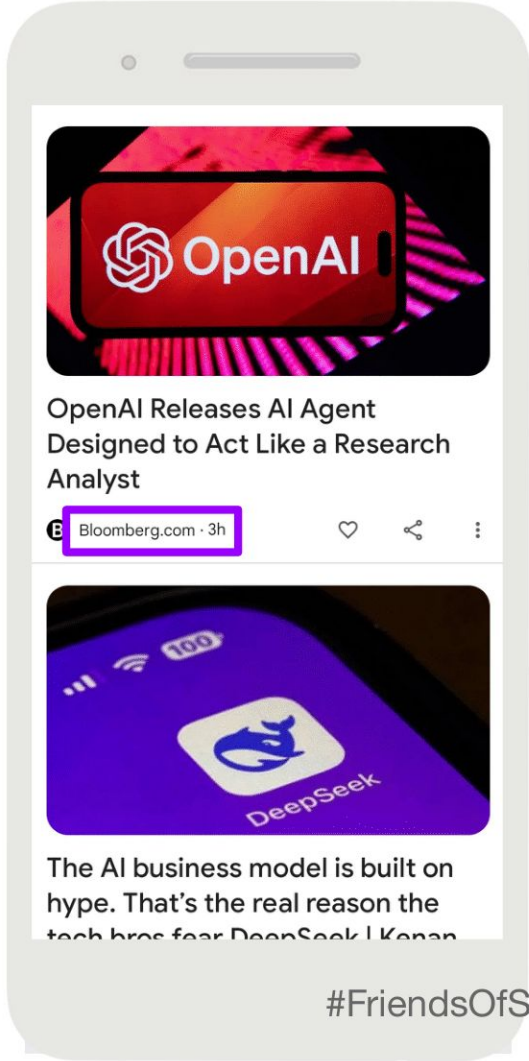
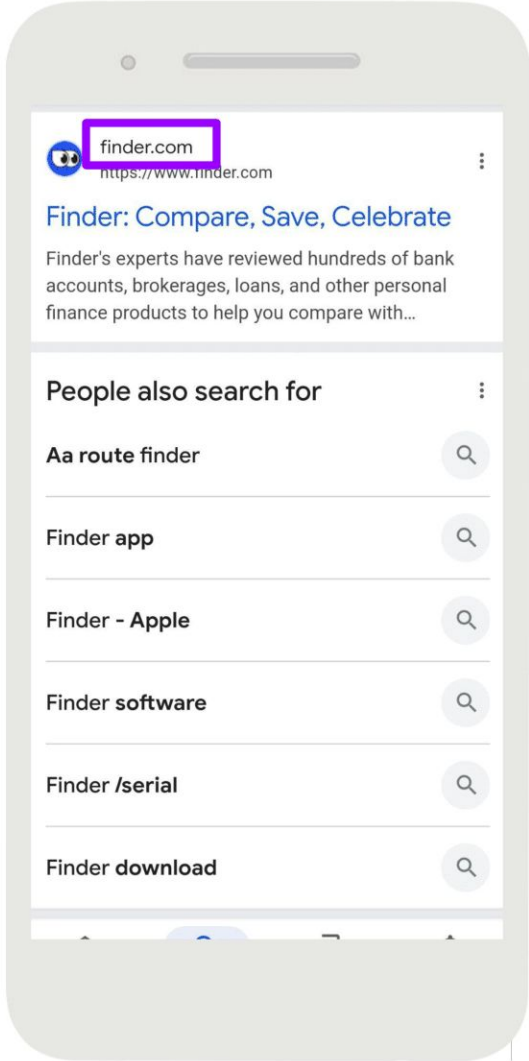
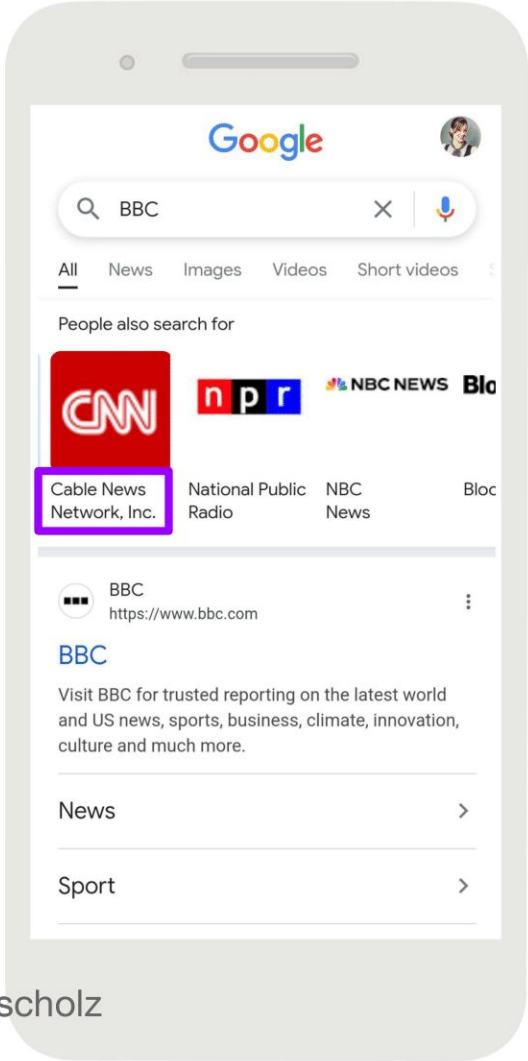
Be There. Do That.  
7.2K views · 9 months ago

Tripadvisor and

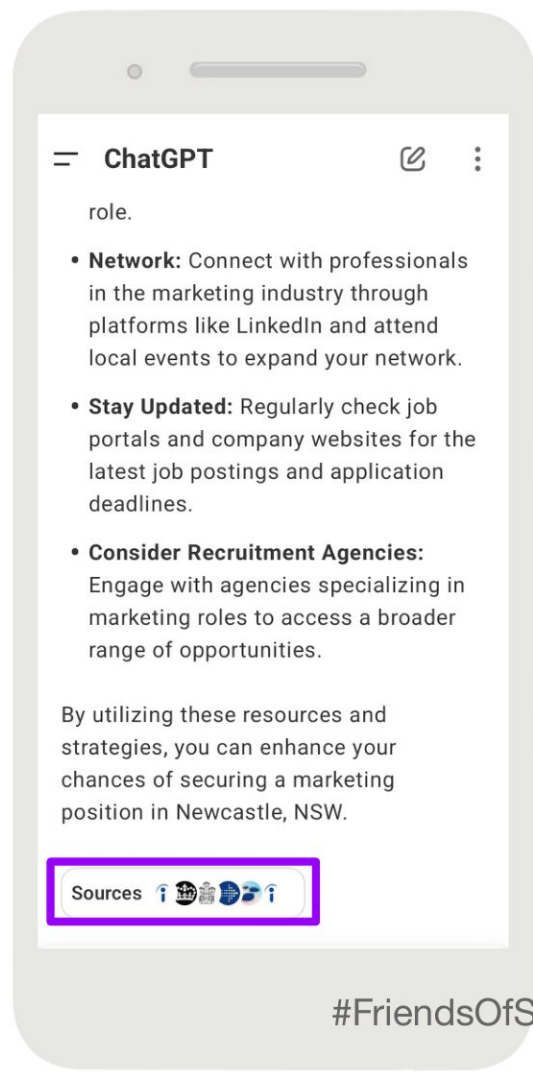
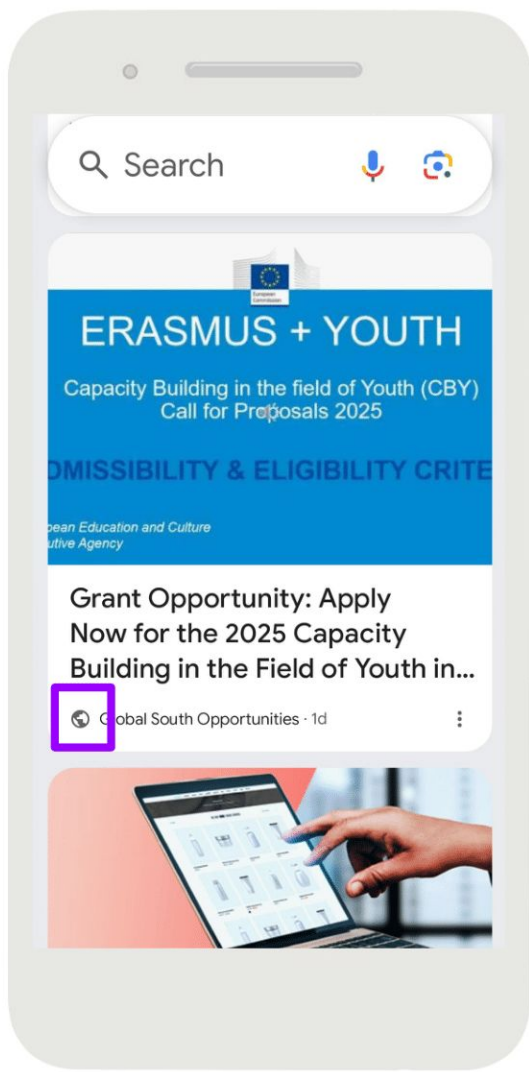
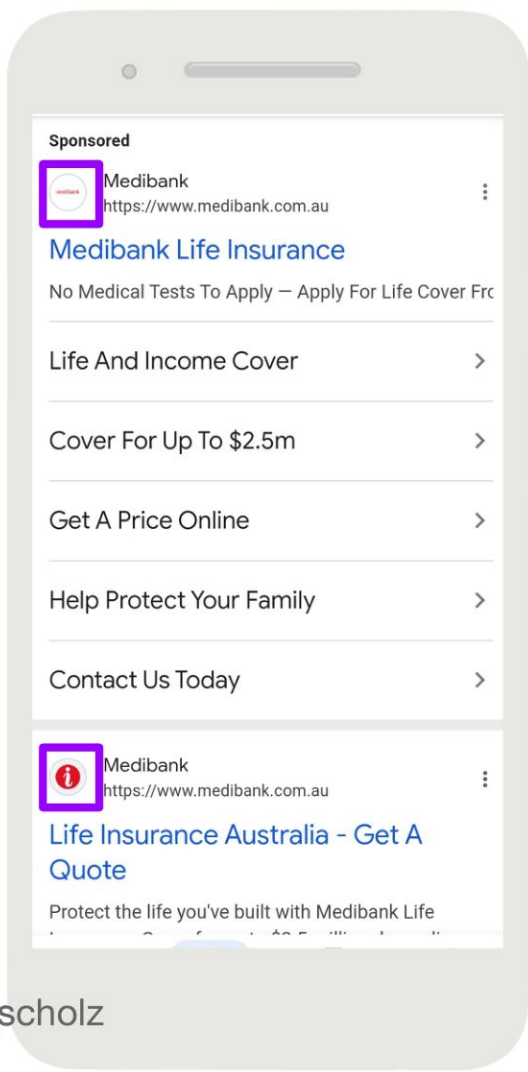
Home Shorts Subscriptions You

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

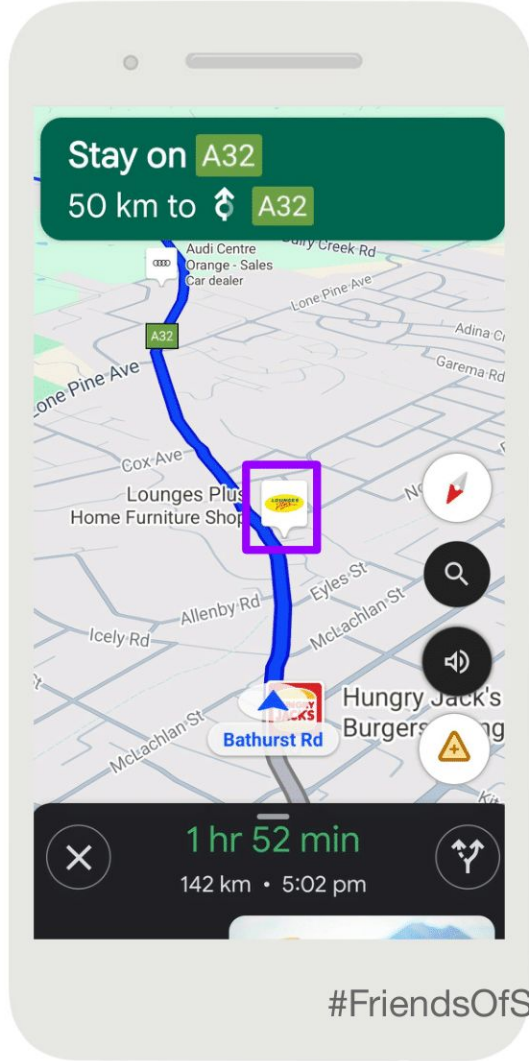
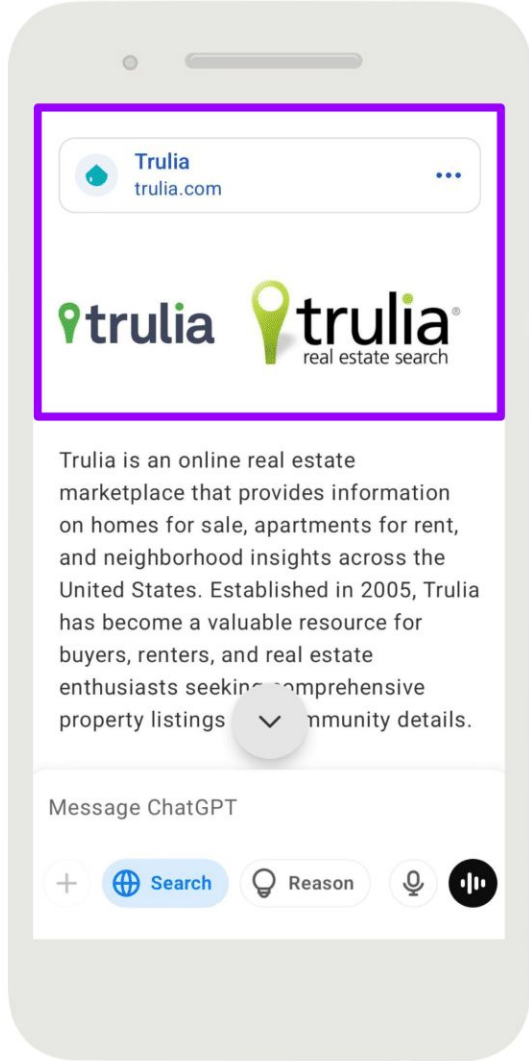
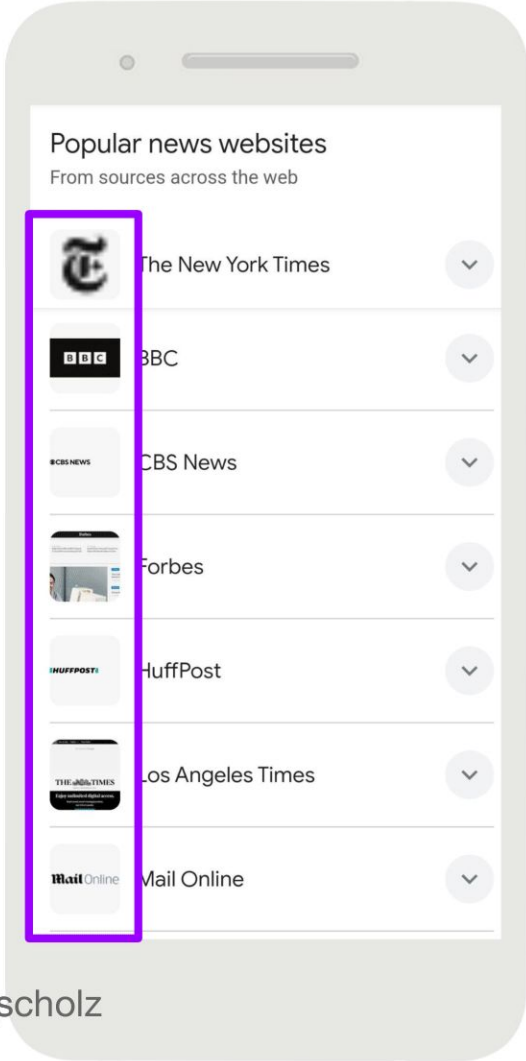








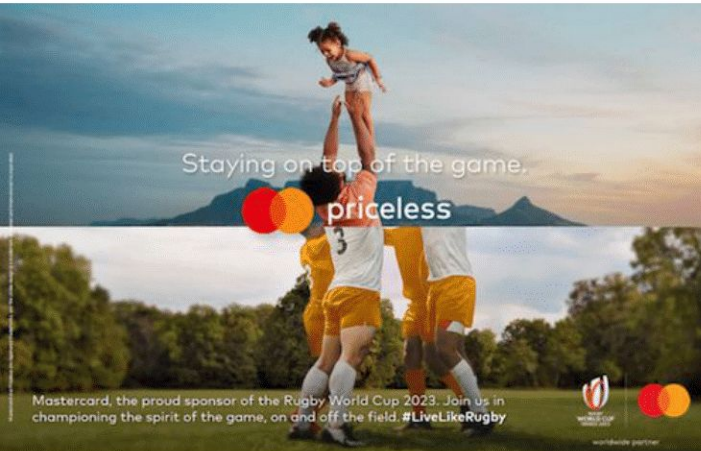






Think **beyond**  
keyword  
optimisation &  
get creative with  
your assets

# 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.com>

## Credit Cards

On this website you  
insurance, car insur

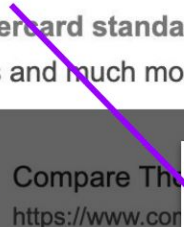


mastercard.com.au

<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.



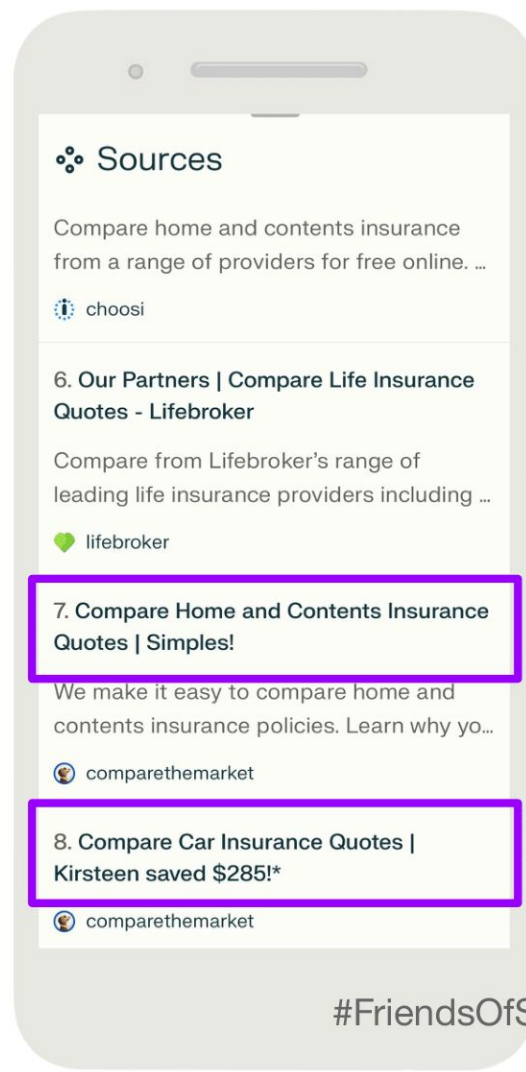
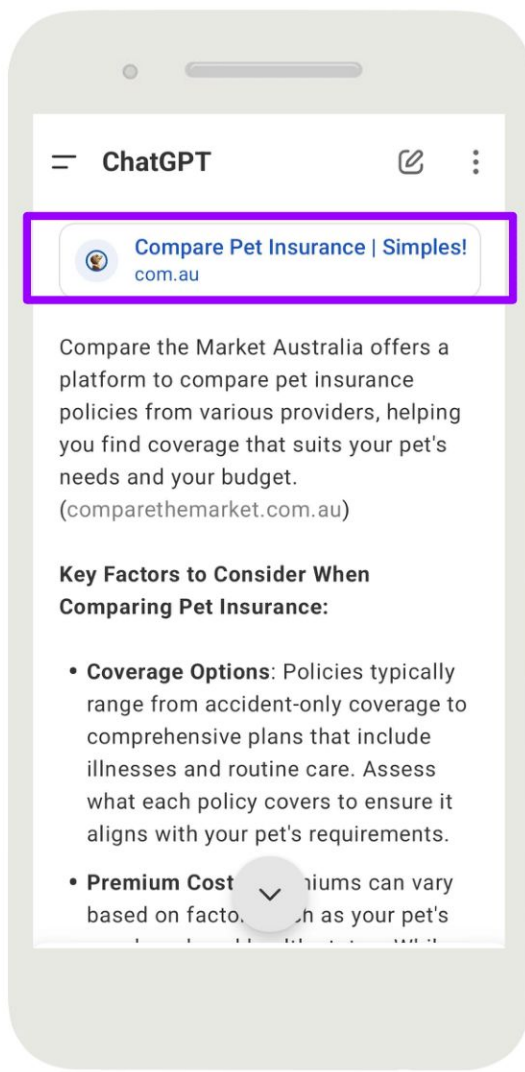
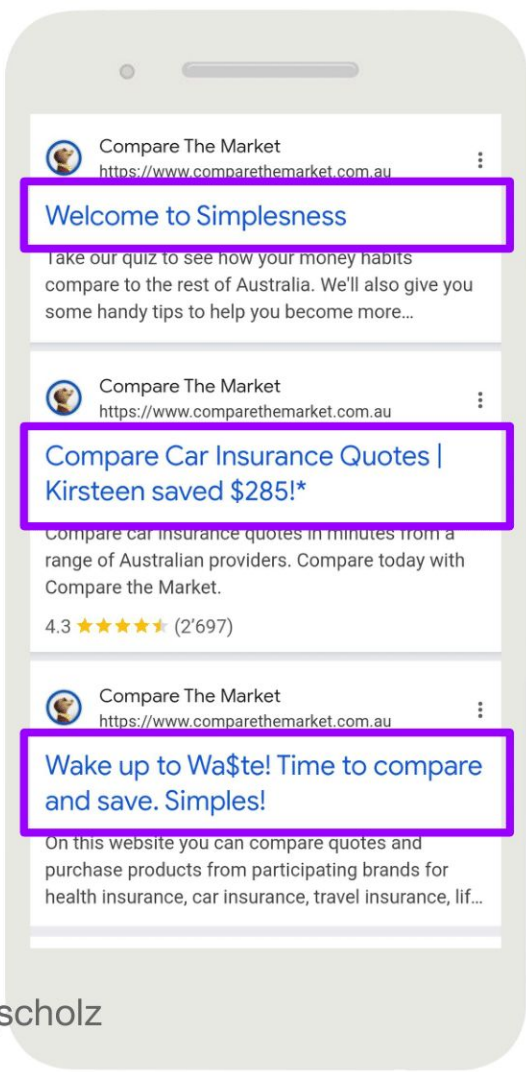
Compare The Market

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

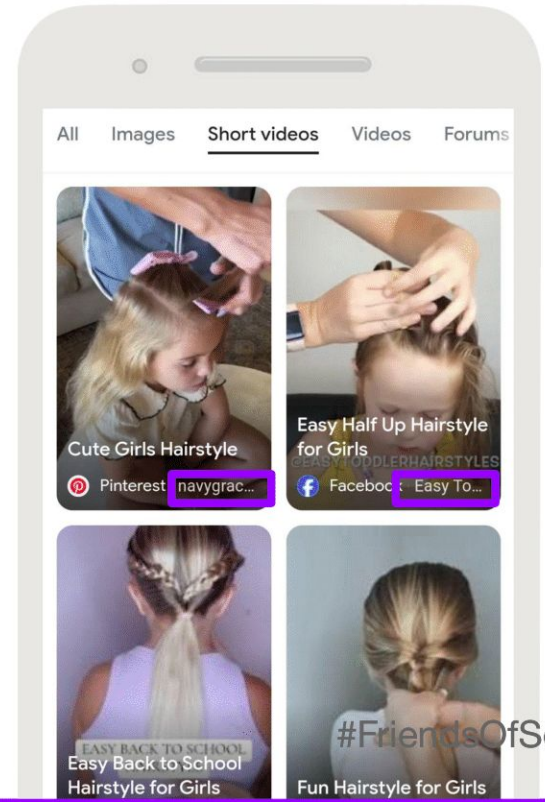
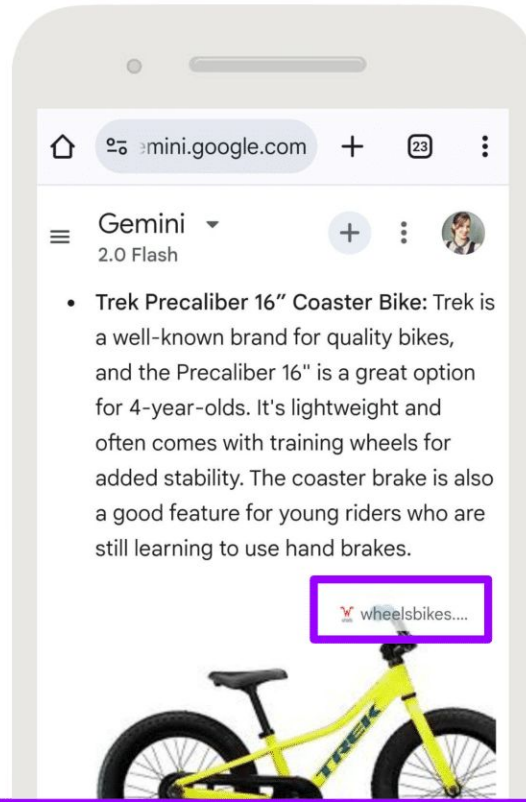
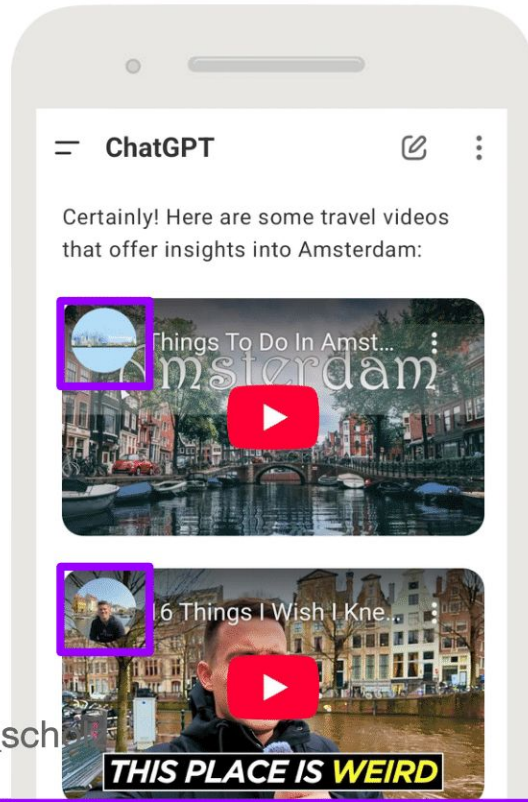
## Credit Cards | Simple!

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





# Clearly brand **visual assets**



Google

Search or type URL



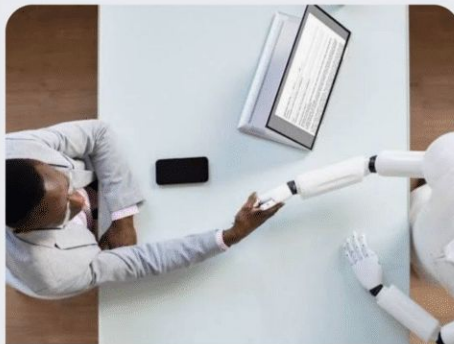
Brand + performance: The secret to maximizing ad ROI

2d



Google

Search or type URL



Building Trust In The AI Era: Content Marketing Ethics And Transparency

19h



More stories >

@jes\_scholz

#FriendsOfSearch

Google

Search or type URL



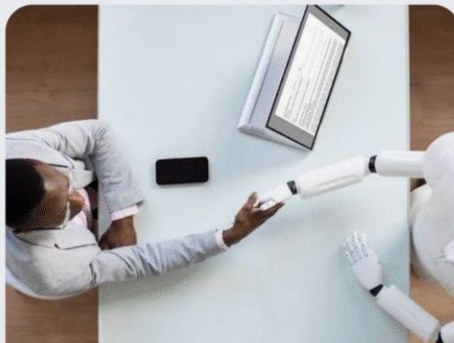
Brand + performance: The secret to maximizing ad ROI

2d



Google

Search or type URL



Building Trust In The AI Era: Content Marketing Ethics And Transparency

· 19h

More stories >



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

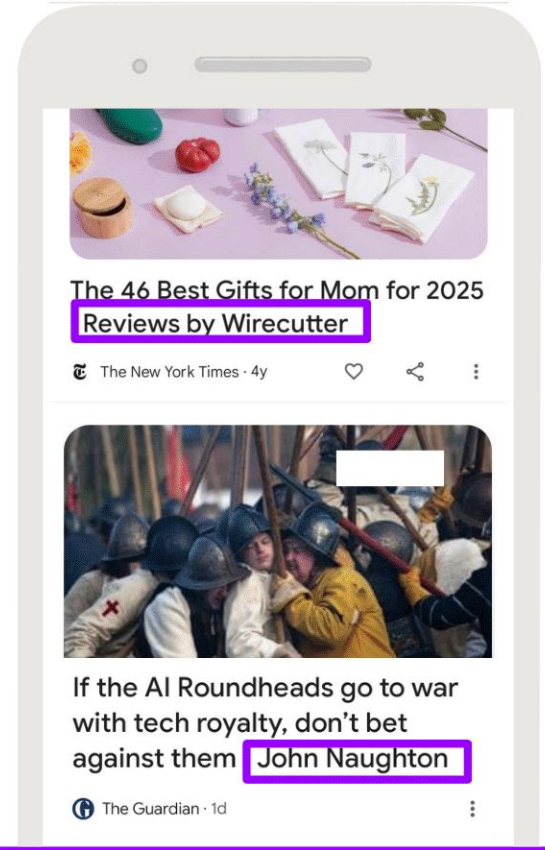
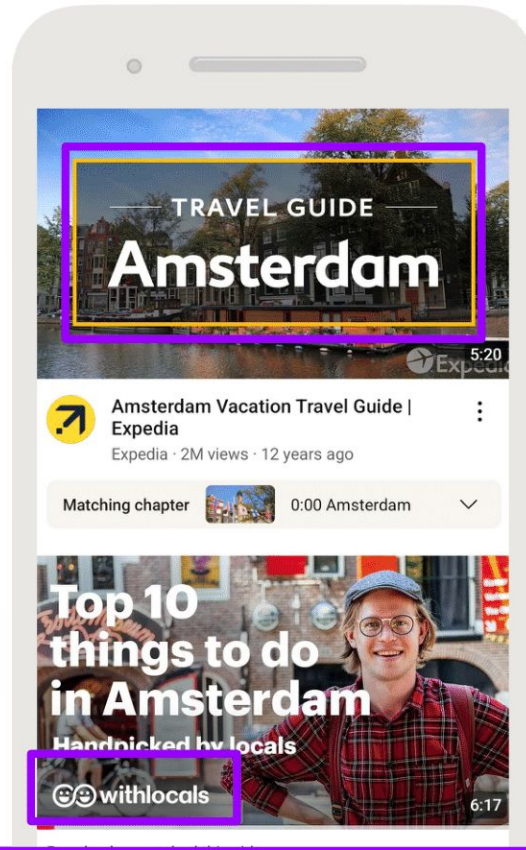
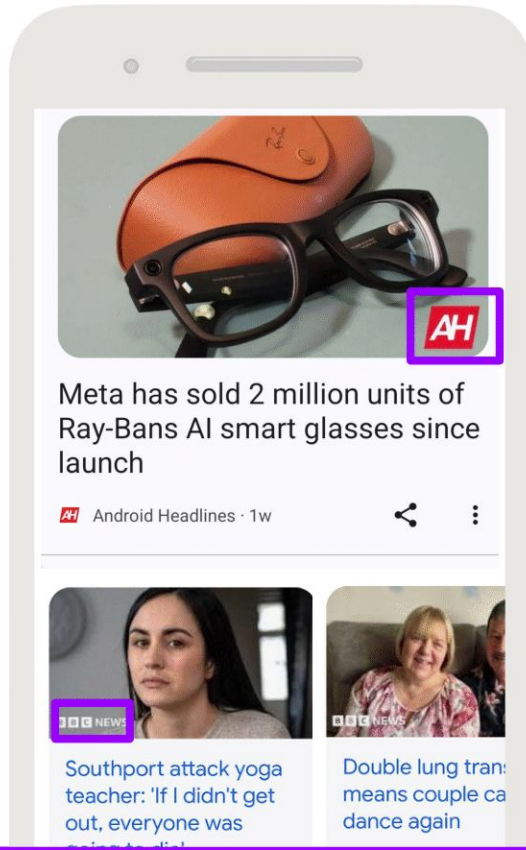


· 1w

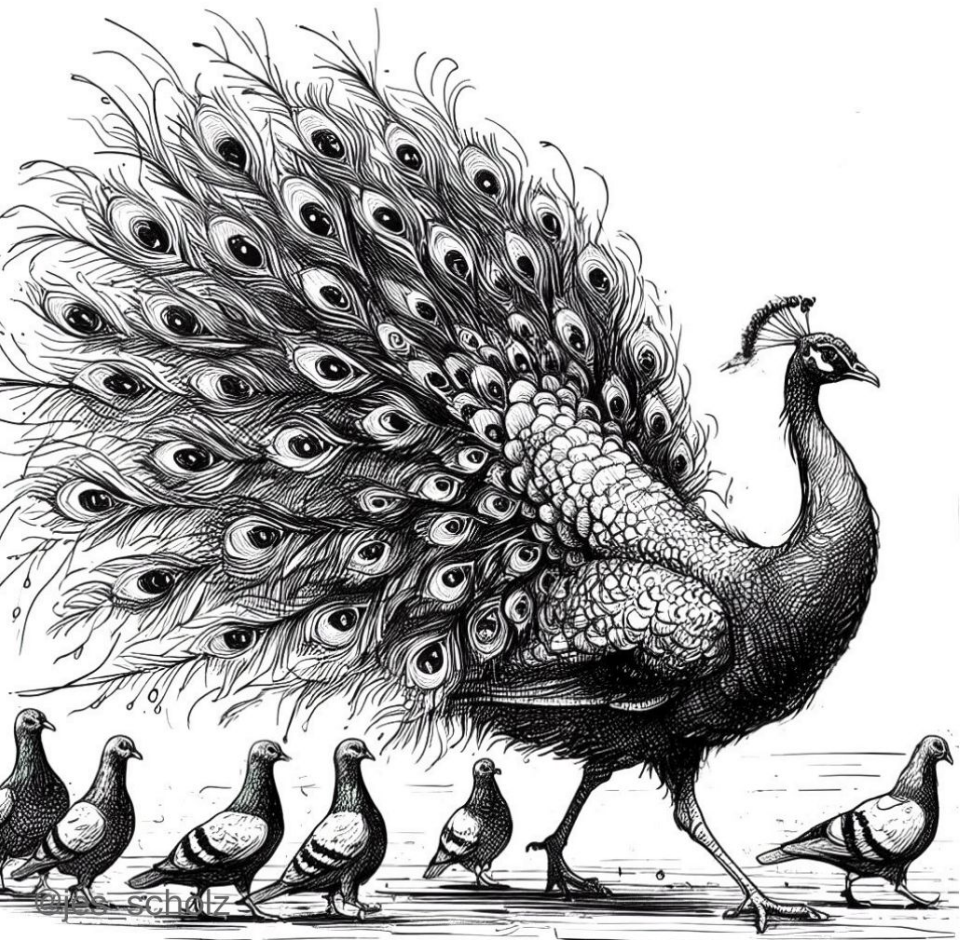




# Embolden the branding





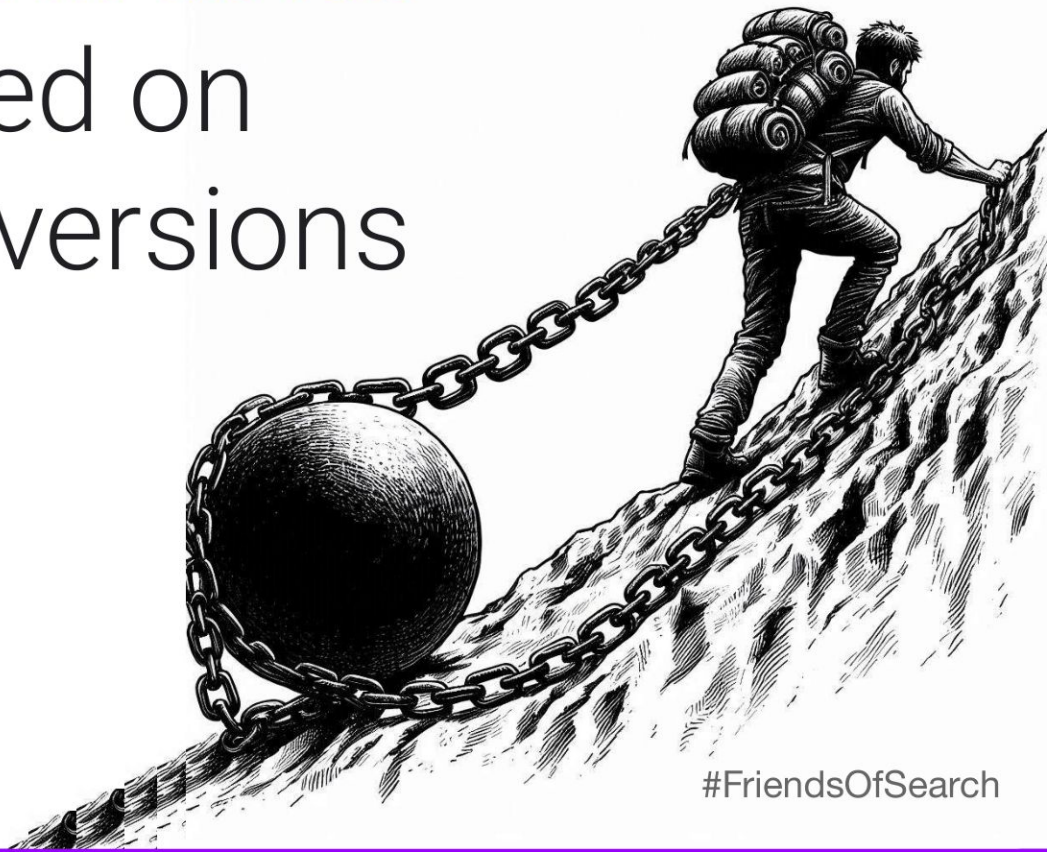


Use distinctive  
assets to **build**  
**familiarity**

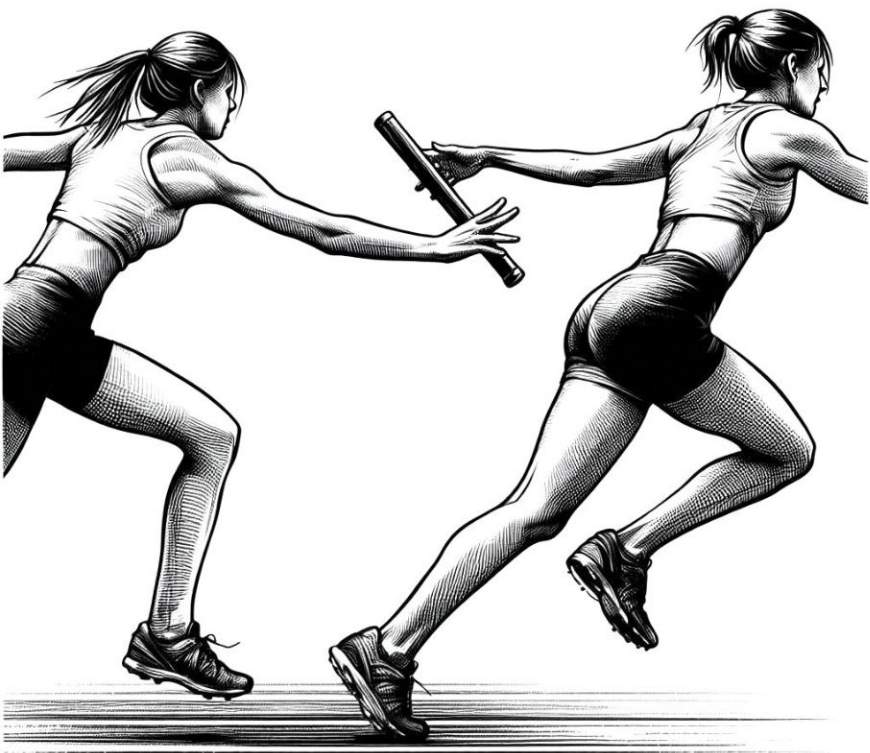


Let's **wrap**  
**it up**

SEO **can't perform at its peak** focussed on attributable conversions

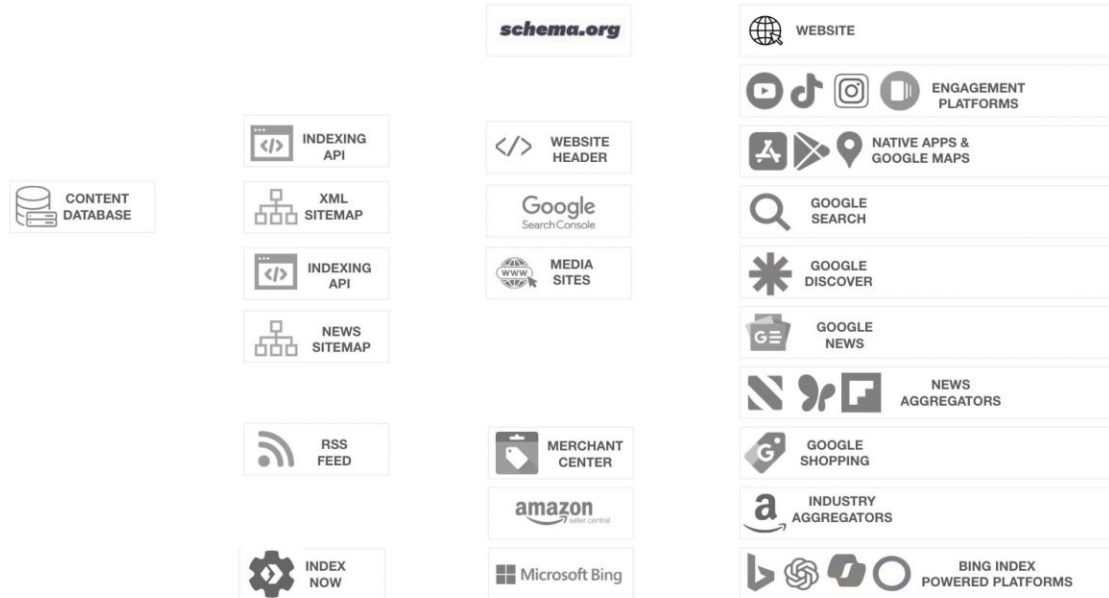






Relentlessly  
chase **new user**  
**acquisition**  
through  
omnichannel SEO

# Build a **robust** content distribution engine





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





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



This is  
your sign



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