

Measuring What Matters

The background of the slide is a dark grey color with a technical drawing or engineering blueprint aesthetic. It features a grid of thin white lines. Overlaid on this grid are several white circles and arcs of varying radii. Some of these arcs are labeled with angles: '20°', '40°', '60°', and '80°'. A vertical line with a downward-pointing arrow is also visible, intersecting the grid and circles.

The illusion we built

Jono Alderson

independent technical SEO consultant



Clicks don't count



**We built dashboards around
what we could see**



Rankings and traffic were interface artefacts

Jono Alderson

independent technical SEO consultant



Composite authority scores were confidence theatre



Attribution was a polite fiction

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independent technical SEO consultant



SEO was forced into a channel-shaped box

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independent technical SEO consultant



We measured
artefacts, not causes



AI exposed our measurement fictions



What changed



We optimised documents

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independent technical SEO consultant



Systems now evaluate entities

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independent technical SEO consultant



**Your website is
evidence, not identity**

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independent technical SEO consultant



AI aggregates distributed signals



The battleground is your reputation surface

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independent technical SEO consultant



...Through time



The decision layer moved upstream

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independent technical SEO consultant



**Most of your metrics
describe moments that
no longer happen**



The hard pivot

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**Discoverability and
desirability are no longer
separate problems**



**Discoverability without
desirability was a
temporary glitch**



We mistook algorithmic gaps for strategic strength

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Broader evaluation shrinks easy wins

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independent technical SEO consultant



SEO rejoins marketing



“This Isn’t SEO”

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independent technical SEO consultant



SEO isn't dead, but...



Prompt tracking

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Prompt tracking feels like control



It's the same trap

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independent technical SEO consultant



**Prompts are not stable
units of demand**



**Variance is a feature,
not a signal**



Inclusion is not preference



Measuring minds Is uncomfortable

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independent technical SEO consultant



Yes, surveys are challenging

Jono Alderson

independent technical SEO consultant



Models cannot report memory



Synthetic journeys are still interface observations



Synthetic personas drift towards optimism

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independent technical SEO consultant



If prompt tracking
doesn't count, what
should?



None of this is new theory



Byron Sharp and the Ehrenberg-Bass Institute



**Growth comes from
availability**



Availability is structural

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AI doesn't change the theory



**So measure availability ,
not just visibility**



The model



Commercial proof

Reputation

Distinctiveness

Mental availability

Physical availability

Experience integrity

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Commercial proof

Reputation

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And visibility ?

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Experience integrity

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Become an expert in Jobs to be done



Task completion rate

$(\text{completed tasks} / \text{task attempts}) \times 100$



Satisfaction rate

$(\text{scores} > 8 / \text{responses}) \times 100$



High friction sessions

% non-converting sessions with 'high friction'



Technical quality

[I'm not going to tell you how to evaluate your technical SEO]



Physical availability

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Distribution coverage

[I'm not going to tell you how to evaluate links]



Inclusion in meaningful comparisons

[I'm not going to tell you how to evaluate mentions]



Buying question & documentation coverage

[I'm not going to tell you how to research the questions your audience are asking]



Structured data completeness

[I'm not going to tell you how to evaluate schema]



Agent inclusion rate

(as a diagnostic)

[I'm not going to tell you how to do prompt tracking]



Mental availability



Share of branded search (vs competitors)

brand search volume /
total branded search volume in category



Share of search vs share of market

share of search vs (revenue / total category revenue)



Relative direct traffic

direct sessions / total direct sessions in category



Category entry point coverage

CEPs where the brand has meaningful recall /
total CEPs in category



Category entry point coverage

respondents recalling your brand for a CEP /
total respondents mentioning any brand for that CEP



Unaided recall

mentions of your brand /
total brand mentions across all respondents



**NB, cultural salience is
future cashflow**

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...And salience compounds



Distinctiveness

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Distinctive asset recognition

respondents correctly attributing the asset to the brand /
total respondents who recognised the asset



Message consistency score

assets with correct positioning /
total assets evaluated



**NB, distinctiveness reduces
cognitive load**



Reputation

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Sentiment

[I'm not going to tell you how to measure sentiment]



NB, reputation compounds



...and sentiment
stability matters



Narrative coherence across time

historical brand descriptions aligned with current
positioning / total historical descriptions analysed



**NB, stability increases
recommendation
probability**



Commercial proof

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Conversion efficiency

[I'm not going to tell you how to measure conversion rate]



Price resilience

$$\frac{\text{sales during promotion}}{\text{sales outside promotion}}$$
$$\frac{\text{revenue generated during promotions}}{\text{total revenue}}$$



Acquisition efficiency

[I'm not going to tell you how to measure cac]



Retention & loyalty signals

[I'm not going to tell you how to measure retention/churn]



The model

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Commercial proof

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Experience integrity

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Visibility

Commercial proof

Reputation

Distinctiveness

Mental availability

Physical availability

Experience integrity

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Visibility

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Visibility is a reflection layer

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**NB, prompt tracking
lives here**



**Visibility is volatile because
reputation is aggregated**



**When visibility rises but
revenue doesn't ...**



**When visibility falls but
fundamentals strengthen ...**



**Visibility without
foundation is theatre**



Closing thoughts

Stop playing with the surface

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independent technical SEO consultant



Start optimising the truth

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independent technical SEO consultant



Contribution beats manipulation

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What you measure shapes behaviour



**Clicks didn't count.
Competitiveness does .**



The background features a technical drawing on a dark grey grid. It includes several overlapping circles of different radii, a horizontal axis with tick marks, and a vertical axis with a downward-pointing arrow. Arcs are drawn from the top right, labeled with angles: 20°, 40°, 60°, and 80°.

(no time for) Q&A

