

SCALE

Demand Gen Council
SEO strategy in the age of AI



Today's Agenda



- Welcome & introduction (5 min)
- Presentation (30 min)
- Q&A (rest of time)

**We help our portfolio
build and optimize
hyper-growth GTM
machines**

What is the GTM Advisory?

Advisory

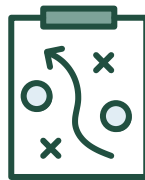
Been-to-market expertise



**Advising over 60% of the portfolio
with bespoke GTM consulting**

Content

Step-by-step guides



**Distilling decades of experience into
80+ practical tools and frameworks**

Events

The power of community



**Connecting EIRs, advisors, and
portcos at 40+ events per year**

GTM benchmark survey

- What** An anonymous GTM metrics survey that should take you less than 15 minutes to complete
-
- Why** To produce a comprehensive set of public benchmarks that you can use to improve your GTM
-
- Who** Our entire GTM community
-
- When** Now (ideally), or before the end of the month
-

Future events

**Friday,
January 17th**

Perfecting your positioning ([register here](#))

Pete Giordano, ex-Global Director of GTM Strategy at Google Workspace and Scale advisor

**Friday,
February 7th**

CMO Council: Aligning sales & marketing

Kelly Hopping (CMO at Demandbase) and Maria Pergolino (3x CMO and Scale EIR)

Today's speaker



John-Henry Scherck

Founder & CEO - Growth Plays
@JHTSCHERCK

SEO strategies in the age of AI

I'm here to talk about SEO, but let's be honest, SEO is....

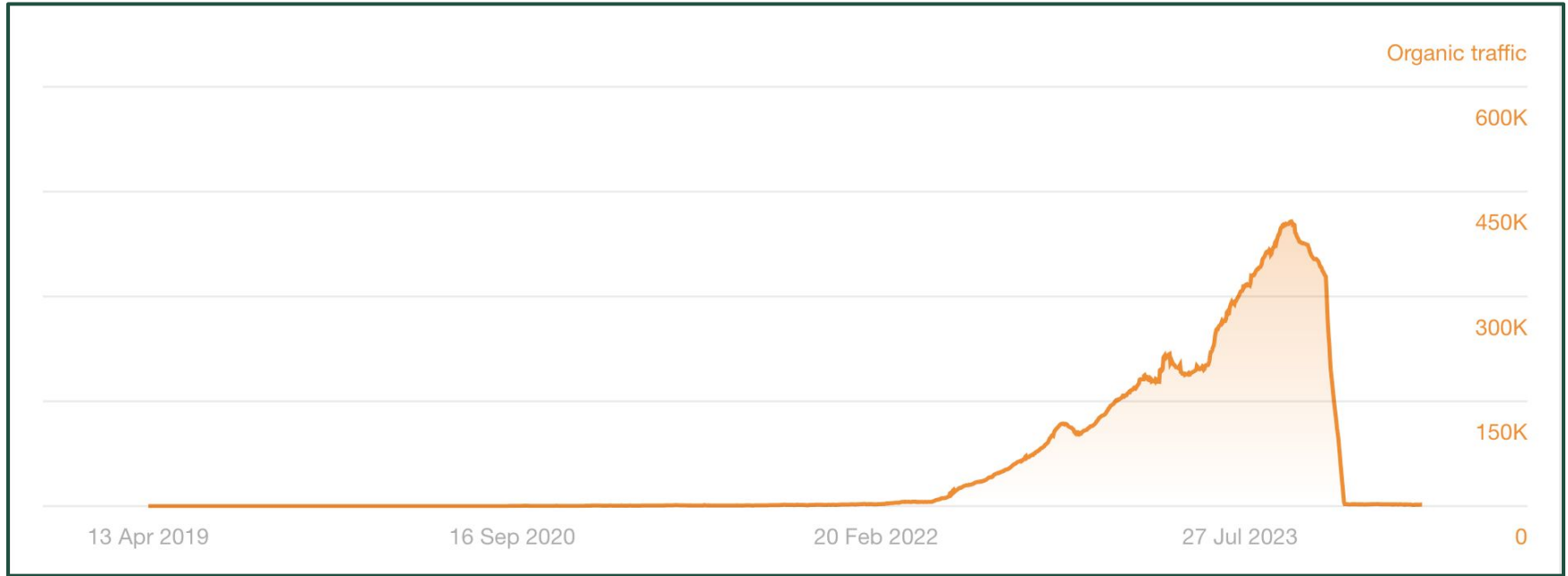
- Boring & tactical
- A means to an end
- Antiquated?
- Dying?

RISKY

SEO utilizes owned media, **but the distribution is algorithmic.**

There is inherent platform risk.

And rented land is risky



In 2014 SEO for B2B SaaS was:

- Easy to execute
- Easy to win market share
- Predictable inputs led to predictable outcomes
- Effective at ripping demos out of the web

It was foolish to not invest in it.

Here's what SEO was like in B2B
over the last decade+









Then 2022 happened...





There's a way to get back to where we were with SEO...



First: some SEO truths...

We've gotten greedy.

Acquiring traffic was cheap and converting it was ~~easy~~ easier.



The Marketing Playbook I Helped Create Doesn't Work Anymore. Here's the New B2B Marketing Playbook.



Jon Miller

September 12, 2023

You'd think that all the new tools and digital channels we have these days would make B2B go-to-market (GTM) easier. But the reality is quite the opposite. CMOs and revenue leaders are struggling to create pipeline and drive growth, especially with constrained budgets.

Sure, the economy may be partly to blame, but I believe the core issue is the fact that we've used the same GTM playbook for the past 15 years (a playbook partly inspired by my own work at Marketo). Fast forward to today,

<https://bit.ly/jm-playbook>

If you are operating in an established market... **you need to be an established business** for SEO to be worth it.

<input type="checkbox"/>	Search result	AR	DR	UR	Backlinks	Domains
<input type="checkbox"/>	1 Best Project Management Software Of 2022 - Forbes https://www.forbes.com/advisor/business/software/best-project-management-software/ ▼	104	94	47	4,191	456
2	▶ People also ask					
<input type="checkbox"/>	3 The Best Project Management Software for 2022 - PCMag https://www.pcmag.com/picks/the-best-project-management-software ▼	1.0K	91	51	11,472	680
	▶ 3 Sitelinks					
<input type="checkbox"/>	4 The best & the rest project management software for 2023 https://monday.com/blog/project-management/the-complete-project-management-software-list/ ▼	2.2K	88	52	2,330	694
<input type="checkbox"/>	5 67 Best Project Management Software To Work Faster In 2022 https://hive.com/blog/project-management-software/ ▼	35K	75	41	1,026	268
6	▶ Image pack					
<input type="checkbox"/>	7 Top 20 Best Project Management Software: An Overview https://mopinion.com/top-20-best-project-management-software-an-overview/ ▼	91K	71	41	2,754	228
<input type="checkbox"/>	8 Project Management Software: Compare Reviews on 400+ - G2 https://www.g2.com/categories/project-management ▼	1.4K	90	48	1,200	483
<input type="checkbox"/>	9 Compare The 15 Best Project Management Software Of 2022 https://thedigitalprojectmanager.com/tools/best-project-management-software/ ▼	52K	73	44	1,604	375
<input type="checkbox"/>	10 42 Best Project Management Software and Tools (2022 Update) https://www.scoro.com/blog/best-project-management-software-list/ ▼	61K	73	44	2,526	312
<input type="checkbox"/>	11 Best Project Management Software 2022 - Capterra https://www.capterra.com/project-management-software/ ▼	1.5K	90	48	2,904	445

If you are creating a new category or operating in an emerging market - SEO is **absolutely worth it.**

<input type="checkbox"/>	Search result	Words	DR	UR	Backlinks	Domains
	▶ 3 Top ads					
<input type="checkbox"/>	1 What is an Internal Developer Platform (IDP)? https://internaldeveloperplatform.org/what-is-an-internal-developer-platform/ ▼	1,198	43	15	147	96
	2 ▶ People also ask					
<input type="checkbox"/>	3 What is an internal developer portal? https://www.cortex.io/post/what-is-an-internal-developer-portal ▼	3,776	52	12	8	5
<input type="checkbox"/>	4 Developer Portals & Service Catalogs https://internaldeveloperplatform.org/developer-portals/ ▼	457	43	4	16	9
<input type="checkbox"/>	5 Internal Developer Portal https://www.harness.io/products/internal-developer-portal ▼	1,087	74	6	7	6
<input type="checkbox"/>	6 Internal Developer Platform & Portal Port https://www.getport.io/ ▼	1,471	36	18	1,136	256
<input type="checkbox"/>	7 Internal Developer Portal vs. Internal Developer Platform https://www.configure8.io/blog/internal-developer-portal-vs-internal-developer-platform-whats-the-difference-and-why-both-matter ▼	1,500	25	2	4	4
<input type="checkbox"/>	8 10 Best Internal Developer Portals to Consider in 2024 https://www.qovery.com/blog/10-best-internal-developer-portals-to-consider/ ▼	1,074	58	3	6	1
<input type="checkbox"/>	9 What is an Internal Developer Portal? by Romaric Philogène https://medium.com/@rphilogene/what-is-an-internal-developer-portal-6bcbe2481300 ▼	N/A	94	3	1	1
<input type="checkbox"/>	10 Internal Developer Portal: What It Is and Why You Need One https://thenewstack.io/internal-developer-portal-what-it-is-and-why-you-need-one/ ▼	6,492	82	6	14	9

The state of SEO today

- Google currently rewards content that is:
 - Similar to what already exists.
 - From brands it already trusts.
 - Providing easy answers, instead of challenging the question.
- We're seeing less traffic for certain terms YoY.

Content grade

A+

Suggested: A+

Word count

6,712

Typical: 3,200

Readability

College

Typical: College

Paragraph ▾

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ETL stands for **extract**, **transform**, and load, and **ETL tools** move data between systems. If ETL were for people instead of data, it would be akin to public and private transportation. Companies use ETL to safely and reliably move their data from one system to another.

ETL was created because data usually serves multiple purposes. For example:

- Data about customers is important for tracking orders. A company needs to understand all of a customer's recent orders so they can be fulfilled accurately. The system that manages customer orders might be SAP.
- The same data is also used to understand buying patterns across all customers. For example, what products are selling the most quickly. Or, which product combinations are selling most effectively in each geography. The system that manages analytics might be a **data warehouse**.
- The data is the same in both cases, but it is copied into different systems to serve each purpose. In this example, ETL moves the data from SAP to the **data warehouse**.

Each of these end-to-end processes is called a **pipeline**. It is common for companies to have dozens or hundreds of **ETL pipelines**. These pipelines are created and maintained by IT, specifically by the **data engineering** team, or by ETL engineers. New pipelines are created when **business users** request access to data for a new need. For example, the combination of data from orders and the results of a recent advertising campaign.

Here's a closer look at the ETL terms for the example highlighted above:

- **Extract**. In this example, extract starts with connecting to SAP, which creates customer order data. The **ETL tool** needs to understand how the data is stored and its security controls, issue the appropriate queries to read the data, and understand what data has changed since the last extract.
- **Transform**. Usually the data needs to be changed or enhanced to better serve the needs of the downstream user. For example, collapse first and last name data into a new column called "name." Or, merge the order data with detailed information about customers stored in a different system. Or, include weather data based on location and date of sale to understand if weather impacts sales. The transform step ranges from very simple changes to the **source data**, to multi-step processing that interacts with multiple systems.
- **Load**. Once the data is transformed, it is ready to be loaded into the destination system. Typically, this is a **data warehouse** or a **data lake**. The tool optimizes the load to make it as efficient as possible. This can mean performing "bulk loads" and/or parallel loads that dramatically reduce the total time to load the data. These destination systems are designed for analytical workloads. Business analysts and data scientists connect to the **data warehouse** with **BI tools** to analyze and visualize the data.

There are many factors to consider when building **ETL pipelines**. Some examples include:

- **Changes to source data**. Pipelines are designed around a defined data structure, or **schema**. From time to time the **schema** of a **data source** changes. How will the pipeline

Terms (90)

Research

Outline

☐ Semantic grouping

↑ Importance ▾

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data integration

Typical: 4–10

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data warehouse

Typical: 4–10

etl tools

Typical: 8–24

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data sources

Typical: 3–7

etl process

Typical: 2–4

extract, transform

Typical: 1–3

formats

Typical: 2–6

real-time

Typical: 2–4

sql

Typical: 2–6

talend

Typical: 2–6

■ H

transform data

Typical: 1–2

azure

Typical: 1–3

■ H

connectors

Typical: 2–6

data management

Typical: 2–4

data processing

Typical: 1–3

data transformation

Typical: 1–3

on-premises

Typical: 2–6

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Reports > etl tools EN

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on-premises

Typical: 2-6

api

Typical: 2-4

aws

Typical: 1-3

Terms (90)ResearchOutline

☐ Semantic grouping

Unused

data processing

Typical: 1-3

data warehousing

Typical: 2-4

big data

Typical: 2-6

business intelligence

Typical: 1-3

crm

Typical: 1-2

Users are no longer satisfied with search results:



Emily Velasco

@MLE_Online

Google search is becoming one of those dying malls. You still go there out of habit, but once you get there, none of it is what you want. You can remember when it was a useful place to visit, but now it's weirdly hollow and you leave without getting what you came for

6:30 AM · Oct 25, 2022 · Twitter for Android

5,550 Retweets

930 Quote Tweets

43.9K Likes

Google Search Is Dying



DMITRI BRERETON

FEB 15, 2022



41



19



3

Share



(There is good discussion on this article on [Hacker News](#) and [Reddit](#))

Reddit is currently the most popular search engine. The only people who don't know that are the team at Reddit, who can't be bothered to build a decent search interface. So instead we resort to using Google, and appending the word "reddit" to the end of our queries.

Paul Graham thinks this image means Reddit as a social media site "still hasn't peaked". What it actually means is that the amount of people using Reddit as a search engine is growing.

<https://dkb.blog/p/google-search-is-dying>

how to use slack effectively



Discussions and forums

How many of you use Slack in your team? How do you handle the chaos in your Slack...



Reddit · [r/ProductManagement](#) · 60+ comments · 1y ago · ⋮

What are some tips for using Slack effectively in a large company? - Quora



Quora · 2 answers · 11mo ago · ⋮

[Tips on Slack] How to use Slack effectively : r/DigitalMarketing - Reddit



Reddit · [r/DigitalMarketing](#) · 2 comments · 1y ago · ⋮

See more →

This is why marketers can't have nice things.

My bet: there will be a steady decline in the effectiveness of trad SEO and trad SEO traffic.

AI is going to change the way we all search - and send less traffic to our sites.

Total Visits	Last Month Change	Bounce Rate	Pages per Visit	Avg Visit Duration
3.8B	▲ 3.6%	37.86%	3.66	00:06:14

Total Visits Last 3 Months

VISITS

similarweb



But it's still early....

Total Visits	Last Month Change	Bounce Rate	Pages per Visit	Avg Visit Duration
82.2B	▼ 3.24%	28.6%	8.12	00:10:45

Total Visits Last 3 Months



Being #1 on a list of ten blue links that all say the same thing has diminishing returns.

If your content is the same as everyone else's it won't generate meaningful results - because it's not meaningfully differentiated.

We are competing in a channel that
rewards sameness - and we are afraid
to invest more to stand out.

[INSIGHTS]

The Sea of Sameness Problem in Content Marketing & SEO



WIL
REYNOLDS

SEO

APR 12, 2024

I "de-optimized" a Seer post to make it better for people, dropped it's ranking, and learned a lot in the process.

<https://bit.ly/sea-of-same>

If you deleted your brand's SEO content from the web, would anyone miss it?

Modern buyers don't want content
written by generalists and juniors.

They want **expert content** that can guide how they operate and how they buy.

5 Retool Alternatives to Supercharge Your Internal Tooling in 2024



The Superblocks Team

Updated March 21, 2024 · 6 min read



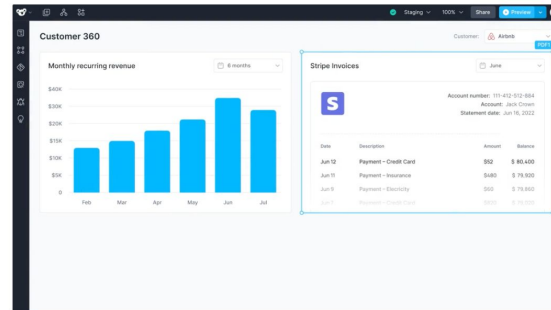
Whether you are evaluating Retool for the first time or are a current Retool customer dissatisfied with functionality, performance, or price, this list is for you.

We have extensively researched the internal tools development space and ranked the 5 best alternatives to Retool in 2024 based on product functionality, generative AI capabilities, extensibility with code, enterprise-readiness, pricing, maintenance costs, security, and customer support.

This list includes both proprietary and open-source alternatives to Retool, so you can comprehensively evaluate which Retool alternative best meets your specific business requirements.



1. Superblocks

Superblocks is an enterprise ready low-code without limits platform for building custom internal applications, automated workflows, and scheduled jobs. Developers can extend Superblocks infinitely with code, build faster with an AI Copilot, self-host without the overhead, and deliver performant apps at scale, all while adopting affordably across their organization.



Strengths	Weaknesses
Infinite Extensibility with Code: Superblocks is infinitely extensible with code, allowing developers to write complex backend APIs with NodeJS and Python, leverage Javascript on the front-end, and build custom components with React within their own IDE and filesystem.	Newer Entrant: Superblocks was founded in 2021. However, Superblocks has seen rapid growth, having raised \$37,000,000 in a Series A round led by Kleiner Perkins.
Architected for Enterprise Scale & Performance: Superblocks application front-ends are multi-threaded for smooth UI rendering, while back-end queries scale elastically with on-demand cloud compute - critical for the enterprise.	No Support for Native Mobile Apps: Superblocks does not support building native mobile applications for iOS or Android. However, Superblocks does support building mobile-responsive web applications.
Generative AI Native: The context-aware Superblocks AI Copilot supercharges development, with support to generate, explain, and debug SQL, JavaScript, Python, JSON, and HTML, as well as integrate with REST APIs.	User Analytics in Private Beta: The ability to view user analytics for usage of your applications, such as number of views, time spent in an app, and more is currently in private beta, as of March 2024.
Self-Hosted Agent Architecture: The Superblocks On-Premise Agent is lightweight, stateless, simple to deploy, and new App Builder features are instantly available from the cloud, while ensuring that customer data never leaves your network.	No Air-Gapped Deployments: Superblocks does not support an air-gapped deployment model, as businesses self-host Superblocks with an agent architecture rather than a legacy on-premise model.

Feature Breakdown by Low-Code Vendor

	 Retool	 Superblocks	 Appsmith	 UI Bakery	 DronaHQ	 Budibase
Pricing						
Pricing	\$\$\$	\$\$\$	\$	\$	\$	\$
Pricing Model	Per Creator, User	Per Creator, User	Per Hour Per User	Flat Monthly Rate	Per User	Per Creator, User
No Self-Hosted Fees	✗	✓	✓	✓	✓	✓
Application Builder						
Drag & Drop App Builder	✓	✓	✓	✓	✓	✓
Integrate with any Database or API	✓	✓	✓	✓	✓	✓
Multi-Step Application APIs	✗	✓	✗	✓	✗	✗
Build Streaming Applications	✗	✓	✗	✗	✗	✗
Native Mobile Apps	✓	✗	✗	✗	✓	✗
Open Source Execution Engine	✗	✓	✓	✗	✗	✓
Workflows & Scheduled Jobs						
Build Webhooks with Workflows	✓	✓	✗	✓	✓	✓
Execute Scheduled Jobs	✓	✓	✗	✓	✓	✓
Build API Endpoints with Workflows	✗	✓	✗	✗	✗	✓
Intuitive Visual Builder for Business Logic	✗	✓	✗	Limited	✗	✓
Self-Host Workflows Without Additional Overhead	✗	✓	✗	✓	✓	✗
Extensibility with Code						
Write Frontend JS	✓	✓	✓	✓	✓	✓
Write Backend Code with NodeJS	Workflows Only	✓	✗	Workflows Only	Workflows Only	Workflows Only
Write Backend Python	Workflows Only	✓	✗	✓	✗	✗
Build Fully-Featured Custom Components with React	✗	✓	✗	✗	✗	✗
Build Custom Integrations	✗	✓	✓	✗	✗	✓
Performance						

SEO is a landing pad, and if all you can do is send people to more SEO content - **YNGMI.**

Send people from SEO content to BBQ content.

F*ck Keywords. Write Barbecue Content.

11 Apr - Written By Jason Mountford

AI has won.

In our efforts to become more and more technical and data oriented in creating content for search engines, humans have created a system that AI is better at than we are. The by-the-numbers SEO battle that leans so heavily on the crutches of Ahrefs and SEMRush has been lost.

Maybe not right now. Maybe there's still some juice to be squeezed from that lemon. But it's coming. Before long, the already somewhat depressing reality of the SERPs is going to become a wasteland into which only the least tech savvy will wander.

So as a content marketing agency, what do we do? Close up shop and cry?

Oh hell no.

This is the best opportunity for content marketers and companies than we've seen in years. Even decades. The complete leveling of the playing field for standardized, keyword focused content means we can get back to sharing ideas, strategies, thoughts and feelings that have *real meaning*.

Adding tangible value into the world by sharing the insights from people who actually know what the fuck they're talking about, instead of another piece of boilerplate 'top ten tips' bullshit.

<https://bit.ly/bbq-content>

For most high ACV B2B industries:

- There aren't enough handraisers to hit your number.
- buyers have become immune to standard DG tactics.

If you are trying to squeeze demos out of top of funnel traffic - **YNGMI** (much longer).

If all visitors can do is either demo
or bounce - **YNGMI.**

Audience development can get you
in front of your buyer before they
are even problem aware.



fonoda

Fonoa's content strategy

- Breaking news
- Evergreen resources
- *Meme guy?!?!?*

Breaking news



Products Industries Resources Company

Support

Contact Sales

Romania postpones e-invoicing fines to June 2024



Timeline

The Romanian Ministry of Finance has [adopted](#) the draft regulation extending the deadline for e-invoicing fines from April to June 2024.

Impact

The Romanian Ministry of Finance has announced an extension of the grace period for non-compliance with e-invoicing obligations, granting Romanian businesses an additional two months to prepare for the e-invoicing requirements.

As a result, fines for failing to comply with e-invoicing regulations—specifically, the requirement to report invoices within 5 working days—will not be imposed until June 2024.

Timeline

Impact



Enis Gencer
Tax Technology Specialist

Seasoned regulatory counsel in the tax industry. Joined Fonoa to automate tax processes, working on keeping invoicing and reporting products compliant and extending their scope.

[Visit Enis's LinkedIn](#) →

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Belgian e-invoicing mandate is set to go live from January 2026



Timeline

From January 1, 2026, B2B e-invoicing will be mandatory for taxpayers established in Belgium.

Impact

Belgium has enacted the law mandating e-invoicing for domestic B2B transactions. B2G and B2C transactions as well as cross border transactions are excluded from the scope. However, [B2G e-invoicing](#) is subject to a separate framework that has already been operational.

Timeline

Impact



Selin Adler Ring
Tax Technology Manager

Selin, a Tax Tech Technology Manager in Stockholm, specializes in interpreting e-invoicing laws and translating them into tech features. With a career aligned with growing regulations, she's a driving force at Fonoa, shaping cutting-edge solutions in e-invoicing tax tech.

[Visit Selin's LinkedIn](#) →

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Evergreen content

Worldwide tax guides / [Austria](#) • Last update March 13, 2023

VAT Guide for Businesses with Customers in Austria

Standard VAT Rate	Digital Reporting Requirements / E-invoicing	VAT on Cross-Border Electronically Supplied Services	Tax Authority Website
20%	Yes	Yes	Federal Ministry of Finance (Finanzamt Österreich)

VAT Rates in Austria

Austria's standard Value Added Tax (Umsatzsteuer (USt)) rate is 20%, with some goods and services exempt from Austrian VAT, such as financial services, postal services, medical services, etc.

VAT Rates	Rate Type	Description
20%	Standard Rate	Applies to all taxable supplies, with certain exceptions.
13%	Reduced Rate	Animal feed, domestic flights, cultural and sports events entrance fees, etc.
10%	Reduced Rate	Certain food, books, newspapers, pharmaceuticals, etc.
0%	Zero Rate	Intra-Community supply of goods, export of goods to non-EU countries, etc.

VAT Rates in Austria

- VAT Registration Thresholds in Austria
- Austrian VAT Number Format
- VAT on Electronically Supplied Services (ESS) in Austria
- Marketplace & Platform Operator Rules in Austria
- Invoice Requirements in Austria
- E-Invoicing & Digital Reporting for Austria
- VAT Payments and Returns in Austria
- Penalties in case of late filings or misdeclarations

Products Available

- [Lookup](#)
- [Tax](#)
- [Invoicing](#)

Read more

[VAT on Digital Services in Austria →](#)

[Austria E-invoicing & Digital Reporting Guide →](#)



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The American Exception: Why the US Has No VAT System?



As one of the world's largest and most powerful economies, the [United States](#) stands out in many ways. However, when it comes to its tax system, the US is unique in a surprising way: it is the only developed country in the world that does not have a value-added tax (VAT) system in place. In this article, we will explore the reasons behind this absence and the challenges of implementing a VAT system in the US.

Key Takeaways

While VAT is a popular form of indirect taxation in over 170 countries, it is not implemented




Key Take
What is V
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[Visit C](#)

Meme Guy?








Alexander (AKo) Kobakhidze




· 1st

Tax Technology Director @ Fonoa |  Meme Ninja |  Connect



Fonoa



The University of Edinburgh

Summoning a VAT Audit



6 comments



P.S. Feels like someone is taking revenge, no?

#taxes #creativity



Alexander Kobakhidze and 141 others

4 comments · 1 repost

Reactions



Meme guy gets in front of ICPs



8mo ...

Global Tax Manager @ Uber

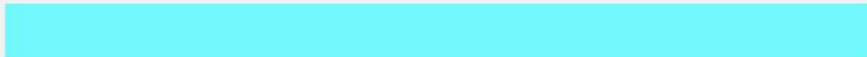
Can tax be so much fun! 🚀 🙌. Loved this. [#taxfluencer](#)



1mo ...

Senior Indirect Tax at Wayfair

Love it... and you have to love Indirect Tax...

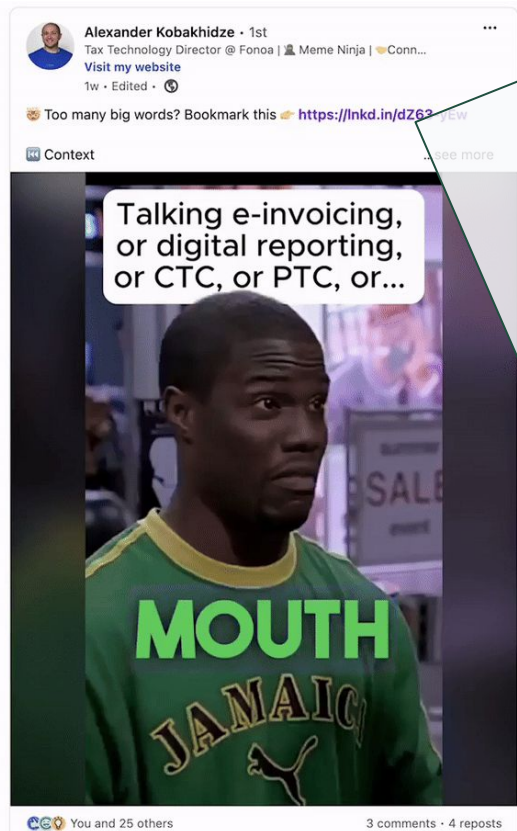


8mo ...

Indirect Tax Director at Activision Blizzard

These make me laugh every time!!

Meme guy distributes SEO content

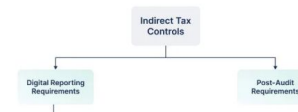


Indirect Tax Controls: Understanding E-invoicing and Digital Reporting Terminology



The landscape of indirect tax is currently undergoing a significant technological metamorphosis. Many tax authorities require submitting and storing transactional and tax-relevant data electronically.

Requirements are complex, and so is the terminology. These terms are not always harmonised across the market, leading to confusion even within this industry. This guide offers insight into Fonoa's terminology definitions. It aims to make things easier by explaining the terms often used in indirect tax compliance space and how they relate to each other.



All this content leads back to:

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Malaysia increases SST rate as of 1 March 2024

Country Updates

Malaysia increases SST rate as of 1 March 2024

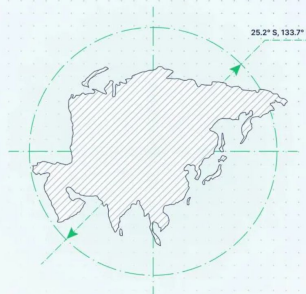


Table of contents


What has changed?




The [Sales Tax and Service Tax \(SST\)](#) rate for most taxable services, including digital services provided by non-resident sellers, increases from 6% to 8% in Malaysia effective 1 March 2024.


What has changed?

And hooks ICPs searching for this info:



The Sales Tax and Service Tax (SST) rate for most taxable services, including digital services provided by non-resident sellers, increases from 6% to **8%** in Malaysia effective 1 March 2024. Mar 1, 2024



**Fonoa**
<https://www.fonoa.com> › [blog](#) › [malaysia-increases-sst-...](#)

Malaysia increases SST rate as of 1 March 2024 - Fonoa

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Fonoa is using rented channels (search & social) to build an owned audience of indirect tax professionals.

The future of SEO will be leveraging the channel to **build an owned audience** so you can skip the algorithm all together and go direct.

If a tax tech company can do it,
anyone can.



Caveats – this only works if:

- If you have something to say
 - and *someone* to say it.
- You have a library of owned content that isn't just SEO articles and gated webinars.
- If you can engage without alienating your buyer by DG'ing them to death.

Is SEO + audience building the right move?

Must Haves	Good fit example	Bad fit example
Demand/PMF	Proven product-market fit with developers actively searching for tools like “CI/CD pipelines” and “Kubernetes monitoring.”	Unvalidated product-market fit with minimal search demand for concepts like “AI-driven knowledge graphs.”
Thought leadership	Team has deep expertise and can share unique insights on modern dev workflows and emerging trends in the space.	Team lacks a unique perspective and avoids bold claims and predictions, limiting thought leadership potential.
Long-term mindset	Sees SEO and audience building as a strategic moat, recognizing it compounds over time.	Sees SEO as a short-term test, relying on agencies/freelancers and expecting quick results.
Capacity & cadence	Willing to invest budget and staff time with defined goals, SLAs, and stakeholder alignment.	Unwilling to commit ongoing resources, viewing content as a side task rather than a core function.
Cross-channel amplification	Founders and SMEs actively promote insights across social media, conferences, and podcasts - they are already amplifying their message.	Team limits content to their blog, with minimal external sharing or involvement in industry conversations.

Good fit vs bad fit:

-  **Good fit:** Proven PMF, clear search demand, expert insights, willing to invest in the channel long term + consistently produce content, and promote across channels.
-  **Bad fit:** Unvalidated PMF, low search demand, team does not have unique insights, afraid to invest in the channel, can't commit to consistent output, wants SEO to work in a silo.

For content to get real engagement **it's going to need to be worth your buyer's time.**












To stand out: we need to focus on
authenticity, the **tactical**, and the
tactile.

Actionable content FTW:

- Change how your audience operates
- Give them process
- Lean into first hand experience
- Entertain + inform

How do modern buyers search?

Go through your chrome history for the last 30 days and see what you've searched for.

<input type="checkbox"/>	Apr 3, 2024		turn srt into text file - Google Search	www.google.com	
<input type="checkbox"/>	Nov 26, 2024		building an ai agent - Google Search	google.com	⋮
<input type="checkbox"/>	Nov 20, 2024		cost of running llama on aws - Google Sea...	google.c...	⋮
<input type="checkbox"/>	Nov 11, 2024		employee performance evaluation checklist ...	google....	⋮
<input type="checkbox"/>	Nov 25, 2024		employee self evaluation - Google Search	google.com	⋮
<input type="checkbox"/>	Nov 6, 2024		compress webp - Google Search	google.com	⋮
<input type="checkbox"/>	Nov 4, 2024		employee handbook template - Google Se...	google.c...	⋮
<input type="checkbox"/>	Oct 30, 2024		llm for data analysis - Google Search	google.com	⋮
<input type="checkbox"/>	Dec 4, 2024		openai api cost projection - Google Search	google.com	⋮
<input type="checkbox"/>	Dec 10, 2024		round to two decimal places notion - Googl...	google.c...	⋮
<input type="checkbox"/>	Dec 12, 2024		javascript optimization for third party scripts ...	googl...	⋮

But does this matter if Google's
going to shift to a Gen AI interface?

Or if it loses market share?

If we answer questions differently, if we create **meaningfully different content**, Google won't be comfortable copying our content with AI.

There will be a new bar for B2B content:

It's going to have to be so damn good that it encourages a cult-like following of rabid fans **that come to you directly.**

Q&A

Thank you