Driving Measurable Growth Through Tailored Digital Marketing Solutions

Offering first-class digital growth campaigns to clients in diverse industries, First Page Digital sits at the forefront of innovative digital marketing in Asia and beyond. With offices in Singapore, Thailand, Hong Kong, Australia, and the Middle East, we are an integrated network of digital professionals specializing in a suite of omni-channel marketing solutions that convert corporate brand ambitions into tangible outcomes.

Over the last ten years, First Page has amassed industry expertise in Search Engine Optimization, pay-per-click advertising, content production, and social media marketing. We have had the opportunity to maintain long-term relationships with and create global brand experiences for international names, like iShopChangi, Under Armour, and Microsoft, giving the team relevant exposure to diverse marketing demands amidst an ever-changing digital sphere.

Providing customized strategies that translate to compelling results is always at the heart of our every campaign. This introduction deck comprises information on First Page's suite of digital marketing services, methodologies, and recommended solutions to help your business achieve their strategic business objectives. We will also introduce to you our team of professionals who will be committed to supporting the campaign.

We look forward to establishing a tight partnership with you and work together to deliver your brand outcomes in line with your business goals.

Director of Sales & Marketing

jeremy@sotaventomedios.com

+65 9326 1061

SOTAVENTO MEDIOS

Shifting Search Behaviours
How users discover, decide, and act has evolved. And brands must keep up.

Start

Traditional search	Alternative platforms	AI-led search

Pre-2000s – Early 2010s

- Keyword-based search
- Heavy reliance on backlinks
- Users clicked through 5–10 links to find answers
- SEO = Visibility

2010s – Early 2020s

- Rise of voice (Siri, Alexa, Google Assistant)
- Social platforms as discovery engines (YouTube, TikTok, IG)
- Visual and video-first content took center stage
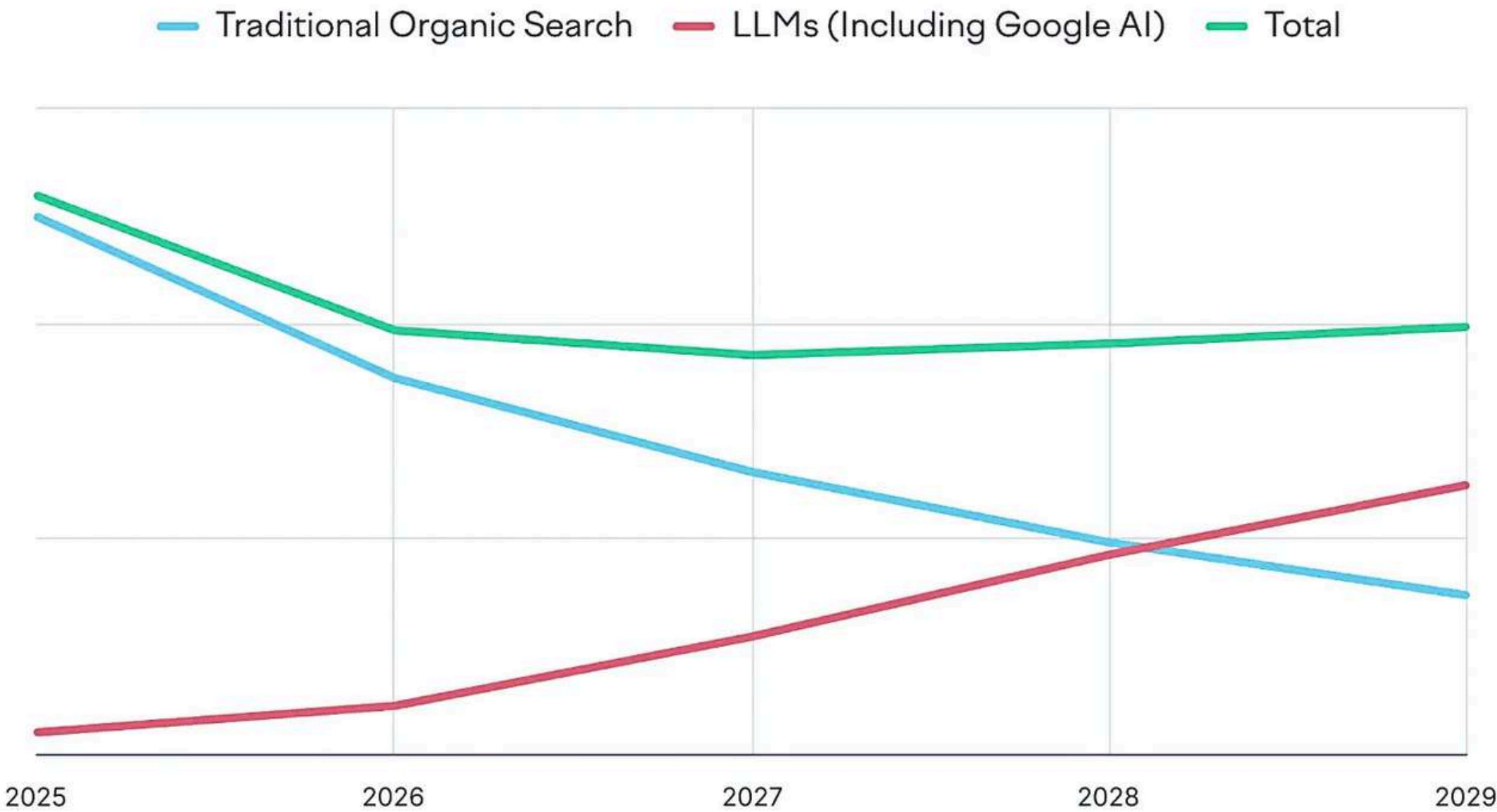- SEO still king, but attention fragmented

2020s – Present

- LLMs like ChatGPT, Gemini, Perplexity answer directly
- Users no longer "search", they "ask"
- AI curates, filters, and recommends
- 50% of search traffic expected to shift to AI by 2028 (Gartner)

AI search is gaining traction

But for now, Google still dominates and remains the go-to platform for discovery.

7 in 10

reported using AI tools for search. 14% use them daily.

Almost 8 in 10

prefer Google or Microsoft Bing for general information searches

20.2%

have changed their primary search platform within the last year.

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How LLMs are changing search behaviour

LLMs create answers, not just links

Unlike traditional search engines, LLMs like ChatGPT and Gemini generate answers by pulling from multiple trusted sources.

That means your brand needs to be mentioned across the ecosystem and not just ranked on your website.
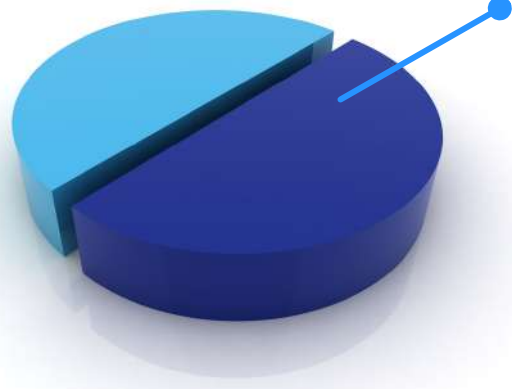
50% of search traffic may shift to AI platforms by 2028

Source: Gartner

What we'll discuss:

- Differences between LLM and traditional search

- Importance of concept proximity and authoritative mentions

- Content and backlink strategies for AI search

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LLM Visitors Are 4.4x More Valuable Than Organic Search

AI search doesn't just send traffic - it sends informed, motivated buyers.
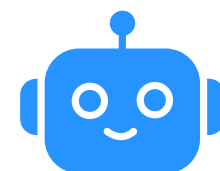
LLM Traffic Converts Better

AI search visits are 4.4x more valuable based on conversion rate

Users Are Pre-Sold

They arrive informed, confident, and ready to convert

AI feels personal

Like a trusted recommendation, not an ad

SEO and AI Work Together

Optimizing for both means staying visible across search formats

Sotavento Medios
for E-Commerce

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How product search behaviour varies by *intent*

When researching

Google

What's the best smartwatch under $300?

When seeking recommendations

ChatGPT

Gemini

Which is better for fitness?

When discovering

TikTok

Instagram

What's trending this month?

When ready to buy

Shopee

amazon

Laz

Search by brand, product name, or category

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for B2B

Evolving search behaviour

for B2B businesses

**9 in 10
B2B buyers**

Use ChatGPT, Perplexity, or Gemini at some stage in their purchase process

**4 in 10
businesses**

Use ChatGPT monthly to find new products or services

**Nearly
5 in 10**

Turn to Gemini for vendor research and solution discovery

**6 in 10
pros**

Have used ChatGPT or Gemini instead of Google to research a product or service

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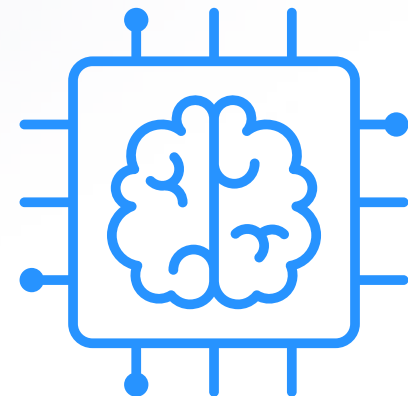
AI search is adopted by all generations

Gen Z (18–26)

82% have used AI search tools at least occasionally, and they favour social media for product discovery.

Millennials (27–42)

Balance traditional search and AI, with strong adoption for professional and educational queries.

Gen X (43–58)

65% use AI occasionally but strongly prefer traditional search engines.

Baby Boomers (59–76)

45% used AI tools, but they remain the most loyal to traditional search.

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What does this mean for your brand?

To show up in AI answers, your brand needs concept proximity — being consistently mentioned near key terms across trusted sources.

LLMs pick up on patterns. That means strategic content, consistent mentions, and contextual relevance all help you get noticed.

It's not just keywords anymore.

You'll need a mix of quality content, strong backlinks, and solid reputation signals to earn your place in AI-generated results.

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The Sotavento Medios SEO Pillars

Mapping your SEO strategy across owned and external signals for AI visibility.

Owned Domain

Technical SEO

Fixes to meta tags, structure, indexability, etc.
Optimises for crawl and clarity

Content

Content is still king + focus on matching formats.
Strategic, structured, high-frequency publishing

Outside of Domain

DPR, PR, Listicles

32.5% of AI citations come from external articles
Listicles + mentions = visibility

Link Building

Clean, outreach-driven backlinks only
No PBNs: focus on high trust & topical relevance

Outside of Domain

Forum Seeding

Active presence in Reddit, Quora, niche forums
Helps shape brand authority in public discourse

Social Media Video Content

Rich media posts indexed as third-party citations
Boosts authority across both LLMs & Google

Outside of Domain

Client Review Management

Stars and reviews = trust
Helps AI link brand to real user experience

● **MANAGED BY AGENCY**   ● **MANAGED BY CLIENT**

Google

is shifting to an LLM model
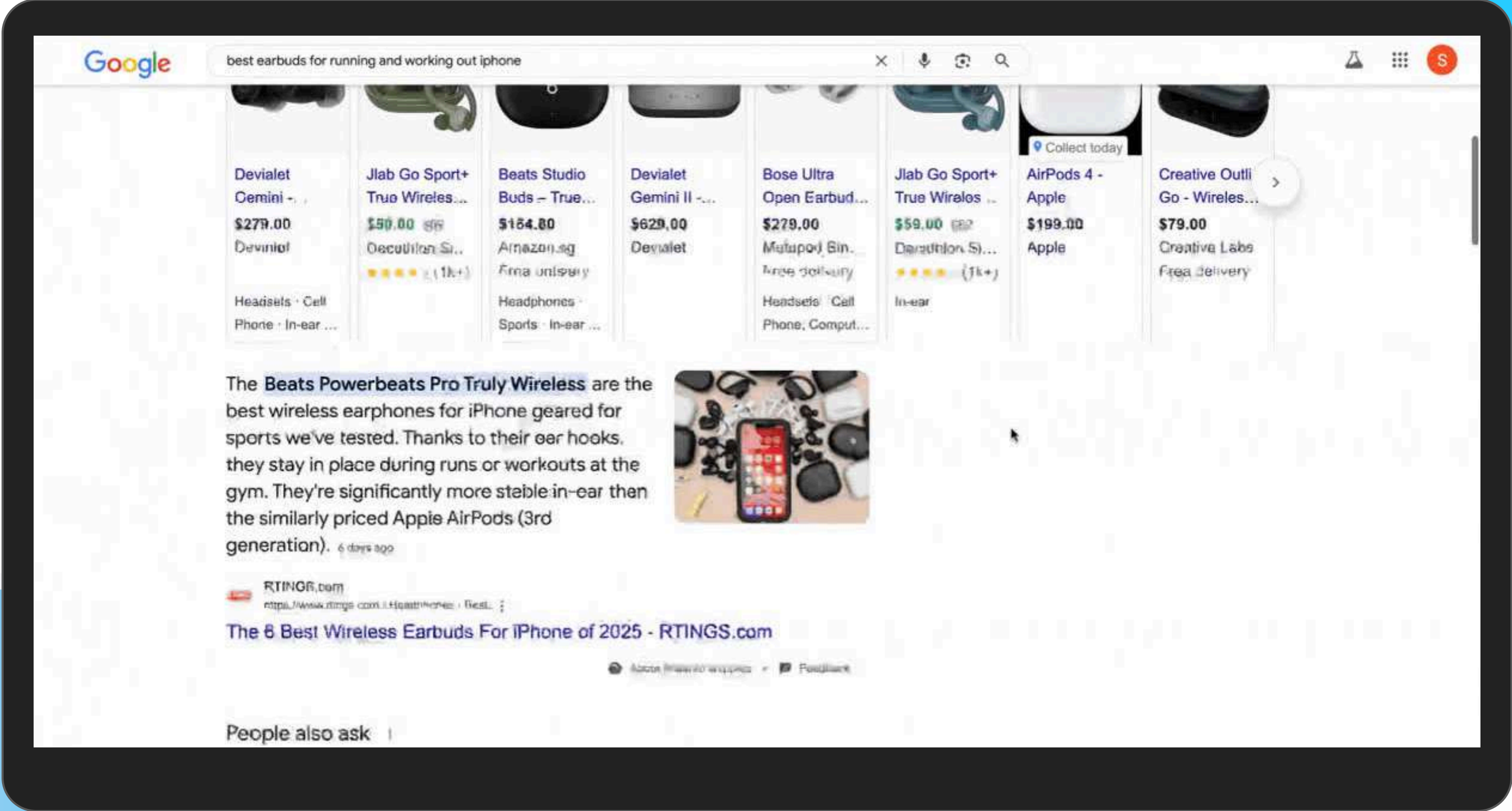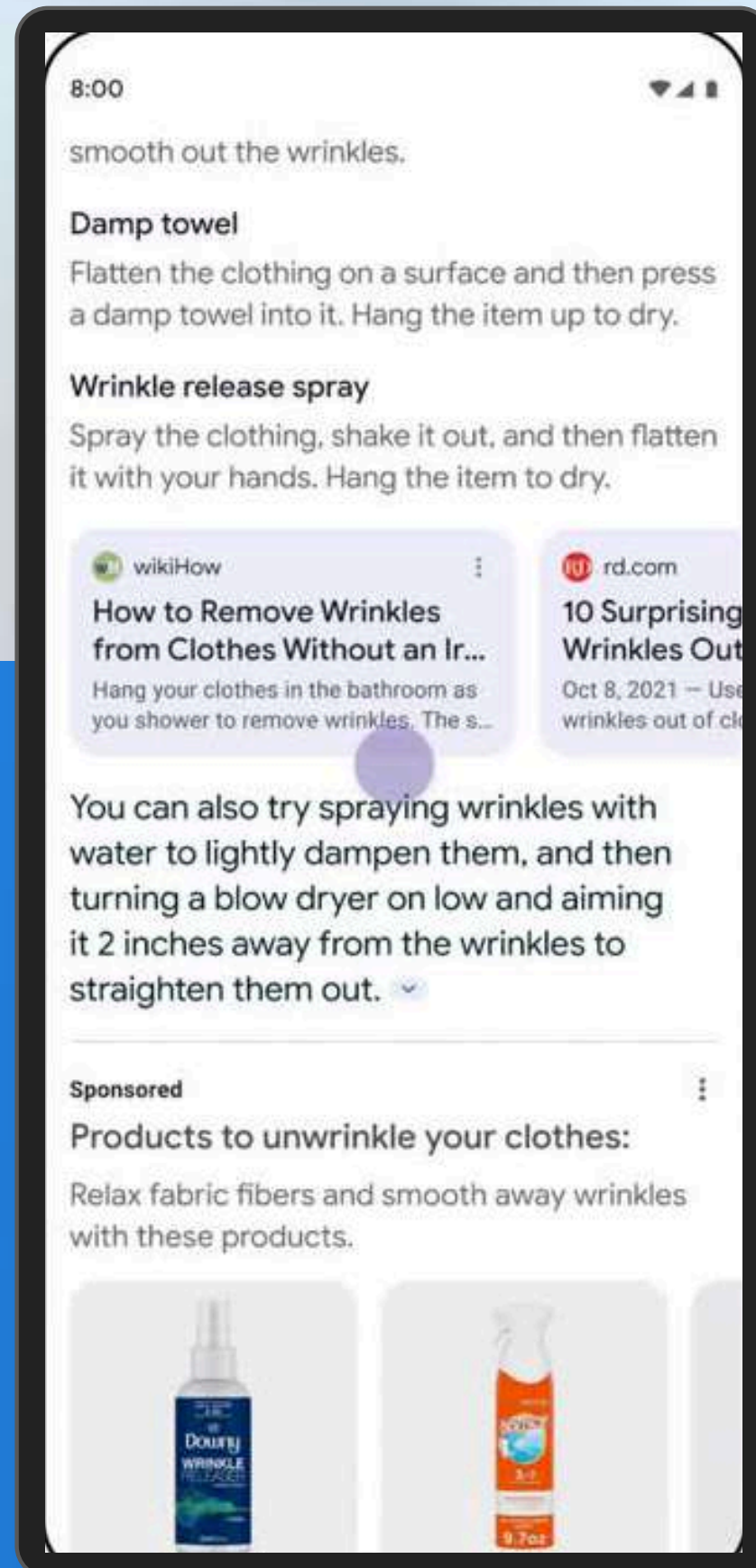
What are AI Overviews?

Google's AI-powered answer boxes that grab the spotlight at the top of search results — with AI-generated summaries plus the top 3 websites featured front and centre.

Why it matters: If you're not featured, you're invisible. Less traffic. Less revenue.

Upside: Better traffic, better conversions — and strong SEO gets you into AI Overviews.
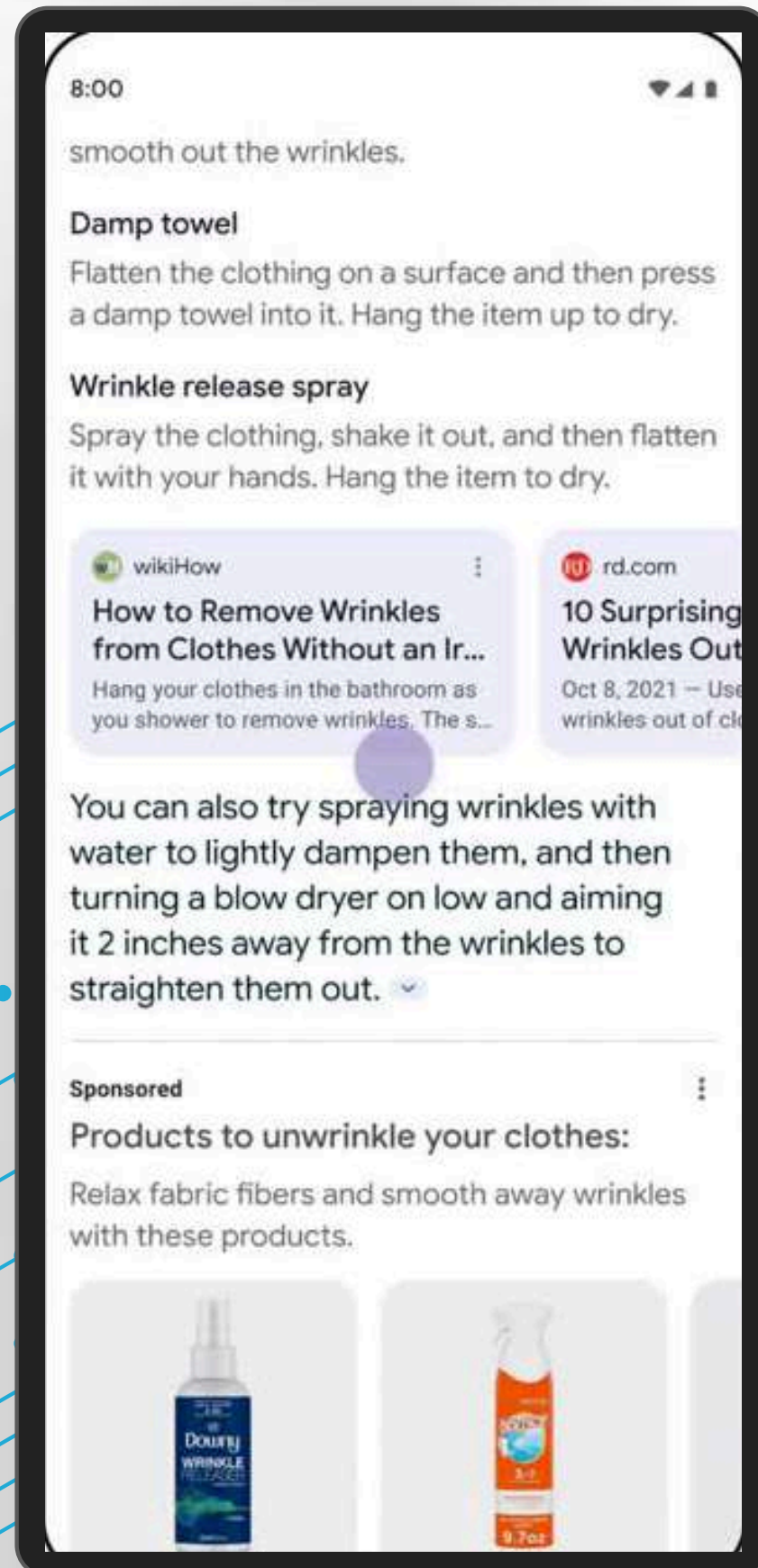
How to dominate AI Overviews

✓ Master SEO basics: backlinks, content, E-E-A-T

✓ Write clear, trustworthy content that answers real questions

✓ Use structured data to help Google understand your content

✓ Add images & videos — LLMs love them

AI Mode   All   Shopping   Forums   Short videos   More

Sign in

best waterproof earphones for running

Best Waterproof Earbuds for Running in 2025:

Several options stand out as top contenders for waterproof running earphones, depending on your needs and budget. Here are a few highly recommended choices:

For all-around excellent performance and noise cancellation:

- Jabra Elite 8 Active Gen 2: These earbuds are fully dustproof and waterproof (IP68 rated). They offer excellent active noise cancellation, a balanced audio response, and a secure fit. The accompanying app allows for customizable controls and sound adjustments. The charging case itself has an IP54 rating. 🔗

For a secure fit and great value:

- JBL Endurance Peak 3: These wraparound style earphones boast a class-leading IP68 rating, ensuring they are completely dustproof and waterproof. They offer a secure fit thanks to their ear hooks and have excellent battery life. While they lack active noise cancellation, they have an Ambient Aware mode for situational awareness. They are available for around $100, providing excellent value for money. 🔗

For budget-friendly

15 sites

The Best Waterproof Headphones for 2025 - PCMag
Music is the ideal accompaniment to workouts, but you shouldn't grab jus...

PCMag

Best Running Headphones of 2025 - iRunFar
Apr 23, 2025 — Best Running Headphones * Best Overall Running...

iRunFar

2024's Best Waterproof Earbuds: Top Picks for Every Activity
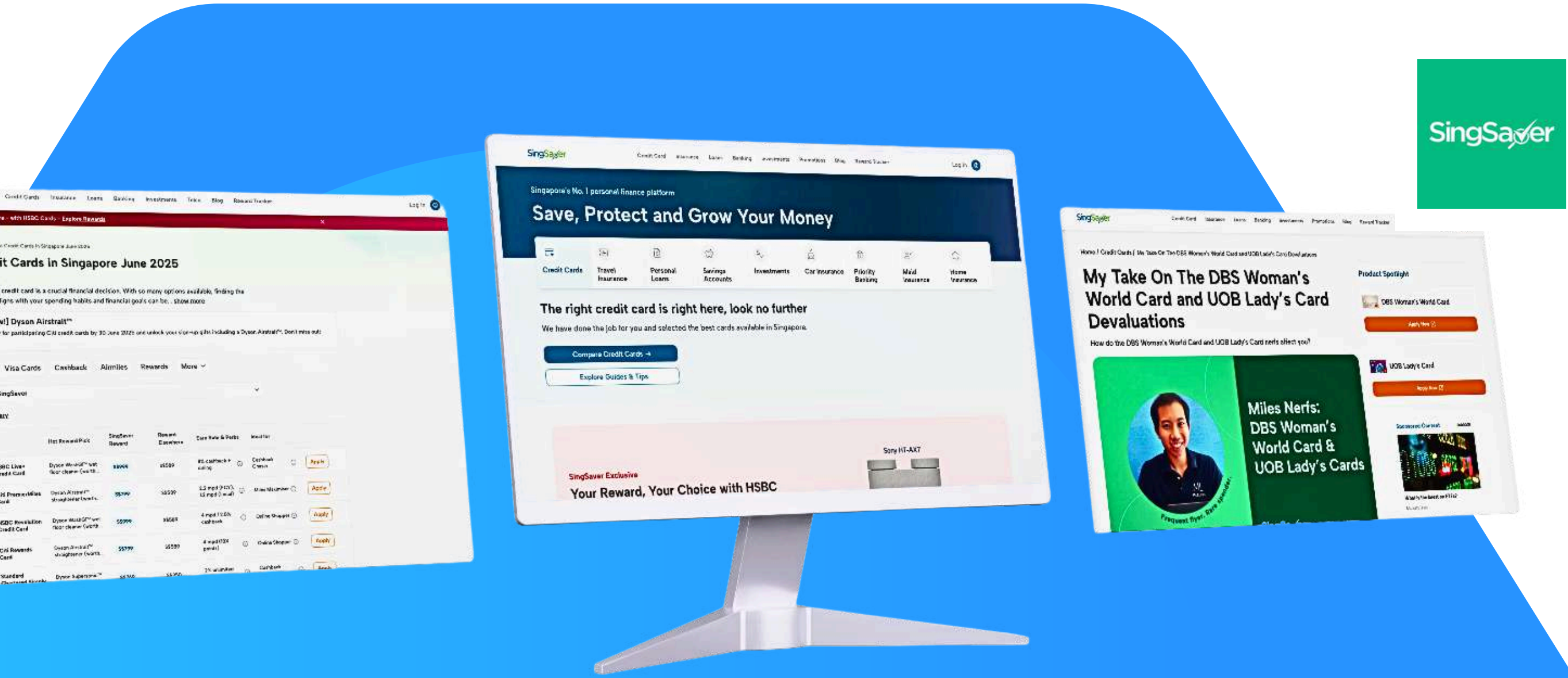Jun 19, 2025 — Designed to withstand intense physical activity, the Go Air...

Soundcore

Show all

NO BLUE LINKS

Ask anything 🎤

Want to appear in AI Overviews?

AI-readable content
Google needs to easily parse and pull your information.

E-E-A-T authority
Build trust through authorship, backlinks, and brand reputation.

Conversational keywords
Target what users actually ask — naturally and in long-form.

3rd-party mentions
Listicles, roundups, and rich media help LLMs trust your brand.

Concept Proximity
Have your answers widely repeated to become popular.

50%
of success comes from how well your content is structured for AI.

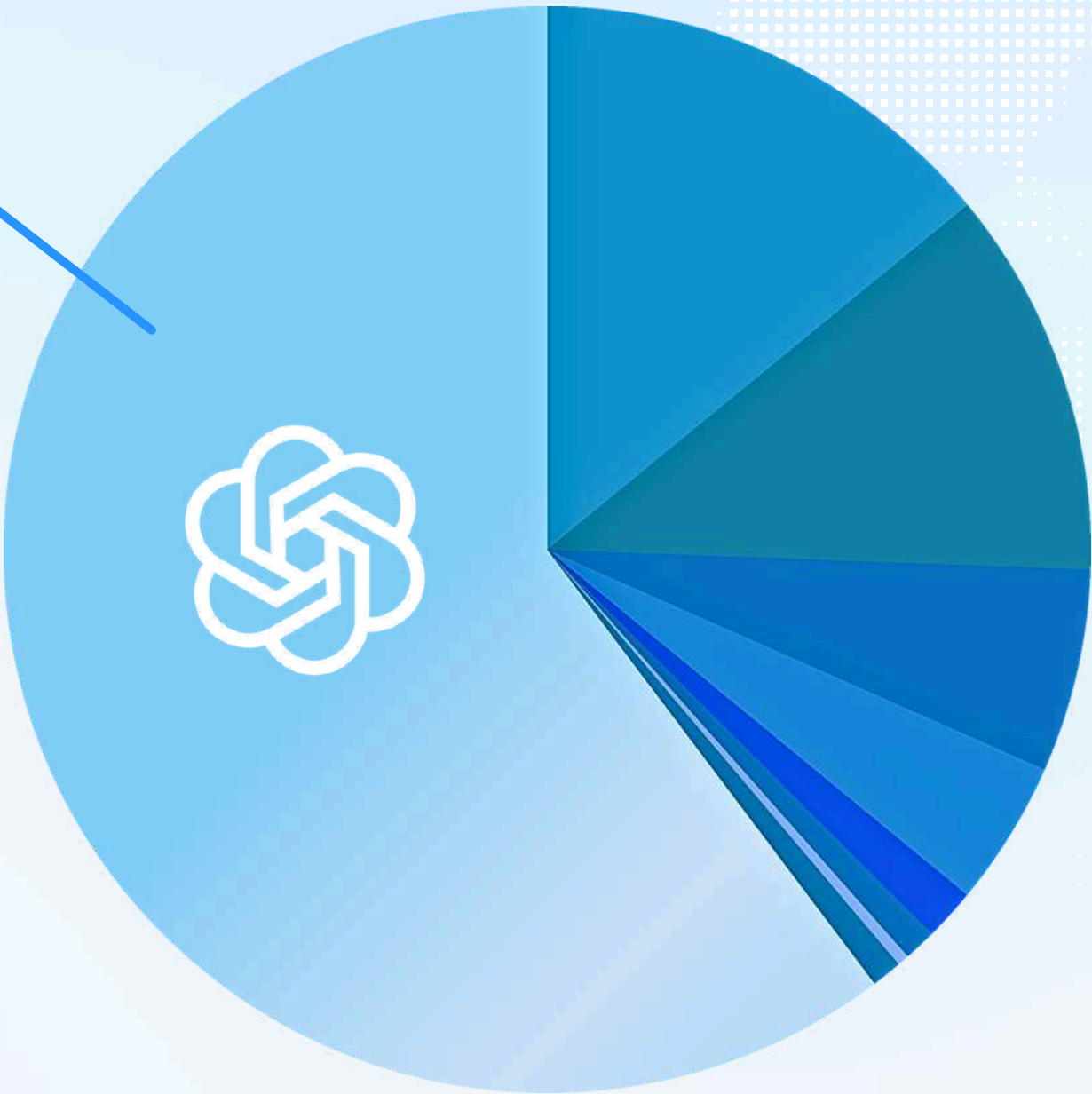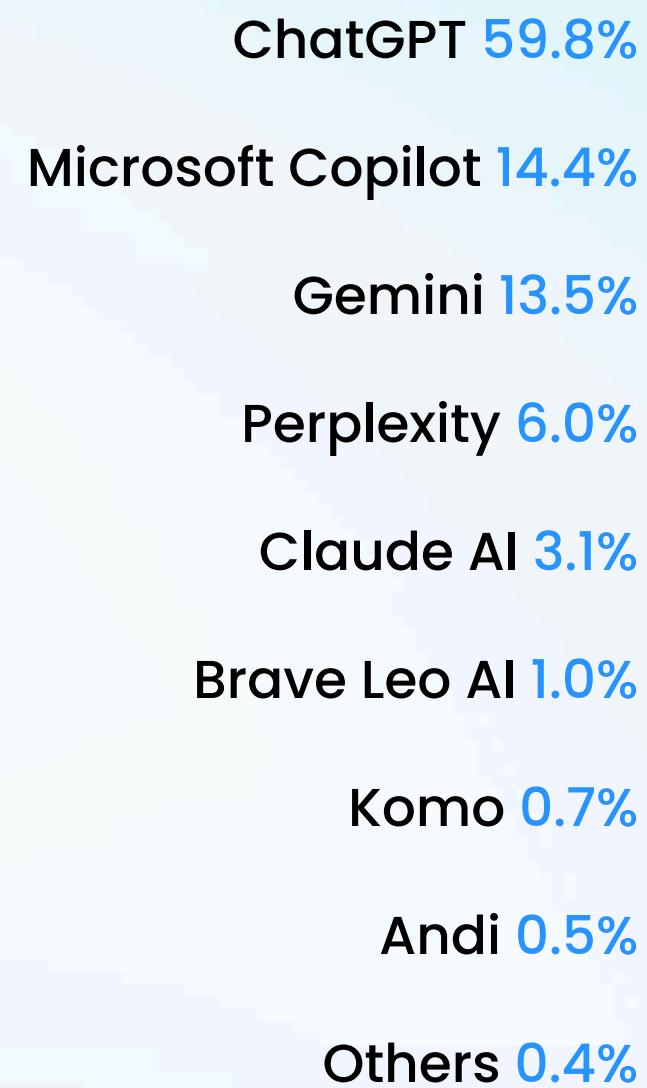**Key Learning**

Keyword quotas are outdated.

Stop paying per keyword and start investing for real ROI.
SEO today is about visibility, not volume.

Chatgpt SEO

With 800M+ weekly users,

Ranking on ChatGPT is not optional but a priority for most brands and agencies like us.

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ChatGPT 59.8%

Microsoft Copilot 14.4%

Gemini 13.5%

Perplexity 6.0%

Claude AI 3.1%

Brave Leo AI 1.0%

Komo 0.7%

Andi 0.5%

Others 0.4%

Google isn't the only search engine anymore

Platforms like ChatGPT, Gemini, and Perplexity are quickly becoming decision-makers, not just assistants. Your brand needs to show up everywhere users ask questions

Source: Data compiled from The Times, Barron's, Financial Times, and TIME

AI search is gaining traction

But for now, Google still dominates and remains the go-to platform for discovery.

yahoo!
1.35%

DuckDuckGo
0.73%

b Bing 4.10%

0.25%
ChatGPT
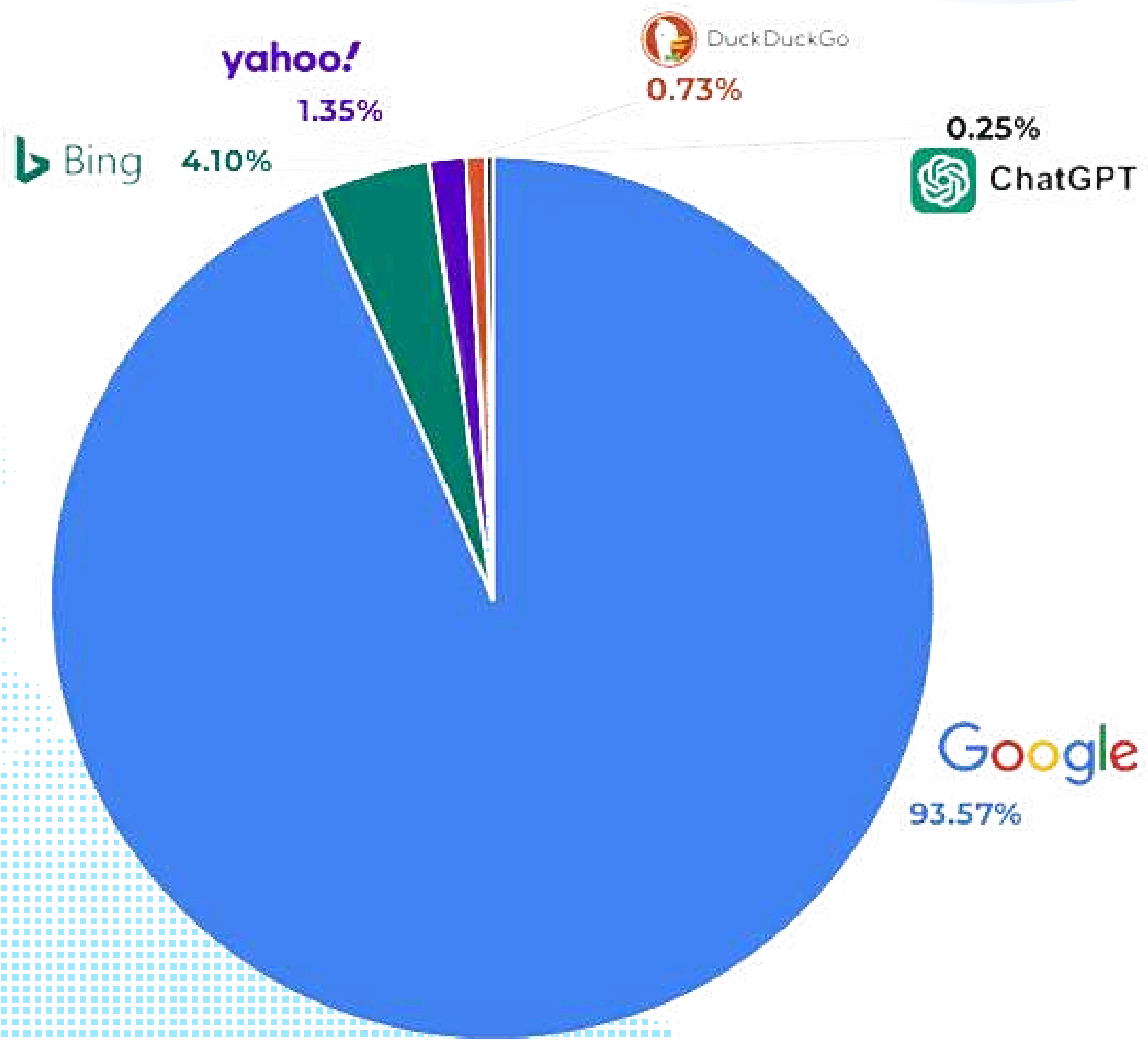
Google
93.57%

Source: Google, YouTube, & OpenAI public statements, Statcounter, Datos, and Semrush for additional market share estimates

ChatGPT: Your brand's new search frontline

- Curated responses instead of links to answer queries

- Fast, personalised, conversational, and interactive

- Queries are more specific and unique

- Won't always send traffic to your sites but great for brand awareness

What are you working on?

What is|

+ ⚙ Tools 🎤 ↑

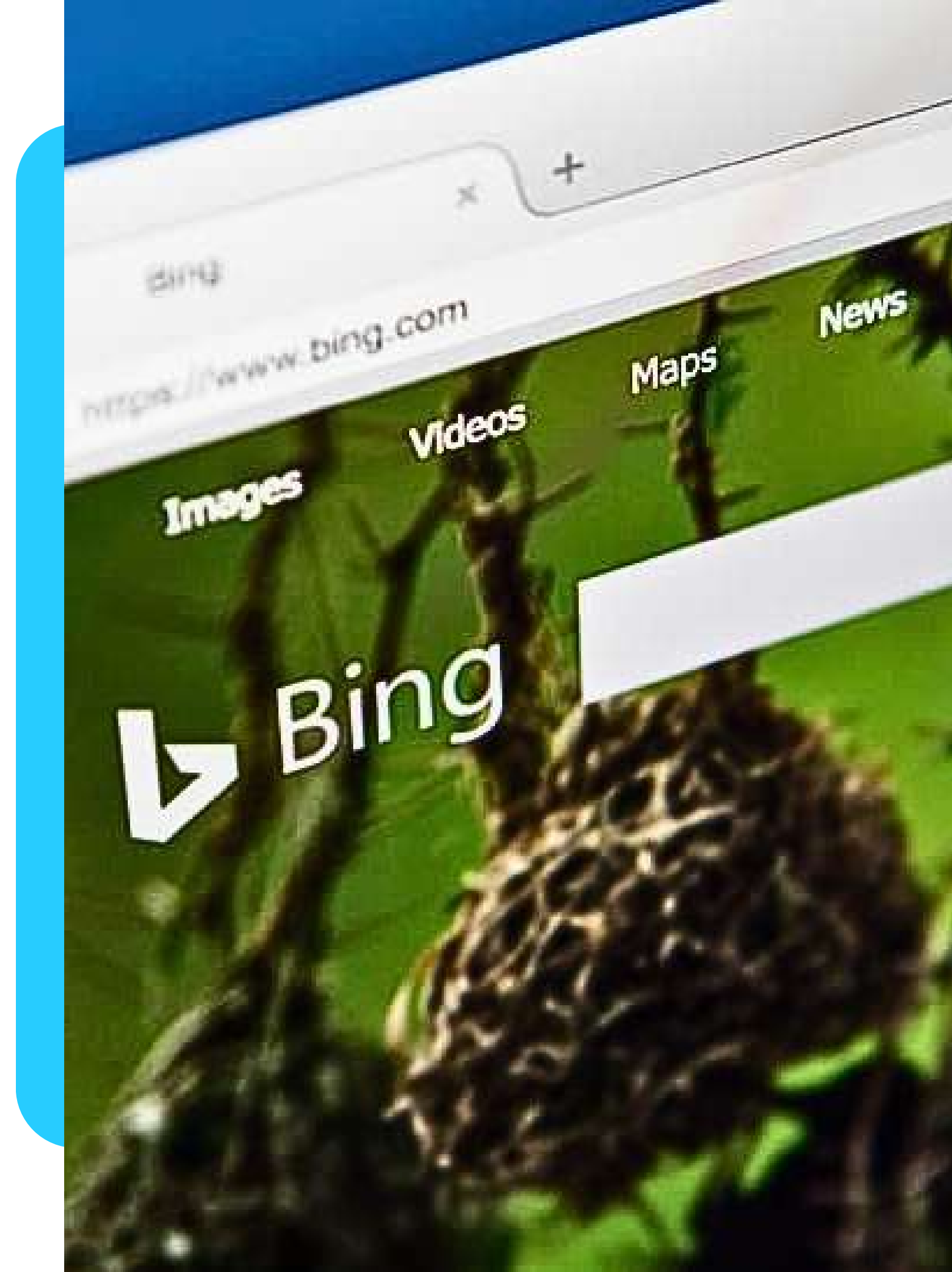# Why Bing is the SEO foundation for ChatGPT

Built for the AI Search era

✓ ChatGPT, Copilot, and Shopping GPT rely on Microsoft Bing for search results.

✓ Bing is now a core SEO priority for future-ready visibility.
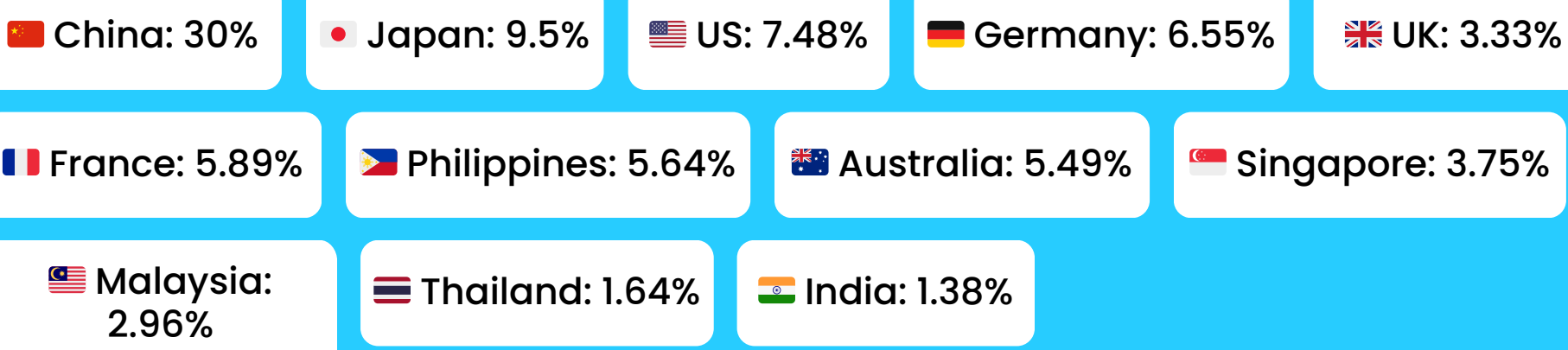
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Lower competition. Faster wins.

- Bing handles millions of searches daily — less crowded, easier to rank.
- Market share highlights untapped growth.

More than just Bing

- Bing's reach extends to Yahoo Search and DuckDuckGo.
- One optimisation = multiple engines.

🇨🇳 China: 30%	🇯🇵 Japan: 9.5%	🇺🇸 US: 7.48%	🇩🇪 Germany: 6.55%	🇬🇧 UK: 3.33%
🇫🇷 France: 5.89%	🇵🇭 Philippines: 5.64%	🇦🇺 Australia: 5.49%	🇸🇬 Singapore: 3.75%
🇲🇾 Malaysia: 2.96%	🇹🇭 Thailand: 1.64%	🇮🇳 India: 1.38%

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The Future of Selling Starts Now

AI-Powered product discovery is live on ChatGPT

800 million users.
One massive opportunity.

ChatGPT's new Search & Product Discovery is here, and your brand deserves the spotlight.

Here's why it matters:

- Reach high-intent shoppers with laser-targeted traffic

- Stay ahead with cutting-edge AI optimisation

Millions are already shopping on ChatGPT. If your site isn't optimised for this AI era, you're missing out.

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What's the best espresso machine under $200 that comes close to the taste of coffee in Italy?

If you're aiming to recreate the ambiance of an Italian café at home without exceeding a $200 budget, there are several espresso machines that can deliver rich, authentic flavors. Below are some top picks that balance quality and affordability:

Versatile Choice

De'Longhi ECP3220 Espresso Machine

$119.95

De'Longhi and 9 others

Compact Design

Gevi Compact Professional Semi-Automatic Espresso...

$124.99

GEVI and 3 others

Best Budget Choice

De'Longhi Stilosa Manual Espresso Machine

$99.95

PuriLite

ChatGPT chooses products independently. Learn more ›

Top Selections Explained:

Best Budget Choice

De'Longhi Stilosa Manual Espresso Machine

★★★★⯪ 4.3 (412) ⓘ

Purchasing options

⬛ De'Longhi $99.95 ⓘ   Buy

De'Longhi Stilosa Manual Espresso Machine
Free delivery by Wed, Apr 30, · 30-day returns

✦ Walmart $90.99 ⓘ   Buy

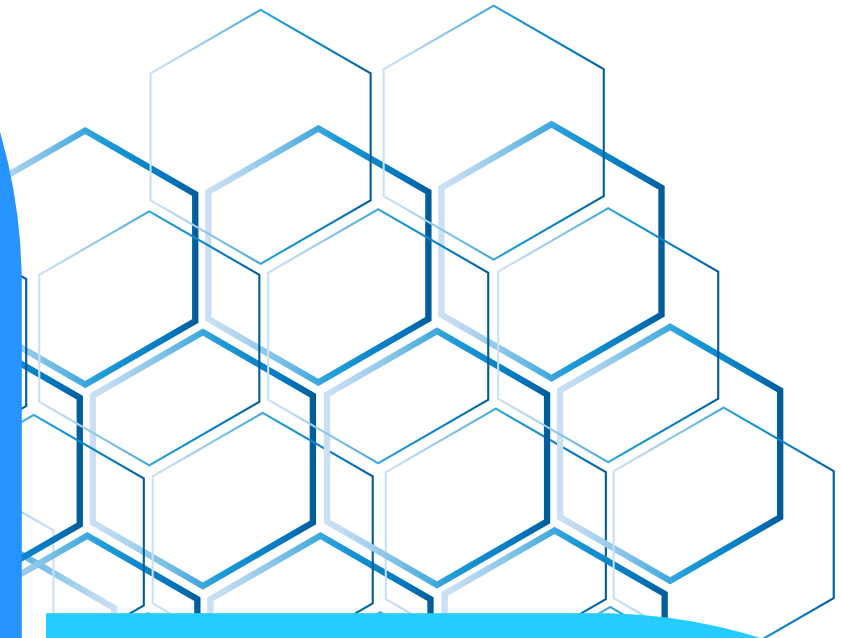**ChatGPT Search and Product Discovery Example: _openai.com/chatgpt/search-product-discovery_**

Castlery

A case study on the impact of LLM citations

3x more LLM Sessions in 5 Months

- 79% growth MoM
- Over 3k sessions per month
- 84.6% of LLM traffic comes from ChatGPT

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ChatGPT Now Cites Sources

Search GPT now shows:

- Citations with clickable links
- UTM-tagged URLs (e.g. source=chatgpt)
- Real opportunities for brands to be referenced as a source

Your brand can now get credit and measurable traffic from AI responses.

How Citations Work

When a user asks for:

- A specific URL → ChatGPT gives the link directly (no UTM)
- A general answer → ChatGPT may cite sources with UTM tracking.

ChatGPT may cite your blog or roundup (with UTM) in product-related answers.

How to get cited more often

Optimise content for citations

Create high-authority content (guides, FAQs, research), and use concise, AI-friendly answers

Track AI traffic

Monitor via Google Analytics using "source=chatgpt" and see which pages are getting cited

Boost AI discoverability

Use schema markup & strong metadata, and align content with common AI queries.

Bridge SEO & AI

Combine traditional SEO + NexSEO for ChatGPT, Perplexity & Gemini.

Information Search query on Search GPT

what is the best season to travel to barbados

Barbados enjoys a warm, tropical climate year-round, making it a desirable destination at any time. However, the island experiences two distinct seasons that may influence your travel plans: audleytravel.com

Dry Season (December to April):

- **Weather:** This period offers balmy and dry conditions, with average temperatures ranging from 24°C to 31°C (75°F to 88°F). cntraveler.com

- **Tourism:** As the peak tourist season, expect higher accommodation rates and larger crowds, especially around Christmas and New Year. cntraveler.com

UTM linked resources

cntraveler.com/story/best-time-to-visit-barbados?utm_source=chatgpt.com

Condé Nast Traveler

INSPIRATION   DESTINATIONS   PLACES TO STAY   NEWS & ADVICE   GOLD LIST 2025   SHOPPING   CRUISE   WOMEN WHO TRAVEL   VIDEO

masters.smu.edu.sg/financial-aid

No UTM linked resources

Why SMU Masters   **SMU Experience**   **Programmes**   **Career Services** ▾   **Financial Aid**

Search GPT response to explicit query of sensitive nature (e.g. financial aid)

what is the financial aid provided for local students applying for masters programme in SMU

Singapore Management University (SMU) offers several financial aid options for l
to master's programs:

1. **Tuition Fee Discounts:** In celebration of SMU's 25th anniversary, starting Jan
   students can enjoy up to **40% off tuition fees** when enrolling in any master's

masters.smu.edu.sg

Citations   ✕

🌐 masters.smu.edu.sg

Postgraduate Financial Aid | Singapore Management University (SMU)

Beginning in January 2025, take advantage of up to 40% off tuition fees when you enroll in any of our...

Tracking Search GPT traffic in Google Analytics

With the inclusion of "utm_source=chatgpt.com" in URLs, you can monitor this traffic in Google Analytics.

Navigate to Reports
Go to Reports > Acquisition > Traffic Acquisition

Filter by Source
Set the primary dimension to Session Source / Medium
Look for entries labeled chatgpt.com

This setup enables you to track user behaviour and conversions directly from ChatGPT traffic.

Benefits of this tracking

With clearer attribution, you can now see exactly how much traffic comes from ChatGPT. This insight helps refine your content and marketing strategies based on real user behaviour.

Using UTM tags, you can see how users find and engage with your site via ChatGPT — helping you optimise for better results.

Search GPT

Strategies

to enhance ChatGPT traffic attribution.

Write for Citations

Create high-quality content like guides and FAQs that AI tools love to reference.

Use a Consistent UTM Format

Standardise how you tag URLs across all channels to ensure clean tracking.

Pre-Tag Shared Links

Add UTM tags before sharing links in PDFs, articles, or meta description. This increases the chance of being cited with trackable links.

Tag Custom GPT Outputs

If you're using a Custom GPT, set it up to auto-tag any links it generates.

Update Internal Link Strategy

With GA4, UTMs on internal links no longer break sessions. Use them freely for better insights.

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What we Deliver

Turn AI disruption into your competitive edge

Our team helps future-ready brands get discovered, ranked, and cited by AI engines like ChatGPT, without the guesswork.

1 Strategic audit tailored for AI-powered search

2 Seamless technical setup with compliance in mind

3 Smart SEO + paid strategies to dominate AI and traditional channels

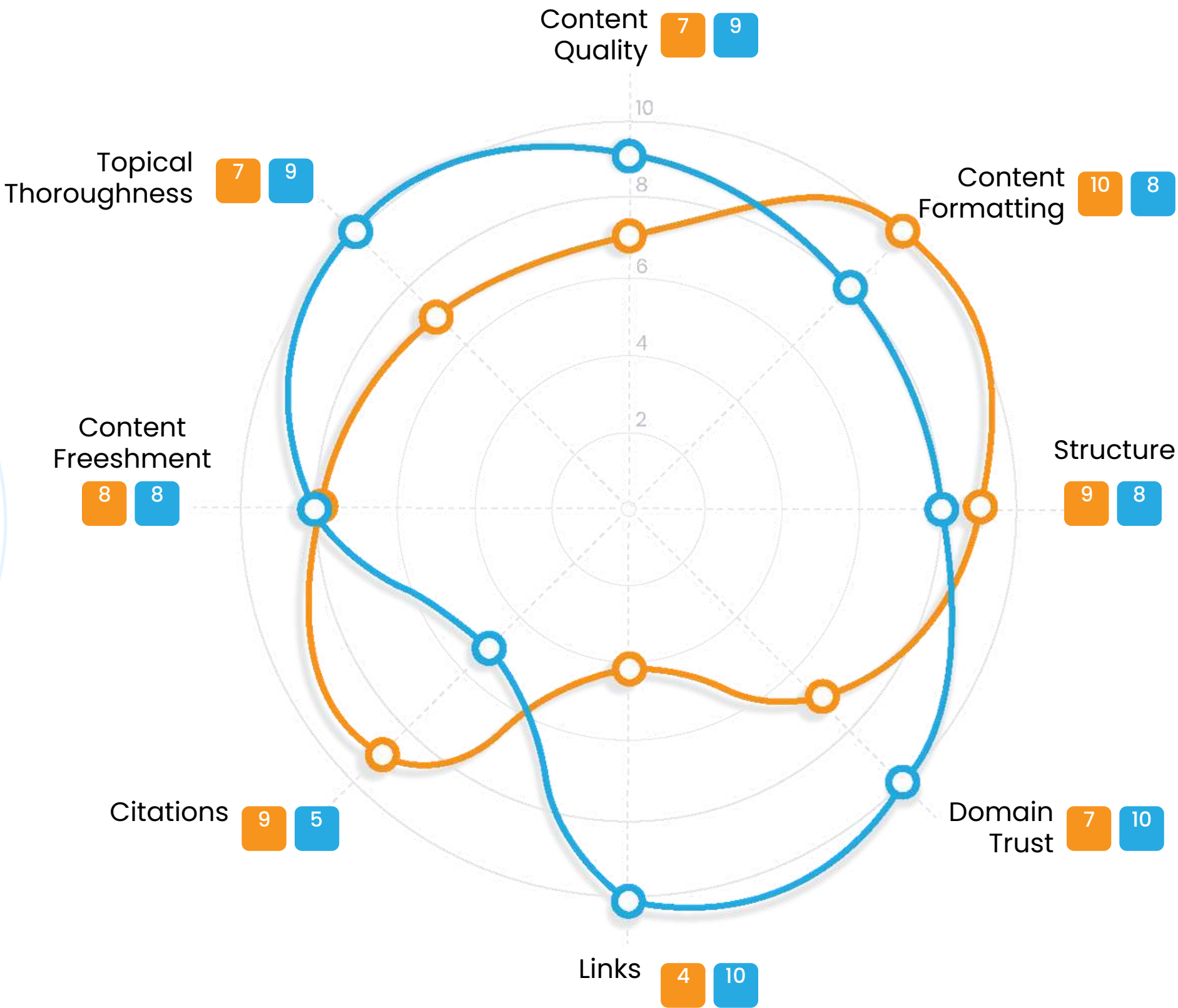**4** Transparent reporting that tracks real business impact

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We're just getting started.

There's more to Sotavento Medios that you need to see.

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Content Metrics: GEO vs. SEO

- 🟧 GEO
- 🟦 Traditional SEO

WHAT TO DO NEXT:

You should ideally focus on both SEO and GEO as they drive revenue

Content Quality 7 9
Content Formatting 10 8
Structure 9 8
Domain Trust 7 10
Links 4 10
Citations 9 5
Content Freshment 8 8
Topical Thoroughness 7 9

What is Google's MUVERA update?

"Search Just Got Smarter: Here's Why It Matters"

Key Points:

- MUVERA = Google's new AI-driven algorithm (launched June 2025).

- It uses multi-vector retrieval to understand meaning and intent, not just keywords.

- This means Google now pulls fewer, more relevant results faster and cuts out pages that don't match semantic depth.

MULTI-VECTOR SEARCH

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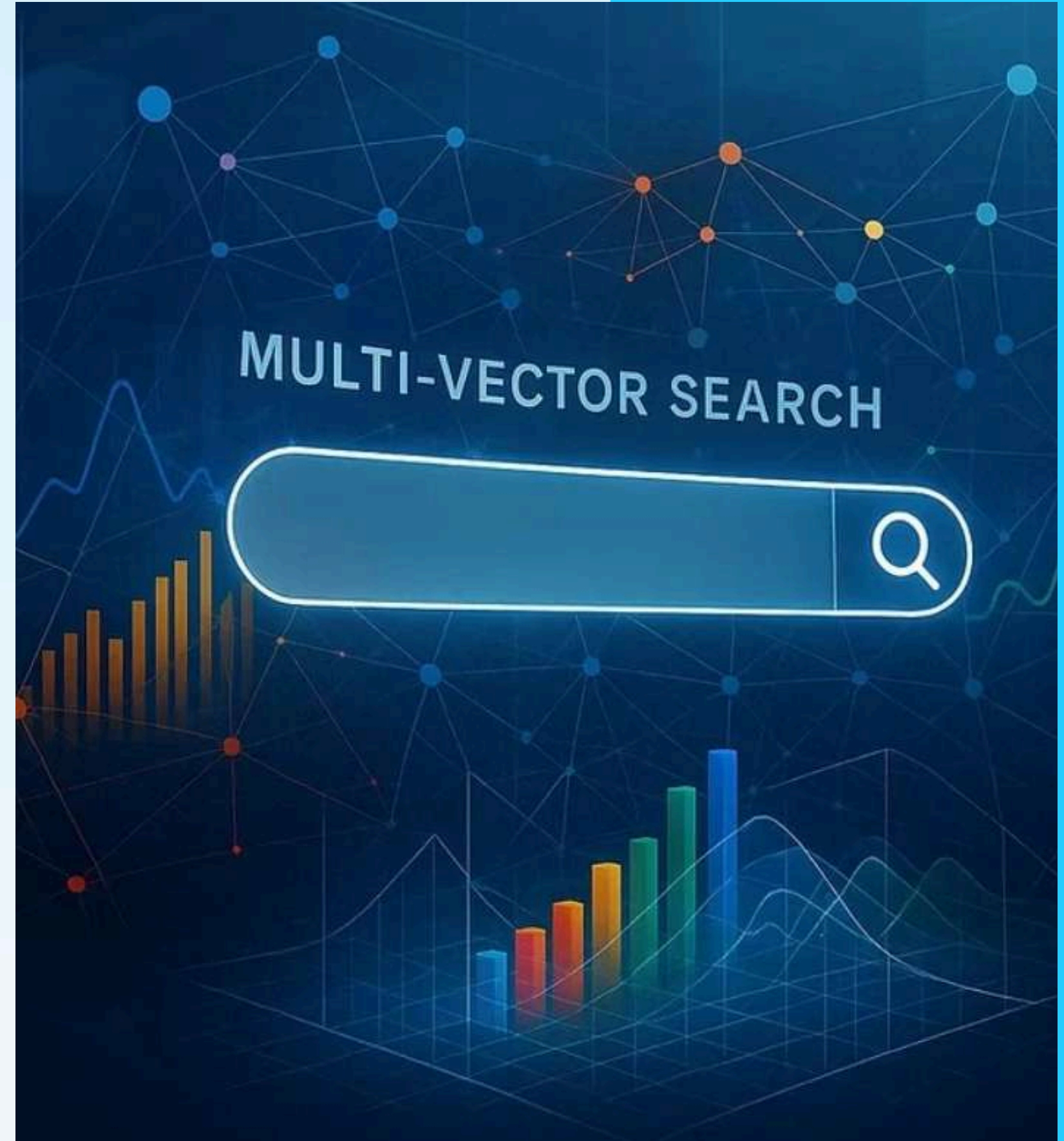
Google Muvera:
What's changing for SEO?

From Keywords to Meaning

Old SEO Tactics	New MUVERA Reality
Keyword-stuffed content	Intent-aligned, expert copy
Link quantity focus	Contextual, relevant links
Standalone pages	Topic clusters & depth
Exact match anchors	Natural, semantic linking

Takeaway:
Ranking now depends on **how well your content understands the searcher**, not how many times you repeat keywords.

Actions We're Taking:

✓ Auditing your content for semantic alignment

✓ Building topical authority through structured clusters

✓ Adjusting your internal linking and content depth

✓ Aligning KPIs with MUVERA-specific signals (e.g., query intent match, content retrievability)

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Google AI Overviews: % share of top 10 websites
Percentage distribution of top-viewed websites

BusinessInsider · 4.5%
Wikipedia · 5.7%
Forbes · 5.7%
NerdWallet · 5.9%
Gartner · 7.1%
LinkedIn · 13%
Quora · 14.3%
Reddit · 21%
Youtube · 18.8%
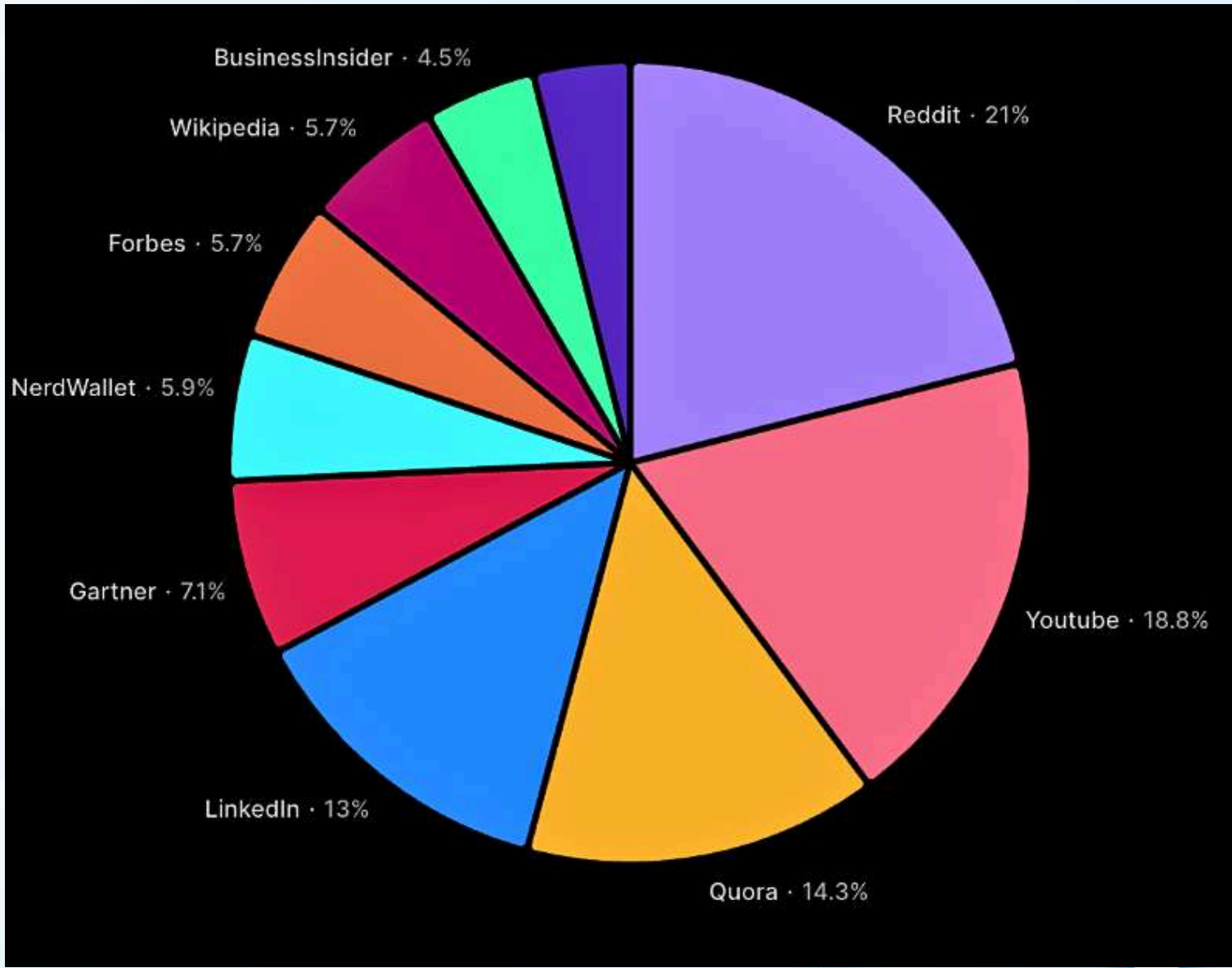
Data from 10 million citations (Aug 2024 – June 2025)
Source: Profound

ChatGPT: % share of top 10 websites
Percentage distribution of top-viewed websites

Toxigon · 4.1%
NYPost · 4.4%
BusinessInsider · 4.9%
NerdWallet · 5.1%
TechRadar · 5.5%
G2 · 6.7%
Forbes · 6.8%
Reddit · 11.3%
Wikipedia · 47.9%
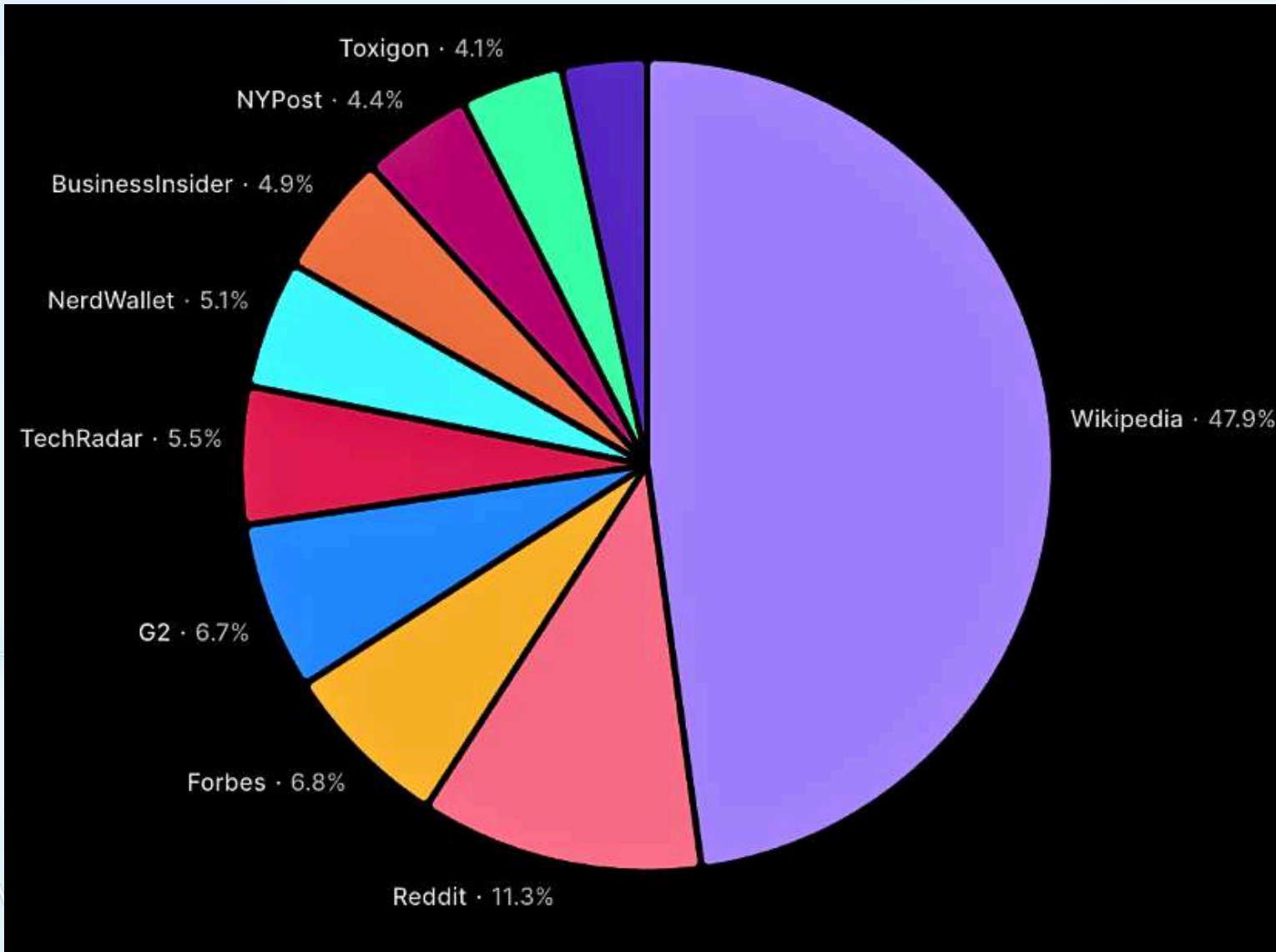
Data from 10 million citations (Aug 2024 – June 2025)
Source: Profound

Why forum matters for Sotavento Medios

Built on Real User Trust

- Forums like Reddit and Quora are where real people share genuine experiences and advice.

- Google now prioritises forum content in search results, especially from 2024 onwards.

- AI platforms trust user-driven content, making forums a valuable asset for brand visibility and trust.

Why Reddit and Quora Matter for SEO in 2025

## Built on UGC and Authenticity

- Google now pushes content from forums like Reddit and Quora higher in search results.

- Organic traffic to UGC platforms has surged as users and search engines prioritise real conversations and trusted opinions.

- Being visible on forums is now key to capturing intent-rich traffic and building brand credibility.


Traffic by location

| Location	Traffic	Share	Keywords
AU	2.1M	1.3%	3.1M
PH	4.8M	3.0%	2.4M
SG	313.7K	0.2%	350.6K
ID	286.2K	0.2%	346.1K
MY	685.3K	0.4%	511.9K

How Social Media Shapes Search Again
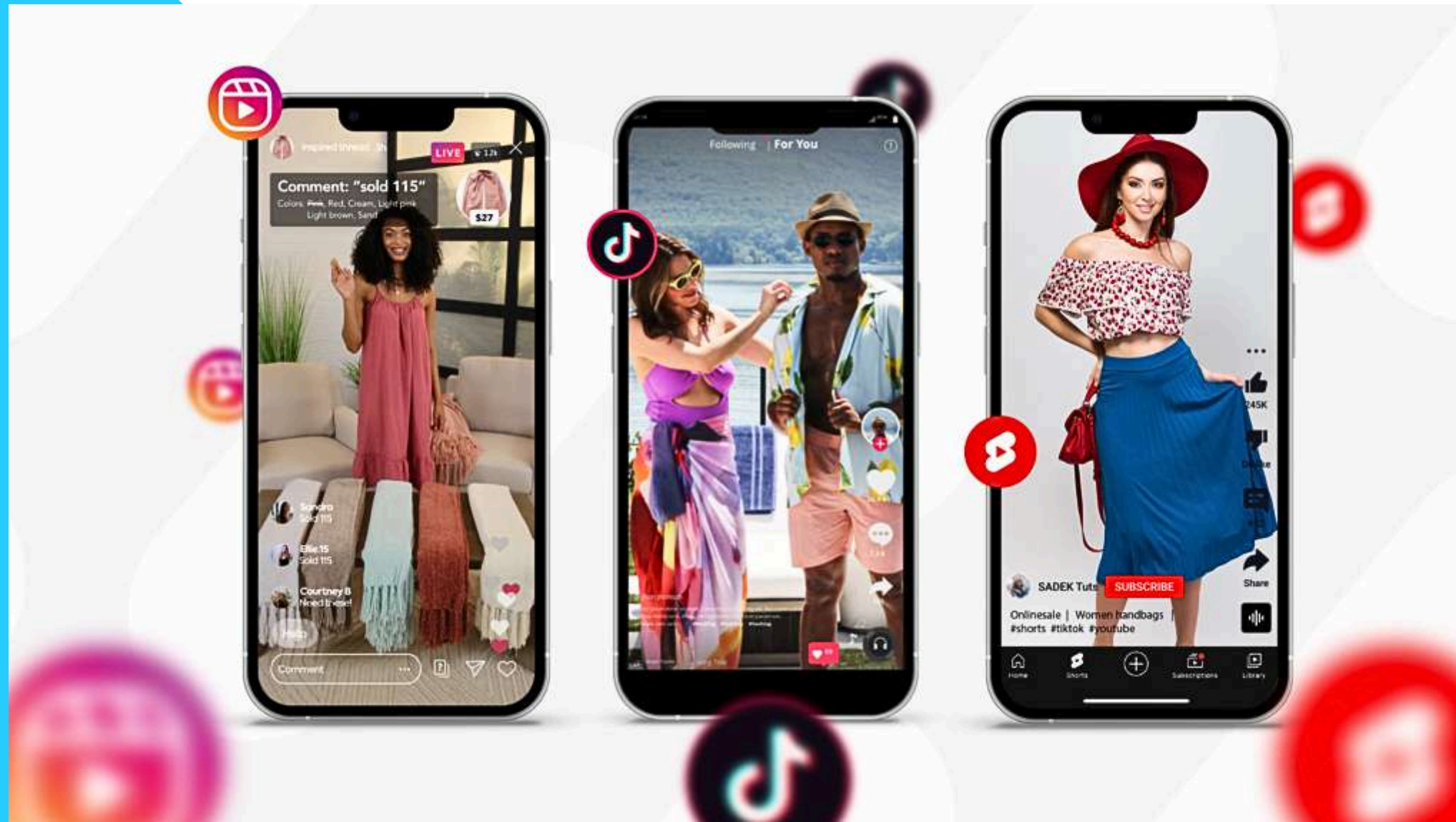
- Visual discovery matters

- Users now search with their eyes. Images and videos help them explore and compare products before they ever click a link.

- YouTube is the new product guide

- Demos, reviews, and tutorials have made YouTube a trusted stop in the purchase journey, often driving final decisions.

Planning sub topics with suggestions from TikTok

On-feed SEO optimisation on TikTok Videos
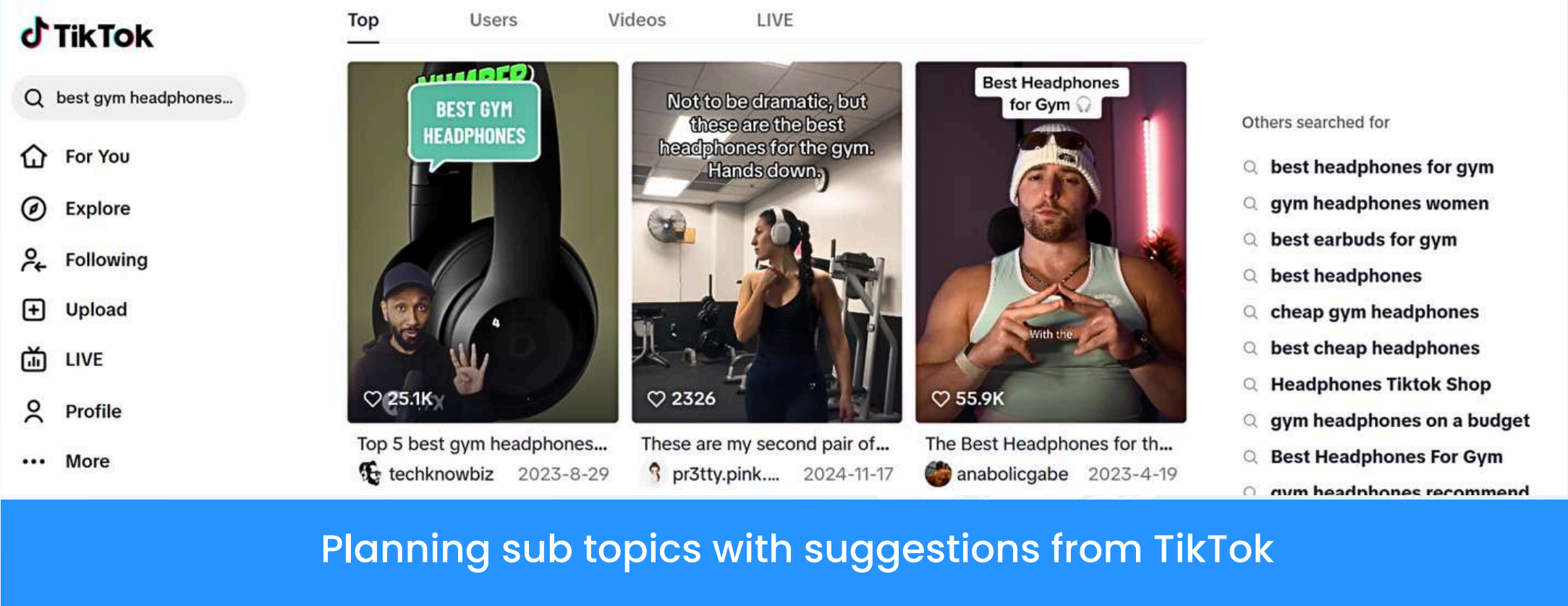
Social Search

New search behaviors:
Social platforms are now key places for product discovery, influencing what people search for and buy.

The rise of social commerce:
Platforms like TikTok and Instagram are evolving into e-commerce hubs, where users browse, research, and shop, all in one place.

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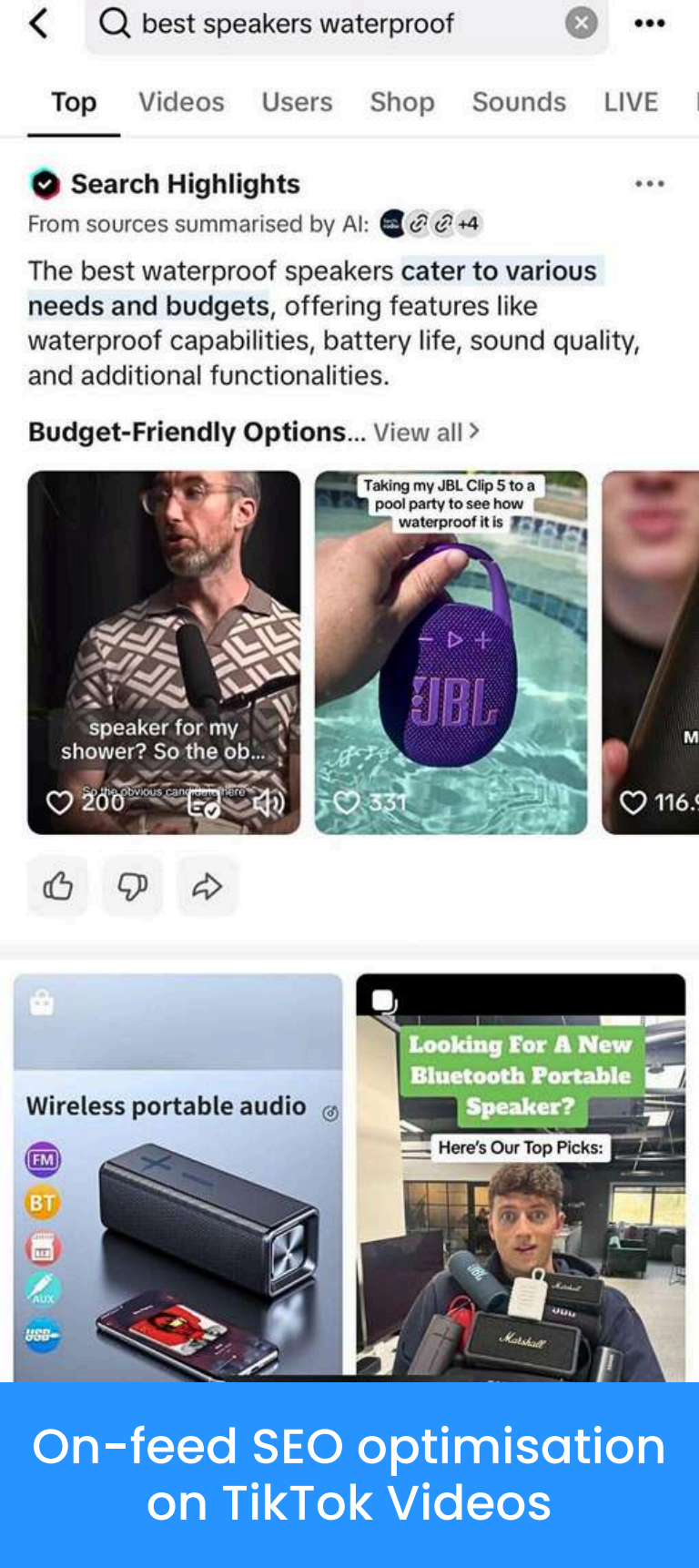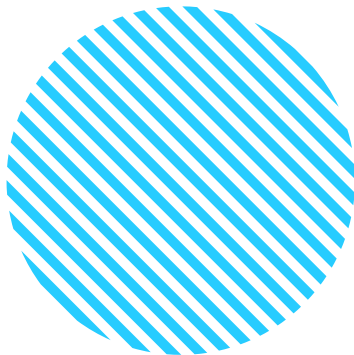
Listicles and comparative content dominate in AI citations

across 177 million sources

Content type	Citations	% Share
Other	69,722,281	39.35
Comparative Listicles	57,591,022	32.5
Blogs / Opinion	17,565,744	9.91
Commercial / Store	8,376,007	4.73
Homepage	6,637,322	3.75
Community / Forum	5,950,684	3.36
Documentation / Wiki	4,835,532	2.73
News	3,723,397	2.1
Video Content	1,680,158	0.95
Search Pages [/search/...]	1,100,989	0.65

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Answer Engines have a recency bias

Home / Tech / Security

Updated on: February 24, 2025 at 8:01 AM PST

The best password generator of 2025: Expert tested

Password generators help you create secure and formidable passwords to keep your information safe online. Our top picks include features with passcode creators, long character limits, and passphrase generators.

2025

ine security.

The Best Password Managers

Our digital security experts break down the best password managers for enhanci

All of our content is written by humans, not robots. **Learn More**

Brett Cruz, Digital Security Expert   Gabe Turner, Chief Editor   Last Updated Mar 11, 2025

ers for 2025

By Kim Key
Updated February 21, 2025

41,500+
REVIEWS   Our team tests, rates, and reviews more than 1,500 products each year to help you make better buying decisions and get more from technology.

SOFTWARE AND APPS

The Best Password Managers

Updated February 28, 2025

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Home > Best Products > Security > Password Managers

The Best Password Managers

Stop using the same login credentials everywhere! The best password managers create a unique and strong password for each of your online accounts and alert you to potential data leaks.

LOOK INSIDE PC LABS: HOW WE TEST   65 EXPERTS   43 YEARS   41,500 REVIEW

SOTAVENTO MEDIOS

They pick up and cite content on a daily basis

Visibility Score ⓘ

12.9%

10/1/2024 vs 11/26/2024 ▲ 12.9%

Oct 22   Oct 29   Nov 05   Nov 12   Nov 19   Nov 26

BLOG › TALENT ACQUISITION

10 Best Remote Staffing Agencies for Hiring Global Talent

Explore the benefits of partnering with a remote staffing agency and discover the top 10 firms that can connect your business with skilled remote talent.

Published November 14, 2024   Last Modified November 22, 2024

Get cited by the future of search engines

Perplexity is where tomorrow's audience asks questions, and we'll get you featured front and centre.

40%
increases in searches every month

60%
of citations math Google's top 10 organic results

Our Perplexity SEO playbook:

Stay fresh, fast & findable

Keep your site quick, crawlable, and regularly updated. Use clean headings and lists to boost clarity, rankings, and conversions.

Build real authority

Use expert content, backlinks, and proof points like benchmarks and reviews to stand out and earn trust.

Optimise for Q&A

Create skimmable, direct content that answers user questions—perfect for Perplexity and other AI search tools.

Lead with visuals

Branded images, charts, and infographics drive attention, engagement, and brand recall.
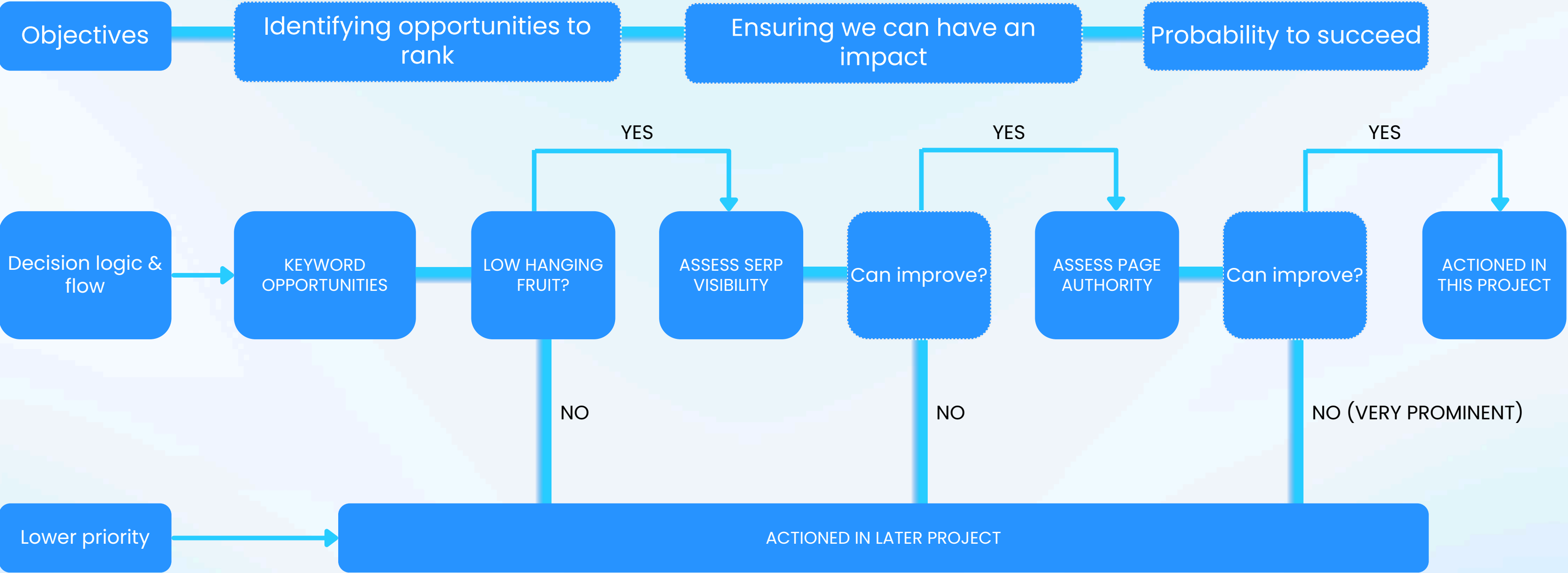
Why Link Building Matters

Your shortcut to ranking higher on Google & LLMs

Despite changing algorithms, high-quality backlinks remain one of the strongest ranking signals.

SOTAVENTO MEDIOS
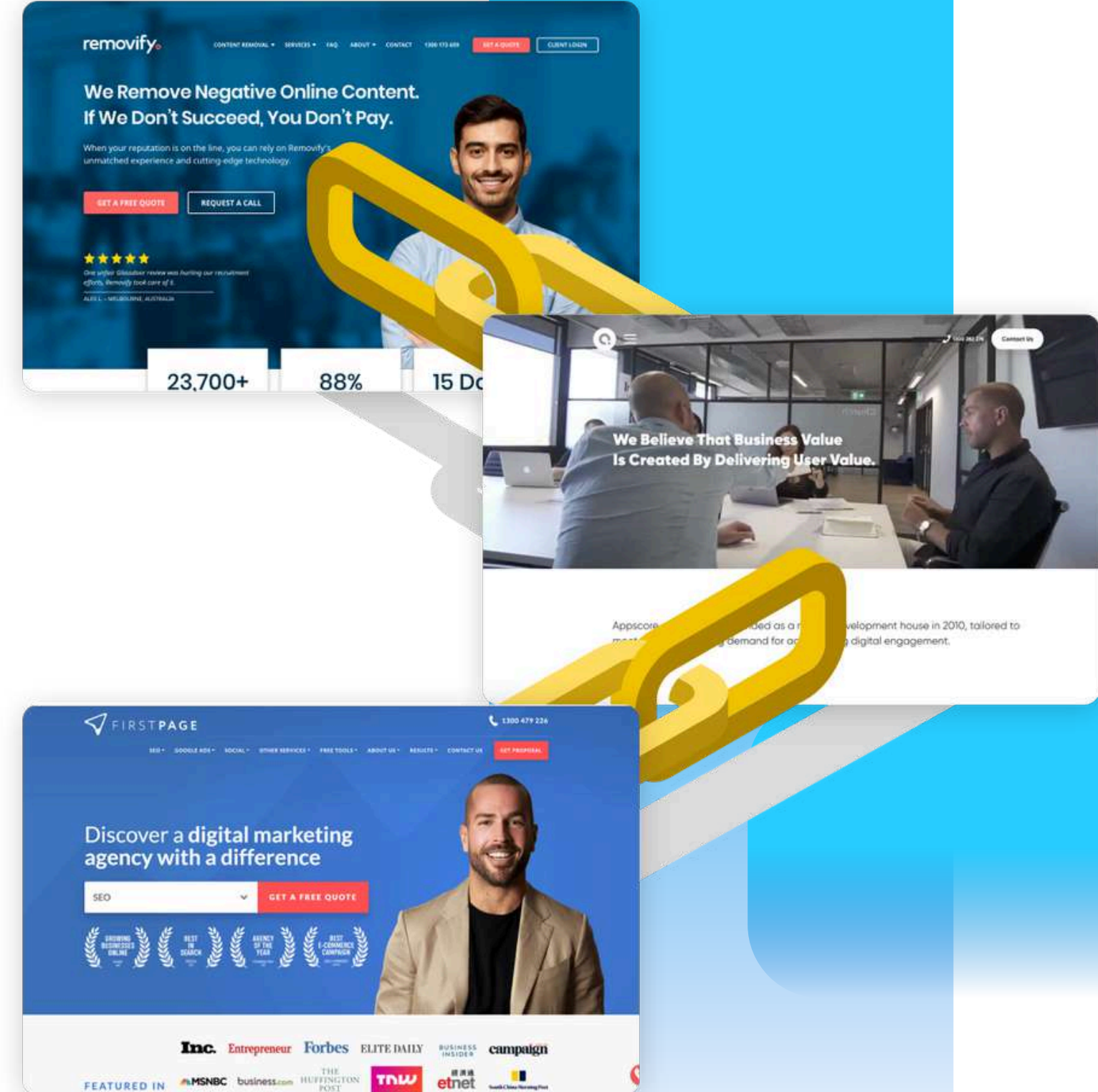
# 3-Step Backlink Strategy

To ensure the identification and prioritisation of high-impact opportunities, while negating risks.

| Objectives | Identifying opportunities to rank | Ensuring we can have an impact | Probability to succeed |

Decision logic & flow → KEYWORD OPPORTUNITIES → LOW HANGING FRUIT?

YES → ASSESS SERP VISIBILITY → Can improve?

YES → ASSESS PAGE AUTHORITY → Can improve?

YES → ACTIONED IN THIS PROJECT

NO / NO / NO (VERY PROMINENT)

Lower priority → ACTIONED IN LATER PROJECT

It is important to start by evaluating the existing portfolio

To improve the overall position of important pages we will thoroughly optimise and build high quality backlinks to Client's domain.

Note: Links built to different pages within the same domain still affect the domain authority overall.
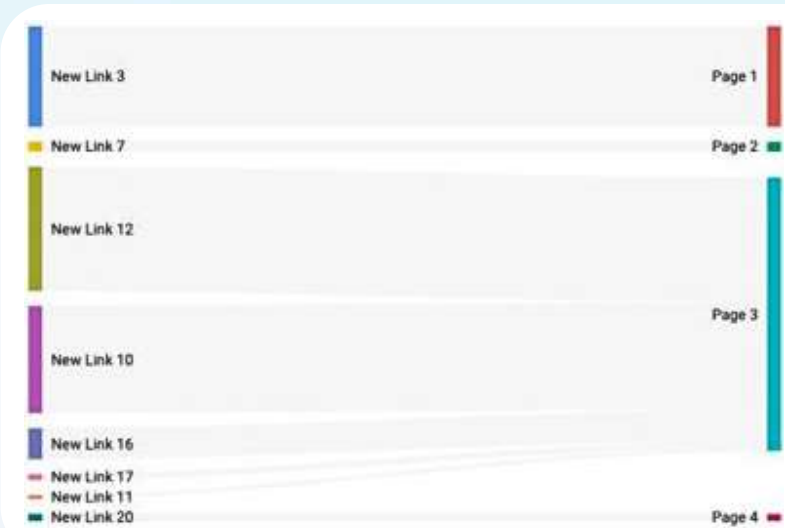
EXISTING LINKS

PAGE 1

PAGE 2

PAGE 3

PAGE 4

XXXXX.COM DOMAIN
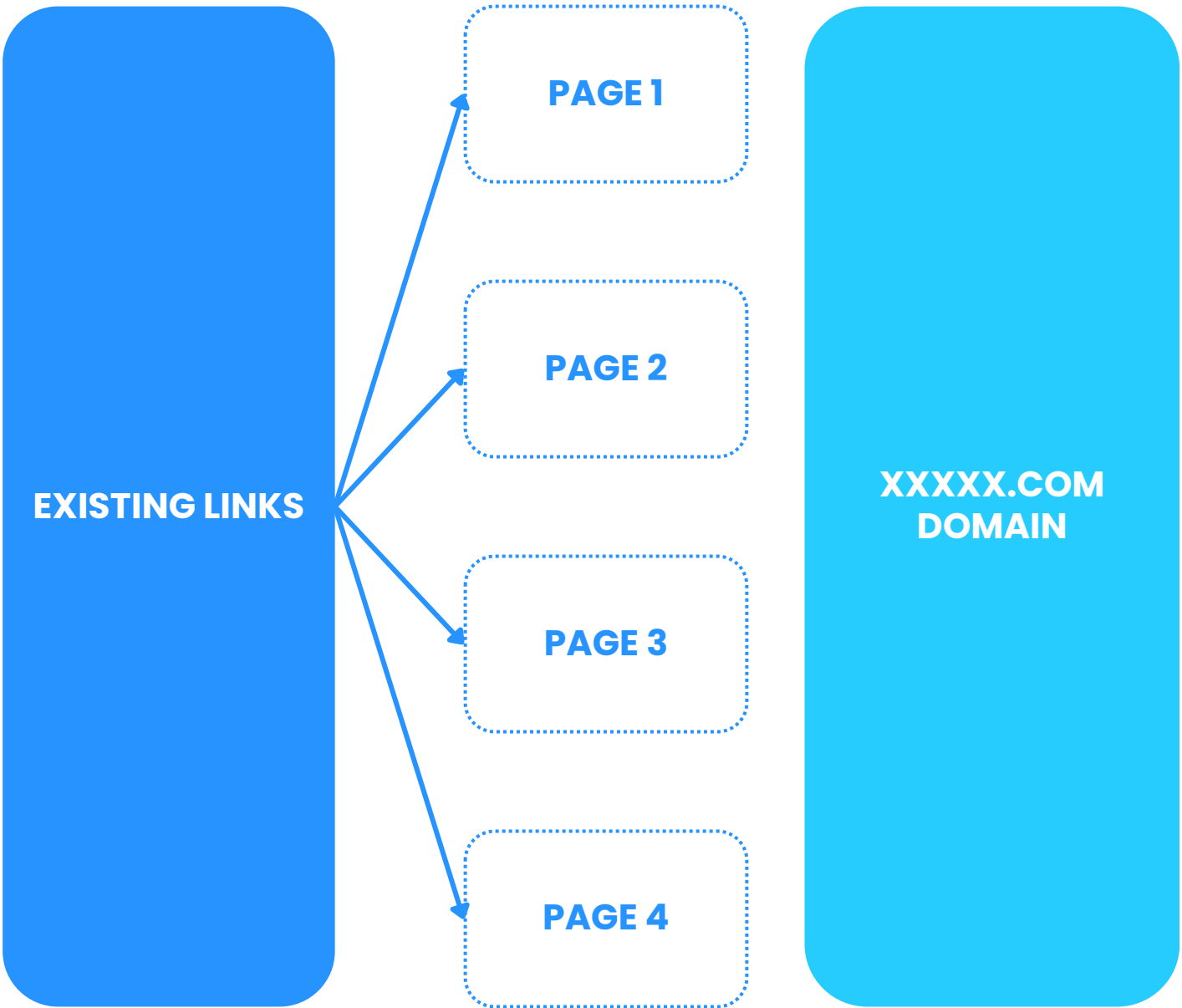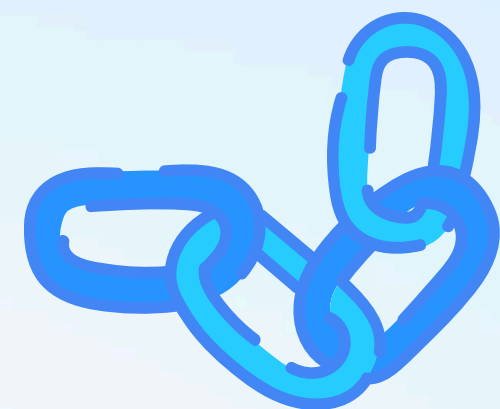
Play It Smart with Links

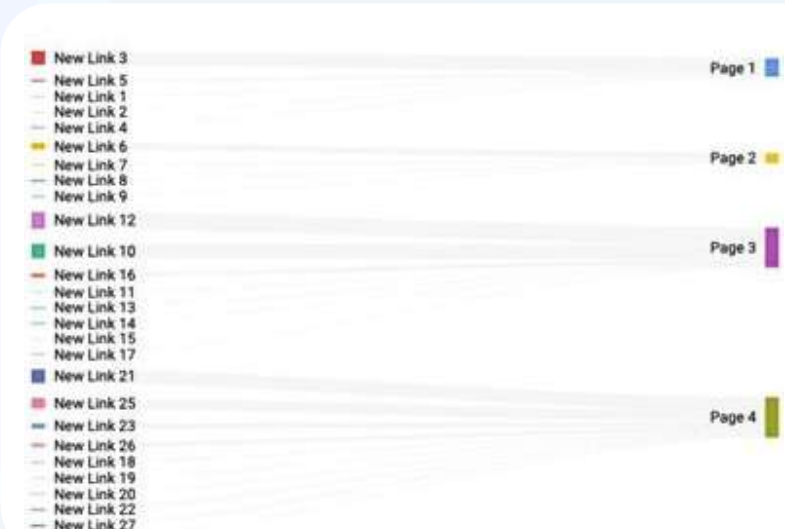**O**verdo it, and Google might penalise your site instead of ranking it.

NATURAL LINK BUILDING

NATURAL LINK BUILDING

Occurs when for any given domain, a limited number of high authority backlinks is generated.
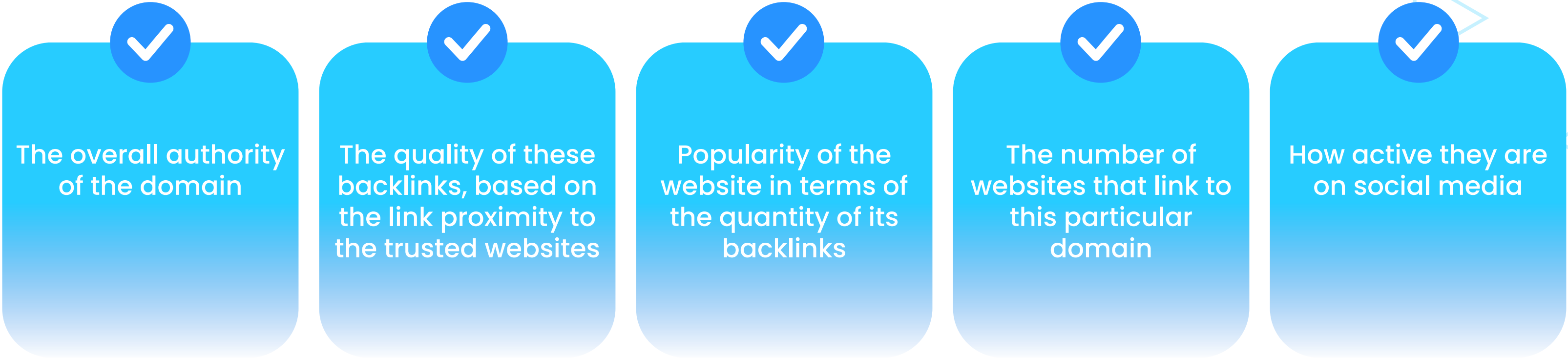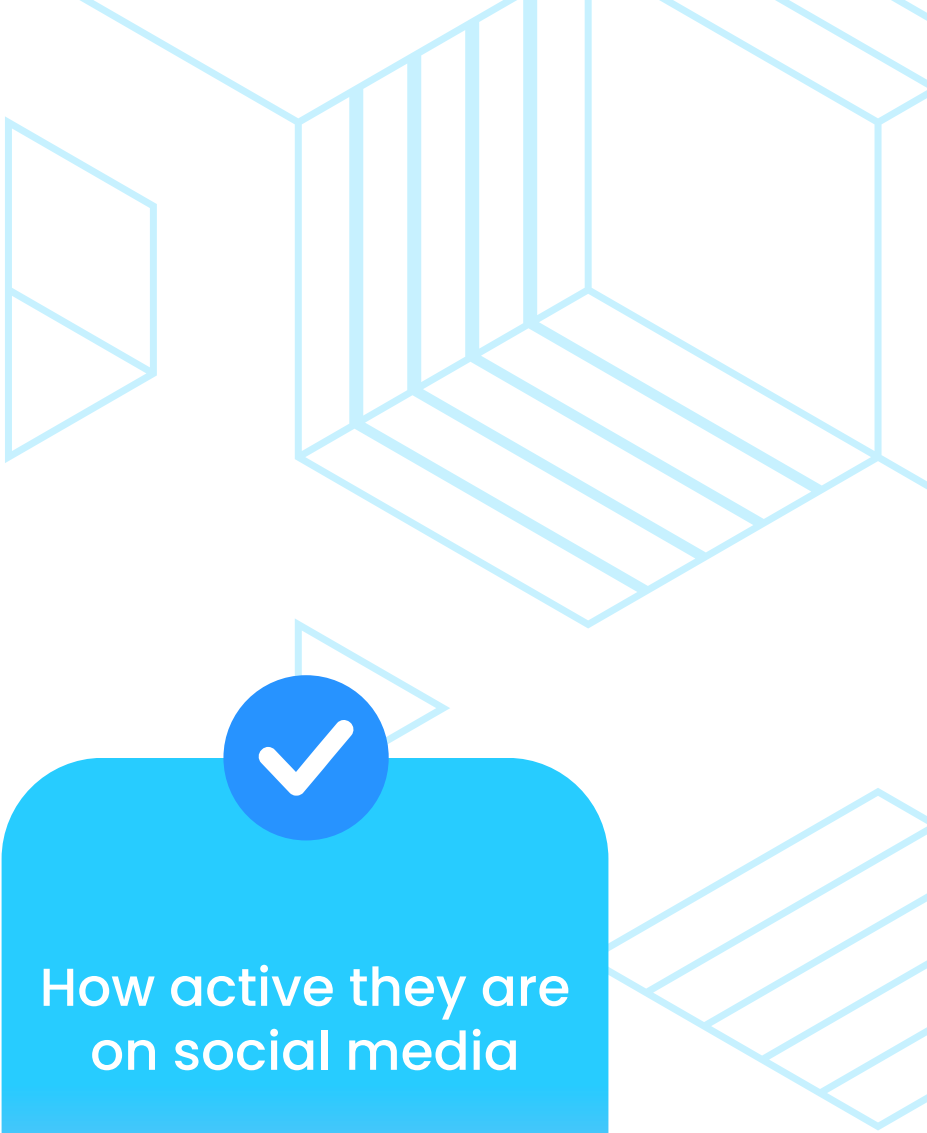
UNNATURAL LINK BUILDING

UNNATURAL LINK BUILDING

Occurs when a large number of new links is suddenly generated. This may have a positive, short-term impact, but once discovered by Google, this may lead to a severe penalty.

How do you measure backlink quality?

The overall authority of the domain

The quality of these backlinks, based on the link proximity to the trusted websites

Popularity of the website in terms of the quantity of its backlinks

The number of websites that link to this particular domain

How active they are on social media

DOMAIN AUTHORITY

TRUST FLOW

CITATION FLOW

AGE (OF DOMAIN)

REFERRING DOMAIN ACCOUNT

SOCIAL SIGNAL

The Winning Formula
& Business KPIs

SOTAVENTO MEDIOS

Let's Dive In!

The Winning Formula: Interplay between SEO Strategy, Content Generation & Paid Ads

Can consider investing in Paid Ads to boost brand visibility, lead generation and conversions!

SEO Strategy

SEO Technical

Premium Backlinks

All-In-One Growth Acquisition System

Content Strategy

Paid Ads Optimisation

Content Optimisation
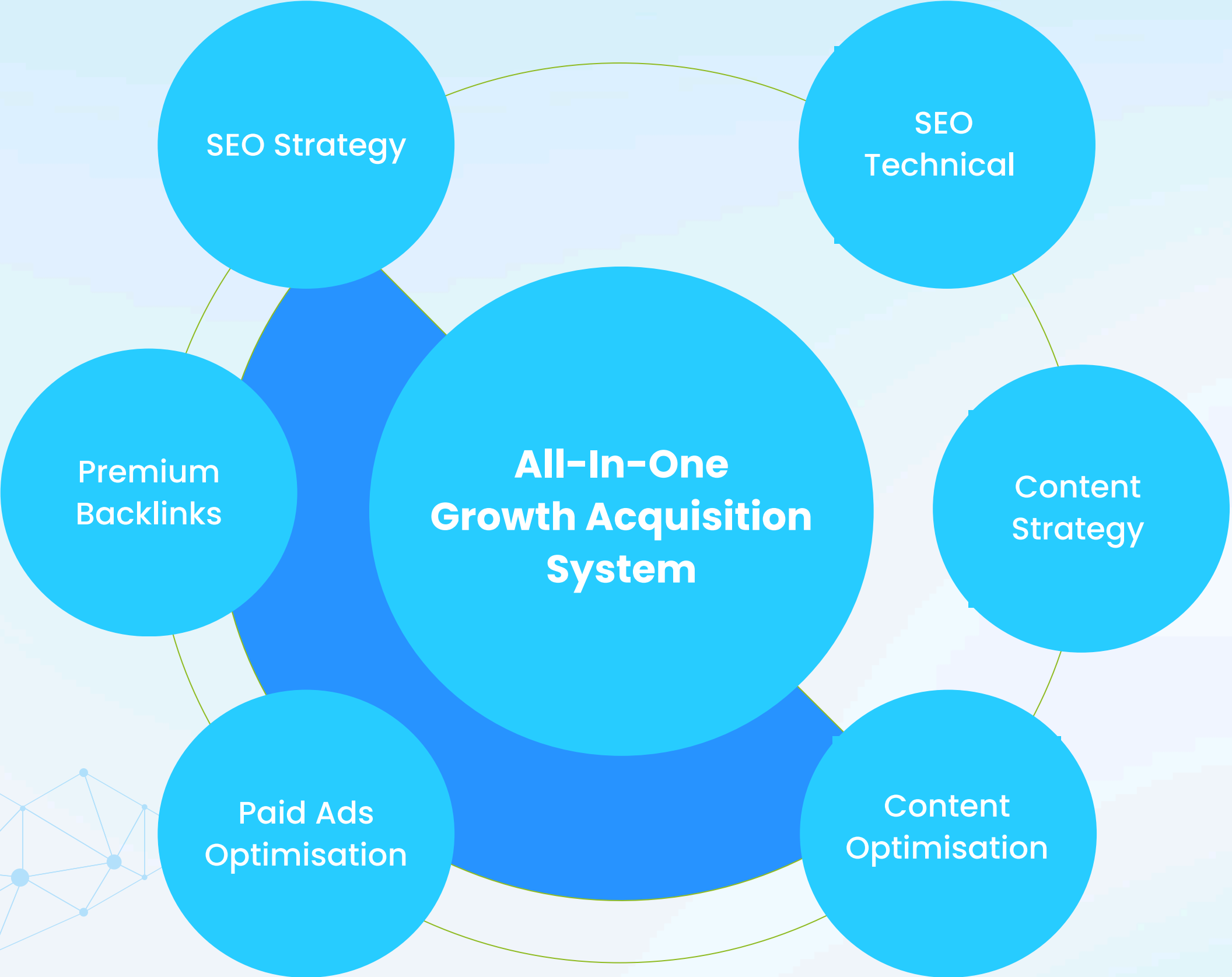
SEO, Content & Backlinks will be important to drive more organic traffic growth and revenue!

SOTAVENTO MEDIOS

Key Focus Areas   Main Business KPIs

Organic Search Traffic (SEO)

- Increase Organic Search Sessions
- Increased Visibility & Brand Awareness
- Improved Keyword Rankings
- Increased Share of Voice & Market Share
- Fixed SEO Technicals w/ Excellent Site Health Score
- Increased Relevant Content Pages
- Top 10 in SERP for selected Keywords

Paid Ads (Conversions)

- Drive more traffic conversions on website
- Utilise Google & Meta Ads
- Focus on USPs
- Improve User Engagement on Website
- Optimise Conversion Category Pages with Clear CTAs
- Built on Domain's Authority Score

New Customers & Revenue ($$$)

- Organic & Paid Search Revenue
- Performance Evaluation for Marketing Efforts
- Profit maxability
- Increase in Lead Generation & Demos
- Achieve at least 7-10x ROI
- Focus on Main Category Pages

SOTAVENTO MEDIOS

Key Lead Gen Strategy

The One Search Approach

Paid Search

+ Pay for visibility
+ Quick results
+ Drives revenue
+ Suitable for short-term goals

SEO

+ Opt for visibility
+ Cost effective
+ Drives profit
+ Sustainable with long-term effect

Keep Your Business on Top Of Mind

Consistent brand messaging with paid and organic listing dominating Google "real estate" and captures the attention of potential customers at every stage of the buyer's journey. This make your brand top-of-mind to the target audience.

Spend Less and Win More

Higher SEO rankings helps to improve PPC quality score and reduce avg. CPC and CPA. In the long run, reducing costs of revenue and increasing profitability.
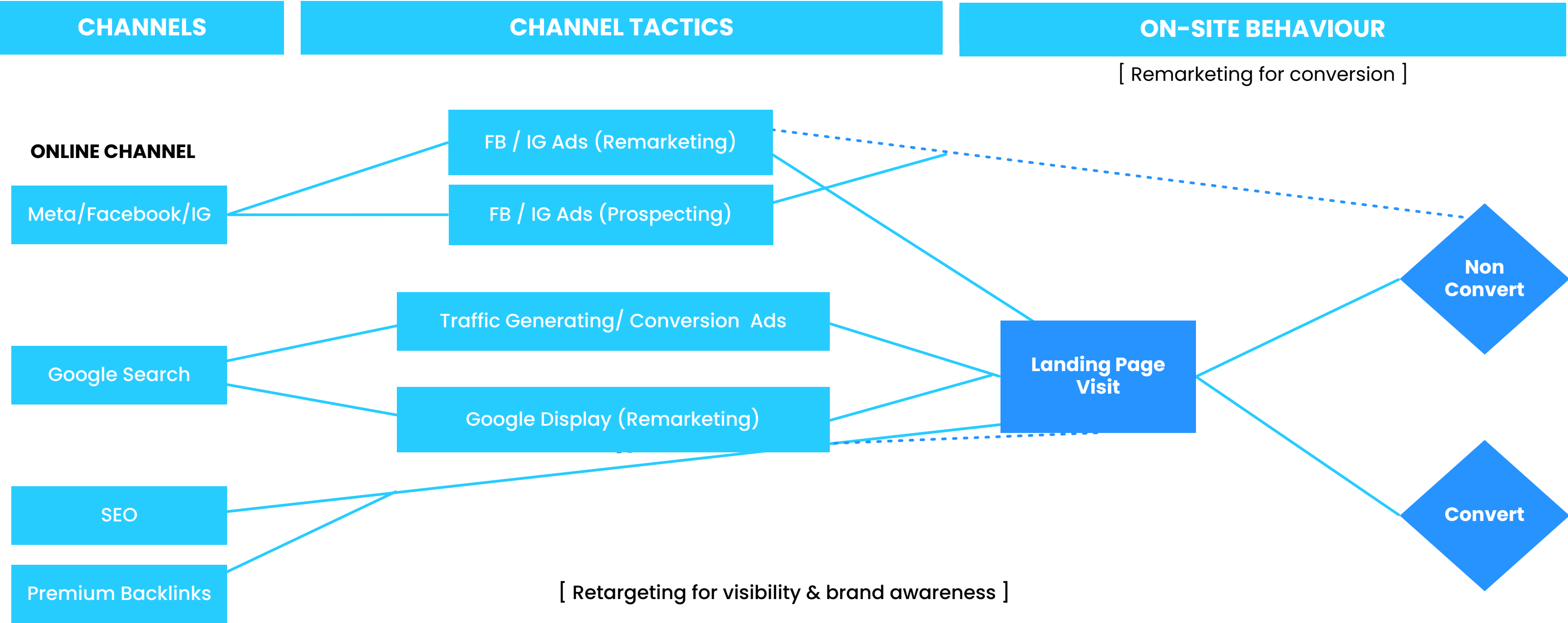
Maximize Conversion With Cross-Channel Data

Having visibility on which keywords convert on paid search is crucial for understanding what SEO keywords to prioritise. Result? Increased conversions on both channels.

SOTAVENTO MEDIOS

Establishing an integrated approach

CHANNELS	CHANNEL TACTICS	ON-SITE BEHAVIOUR

[Remarketing for conversion]

ONLINE CHANNEL

Meta/Facebook/IG

FB / IG Ads (Remarketing)

FB / IG Ads (Prospecting)

Google Search

Traffic Generating/ Conversion Ads

Google Display (Remarketing)

SEO

Premium Backlinks

Landing Page Visit

Non Convert

Convert

[Retargeting for visibility & brand awareness]

An integrated digital marketing strategy will focus on generating leads & conversions.

SOTAVENTO MEDIOS

Trusted by the
world's largest brands
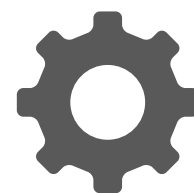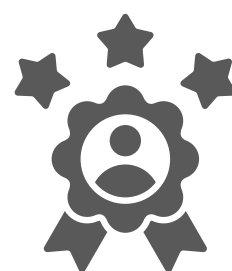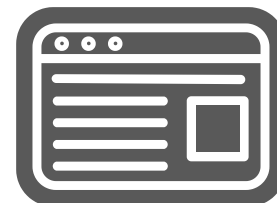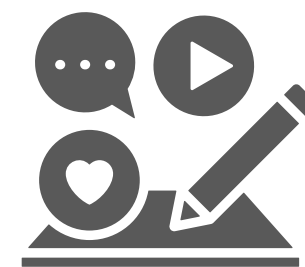
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