

Content + Email Distribution in the Age of AI

Ross Simmonds



**We've ALL Been Lied
To...**



**Bubble Gum will not
stay in your stomach
for 7 years**

**You won't get arrested for driving with
your cars dome light on...**



This isn't me... It's a pic from Midjourney

AI Written Content Will NEVER Drive Results...

Beware!

Copy-pasting ChatGPT-generated content directly into your blogs can hurt your SEO and domain authority.

Source: Friend who is a content manager

CNET WROTE HUNDREDS OF PIECES WITH AI CONTENT...



Tech Money Home Wellness Energy Home Internet Deals & Reviews Price Finder ^{New!} More ▾

Join/Login

ABOUT ME: This article was assisted by an AI engine and reviewed, fact-checked and edited by our editorial staff.

Recent

Articles (78)

Results 1-25 of 78

« PREV NEXT »



ARTICLE:

Can You Buy a Gift Card With a Credit Card?

Credit Cards

JANUARY 13, 2023



ARTICLE:

What Is an Annual Percentage Yield?

Banking

JANUARY 13, 2023



ARTICLE:

What Is Overdraft Protection and Do You Need It?

Banking

JANUARY 13, 2023



ARTICLE:

What Is Compound Interest?

Banking

JANUARY 12, 2023



ARTICLE:

How to Treat a Credit Card Like a Debit Card

Credit Cards

JANUARY 12, 2023



ARTICLE:

Should You Break a CD Early for a Better Rate?

Banking

JANUARY 9, 2023

ERRORS WERE MADE BY THE ROBOTS...

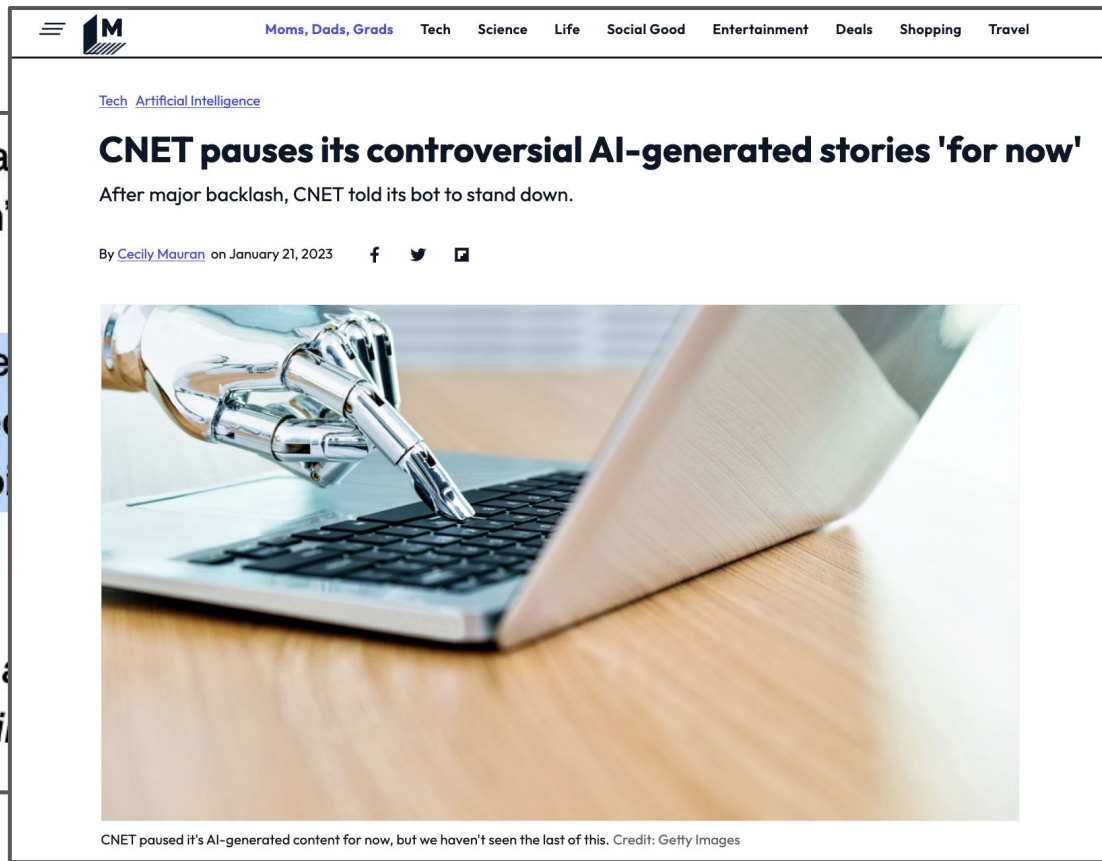
card types may also work well. Just check your card terms to make sure the purchase won't count as a cash advance.

Correction: An earlier version of this article was assisted by an AI engine, and it mischaracterized the use of a credit card to purchase gift cards or reload prepaid cards. Those points were all corrected. This version has been reviewed and edited by a staff writer.

**All information about the Capital One SavorOne Cash Card has been collected independently by CNET and has not been reviewed or approved by Capital One.*



RUMOR HAD IT... CNET SHUT IT ALL DOWN...



card types may
purchase won't

Correction: An e
mischaracterized
cards. Those po
by a staff writer.

**All information a
been collected in*

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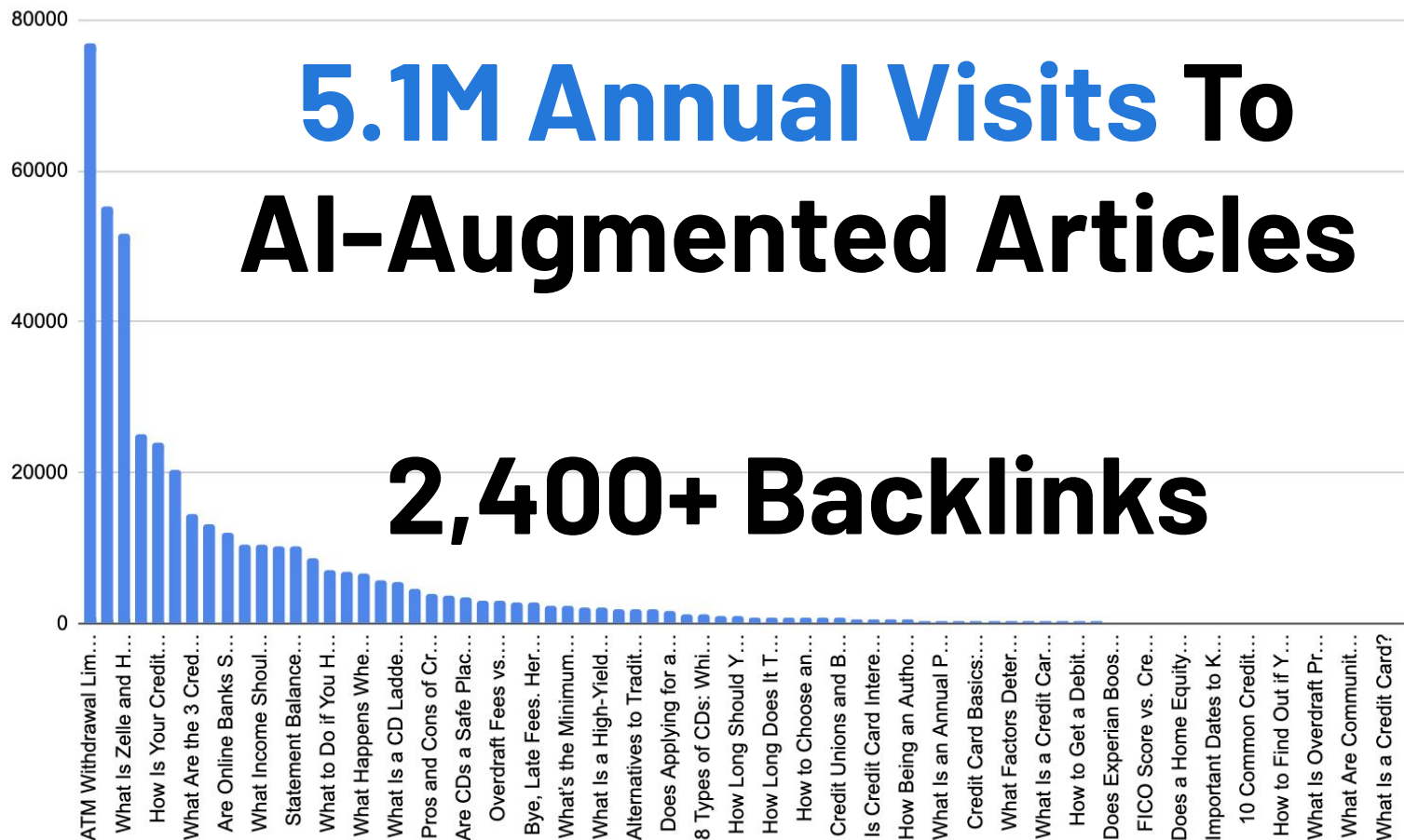
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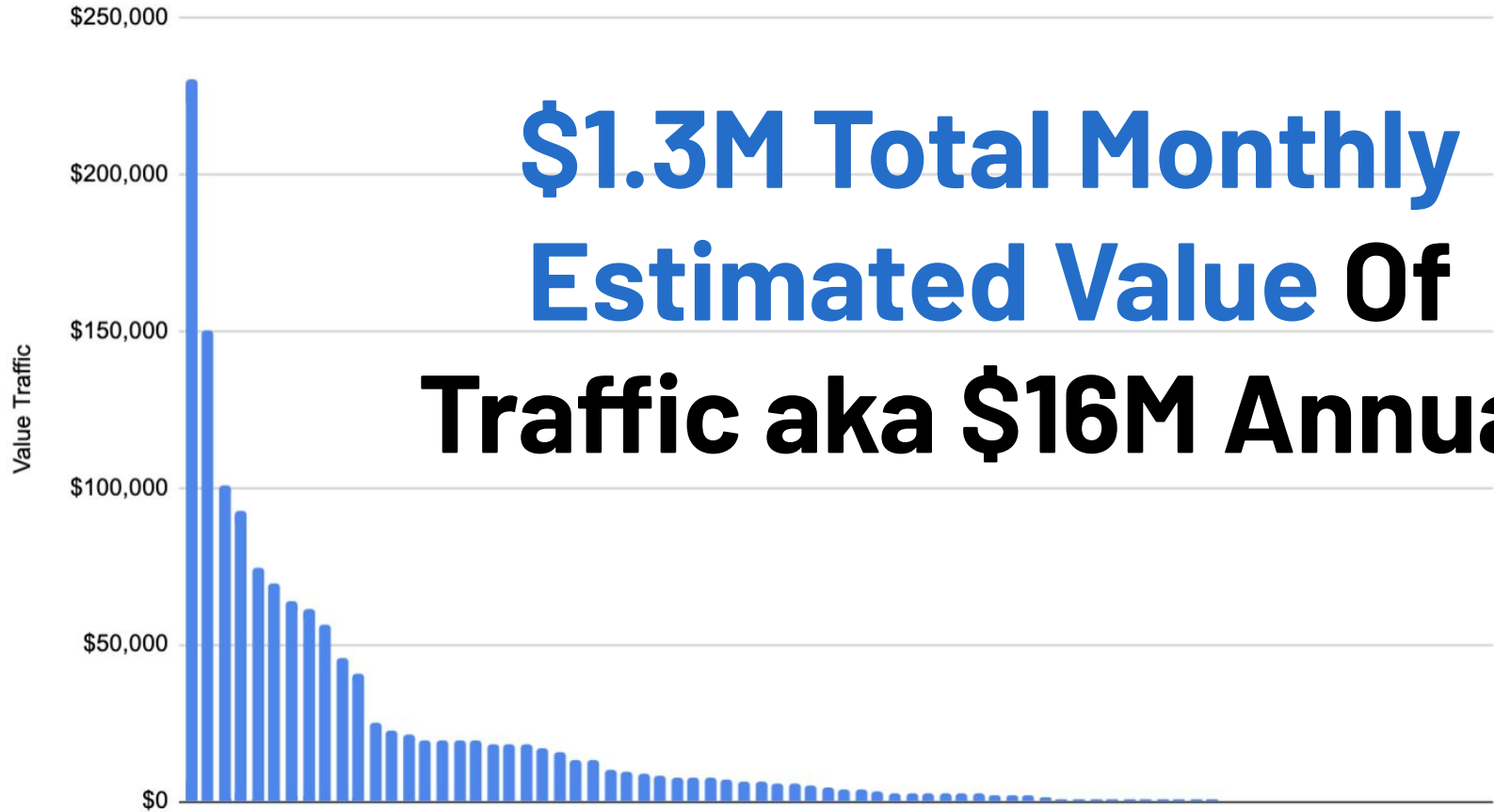


**SHERLOCK
HOMEBOY IS
ON THE
CASE**

MONTHLY VISITS TO CNET'S AI AUGMENTED CONTENT

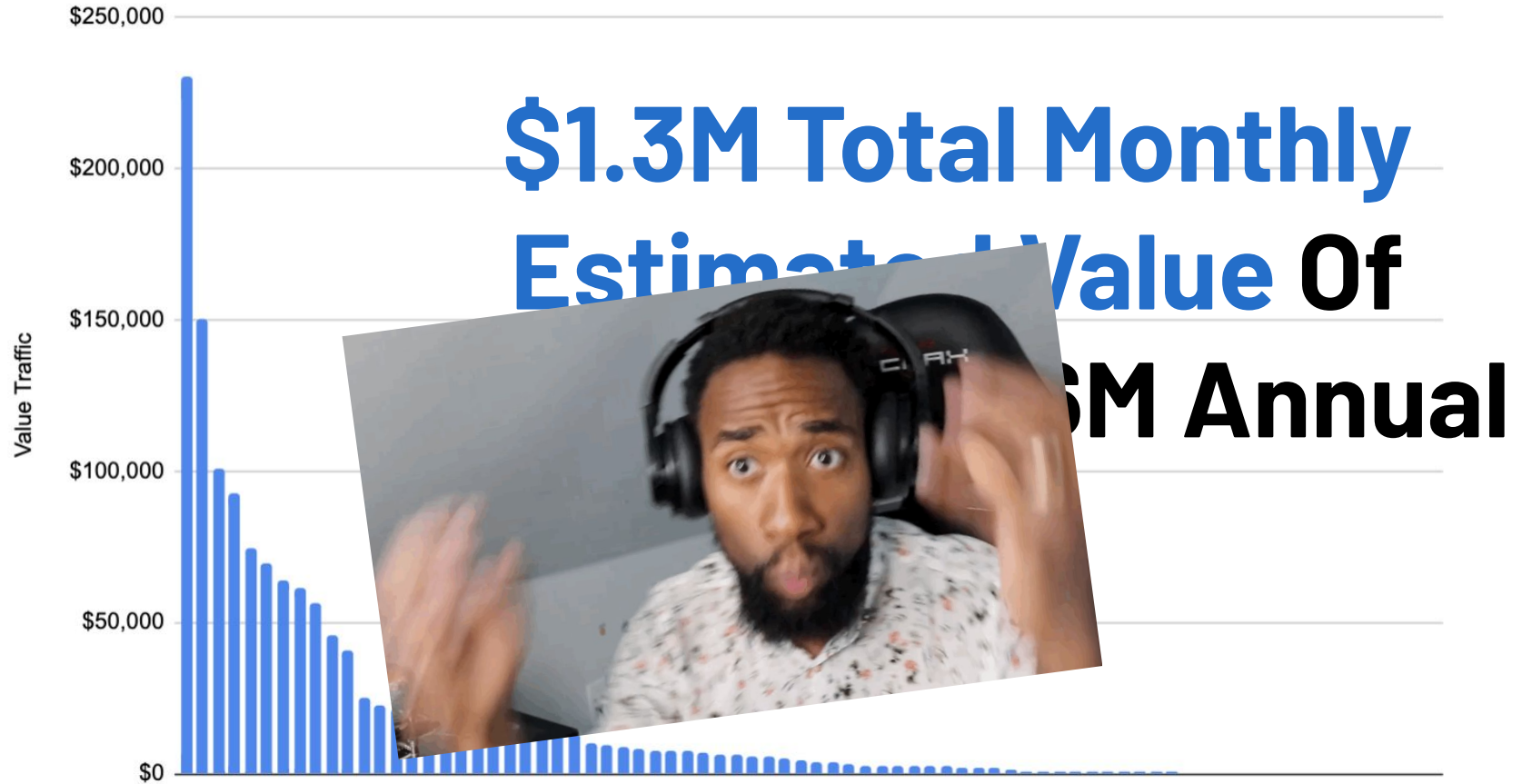


Value Traffic



**\$1.3M Total Monthly
Estimated Value Of
Traffic aka \$16M Annual**

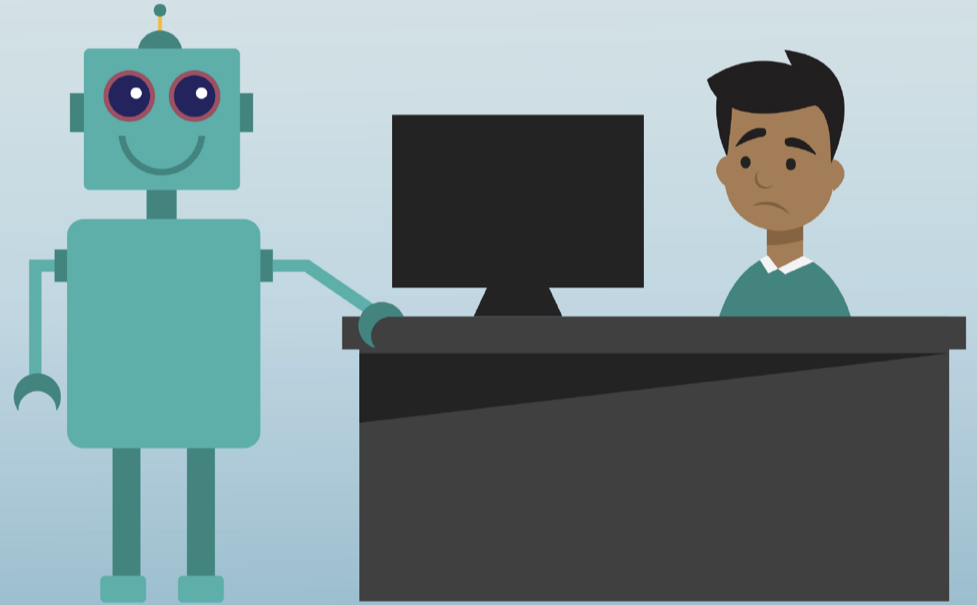
Value Traffic



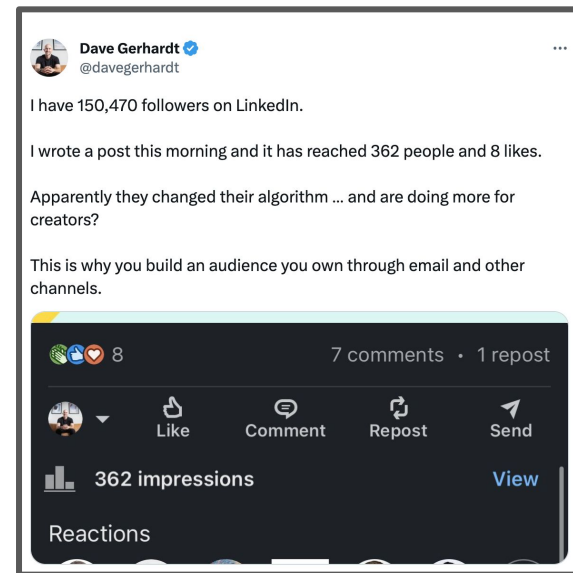
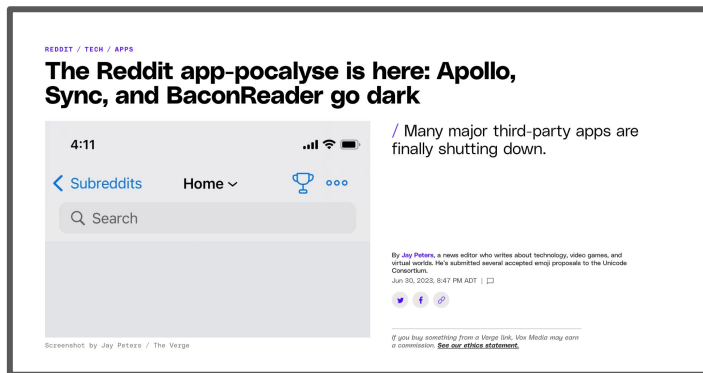
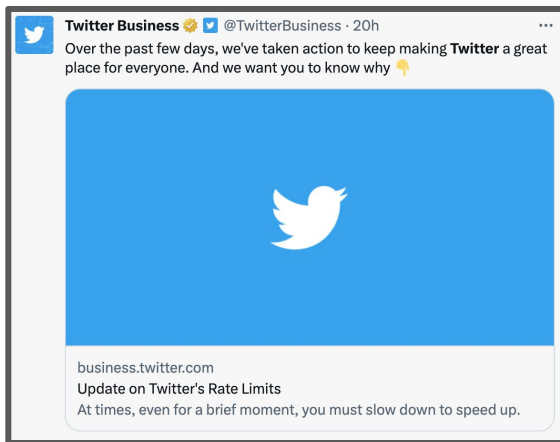
ARTIFICIAL INTELLIGENCE

IS DOING TO WHITE-COLLAR JOBS
WHAT ROBOTICS HAS LONG BEEN
DOING TO BLUE-COLLAR JOBS

-BLOOMBERG



IT'S BECOMING MORE AND MORE CHALLENGING TO WIN AT THE GAME OF CONTENT



GOOGLE HAS BECOME A DESTINATION

The screenshot shows a Google search interface. At the top, the Google logo is on the left, and navigation links for 'AI Mode', 'All', 'Images', 'Videos', 'News', and 'More' are in the center. On the right, there are icons for a grid and a user profile. Below the navigation bar, on the left, are icons for a document and a clock. The main search area displays the query 'What are the best marketing conferences'. Below the query, the text 'Top marketing conferences to consider in 2025' is shown. A paragraph follows: 'Several renowned marketing conferences cater to a wide range of professionals, focusing on various aspects of marketing.' Below this, a sub-header reads 'Here's a breakdown of some of the top conferences to consider attending in 2025:'. A list of two conferences is provided: 'Content Marketing World' and 'HubSpot INBOUND'. At the bottom of the search area is a bar with the text 'Ask anything' and icons for voice search and image search. To the right of the main results is a carousel of three article cards. The first card is titled '12 CMO Conferences You Should Attend in 2025' and includes a thumbnail image. The second card is titled 'Top 20 Digital Marketing Conferences to Attend in 2025' and also includes a thumbnail. The third card is titled '10 Best Marketing Conferences & Events [2025] - Act-On' and includes a thumbnail. At the bottom of the carousel is a 'Show all' button and icons for download and star.

What are the best marketing conferences

Top marketing conferences to consider in 2025

Several renowned marketing conferences cater to a wide range of professionals, focusing on various aspects of marketing.

Here's a breakdown of some of the top conferences to consider attending in 2025:

- Content Marketing World: Billed as the largest content marketing event globally, it's ideal for content marketers seeking in-depth insights into strategy, creation, and ROI measurement. It features renowned speakers and hands-on workshops in September in San Diego, CA.
- HubSpot INBOUND: This conference provides a comprehensive immersion into inbound marketing, sales, and customer success, offering sessions on content creation, lead nurturing, and CRM integration. It takes place annually in September in Boston, MA.

Ask anything

12 CMO Conferences You Should Attend in 2025
May 23, 2025 — Best CMO Conferences in 2025 Shortlist * IRL...
The CMO

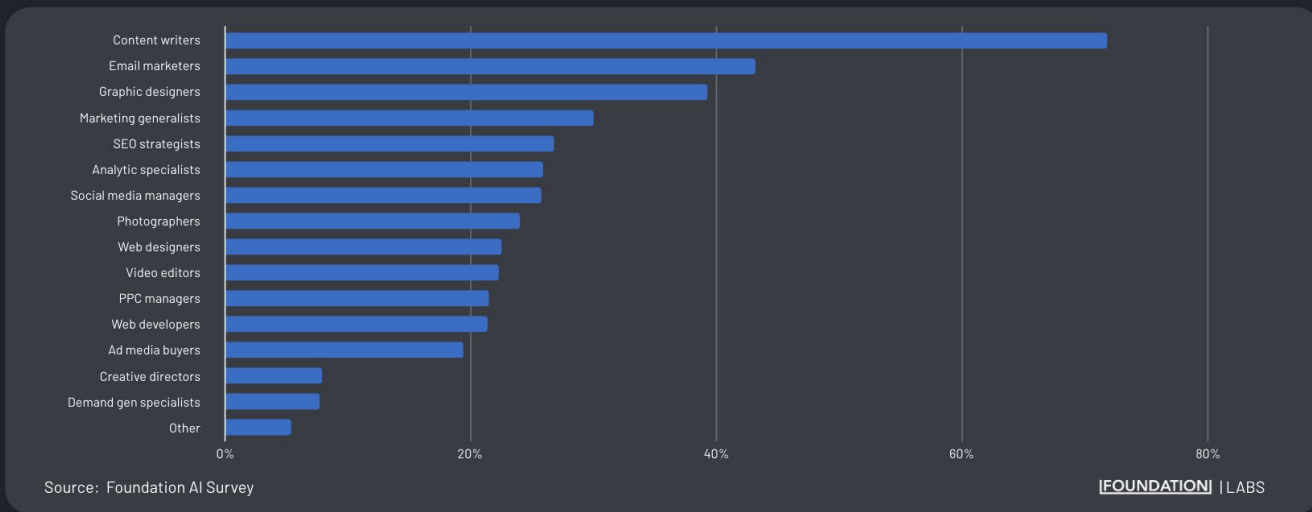
Top 20 Digital Marketing Conferences to Attend in 2025 - ...
Sep 11, 2025 — We hope you're able to find the right one for you! * #1 Le...
FlippingBook

10 Best Marketing Conferences & Events [2025] - Act-On
Aug 31, 2023 — What Are the Best Marketing Conferences? * HubSpot...
Act-On

Show all

TEAMS ARE BEING REPLACED BY LLMs

What Marketing Roles Do You Think Are At Most Risk Due To AI?



JOB DESCRIPTIONS LOOK LIKE THIS...



Ross Simmonds ✓
@TheCoolestCool



Marketers: *Looking for a job*

Companies: We're looking to hire a marketer with experience in PPC, SEO, Email Marketing, Branding, Social Media, Content Strategy, AI, Community Managers, Jasper, Twitter, PR, Design and Video.

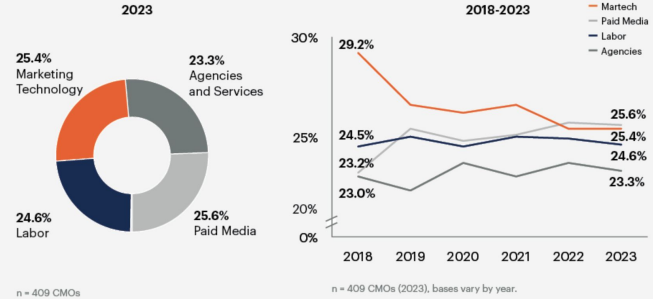
And 6 years experience.

At \$40k/year.

BUDGETS ARE GETTING CUT...

Investments in Marketing's Major Resource Areas

Mean Percentage Shown



Q. How is your 2023 total marketing expense budget being allocated to or spent on each of the following major resource categories?
Source: 2023 Gartner CMO Spend and Strategy Survey
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Gartner.



MARKETING'S BENCHMARK



MARKETING'S BUDGET

MARKETERS IN 2019

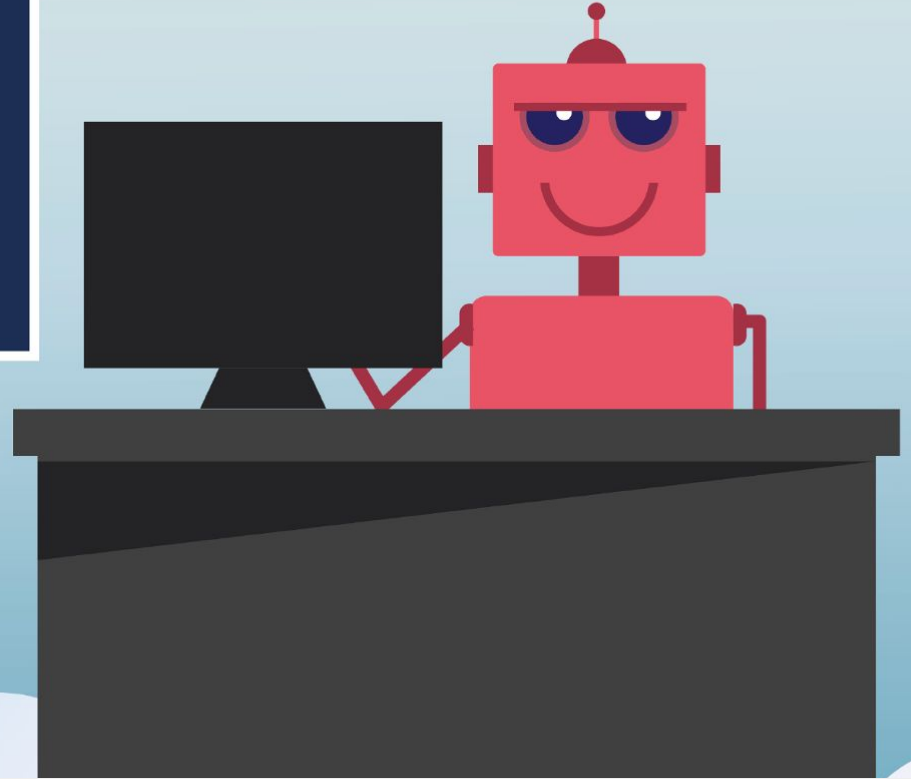


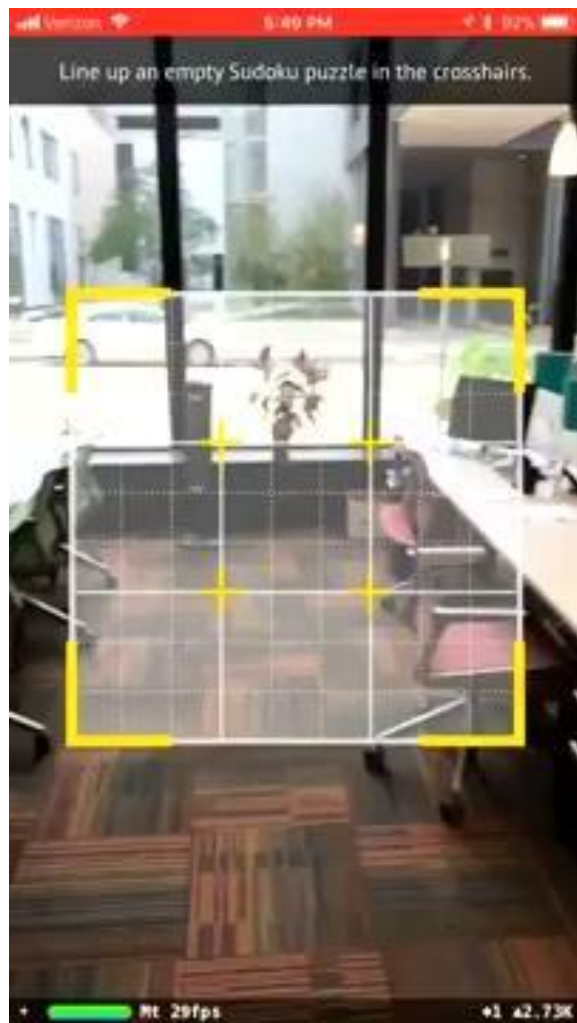
MARKETERS IN 2025



HOW DO YOU NAVIGATE THE CHAOS?

• HOW MANY PEOPLE THINK •
**ROBOTS WILL TAKE
THEIR JOBS**





**Do You Think You Can Do
Sudoku Faster Than AI?**



How Many Muffins vs. Chihuahuas?



How Many Bagels vs Dogs?



**How Many
Fried Chicken
Pieces vs.
Puppies?**



**How Many
Sloths or
Pastries?**

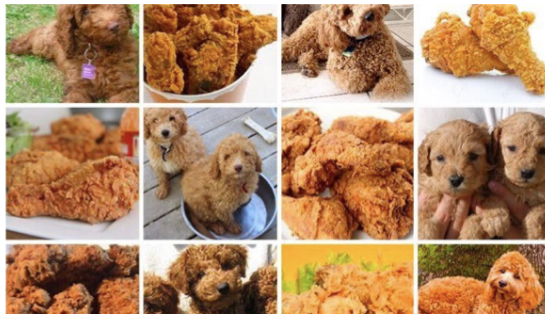
8 Muffins



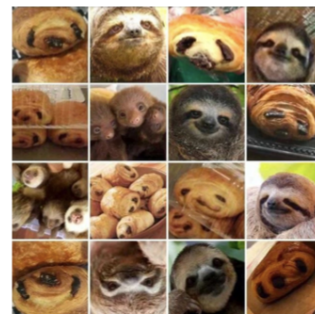
6 Bagels



6 Chicken Pieces



8 Pastries



THE AI WOULD HAVE WON WITHOUT GETTING HUNGRY





THE INDUSTRY IS IN TURMOIL



Ruth Burr Reedy

@ruthburr



Google is becoming a destination. That's making our jobs hard. But there's no better feeling than seeing the content you came up with generating links, traffic, and sales. [@TheCoolestCool](#) [#MozCon](#)

5:57 PM · Jul 15, 2019



Andreanna

@annamaz22



[#Google](#) is becoming a destination for [#content](#), rather than a means to an end (your website) - [@TheCoolestCool](#) [#ctaconf](#)

7:59 PM · Aug 29, 2018



/ancouver, British Columbia



Yosef Silver

@ysilver



"Google is trying to BECOME a destination. If you don't create better content, Google will start taking content from elsewhere ... Consider Wikipedia your Shakespear and you are Disney."-- [@TheCoolestCool](#) [#MozCon](#).

6:57 PM · Jul 14, 2020





Brie E Anderson | GA4, GTM, GDS

@brie_e_anderson

Google is trying to become *the* destination.

You have to work HARDER

Take a page out of Google's book

- take info from Wiki
- Disney that shit
- rank
- rinse
- repeat

#MozCon @TheCoolestCool

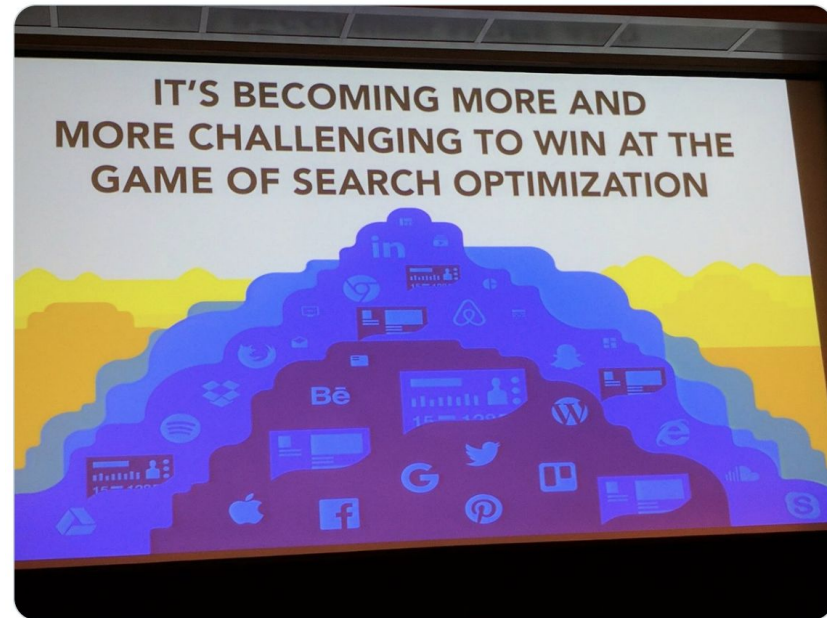


Jim Peake ✓

@JimPeake



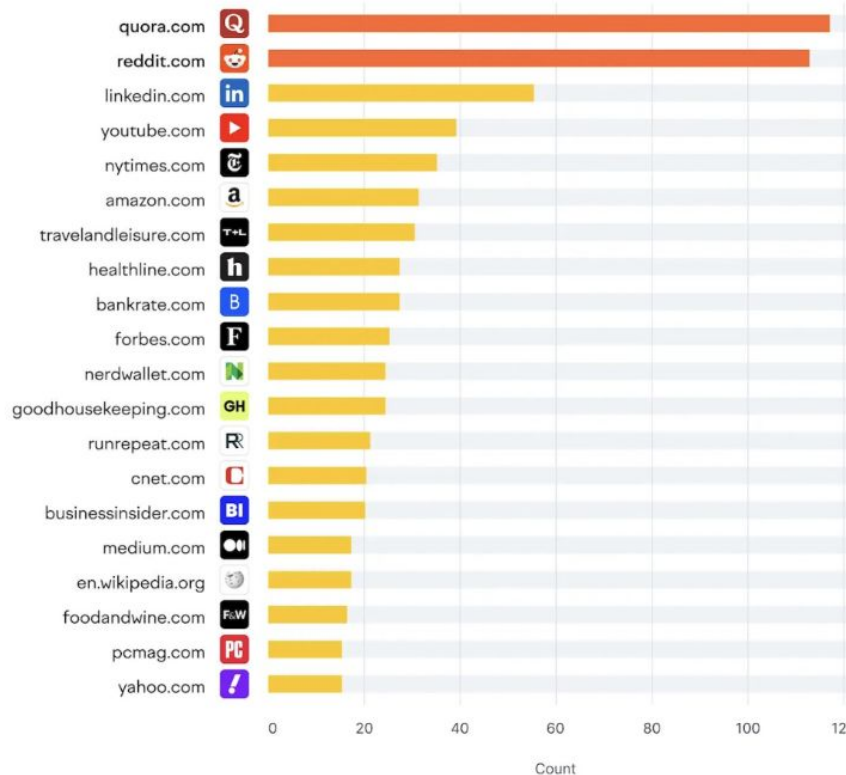
Google cares more about shareholder value via [@TheCoolestCool](#)
[#SearchLove](#)



10:24 AM · Jun 5, 2017

I wish someone told us to use
Quora, Reddit and LinkedIn
back in 2018...

Most Cited Domains in Google AI Overviews



How it started (2018)

"Google is becoming a destination.
Distribute your content on UGC." – Ross Simmonds

THERE'S ENDLESS OPPORTUNITIES

- reddit** Submit Links | Comment On Questions | Run Ads In Subreddits
Host An AMA | DM Relevant Users
- slack** Find Communities | Share Content | Add Value To Conversations
- Quora** Publish Blog Posts | Answer Questions | Run Ads On Topics
- facebook** Share Content | Share In Groups | Run Ads | Buy Pages or Groups
Share On Pages | Share via Chat Bot | Answer Questions In Groups
- Linked in** Share Content | Share In Groups | Share On Pages | Share As Comments
Promote With Video Content | Republish As An Article | Slideshare Deck

GET MY DISTRIBUTION CHECKLIST:
RossSimmonds.com/DistroPack

ROSS SIMMONDS
Founder: Hustle & Grind
@TheCoolestCool

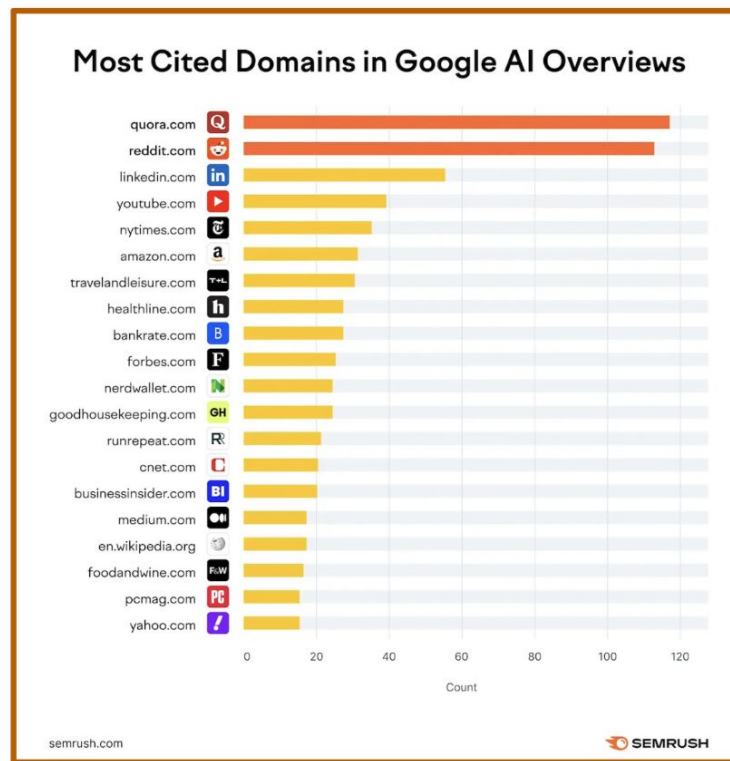
CTA18 **CALL TO ACTION**

unbounce

DISTRIBUTION.AI

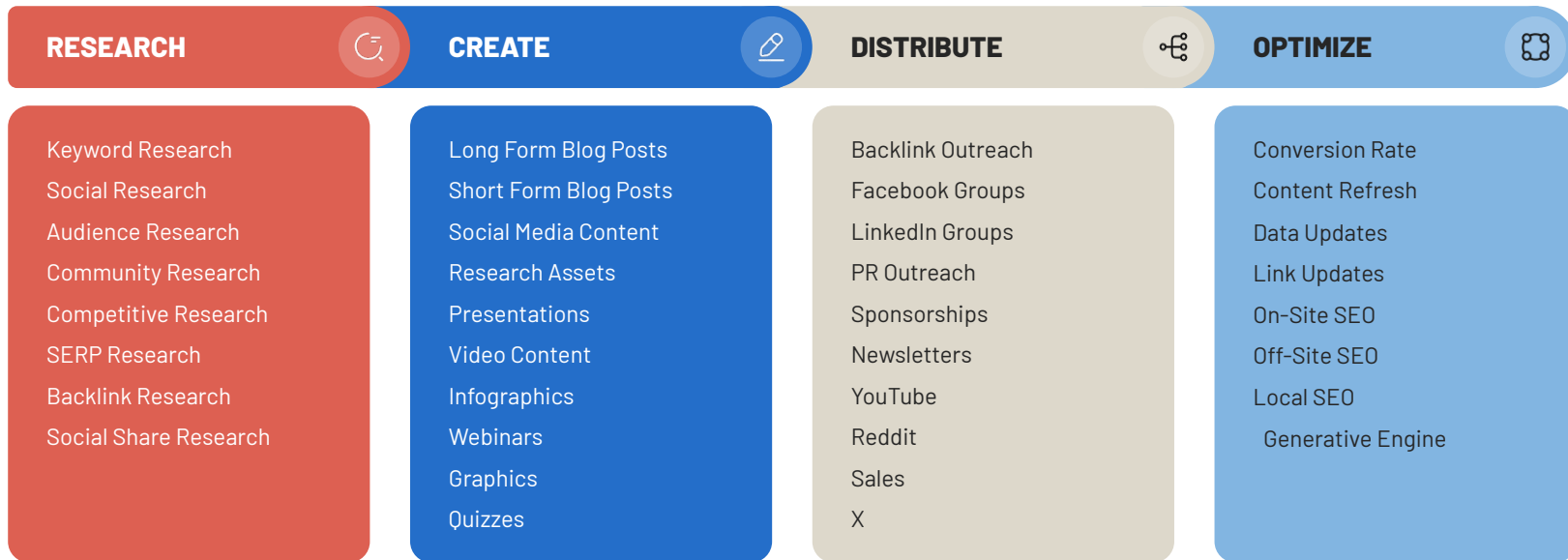
How its going (2025)

"Google has become a destination.
Distribute your content on UGC." – Ross Simmonds



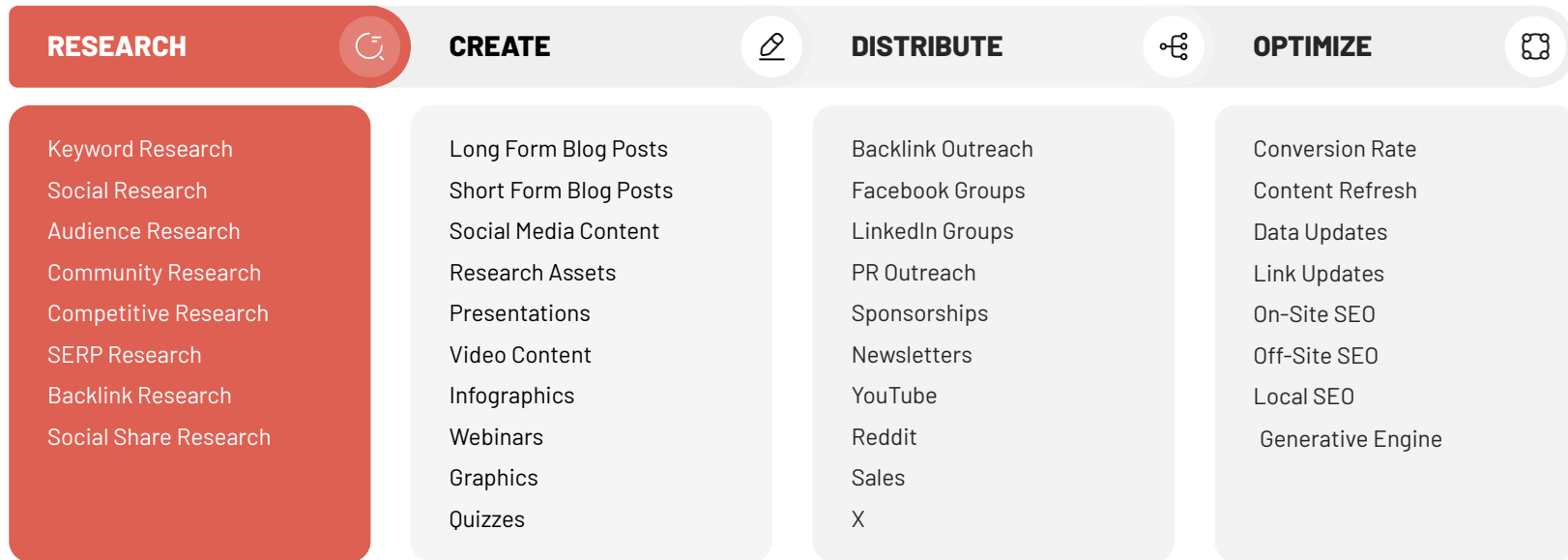
Let's Go Back to Basics: Embrace The Content Growth Framework

The framework for putting the 'marketing' back in 'content marketing'.



Embrace The Content Growth Framework

The framework for putting the 'marketing' back in 'content marketing'.



But let's add some artificial intelligence to it...

How To Use AI For Research

What's on your mind today?

Hey ChatGPT, I would love for you to do some research surrounding the industry of fitness and identify 20 email newsletters that have opportunities to sponsor them online for us to promote our email newsletter within theirs.



Great, I'll search for 20 English-language email newsletters in the bodybuilding and general fitness space that either offer paid sponsorship opportunities or may be open to cross-promotion. I'll focus on newsletters targeting both athletes and beginners.

I'll let you know once I have the list ready for you to review.



Research completed in 7m · 35 sources · 135 searches

🔍 Fitness and Bodybuilding Newsletters Open to Sponsorship



Fitness & Bodybuilding Newsletters with Sponsorship Opportunities

Below is a list of 20 English-language email newsletters (a mix of niche and widely-read) focused on bodybuilding or general fitness. Each targets athletes or beginners and offers advertising/sponsorship or provides contact info/media kits for partnerships.

1. Behind Bodybuilders – *BehindBodybuilders.com*

- **Content/Audience:** A platform sharing personal fitness journeys, tips, and product recommendations. It has a global community of fitness enthusiasts (7M+ monthly site visitors) ranging from everyday beginners to athletes `behindbodybuild...`. Its email newsletter reaches over 300,000 subscribers with an exceptionally high engagement (≈65% open rate) `behindbodybuild...`.
- **Sponsorship:** Explicit sponsorship tiers are offered (banner ads, pop-ups, story integrations, etc.), including newsletter mentions. Brands can feature products in daily emails to tap into this engaged fitness audience `behindbodybuild...` `behindbodybuild...`. Sponsorship packages and pricing are detailed on their media kit, and most partners opt for the "Gold" tier which includes 15 newsletter mentions/month `behindbodybuild...`.
- **Website/Signup:** **BehindBodybuilders.com** – readers can subscribe on the site for the newsletter and browse featured athlete stories.
- **Contact:** Sponsorship inquiries are invited via email. The Partnerships Manager, David, can be

Ready to Partner with Behind Bodybuilders?

We're excited to welcome your brand to the Behind Bodybuilders community. By now, you've seen how powerful our platform can be in helping businesses like yours connect with an engaged and motivated fitness audience. The next step is simple: choose the sponsorship tier that fits your goals, and let us handle the rest.

Please email us your preferred sponsorship tier, and we'll send you the payment link for that package. Once payment is confirmed, our team will get to work right away, ensuring that your brand receives the exposure it deserves according to your selected tier.

We know flexibility is important to you, which is why our sponsorships operate on a month-to-month subscription hosted by the Patreon network. There's no long-term contract, and you're free to adjust or cancel your subscription at any time. This allows you to explore the value of our platform without any binding commitments—just results-driven exposure for your brand.

Email your sponsorship tier to our dedicated partnerships manager David at david@behindbodybuilders.com.

Email Us Your Sponsorship Tier

We're looking forward to partnering with you and helping your brand thrive in the fitness world. Let's get started!



**SHERLOCK
HOMEBOY IS
ALWAYS LOOKING
FOR INSIGHTS**

Go Beyond Keyword Research By Reverse Engineering YouTube Content



Surprising Crops You Can Grow In June (Early Summer)

Mlgardener ✓
101K views • 2 days ago • 99%



My Vegetable Garden Layout & Tour!
🌱🍅🍆 // Garden Answer

Garden Answer ✓
299K views • 4 weeks ago • 99%



Japanese Abandoned House Renovation #5 | The Garden

Tokyo Llama
160K views • 1 week ago • 100%



NO DIG ABUNDANCE, a weedy field becomes garden in 9 months, usin...

Charles Dowding
1M views • 6 years ago • 98%



Propagating Basil: Grow an INFINITE Supply Forever

Epic Gardening
350K views • 10 months ago • 99%



If I could do my garden bed irrigation again, this is what I woul...

Urban Farmer Curtis Stone
18K views • 4 days ago • 98%



This Technique of Tying Up Tomatoes Will Change Your Life

The Gardening Channel With J... ✓
50K views • 1 day ago • 99%



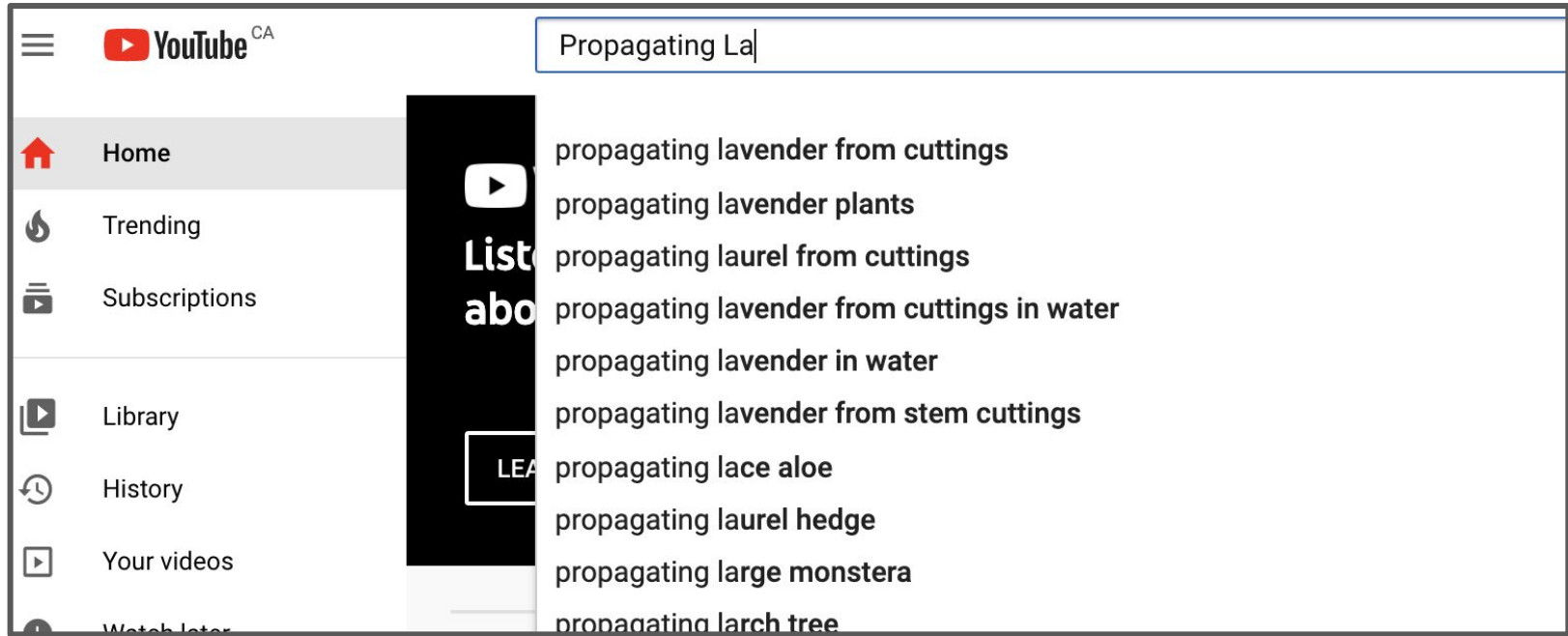
\$1000 A Week: Front-Yard Market Farming + Bicycle Delivery (w/ Jim...

Pete Kanaris GreenDreamsFL
1.2M views • 1 year ago • 98%

Use Keyword Research To Find More Ideas

Keyword	Relevancy	Min Monthly Volum	Max Monthly V	Specific Monthly Volume
propagating succulents	5	4301	6500	6213.082024
propagating plants	5	201	500	395.0339064
propagating roses	5	201	500	346.2539619
propagating rosemary	5	501	850	624.564801
propagating pothos	5	851	1700	1592.474079
propagating plants in water	5	201	500	240.478479
propagating aloe	5	851	1700	1032.420263
plant propagation methods	5	101	200	121.5019653
propagating monstera	5	501	850	546.4660487
propagating lavender	5	501	850	533.5909114
propagating philodendron	5	201	500	322.2403412
propagating christmas cactus	5	501	850	677.3783603
propagating lavender plants	3	0	10	0
propagating cactus pups	3	0	10	0

But don't rely SOLELY on the data...



propagating lavender from cuttings



Volume: 390/mo | CPC: \$2.83 | Competition: 0.03 |



4.1K 316 2 %ER

How to grow LAVENDER Cuttings!

Wisconsin Wonder Garden • 24.6K subscribers 177K views • 11 months ago • 99%

Today on Wisconsin Wonder Garden you will learn how to take cuttings from your Lavender and more importantly HOW TO GET ...



2.5K 138 2 %ER

Grow Lavender from Cuttings

Fraser Valley Rose Farm • 50.1K subscribers 93K views • 1 month ago • 99%

It's quite easy to propagate lavender (lavandula) from either stem cuttings or seed, but the cuttings method is much faster: by the ...

CC



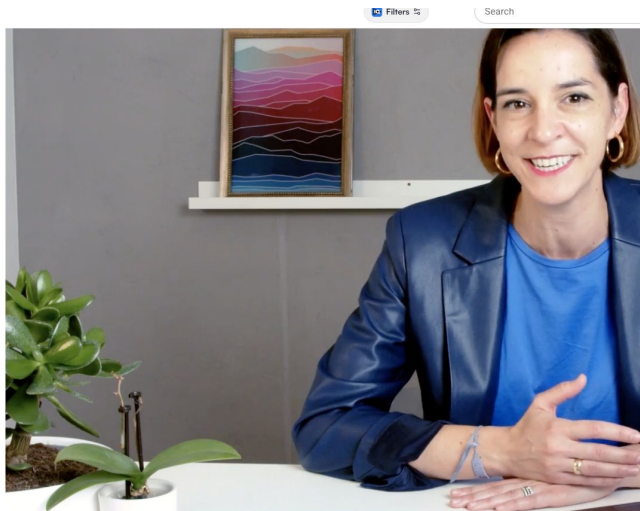
How to Propagate and grow Lavender from Cuttings

johnny A • 18.4K subscribers 185K views • 2 years ago • 97%

Lavender is easy to propagate and grow, if you take the cuttings at the right time and can maintain a temperature of around 70 ...

CC

455,000
Views



How to Revamp Your LinkedIn Profile: Expert Tips You Need to Know

Semrush
207K subscribers

3,130 views · Jun 21, 2024 · #linkedin #personalbranding #linkedinstrategy
Learn how to revamp your LinkedIn profile in this exclusive interview with Lara Acosta, personal branding expert and Founder of LA Digital. Enroll in our free digital marketing course.

Discover the top tips and best practices to make your LinkedIn profile stand out in 2024.

🔥 Helpful resources:
Free career courses from Semrush Academy ▶ <https://semr.sh/K9z>
Marketing IRL: Inspiring Stories for the Next Generation of Digital Marketers ▶ <https://semr.sh/K9D>
LinkedIn Marketing: Complete Guide for 2024 ▶ <https://semr.sh/K9D>

👤 Connect with Lara!
📧 @laraacosta
🌐 /laraacostar

Wanna skip around? Here you go:
00:00 Intro
00:29 How to get started on LinkedIn
04:00 Is the CV dead?
05:40 How to identify your career niche
10:24 Examples of optimized LinkedIn profiles
21:53 Key takeaways

—
FIND MORE ABOUT SEMRUSH!
🔥 Propel your career forward with Semrush Academy ▶ <https://semr.sh/KON>
🔥 Start your FREE TRIAL of Semrush ▶ <https://semr.sh/KOM>
📖 Explore Semrush's blog for top marketing insights ▶ <https://semr.sh/KOO>

—
KEEP IN TOUCH!
FB: [/ semrush](https://www.facebook.com/semrush)
Instagram: [/ semrush](https://www.instagram.com/semrush)
X: [/ semrush](https://twitter.com/semrush)
LinkedIn: [/ semr...](https://www.linkedin.com/company/semrush)

#linkedinstrategy #linkedin #personalbranding

**AND THEN USE A GATED CTA
TO CAPTURE MORE EMAILS...**

**“We should
continue to invest
hundreds of
thousands into
review sites”**

Let’s research it...



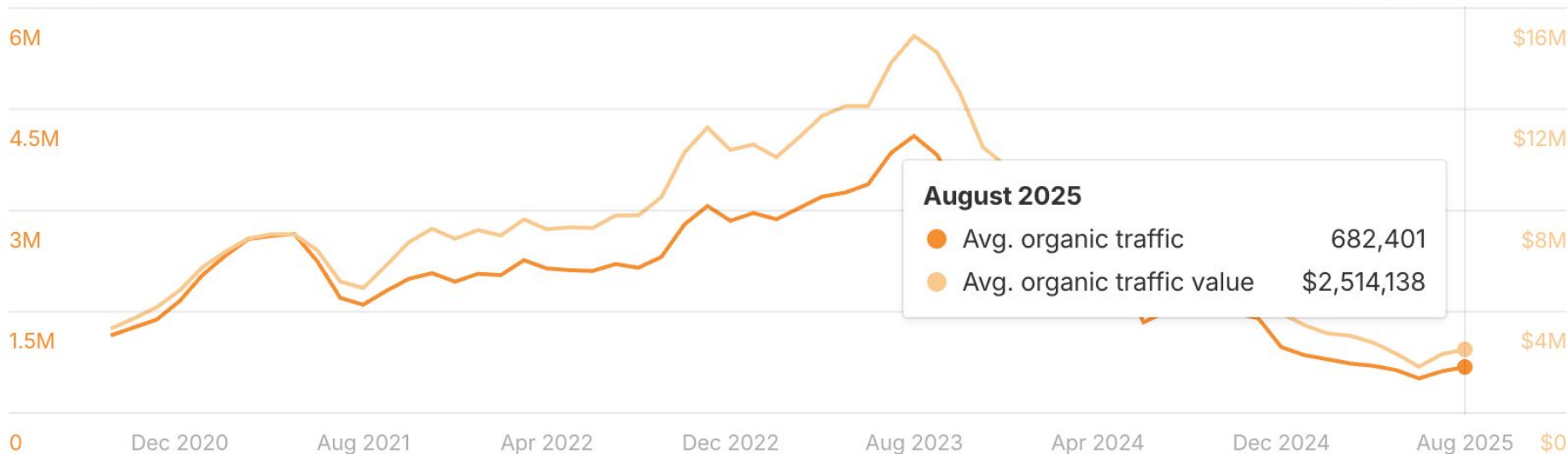
Sites Like [G2.com](https://www.g2.com) Have Lost A Ton Of Traffic Over The Last Two Years

Performance

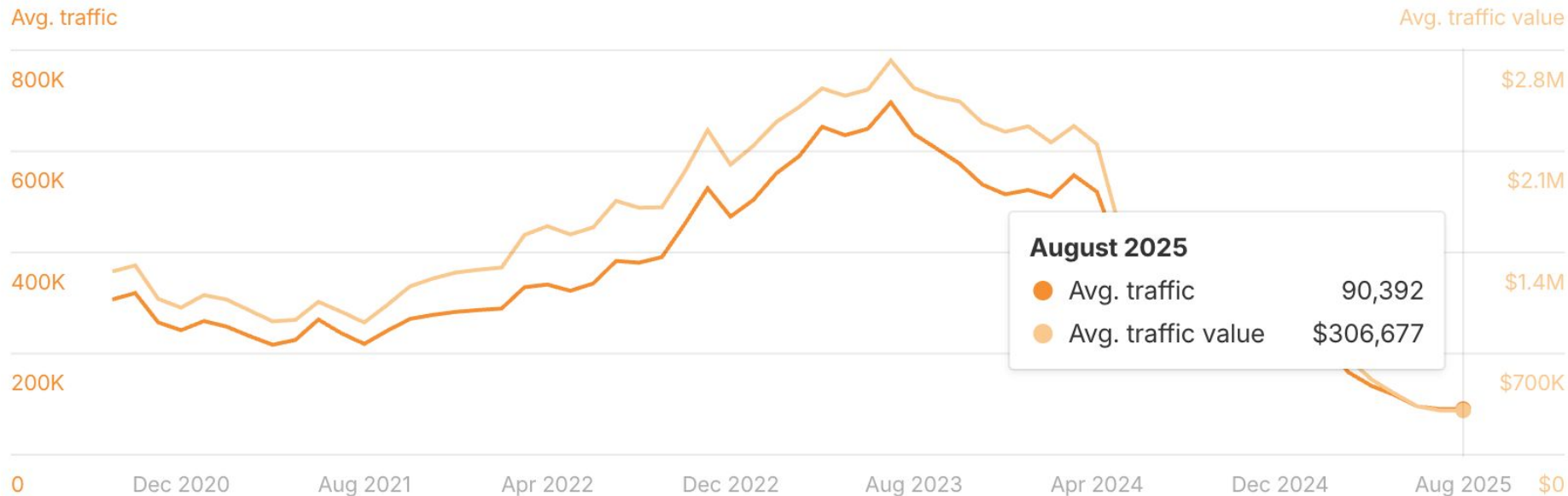
- ☐ Referring domains ☐ Avg. Domain Rating ☐ Avg. URL Rating ☒ Avg. organic traffic ☒ Avg. organic traffic value
- ☐ Organic pages ☐ Avg. Impressions ☐ Avg. paid traffic ☐ Avg. paid traffic cost ☐ Crawled pages

Avg. organic traffic

Avg. organic traffic value



TrustRadius.com Has Lost A Ton Of Traffic Over The Last Two Years



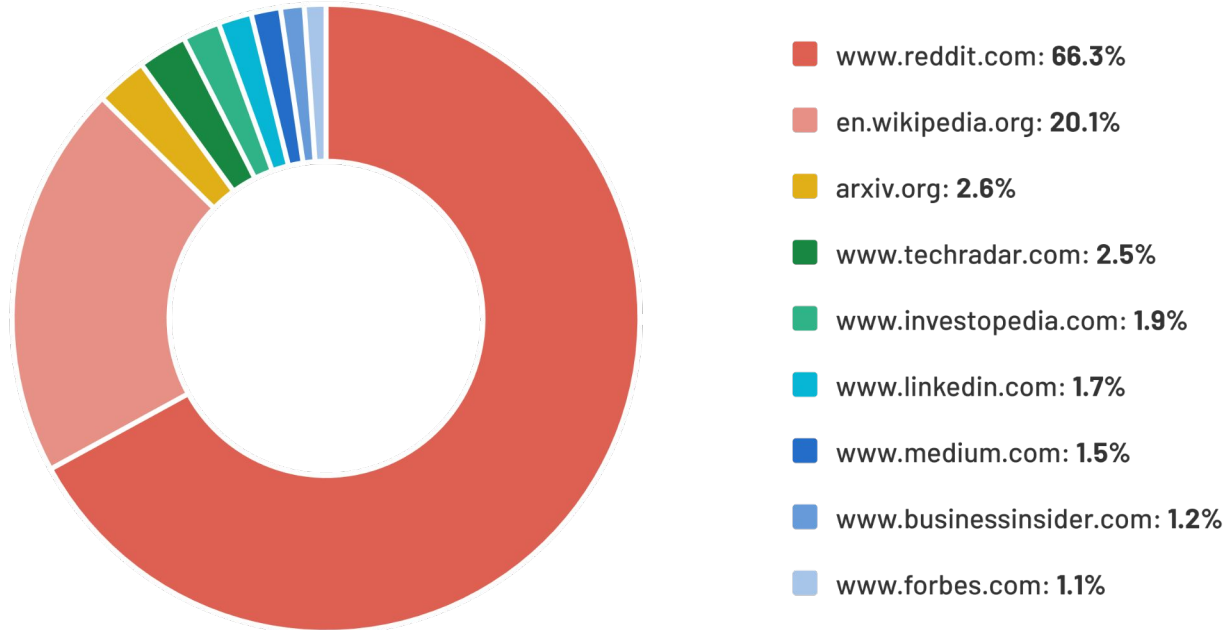
Capterra.com Has Lost A Ton Of Traffic Over The Last Two Years

Organic traffic

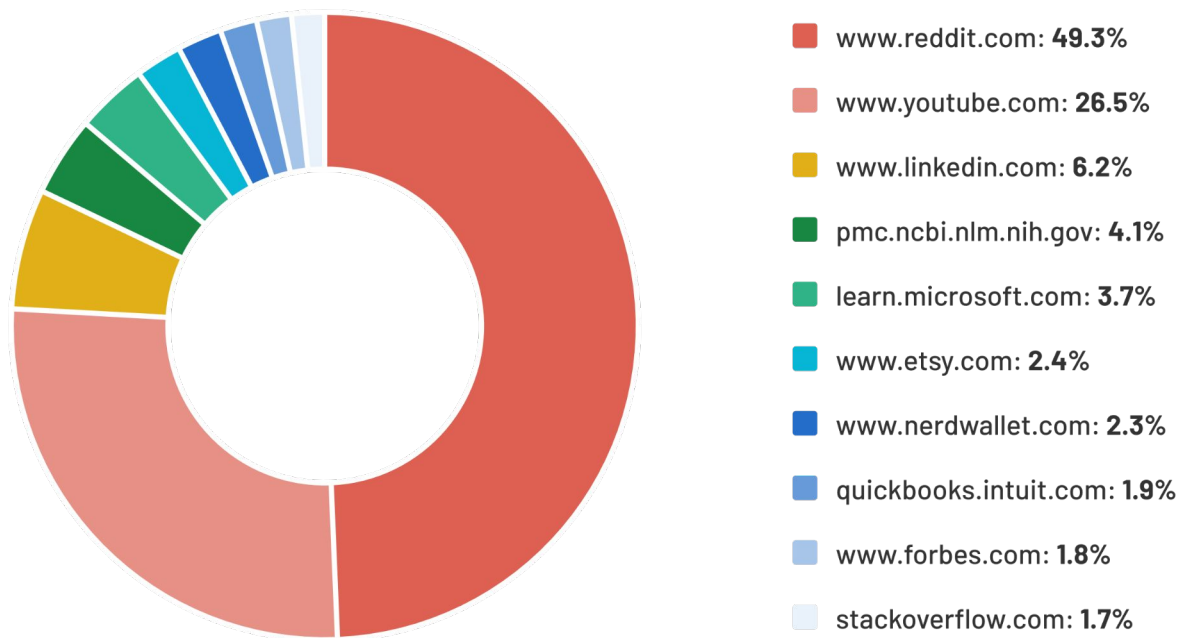
☒ Avg. traffic ☒ Avg. traffic value ☐ Avg. Impressions



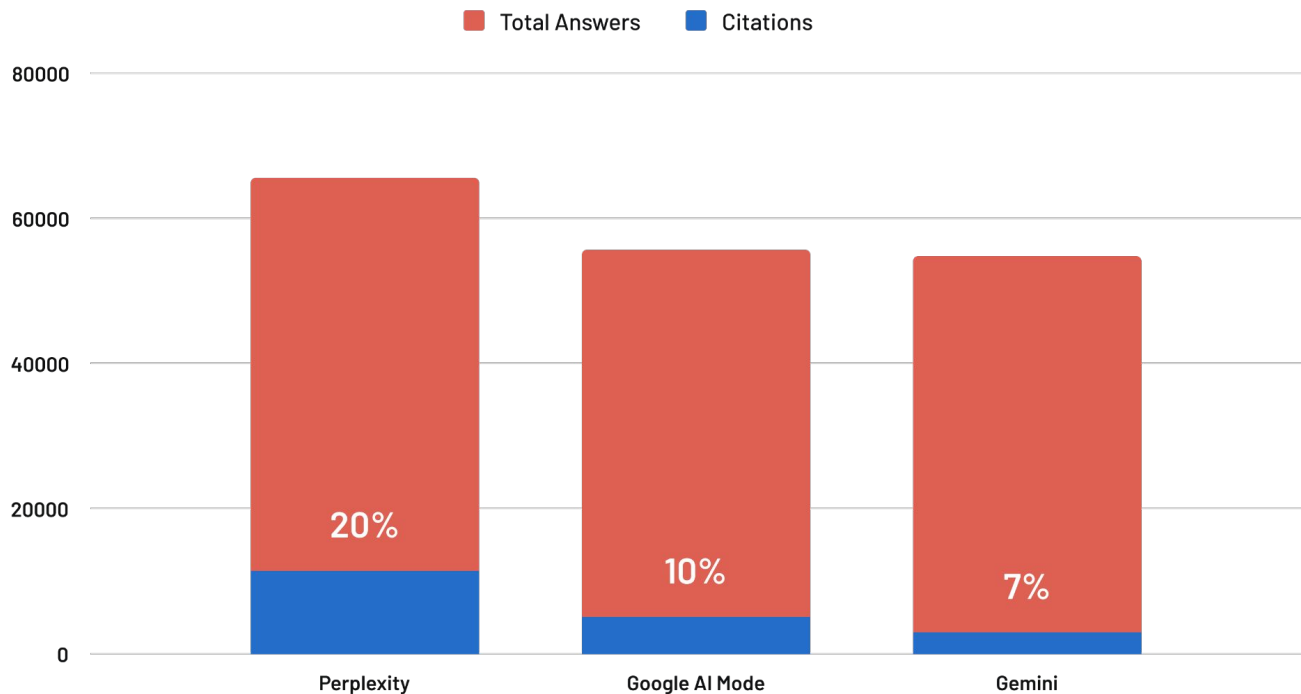
63% Of All Citations On ChatGPT Include A Reddit URL



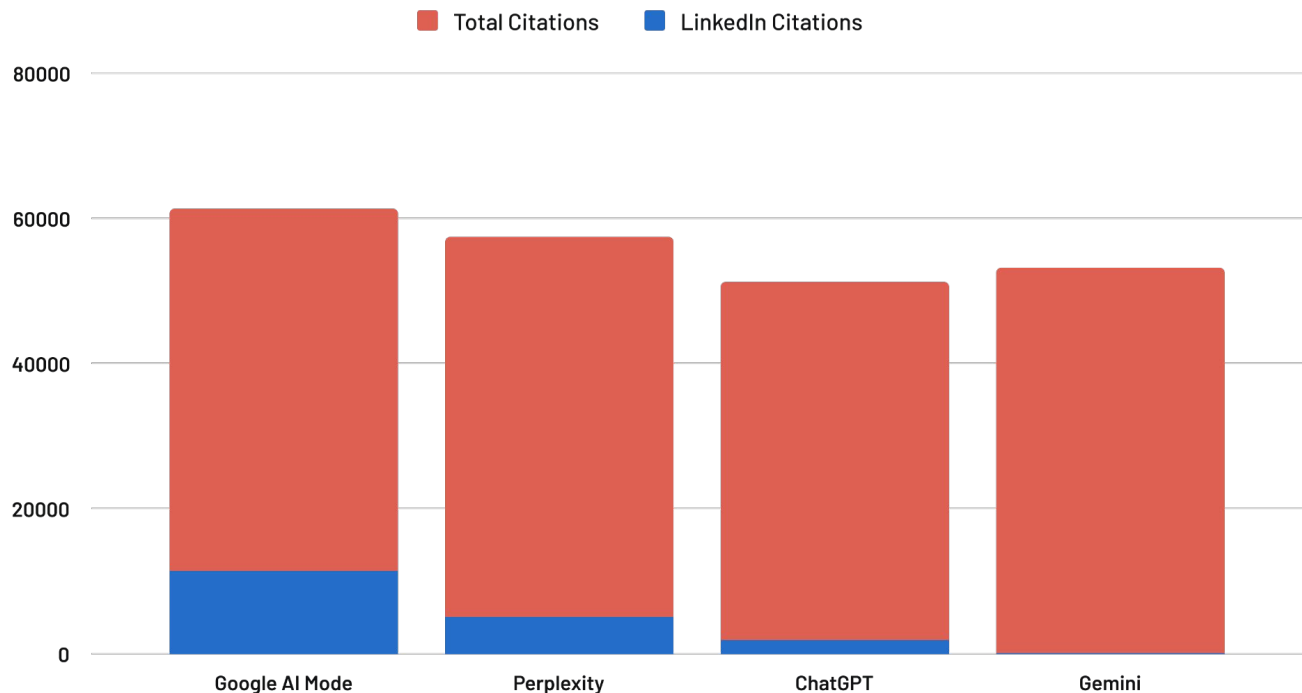
75% Of All Citations On Perplexity Include Reddit or YouTube



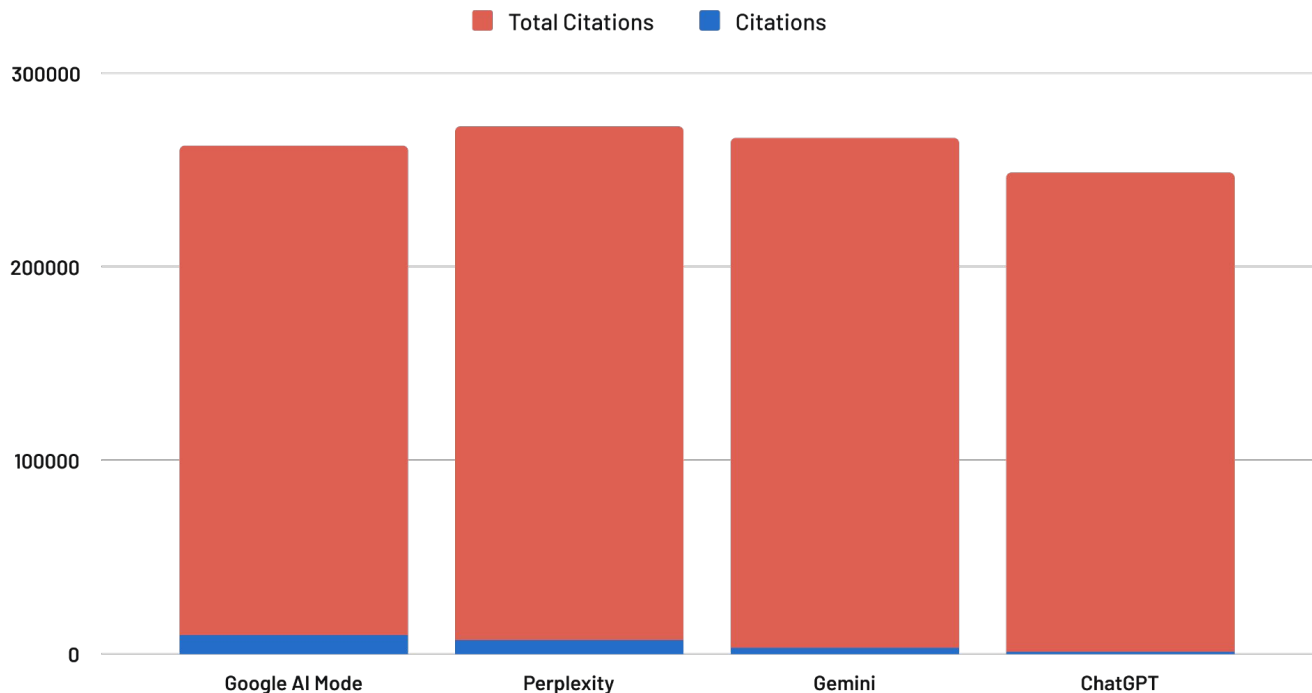
YouTube Is Being Cited Often By The LLMs (Except ChatGPT)



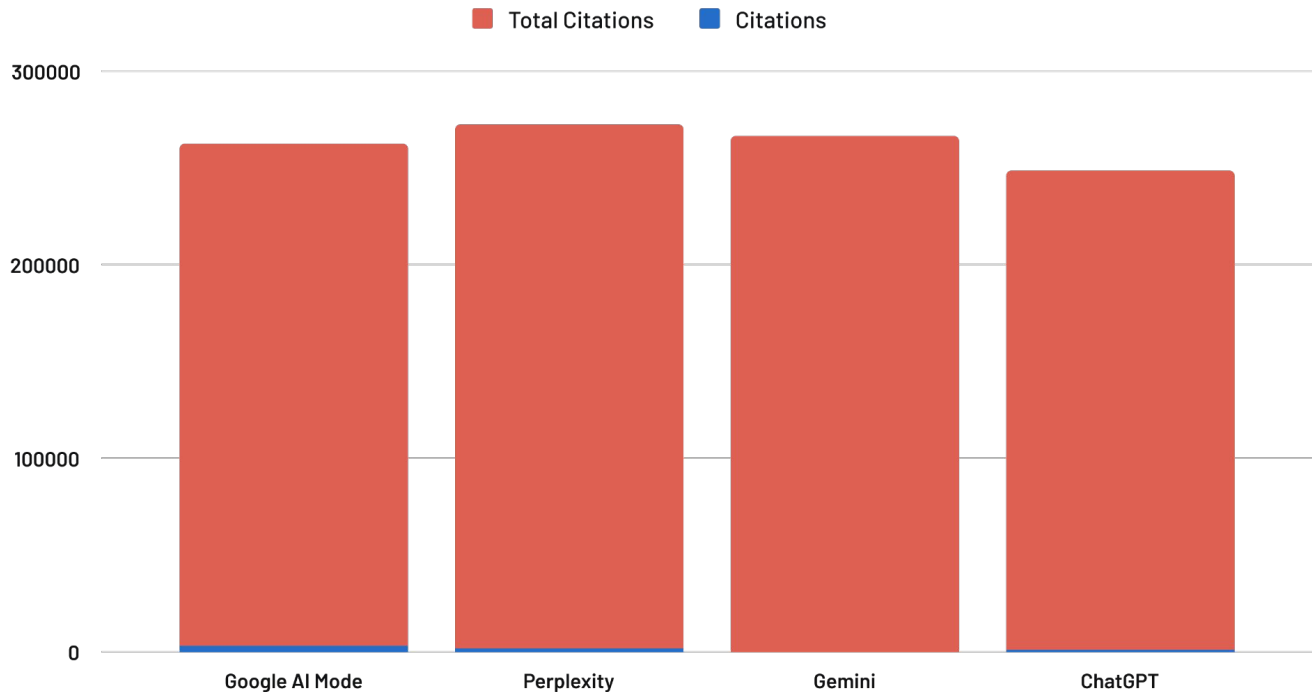
20% Of Citations Include A LinkedIn Source In Google AI Mode And Less Than 10% Across Other LLMs



G2.com Generates ~2% Of All Citations For Consideration SaaS Related Queries In The LLM

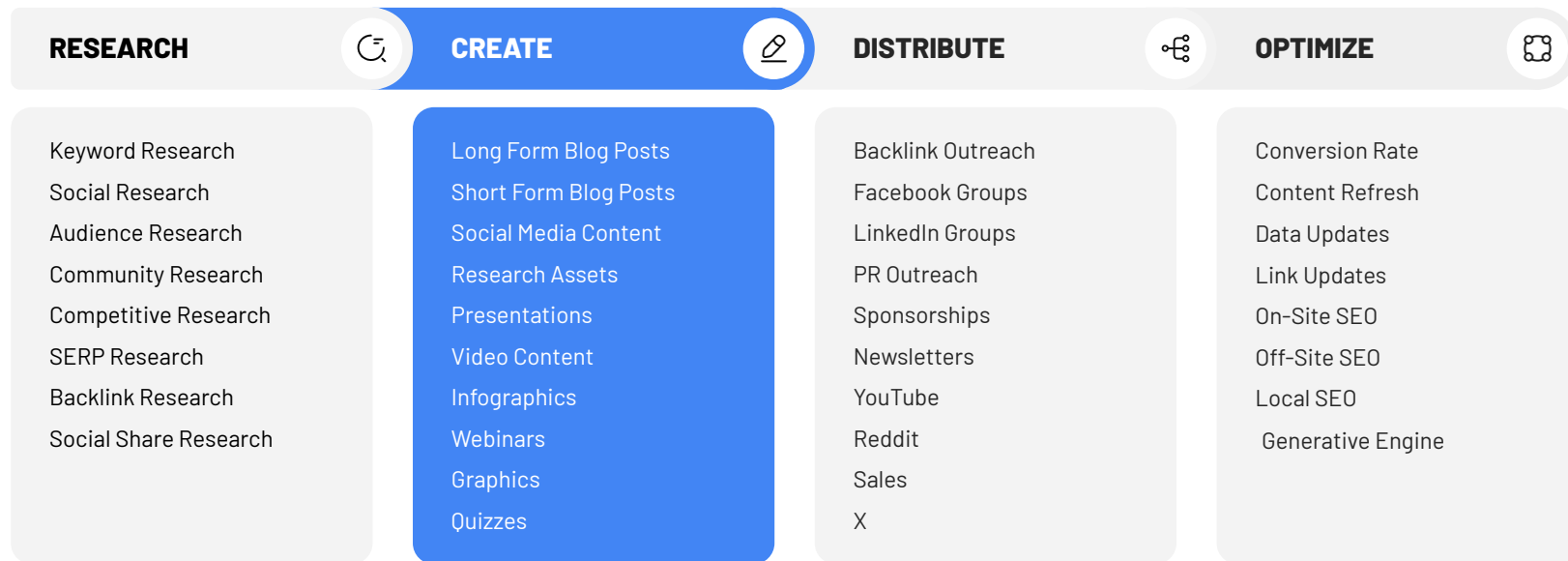


Capterra Generates ~1.5% Of All Citations For Consideration Related SaaS Queries In The LLM

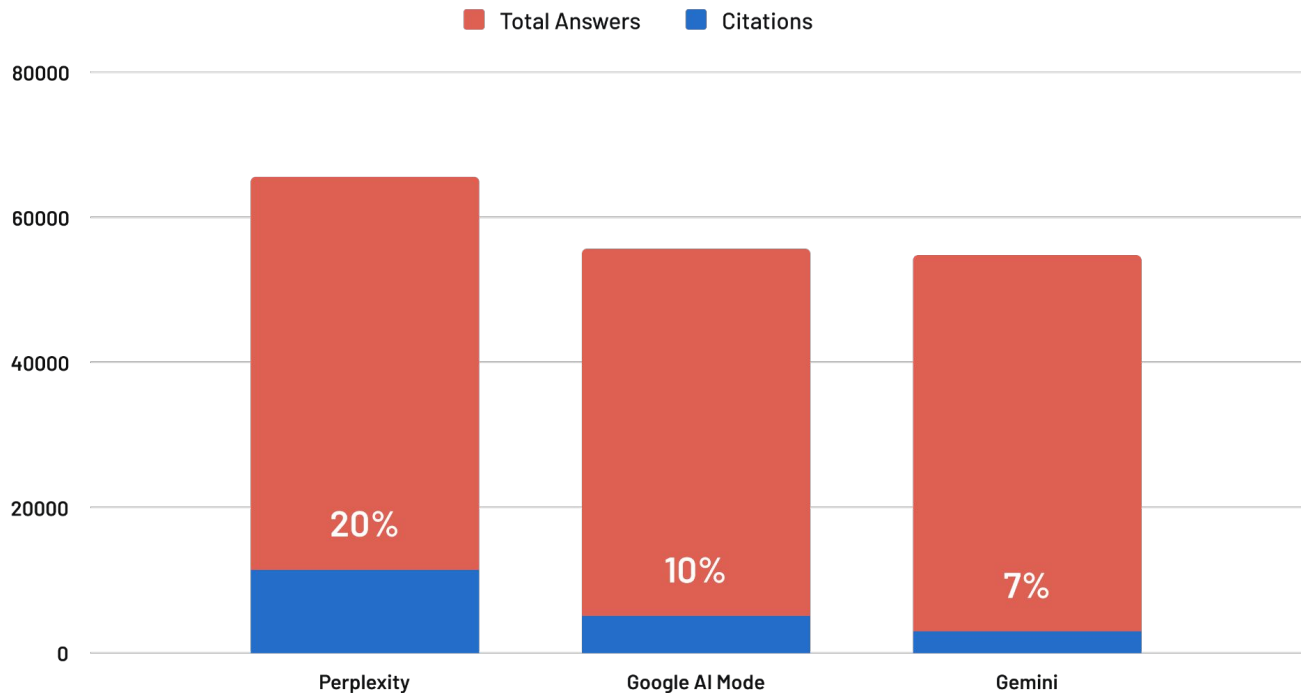


Embrace The Content Growth Framework

The framework for putting the 'marketing' back in 'content marketing'.



YouTube Is Being Cited By The LLMs (Except ChatGPT)



Remember This Strategy....



14:16



Surprising Crops You Can Grow In June (Early Summer)

Mlgardener ✓

101K views • 2 days ago • 99%



23:03



My Vegetable Garden Layout & Tour!

🍌 🍅 🍆 // Garden Answer

Garden Answer ✓

299K views • 4 weeks ago • 99%



23:36



Japanese Abandoned House Renovation #5 | The Garden

Tokyo Llama

160K views • 1 week ago • 100%



13:11



NO DIG ABUNDANCE, a weedy field becomes garden in 9 months, usin...

Charles Dowding

1M views • 6 years ago • 98%



14:45



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3:18



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12:44



This Technique of Tying Up Tomatoes Will Change Your Life

The Gardening Channel With J... ✓

50K views • 1 day ago • 99%



19:21



\$1000 A Week: Front-Yard Market Farming + Bicycle Delivery (w/ Jim...

Pete Kanaris GreenDreamsFL

1.2M views • 1 year ago • 98%

Now we can say something like:

Good to see you, Ross.



Hey ChatGPT ! Take these headshots of me and turn them into a YouTube thumbnail image where i'm propagating lavender with the title "How To Propagate Lavender In 2026" Please ! Use YouTube thumbnail best practices.



Now we can say something like:

Images created



Ok that's cool but I would prefer not being in a Coogi sweater.
Put me in a more gardening style outfit that is a bit more relevant.

+

🎤

↑

ChatGPT can make mistakes. Check important info. See [Cookie Preferences](#).

Now we can say something like:

Here's a YouTube-friendly, natural-sounding script you can say on camera for your video "**How to Propagate Lavender in 2026**" — designed to be clear, engaging, and easy for viewers to follow:

Images created



[0:00-0:20]

(Smiling at camera)

"Hey! Welcome back to the channel — or if it's your first time here, I'm [Your Name], and today we're diving into something super simple but really rewarding: **how to propagate lavender at home**. Whether you've got a full garden or just a sunny windowsill, you'll be able to grow your own lavender from cuttings — no green thumb required."

[0:21-0:35]

"If you've ever bought lavender plants year after year... stop. In this video, I'll show you how to make **one plant turn into many** — and it'll cost you next to nothing."

[0:36-1:10]

How to Choose the Right Lavender Cutting

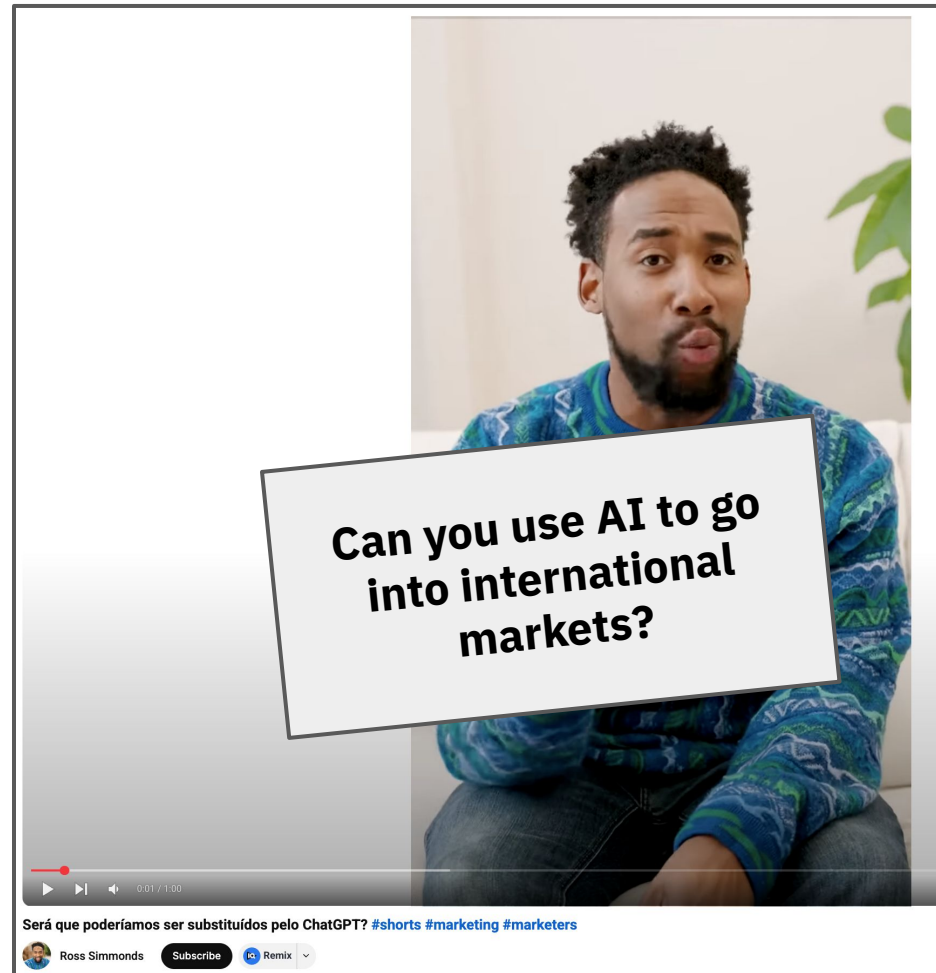
"Start by snipping a healthy stem from an existing lavender plant — ideally in the early morning when the plant's hydrated. Look for a stem that hasn't flowered yet, about 3–5 inches long.

Strip off the bottom leaves so you've got a clear  — that's where the roots will grow."

Upload that script directly to HeyGen

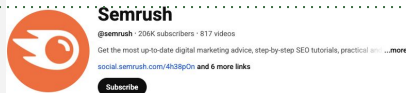


And now if you wanted to translate it into Mandarin, Spanish, French, German, Italian or more... You could do it with Descript.



Semrush balances forward-looking trends with practical, expert-led guidance

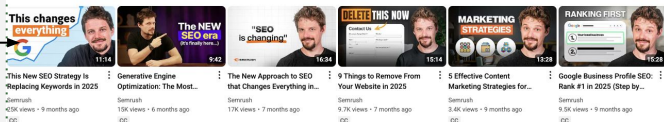
Channel art positions the channel as go-to educational hub



Home Videos Shorts Live Podcasts Courses Playlists Posts

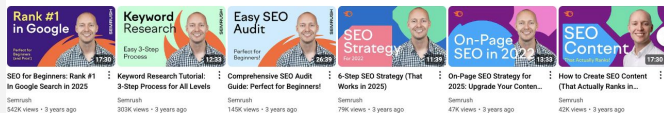
2025 SEO and Digital Marketing Strategies

The SEO world is evolving quickly with the rapid rise of AI. This playlist contains videos that include strategies built for a new era of Search Engine Optimization and Generative Engine Optimization.



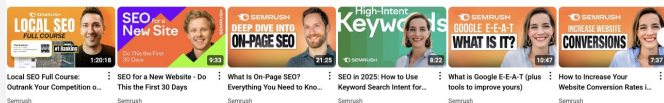
Free SEO Training Series

Want to learn SEO fast? Watch every video in this free SEO training series and you'll be a top 1% expert in no time.



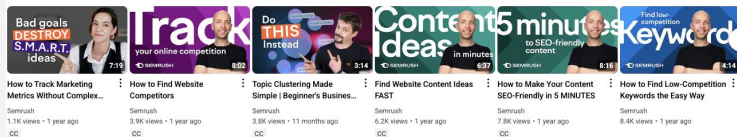
SEO Essentials to Start Ranking Today

Learn the SEO essentials you need to start ranking today. This playlist covers everything from keyword basics to on-page optimization, helping you build a strong foundation in SEO. Great for...



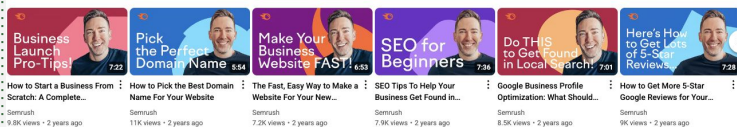
Proven Marketing Tips to Scale Your Business

Get practical marketing tips to improve your online presence. This playlist covers finding competitors, generating content ideas, choosing low-competition keywords, and understanding ke...



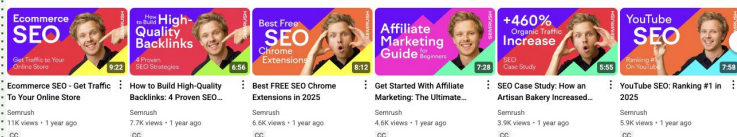
Build a Business That Makes Money

Discover quick, practical tips you can use right now when starting a small business. Web strategy expert, Wes McDowell, shares how small business owners can make the most of their website and...

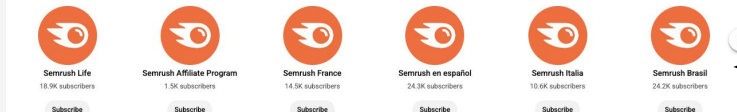


Practical SEO: Advanced Tactics & Strategies

Master essential SEO tactics with this free 8-part video series featuring Jaume Ros. From... Semrush SEO and high-quality backlinks to leveraging free SEO tools and launching a new...



Visit Our Other Channels!



Highlighting content that are relevant and aligns with latest trends

Expert-led value videos

Deeper tool-specific tutorials for intermediate & advanced users

Cross-channel promotion

GitHub blends product adoption, beginner onboarding, and developer community news.

The screenshot displays the GitHub YouTube channel interface. At the top is a colorful banner with GitHub-themed illustrations. Below it is the channel header with the GitHub logo, name, and subscriber count (522K). The main content area is divided into several sections:

- Pinned video:** A video titled "The Download: Next.js 15.5, new GitHub Actions security, Vite..." is pinned to the left. It features a woman speaking and has a "Subscribe" button below it.
- GitHub Copilot for Beginners:** A section titled "GitHub Copilot for Beginners" with a "Play all" button. It contains a row of video thumbnails for topics like "Getting started with GitHub Copilot", "Copilot essentials", "Prompt engineering essentials", "Is your code safe?", "Building a REST API", and "Building a React app".
- The Download Show!:** A section titled "The Download Show!" with a "Play all" button. It features a row of video thumbnails for topics like "A TINY AI COMPANION", "TYPESCRIPT 5.0", "ASTRO'S NEW MCP SERVER", "CLOUDFLARE BLOCKS AI", "NO MORE CUSTOM ROMS?", and "NEW LINUX PACKAGE MANAGER".
- GitHub Checkout:** A section titled "GitHub Checkout" with a "Play all" button. It features a row of video thumbnails for topics like "Code review in the world of AI", "Copilot agents in action", "Fix Bugs Faster with Playwright MCP Server", "BUILD WITH AGENTS", "REVIEW CODE FASTER", and "CODING AGENT UPDATES".
- GitHub for Beginners:** A section titled "GitHub for Beginners" with a "Play all" button. It features a row of video thumbnails for topics like "A brief introduction to Git for beginners", "Beginner Git commands you need to know", "How to create your first repository", "How to upload files and folders to GitHub", "How to add code to your repository", and "Create pull requests".
- Shorts:** A section titled "Shorts" with a "Play all" button. It features a row of video thumbnails for topics like "A first look at the new GitHub agents panel on GitHub", "Happy 34th birthday to the Linux kernel", "Create GitHub Copilot instructions in just one click", "How to get the most out of your AI with vite coding", "AI won't take your job, but THIS might!", and "Build & deploy across multi-architecture FASTER".

Creates a recognizable brand voice & developer community hub

Pinned video as a recurring show episode, anchoring viewers into a habit of returning weekly.

Dedicated space for flagship product. Ensuring new users to understand its value

Optimize Your Old Video Content With ChatGPT

What are you working on?



Create a YouTube Thumbnail video using best practices for this video that says:

"20 Harsh Truths For 2025"

+



How Do You Do This At Scale? → Hire Content Creators.



HubSpot Marketing •

@HubSpotMarketing · 545K subscribers · 973 videos

Hundreds of FREE Marketing Tools at your fingertips. Subscribe to take your business to ...more

academy.hubspot.com/courses/digital-marketing?library=true&q=youtube&lib... and 5 more links

Subscribed View channel stats

Home Videos Shorts Live Playlists Posts

Latest Popular Oldest Top Keywords



Marketing Funnel is DEAD

This NEW Marketing Playbook Will Future-Proof Your Business

904 views · 8 hours ago · 108 VPH



LOCAL SEO MASTERCLASS

10 Local SEO Strategies That Actually Work in the AI Era

2.6K views · 7 days ago · 9 VPH · 1.5x



The Latest AI-Powered Content Creation Workflow for Business (Speed Challenge!)

25K views · 2 weeks ago · 24 VPH · 8.2x · Remix



TikTok LIVE STRATEGY THAT WORKS

How to go Live on TikTok for Business

1.8K views · 3 weeks ago · 2 VPH · 0.6x



ORGANIC MARKETING MASTERCLASS

The Latest Reddit Marketing Strategy for Business (+ My 3-Month Blueprint)

4.9K views · 4 weeks ago · 6 VPH · 1.6x



BUILD YOUR BRAND

Branding Masterclass: How to Create a Brand Strategy for Your Business

7.3K views · 1 month ago · 3 VPH · 2.4x



Meta Ads NEW RULES

Facebook Ads Tutorial: Meta Just Changed EVERYTHING (New Campaign Structure...

19K views · 1 month ago · 16 VPH · 6.4x



SET UP ONCE PROFIT FOREVER

Most Businesses Get Email Marketing Wrong - Here's How to Fix It (7-Step System)

2.5K views · 1 month ago · 1 VPH · 0.8x

Tools Like Singulate Let You Personalize Content At Scale



If you're going to show the numbers, make sure they tell a story.

Hey **Stephen**,

We've started offering AI-powered campaign services, including dynamic segmentation and auto-personalized copy. This helps our clients get better results with less manual setup.

If you're running frequent newsletter or nurture campaigns, we can help segment by behavior (not just lists) and adapt messaging automatically.

Ecomm and **DTC** clients are using this to show different versions of emails to high vs low intent shoppers. All from one base draft.

Last quarter's reactivation campaign had a strong open rate, but no lift in clicks. This might be the tool that closes that gap.

We can run a first campaign at no extra cost if you want to give it a shot.

Let me know if you'd like to see how it could work with your next send.

Try It on Your Next Campaign





You don't have to start over

Hey **Chris**

We noticed you haven't been active in a bit. Totally normal. But if you're still thinking about **UserFocus** for PMs, everything's still here and ready to go.

A lot of **product managers** use **UserFocus** in quick bursts, especially around launches, campaigns, or when pipeline heats up.

If you're working solo or with a small team, most people start by setting up just one or two segments. Not everything at once.

You'd already uploaded your **purchasers list**. We can pick up right where you left off.

Want a head start? We can auto-generate a few next steps based on what you've already done.

Take the First Step →



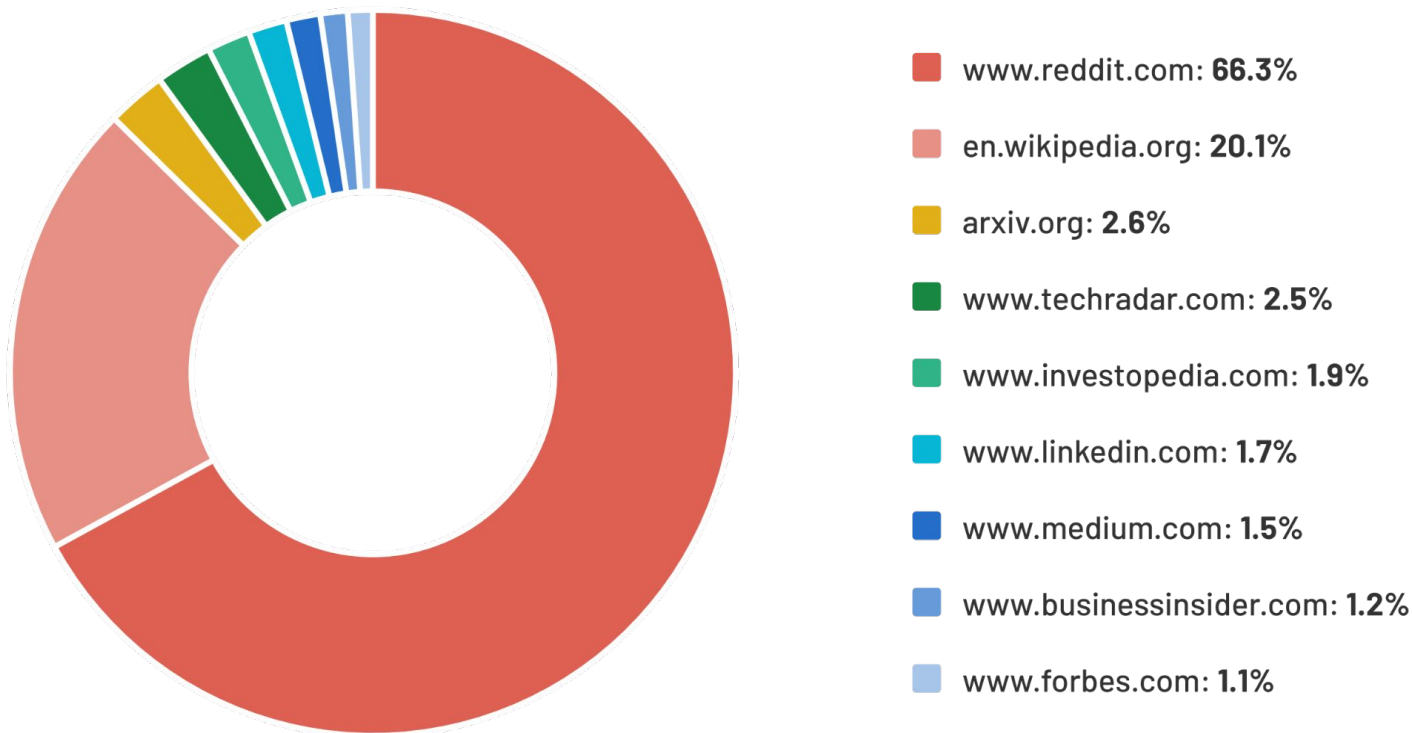
228 Howard St, Suite 400, San Francisco, CA 94105

[f](#) [y](#) [in](#) [X](#)

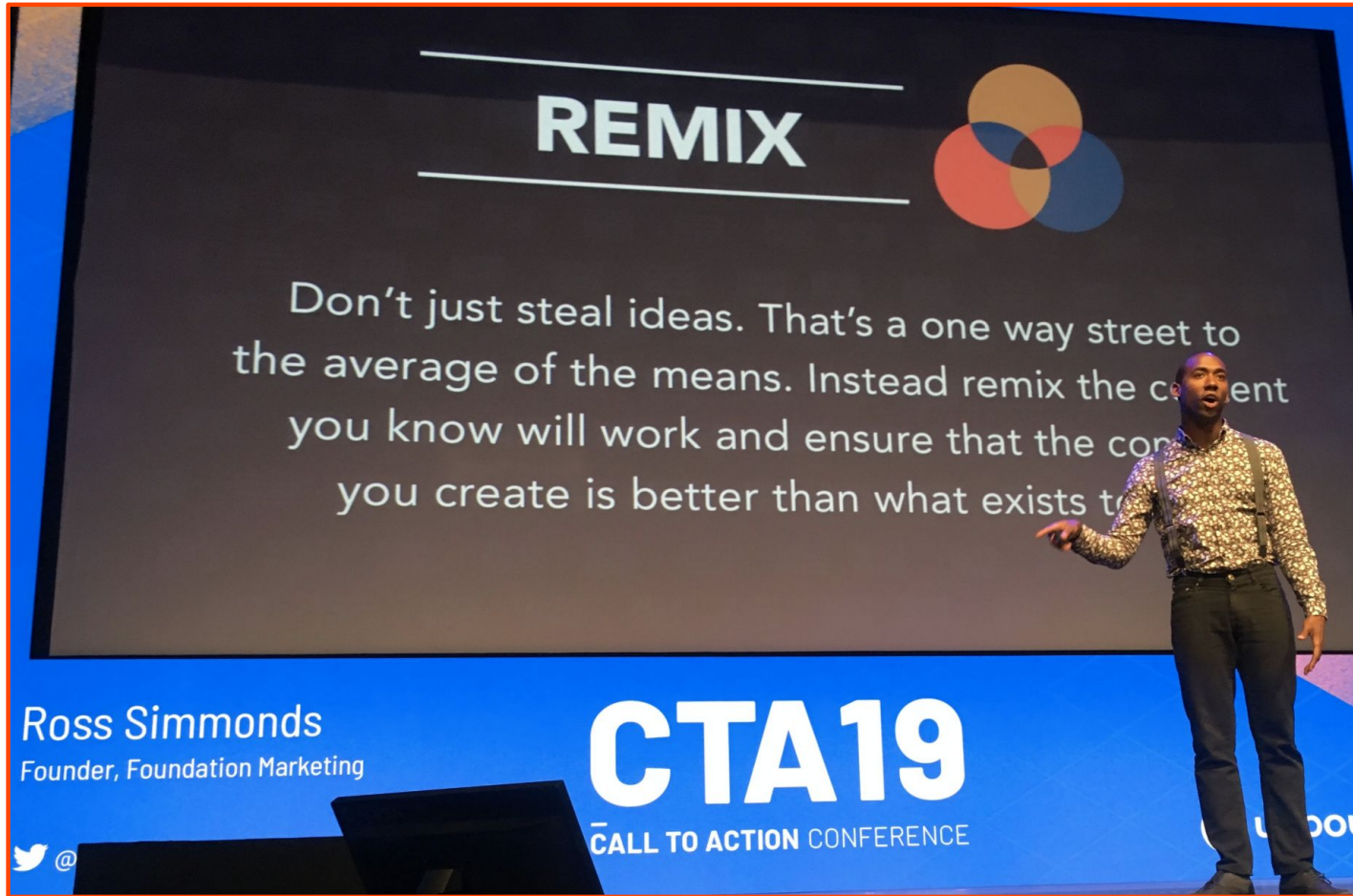
[Unsubscribe](#) [Manage Preferences](#)

REMEMBER THIS:

63% Of All Citations On ChatGPT Include A Reddit URL



Everyone Needs To Embrace The Remix...



A man in a patterned shirt and dark trousers stands on a stage, pointing towards a large screen. The screen displays the word "REMIX" in large white letters, flanked by two horizontal lines. To the right of the word is a Venn diagram with three overlapping circles in orange, red, and blue. Below the word, the text reads: "Don't just steal ideas. That's a one way street to the average of the means. Instead remix the content you know will work and ensure that the content you create is better than what exists today". At the bottom of the screen, the text "CTA19" is displayed in large white letters, with "CALL TO ACTION CONFERENCE" in smaller white letters below it. To the left of the screen, the text "Ross Simmonds" and "Founder, Foundation Marketing" is displayed. A Twitter logo and the text "@foundationmarketing" are visible in the bottom left corner.

REMIX

Don't just steal ideas. That's a one way street to the average of the means. Instead remix the content you know will work and ensure that the content you create is better than what exists today

CTA19
CALL TO ACTION CONFERENCE

Ross Simmonds
Founder, Foundation Marketing

@foundationmarketing

Find content that ranks for high priority keywords in Reddit.



r/FoodNYC · 1 yr. ago
TheWang14

...

New York Pizza Tier List: The Definitive Subjective Edition

Still beyond sad that I'm moving away but was glad to see [my last post on burgers](#) inspired some solid discussion and future places to visit when I'm back. I'm dropping the list of my favorite pizzas in the city which is a food (as a frugal foodie) I'm much more passionate about. For quick context: pizza went from something I was very whelmed by to one of my favorite foods over the pandemic and since living in New York. My perfect day in the city is just wandering around for hours and dropping into a shop for a hot slice.

Caveats as always:

- I generally prefer New York style, but I won't discriminate. Tasty is tasty.
- I haven't been to all the places I want to, so if it's not on the list, let me know and it'll join the hit list. Also please tell me where my takes are egregiously wrong as I'm not a native.

Tier: Lucali*

This post is transparently an excuse to sing the praises of my favorite restaurant in the city. The pizza here is the best pizza I've ever had and continues to be each and every time I've been back. It's honestly a nightmare to get in, but I'm gonna write you a quick guide on how to do it.

Act I: It could technically be called DUMB - It's 3pm, you're with your out-of-town relatives, and you've spent all-day hitting tourist spots or touring Williamsburg. Take the group across the Brooklyn Bridge into Dumbo and have them take the classic pics and explore Time Out Market while you selflessly book it on your own to Lucali. I recommend taking a Citi bike since the neighborhoods leading up to Lucali are super picturesque and peaceful.

Act II: The Line - You should aim to be there 4-4:15pm although I swear it gets earlier every year so YMMV. They start taking names at 5pm (although sometimes it's earlier, the wait will be surprisingly short). By the time you make your way to the front of the excessively long line, the employee at the front will take your party size and assign you a time. 4pm tends to be the sweet spot where you still might get to pick a reasonable dinner time from 6-8 without waiting too long in the initial line. Otherwise, you'll get the first spot available which can get to 11pm. Worst case if you get there too late, they'll run out of tables and it'll be takeout only.

Act III: Waiting for Iacano - Now take your irate "why are we waiting 4 hours for pizza" relatives and friends to nearby bars, Prospect Park, etc. to kill the time until your rez. Make sure to pick up some bottles of wine in the neighborhood since Lucali is BYOB (**and cash since it's cash only**) and to reward yourself for your patience to this point. Eagerly await your table.

Act IV: Revelation - Step out of time and into a candle-lit cozy space where the staff famously roll out dough with wine bottles near the pizza ovens. Order your first pie with no toppings to experience what I believe is the platonic ideal of New York pizza. The sauce is tangy and well-balanced, the cheese melts perfectly without being too messy, and the bread is perfect with the exact right ratios of chew, crisp, and browning. They also load it with tons of fresh basil which takes it to the next level. Make sure to try the calzone which the owner, Mark, likes more

Tier 1: Incredible Pizza

These pizzas are all great and could be swapped around depending on the day or your personal preferences. I've included my general ranking but it's honestly pretty razor-thin margins.

1. L'Industrie Pizzeria: It's a great location in Williamsburg, and the sheds outside are nice to eat in. One of their more popular pies has fat scoops of burrata they slap onto a classic and incredibly well-executed NY slice. They also have excellent sandwiches, interesting drinks, and great desserts. I've never had a bad thing here, and if there's a place that my friends like more than Lucali, it's usually here. Just check out the pictures online and you'll be sold.
2. Ace's Pizza: Also in Williamsburg and does my favorite Detroit-style pizza in the city. Their pizza features crispy edges with bits of burnt cheese and very interesting and high-quality toppings. Highly recommend the pepperoni (has the turned up crispy pepperonis) and pepper trio which has loads of spicy, sweet, and bright peppers.
3. Bar 314 in Morningside Heights / Manhattanville is an absolutely slept-on spot in the city, perhaps because of its location. Come here for their Neapolitan pizzas which have classic and innovative topping selections. The Sweet Cheeks with pancetta, caramelized onions, and hot honey is a perennial favorite here.
4. Mama's Too is another place that, due to its uptown location, is pretty underrated. They primarily do Detroit style with absolutely fantastic toppings like poached pear, vodka, and cacio e pepe. Their class house slice is also one of the better slices in the city despite that not being their primary wheelhouse. Downside here is that it's not the most consistent and can be a bit greasy / underwhelming when off - but when they're on, they punch with the best in the city.
5. Bleeker Street Pizza was one of the first slice shops I had when coming to New York and its Nonna Maria slice is still my go-to drunk food when I was in the area. Popular and well-known, but for good reason.

Then bring that content to your industry and niche with a unique spin...



r/halifax · 1 day ago
rsimmonds

My Top Pizza Spots In Halifax (HRM): My Ultimate List Of Favorite Spots...

Food & Shopping

I didn't grow up with gourmet slices or wood-fired pies. I was a "grab-what's-cheap" kind of pizza person. But after spending a couple of years hunting down slices during late night walks, post-run hunger attacks, and more than a few "do I *need* to cook?" debates—I've developed opinions.

This list is based on those.

It's not scientific, and I welcome strong disagreement (with suggestions, pls).

Tier 1: Can't Leave Halifax Without Eating This

1. Salvatore's (Hydrostone)

The crust. The sauce. The pep. The simplicity.

Sal's has been holding it down for decades and somehow still feels slept on by newcomers. I don't climb on this hill with a slice of The Maritimer in my hand. Elevated, chewy, with a smoky bite to the pepperoni (and the Brothers, love it or hate it). It's also got a great meatball sub but that's for another post...

2. Yeah Yeah's Pizza (Dartmouth)

r/halifax 

Joined

Halifax
A subreddit for the Halifax Regional Municipality and anything related to Halifax and HRM in Nova Scotia, Canada.

 Created Sep 15, 2009
 Public

147K
Members

462
Online

Top 2%
Rank by size 

USER FLAIR

 rsimmonds

COMMUNITY ACHIEVEMENTS

 100 

 127



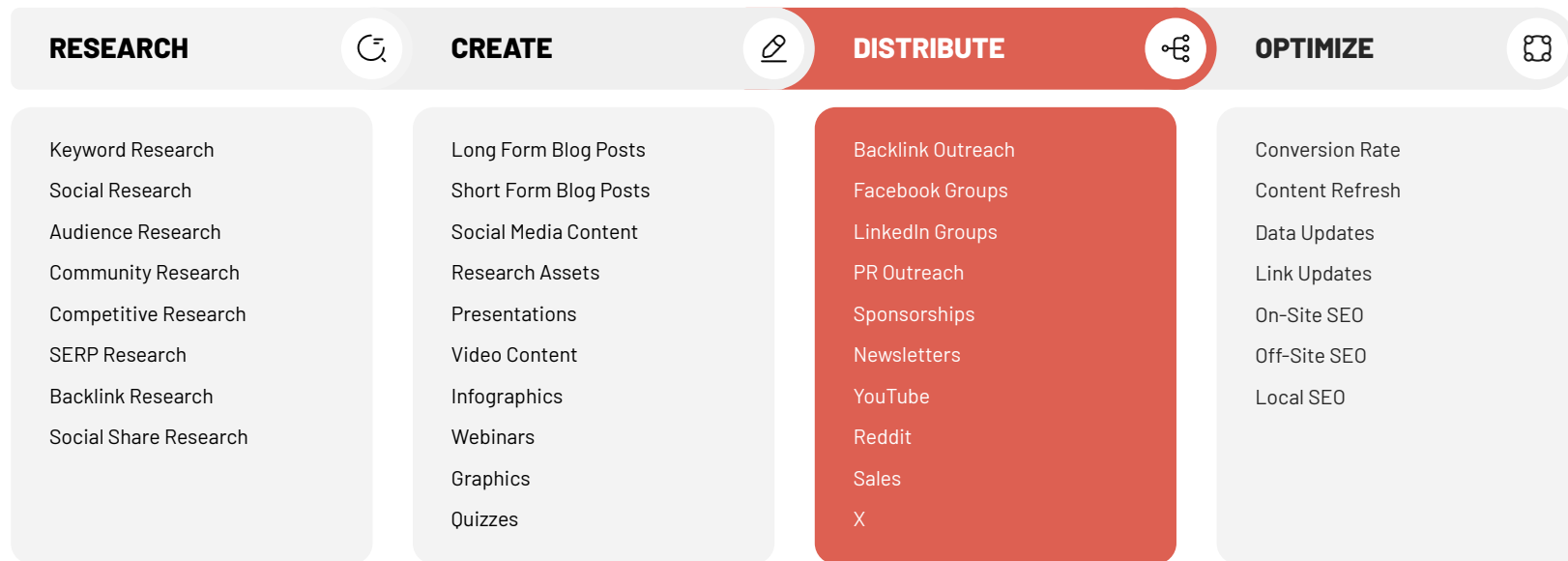
 Share

 40K views

Single comment thread

Embrace The Content Growth Framework

The framework for putting the 'marketing' back in 'content marketing'.



I've done it with blog posts...



Promote

If you're a SaaS marketer:

You should study Monday dot com.

The SEO, brand & growth strategies they used achieve a \$5.7B market cap and reach 152k customers is so impressive. It's a masterclass really.

Here's a few things you can learn from them 🧵

12:27 AM · Mar 11, 2022

📖 View post engagements



49



293



1.5K



1.2K



CONTENT MARKETING, CONTENT STRATEGY

▲ Ethan Crump ● 5 Min Read Last updated on April 3rd, 2024

How Monday.com Uses Content Marketing To Drive SEO & Brand Growth

Podcast Episode

How Monday.com Rode Their Diversified Marketing Strategy Straight to the Super Bowl

🎧 Create Like the Greats

Jan 2023 · Played ✓



Description

Transcript

Despite being a young underdog in the project management platform space, monday.com is leveraging high-quality content to compete with big names like Asana, Trello, Notion, and ClickUp. In this episode, I talk about their marketing strategies that led them straight to the Super Bowl.

I've done it with my podcast...

Year one we had over 100k downloads.



VIDEO / AUDIO

30 second
"preview"
video

60 sec -10
min clips

Upload Full
"interview"
video

Reference on
future
podcasts

Share
natively on X
and YouTube

WRITTEN

In-depth blog
post on the
episode

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Singulate
Oureach

Plug in
Subreddits

Share with
email list

VISUALS

Screenshot
w. guest

Turn an
insight into a
social graphic

Share
podcast on
your stories

Images of
direct quotes
from episode

OTHER (Experiment Zone)

Amplify on
social media
via paid ads

Promote with
Distribution.ai

Send a DM to
your friends

And we do it time and time again...

 Search
Hacker News

foundationinc.co

Search Stories ▾ by Popularity ▾ for All time ▾

The SaaS Opportunity of Unbundling Excel (<https://foundationinc.co/lab/the-sa>)
242 points | taylorwc | 5 years ago | 155 comments

HashiCorp's multi-product strategy (<https://foundationinc.co/lab/hashicorp-pro>)
102 points | gmay | 2 years ago | 88 comments

Canva – How SEO, Outreach and Content Led to a \$6B Valuation (<https://found>)
28 points | dayve | 4 years ago | 5 comments

SaaS Web Design Trends 2019 [The Rise of Vector Illustrations] (<https://found>)
4 points | rsimmonds | 5 years ago | 0 comments

Zapier Uses Listicles to Drive 5M Sessions (<https://foundationinc.co/lab/zapier->)
3 points | joshma | 2 years ago | 0 comments

Unbundling Excel – The SaaS Opportunity (<https://foundationinc.co/lab/the-sa>)
3 points | notlukesky | 5 years ago | 0 comments

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 r/hackernews · Posted by u/qznc_bot2 5 years ago

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foundationinc.co/lab/th...



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 r/Longreads · Posted by u/Aschebescher 4 years ago

Reddit Statistics For 2020: Demographics, Usage & Traffic Data
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2 upvotes · 1 comment

 r/PornCuration · Posted by u/JohnVonTrapp 4 years ago

Reddit Statistics For 2020: Eye-Opening Usage & Traffic Data. Hopefully helps to better understand your subreddit audience.
foundationinc.co/lab/re...



2 unvotes · 1 comment

Repurpose your content for email...

 Oct 3, 2025



Frase.io Tutorial for Beginners: Step-By-Step Guide to Using Frase.io 2025

Created: September 26, 2025
Type: YouTube Distribution



View

 Results

MENU

- Home
- Brand Voices
- Style Preference
- Calendar
- Analytics

APPS

- Social Distribution
- Blog Distribution
- Podcast Distribution
- YouTube Distribution

OTHERS

- History
- Settings
- Bookmarks
- Logout

Get help

Show NotesSummaryTranscriptBlog PostEmailLinkedInX

Subject: How We Scaled SEO Strategy with AI (and You Can Too)

Hi [First Name],

Struggling to create content that ranks—while keeping up with deadlines and limited resources?

You're not alone. But there's a solution that's changing the game for SEOs, content teams, and marketers alike. In the latest episode of Create Like the Greats, I break down exactly how we're using Frase, an AI-powered SEO tool, to produce optimized, SERP-ready content—faster than ever.

► This is a must-watch if you're ready to scale your content without sacrificing quality.

Here's what you'll learn:

- ✅ Step-by-step SEO content creation using Frase
Learn how we build content briefs, analyze SERPs, and generate outlines in minutes (not hours).
- ✅ How to create content that actually ranks
Use AI to reverse-engineer top-performing pages, identify key headings, and align with what Google (and users) want.
- ✅ The balance between AI efficiency and human creativity
Discover how to turn an AI-generated draft into high-impact, thought-leadership content with storytelling, visuals, and editorial finesse.

Why it matters for you:

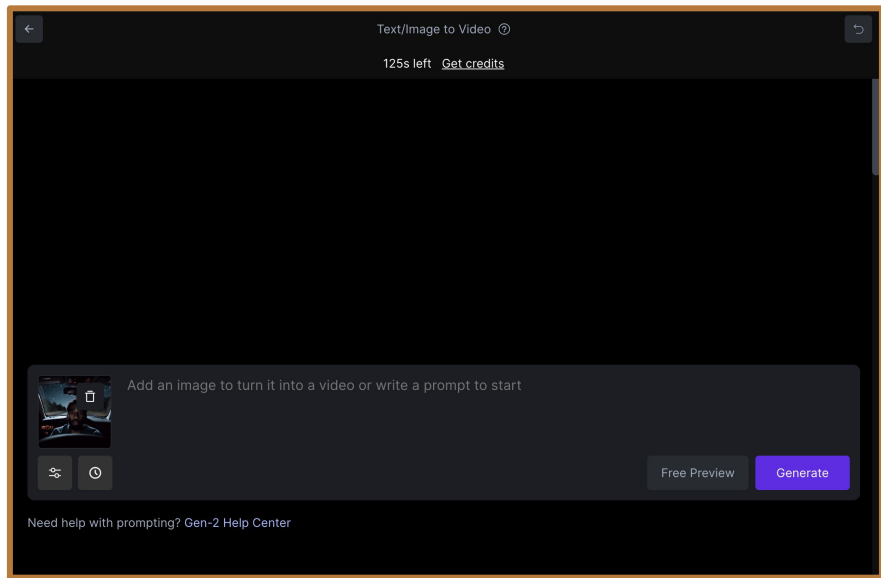
Whether you're a solo founder, in-house SEO, or leading a content team, this episode is packed with actionable insights to:

- Save hours per week on content research
- Create publish-ready outlines with one click
- Optimize for the SERP with data-backed structure and keyword targeting
- Collaborate with teams and clients seamlessly through AI-generated content briefs

FOUNDATION

@TheCoolestCool

Tools Like RunwayML Turn Imagery into Videos



Pic from Midjourney turned into a video w. Runway.

Introducing Eleven Multilingual v1: Our New Speech Synthesis Model

Our current deep learning model, using more data, more computational power, and more advanced techniques to deliver a new speech synthesis model



Listen to this Story

▶ 0:00 / 5:21

Today, we're thrilled to launch Eleven Multilingual v1, our current speech synthesis model supporting several languages: **Polish, Portuguese, and Spanish**. We're also adding more computational power, and new



Emily

@TheEmilyDyson

I've been experimenting with using AI to grow a faceless YouTube channel.

ChatGPT for writing the script + description + title.

ElevenLabs for generating the voiceover.

Canva for creating the video.

MidJourney for creating the thumbnail.

It's not going too bad so far!

In the selected period, your channel got 42,109 views



What is GEO? | Generative Engine Optimization Explained



Ross Si...

4.61K...

Analytics

Edit video

Remix

80

Share

Promote

Download

5.3K views 1 year ago

AI generated videos w. voice

Prime Voice AI

The most realistic Text to Speech and Voice Cloning software. ElevenLabs brings the most compelling, rich and lifelike voices to creators and publishers seeking the ultimate tools for storytelling.

Get Started Free →

Click on a language to generate in a random text:

English

German

Polish

Spanish

Italian

French

Portuguese

Hindi

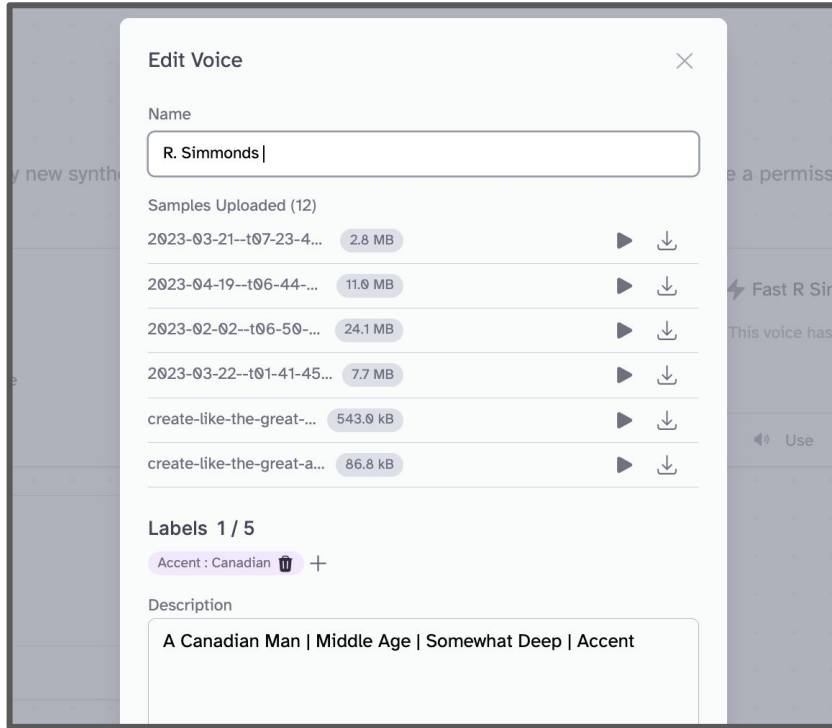
Welcome to the Green Thumb Podcast, where we dive into all things related to gardening and sustainability. I'm your host, Ross, and today we have an exciting episode lined up for you. We'll be discussing the numerous benefits of urban gardening. Whether you have a spacious backyard or just a tiny balcony - This episode is for you. →

— premade/Adam ▾

332 / 333



ElevenLabs



Audio created from hours
of podcast materials
"Create Like the Greats"

D-ID

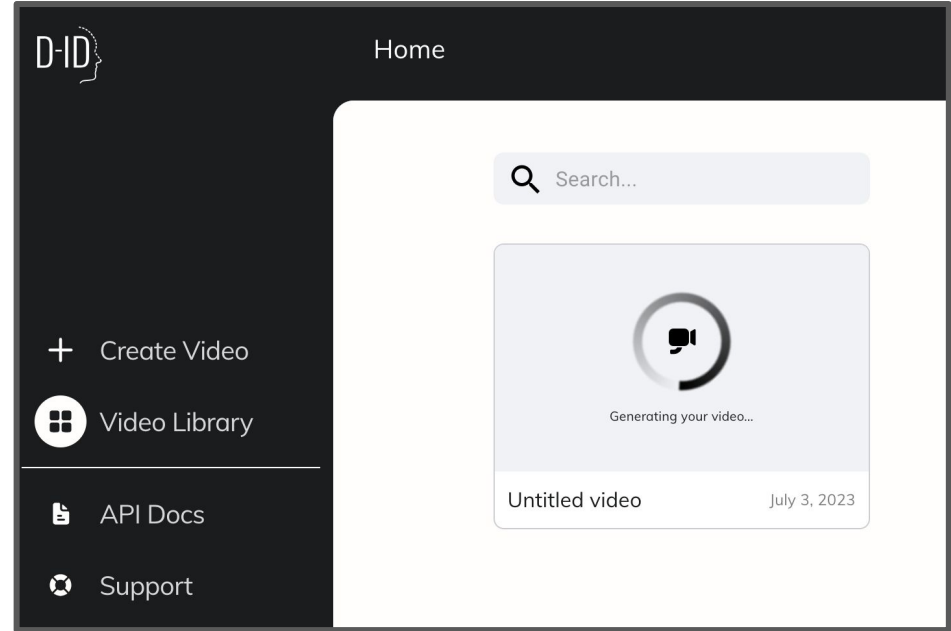


Image created from
Instagram Reels videos

Ross Simmonds @TheCoolestCool · 16h

Weekend experiment:

Create a video of me with just AI.

Here's the result.

Sure. It needs work. But it's pretty close...

HOW?

- 1) AI reconstructed my voice using old podcast recordings.
- 2) AI used my old blog post as a script.
- 3) AI used a screen grab from an old video of... [Show more](#)

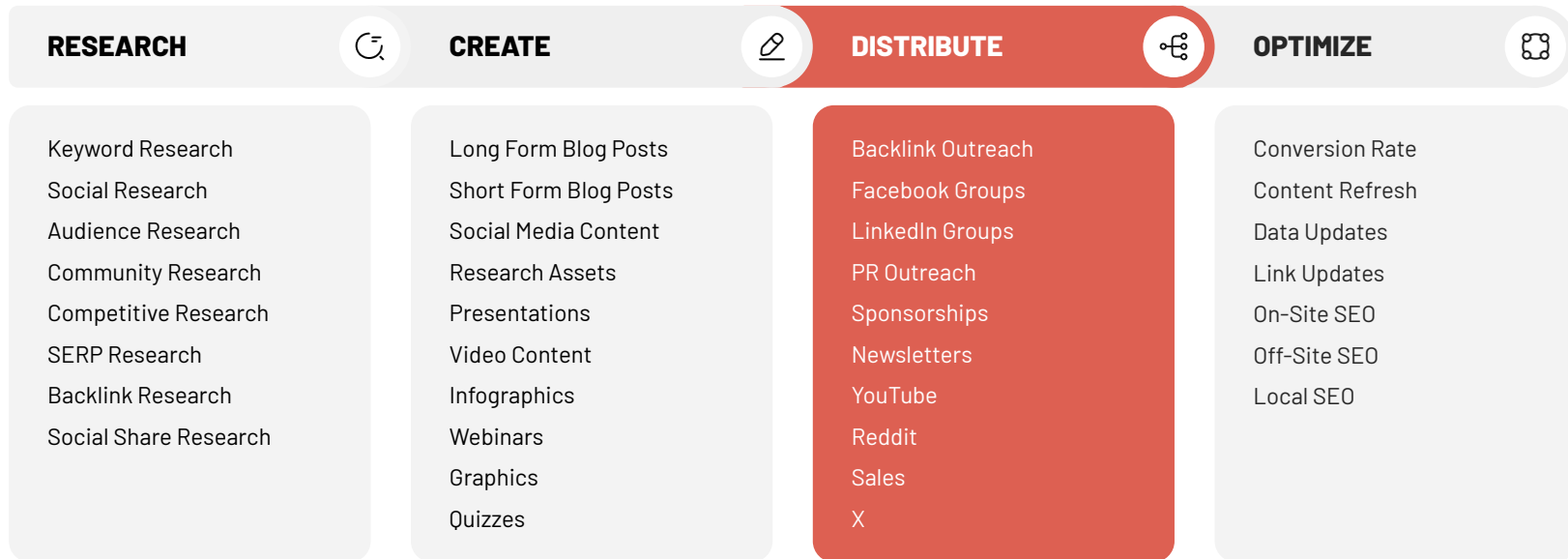


WHAT WILL BE NEXT?

AI-hosted webinars
AI-sent job interviews
Avatar-led Zoom calls
Podcasts hosted by AIs
AI-presented event talks
AI-first YouTube channels
AI-sent recorded messages
AI-driven influencer accounts
AI-assisted legal consultations
Automated meeting attendance
AI-driven focus group participation
AI-driven virtual classroom attendance
AI-driven public speaking practice & coaching

Embrace The Content Growth Framework

The framework for putting the 'marketing' back in 'content marketing'.





Here are 10 tweets that summarize things the best marketers do:



The best marketers can take projects from vision to execution.

The best marketers sell emotions, not products.

Many of the best marketers I know are introverts and I think it's because they're great observers.

The best marketers say "it depends" 99% of the time.

The best marketers understand marketing is like venture.

The best marketers are half storytellers and half scientists.

The best marketers test against their own beliefs.

The best marketers spark just the right amount of curiosity before you've even finished reading the headline

Write 75 quotes that are similar to these and less than 280 characters.



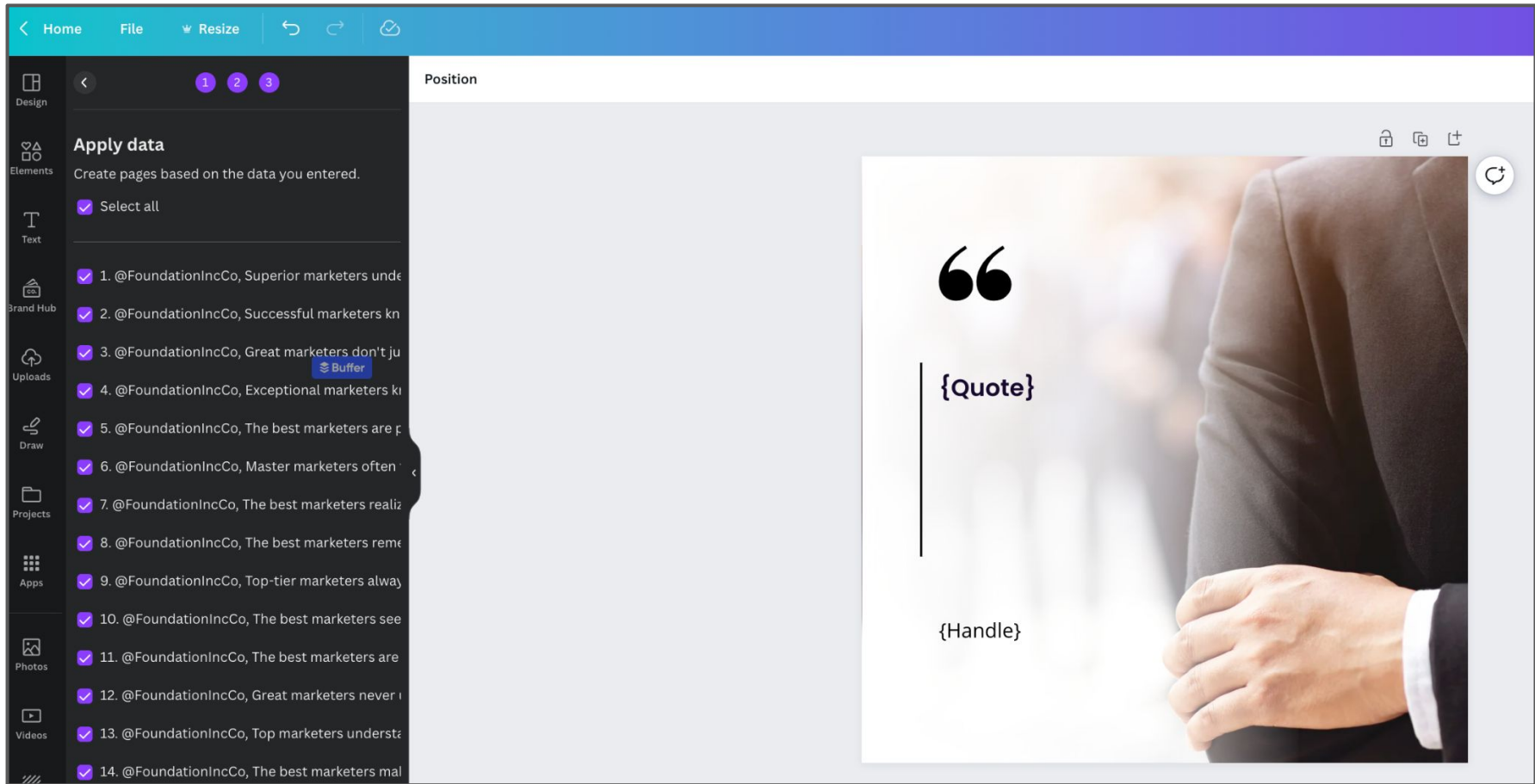
1. Superior marketers understand that connection is currency in the digital age.
2. Successful marketers know that trends aren't just followed, they're set.
3. Great marketers don't just make promises, they deliver experiences.
4. Exceptional marketers know that a story told well can change the world.
5. The best marketers are part artist, part analyst.
6. Master marketers often think in customer lifetimes, not transactions.
7. The best marketers realize it's not about selling, it's about creating value.
8. The best marketers remember that data is knowledge, but empathy is wisdom.
9. Top-tier marketers always know the 'why' behind the 'what.'
10. The best marketers see customer

Regenerate response

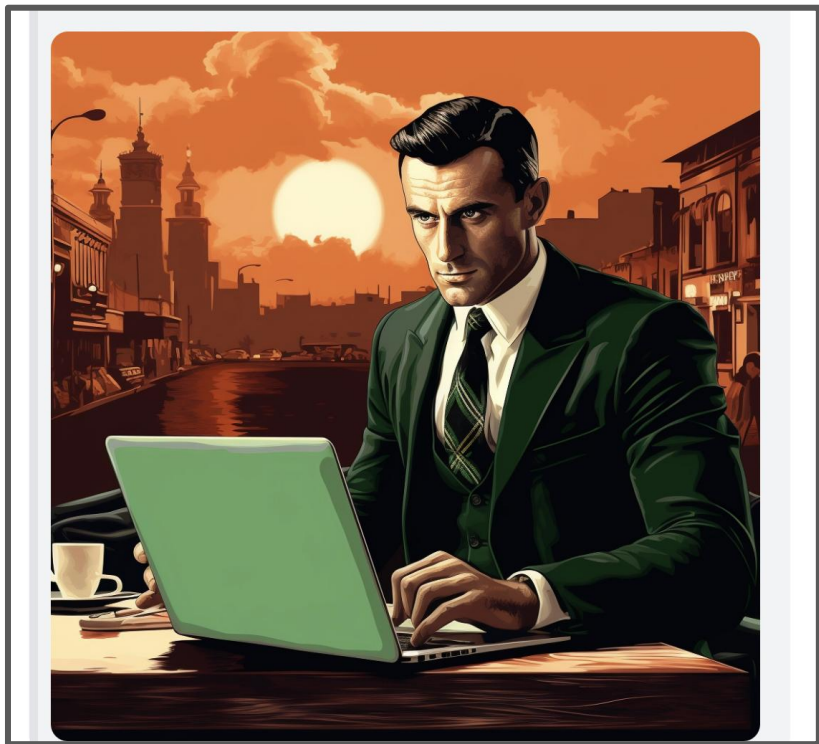
sumers.



	A	B
1	@FoundationIncCo	Superior marketers understand that connection is currency in the digital age.
2	@FoundationIncCo	Successful marketers know that trends aren't just followed, they're set.
3	@FoundationIncCo	Great marketers don't just make promises, they deliver experiences.
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7	@FoundationIncCo	The best marketers realize it's not about selling, it's about creating value.
8	@FoundationIncCo	The best marketers remember that data is knowledge, but empathy is wisdom.
9	@FoundationIncCo	Top-tier marketers always know the 'why' behind the 'what.'
10	@FoundationIncCo	The best marketers see customers as partners, not just consumers.
11	@FoundationIncCo	The best marketers are not just content creators, they're conversation starters.
12	@FoundationIncCo	Great marketers never underestimate the power of simplicity.
13	@FoundationIncCo	Top marketers understand that loyalty is earned, not given.
14	@FoundationIncCo	The best marketers make the complex feel simple and the ordinary feel extraordinary.
15	@FoundationIncCo	Exceptional marketers don't sell products, they sell solutions.
16	@FoundationIncCo	The best marketers use data not just to validate, but to innovate.
17	@FoundationIncCo	Master marketers are agile, adapting to market trends like water to a stream.
18	@FoundationIncCo	Great marketers don't just reach people, they resonate with them.
19	@FoundationIncCo	The best marketers are those who inspire action, not just awareness.
20	@FoundationIncCo	Master marketers make you feel like you're part of a journey, not just a sales funnel.
21	@FoundationIncCo	Great marketers know that curiosity is the key to engagement.
22	@FoundationIncCo	Top marketers use storytelling to bridge the gap between logic and emotion.
23	@FoundationIncCo	Best marketers know that branding is about being, not just seeming.
24	@FoundationIncCo	Good marketers see consumers; great marketers see people.
25	@FoundationIncCo	Superior marketers know that the journey is just as important as the destination.
26	@FoundationIncCo	The best marketers can make you remember something without you even realizing it.
27	@FoundationIncCo	Top marketers create messages that stick, not just ads that sell.



Midjourney Will “DESCRIBE” Images For You So You Can Recreate Them With Different *Variations*



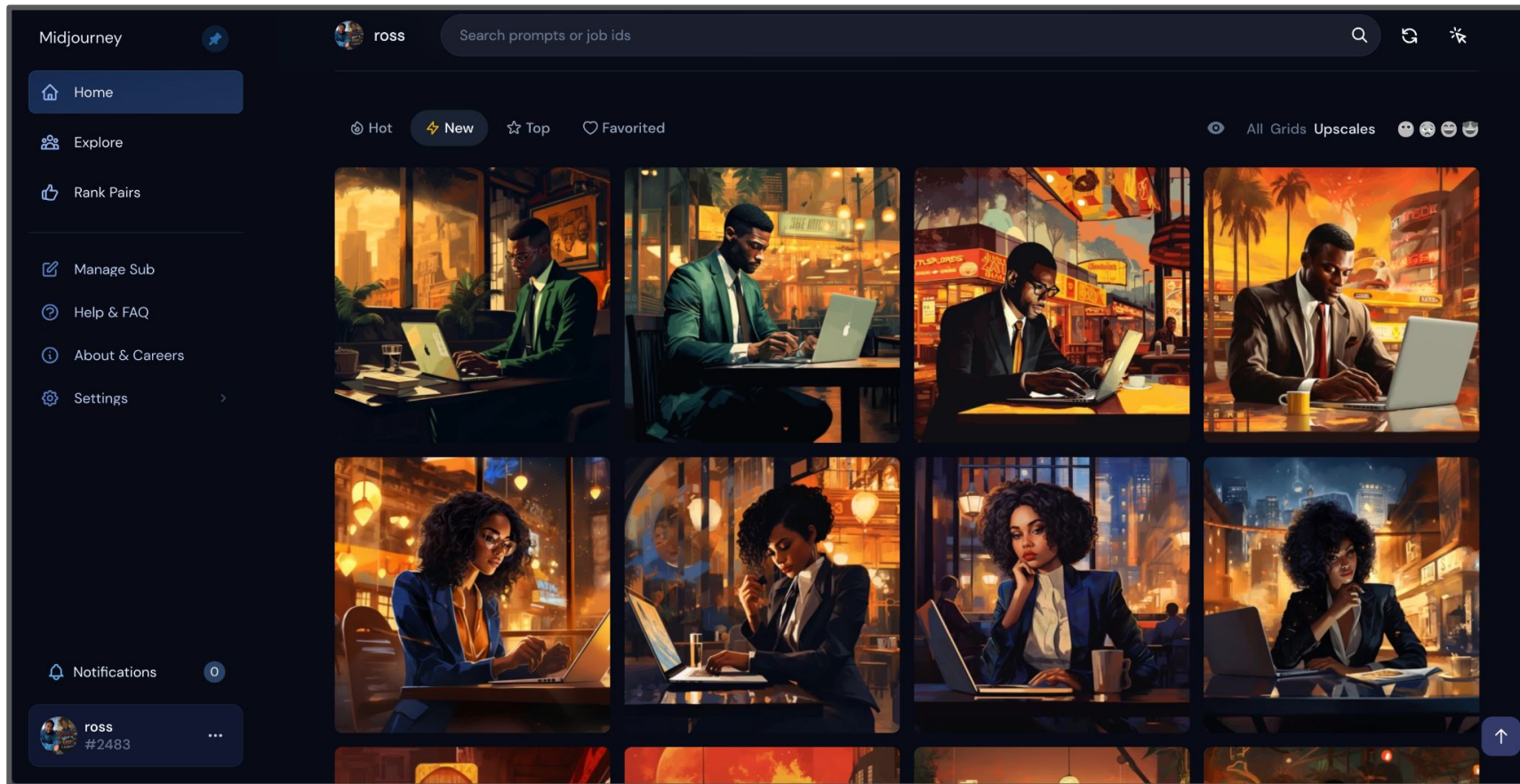
ross used [/describe](#)



Midjourney Bot ✓BOT Today at 12:55 PM

- 1 a man on a laptop at a table, in the style of adventure pulp, city portraits, dark green and amber, historical illustration, 2d game art, wealthy portraiture, eye-catching composition
- 2 a man in a suit sitting in a restaurant using his laptop, in the style of retro-futuristic propaganda, realistic cityscapes, dark green and amber, illustration

Midjourney Can Create Hundreds Of Images In Minutes



Use ChatGPT + Canva PRO + Midjourney To Create Visual Assets At Scale

“

Top marketers use storytelling to bridge the gap between logic and emotion.

@FoundationIncCo

“

Exceptional marketers don't sell products, they sell solutions.

@FoundationIncCo

“

The best marketers see customers as partners, not just consumers.

@FoundationIncCo

The Results:

The Time Investment:

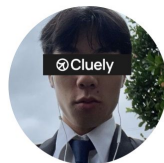
18,240 Impressions + 30 New Followers

20 minutes

**BUT ROSS... That's not going to
get us QUALITY visits or traffic.**



Distribution In The Age Of Artificial Intelligence



cluelysocial Cluely

Follow

Message



6 Following 4638 Followers 66.9K Likes

follow for bts, advice and updates

📺 Videos

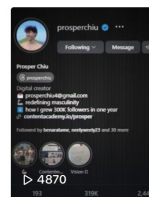
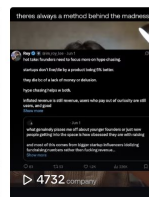
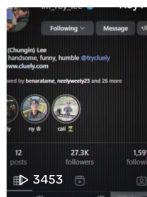
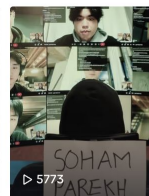
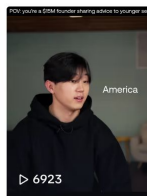
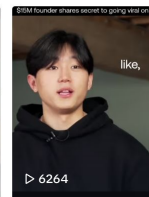
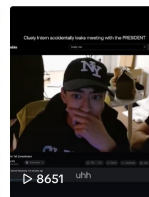
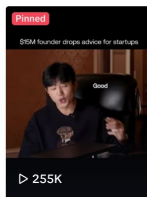
🔄 Reposts

👍 Liked

Latest

Popular

Oldest





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Girls Usually Fall In Love With The Boys That.... #shorts...

7.9K views



Girls Can Easily Fall In Love With.... #shorts...

4.5K views



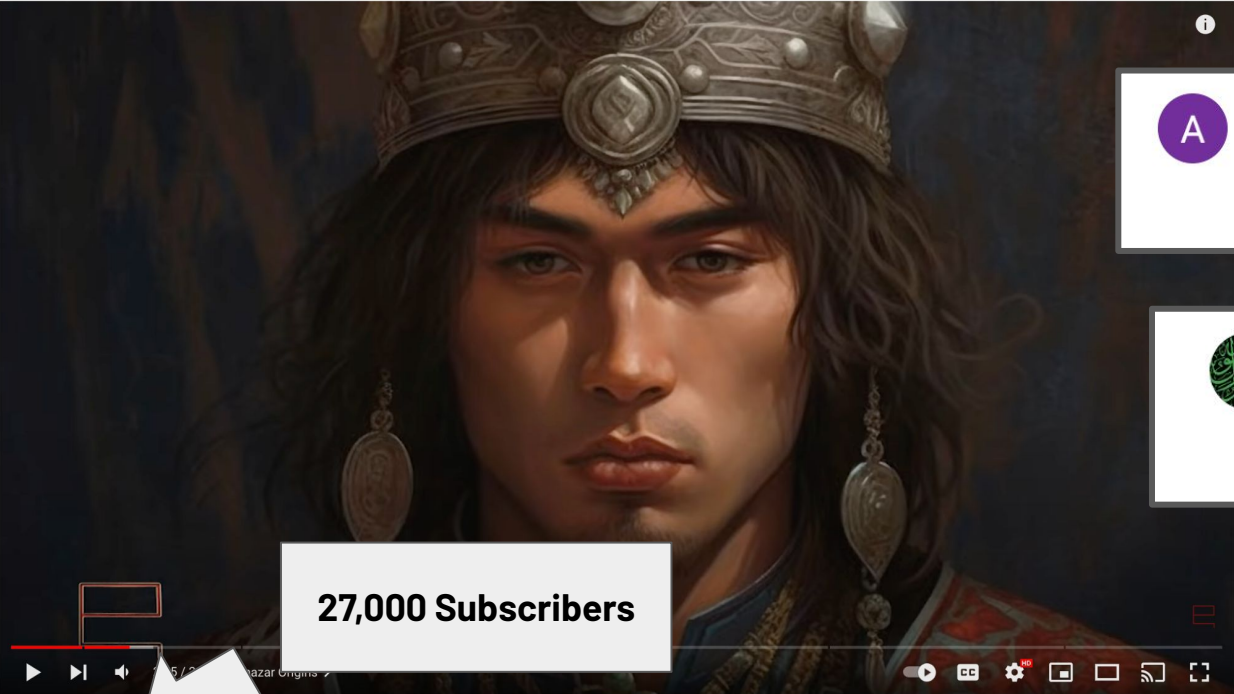
Psychology Girls Facts #shorts #psychologyfacts...

3K views



The Best Girls Are Always.... #shorts #psychologyfacts...

5.5K views



27,000 Subscribers



@burqut 1 month ago [2 subscribers](#)

Another excellent and informative video, thank you!



1



Reply



@jamanakhir 4 weeks ago [420 subscribers](#)

Best historical video ever watched



1



Reply



The Mysterious Khan's Den | Historical Turkic States



Khan's Den
27K subscribers



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Subscribe

339



Share



Download



Thanks



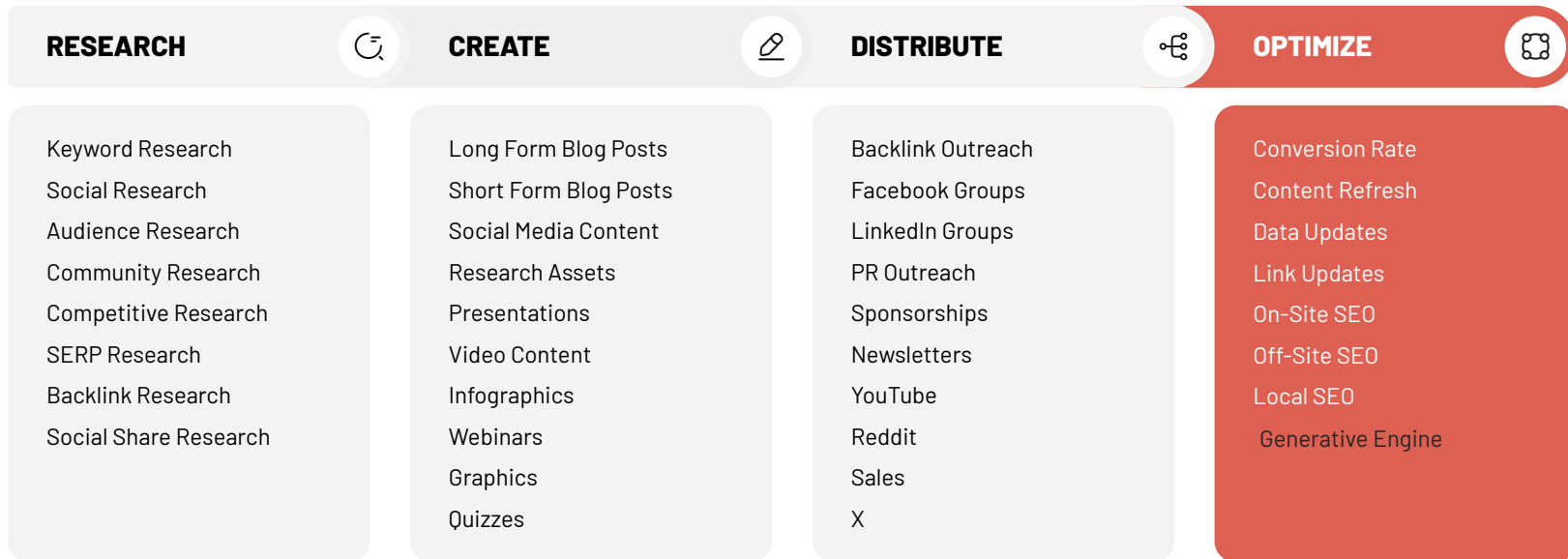
Clip



5.5K views 1 month ago

Embrace The Content Growth Framework

The framework for putting the 'marketing' back in 'content marketing'.



Create a checklist to avoid content debt and always create content worth reading.

- 3+ images for visual learners and Google Images
- Charts and graphs that support ideas and frameworks
- Optimized lede using the AIDA model to hook the reader
- YouTube video added where appropriate for visual learners
- Headlines aligned with the desired search intent of the user
- Headlines optimized to include the appropriate # of keywords
- Embedded content from social media channels for dynamic content
- Third party expert quote sourced with link or proprietary from outreach
- Definitions of primary keywords isolated from content for snippets
- Links to sites with a domain authority/ranking in the Good range
- Links to highly credible sources (ie. Medical Journals/.EDU/Universities)
- Word count equal or beyond the average in the top 10 pieces in the SERP
- Optimize to include a real author with a link to their author page
- Create a conclusion that is inspiring and/or has a call to action
- Ensure that there is no sensationalized headers or headlines
- Incorporate real world experience/examples if appropriate
- Update to include a downloadable asset if applicable
- Product references are in-depth and tutorial like
- Scan content via Content Harmony for grade
- Alt Text added to all imagery (old and new)
- Duplicate content & plagiarism check

The Modern Era Of Generative Engine Optimization

Artificial Intelligence

Information Retrieval

Digital PR Citation Activation

Content Creation & Distribution

Search Intent Alignment

Data Layer – Understanding The Prompts

llms.txt,
robots.txt, XML
sitemaps

Profound, Ahrefs, Otterly, SEMRush AI
Toolkit, STAT by Moz, etc...

Third Party Citations

Ongoing PR
Outreach

Executive
Outreach

Podcast
Interviews

Data
Announcements

Report
Announcements

Publication
Targeting

Thought Leadership Content

Brand Owned Asset Development

Comparative
Listicles

Blog Posts With
Opinions

Relevant Query
Modifiers

Pillar Post
Methodology

Ungated PDFs &
Resources

Instructional
Resources & FAQs

Ungated PDFs &
Resources

Instructional
Resources & FAQs

UNDERSTANDING THE QUERY

User Query
Input

Query
Processing

Query
Transformation

Retrieval via
SEO

Relevant
Documents

Response
Processing

Query
Response

Memory & User
Feedback

Ongoing
Learning

Paid & Earned Citations

Media Partnerships

Newsletter
Sponsorship

Integration & Partner
Content

Content Syndication

Media Sponsorships

User Generated Content

Relevant Influencer Marketing

On-Site Optimization

EEAT Author Pages

Authoritative
Content

Cited Authoritative
Sources

Use Of Technical
Terms

Fluency Of Author &
Content

Relevant Expert
Quotations

High Value Statistics

Local Search
Influence

Multimedia Citations

YouTube

Quora

LinkedIn

Reddit

Medium

What will the future look like for discovery?



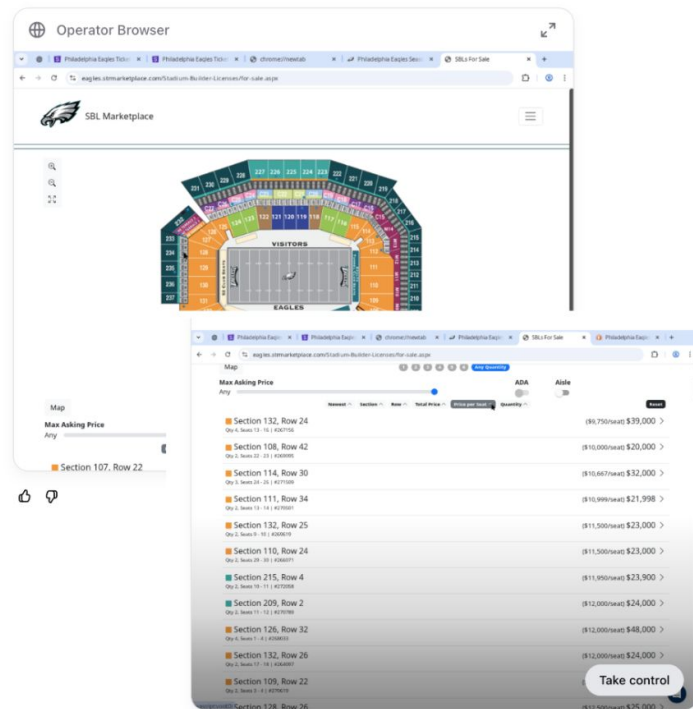
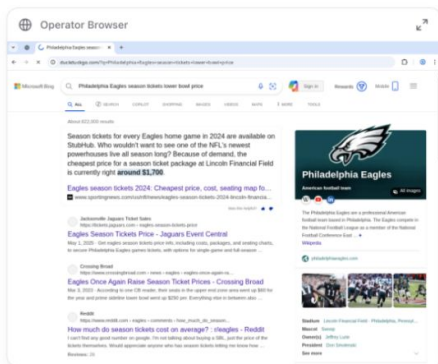
Find ticket prices

Share

Save task

Find the best price for lower bowl Philadelphia Eagles season tickets

Searching DuckDuckGo for tickets

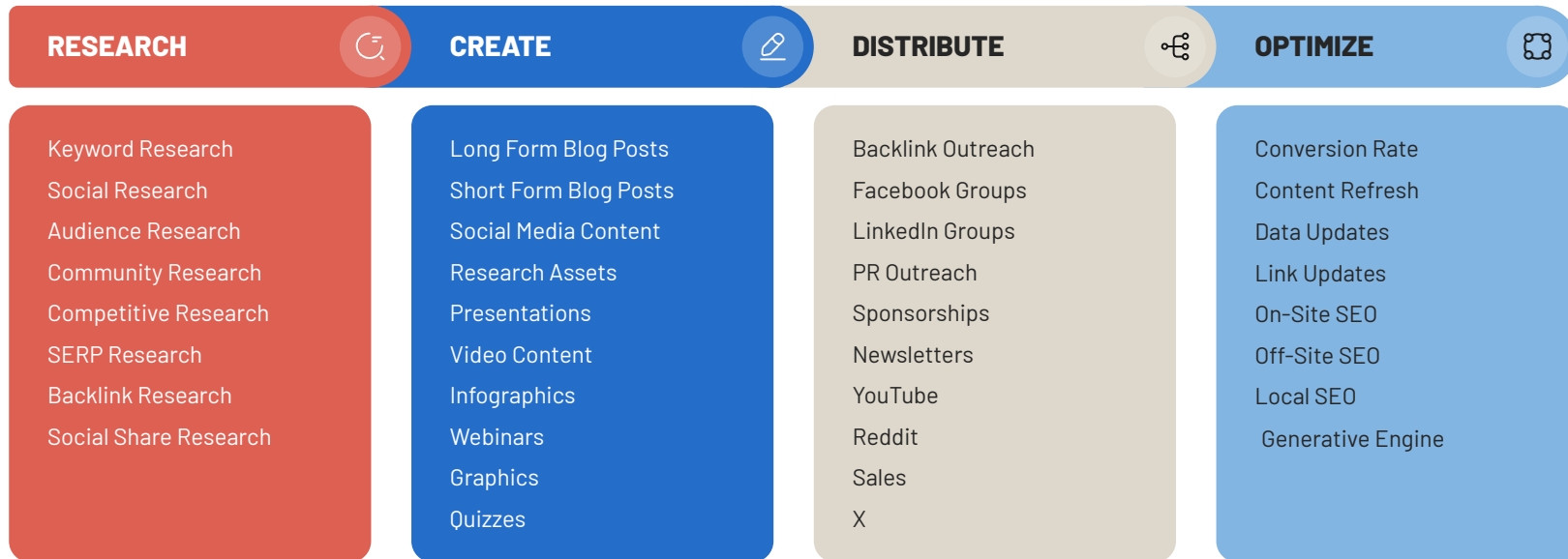


Best current lower-bowl option (official Eagles SBL Marketplace)

- **Listing:** Section 132, Row 24 – 4 seats
- **Price:** \$9,750 per seat (total \$39,000)
- **Source:** Philadelphia Eagles SBL Marke...

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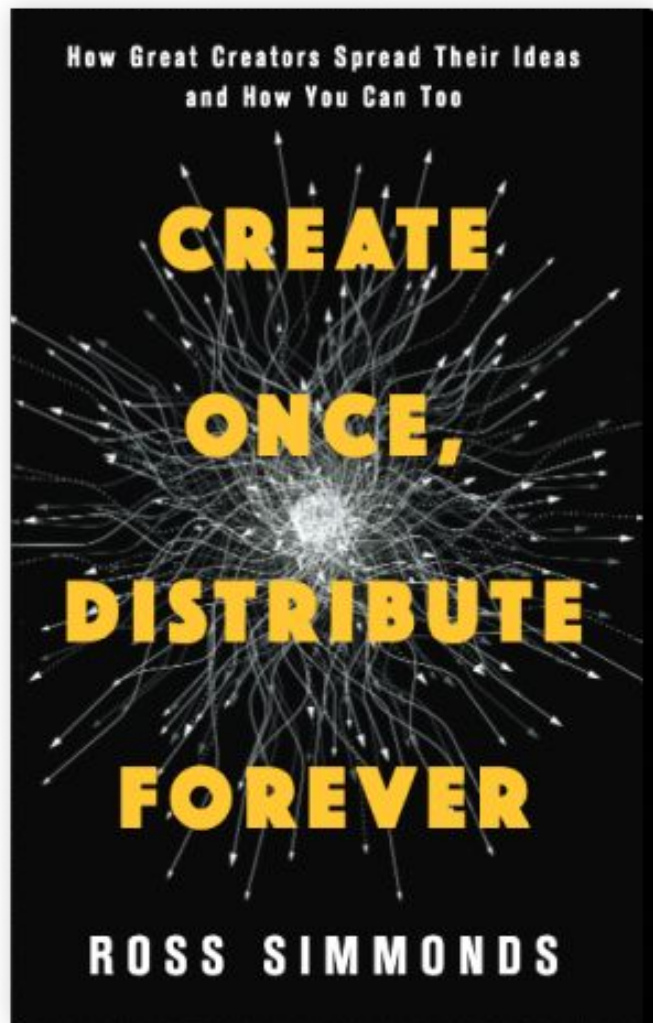
You Might Be Thinking...



WHERE DO I START...?!

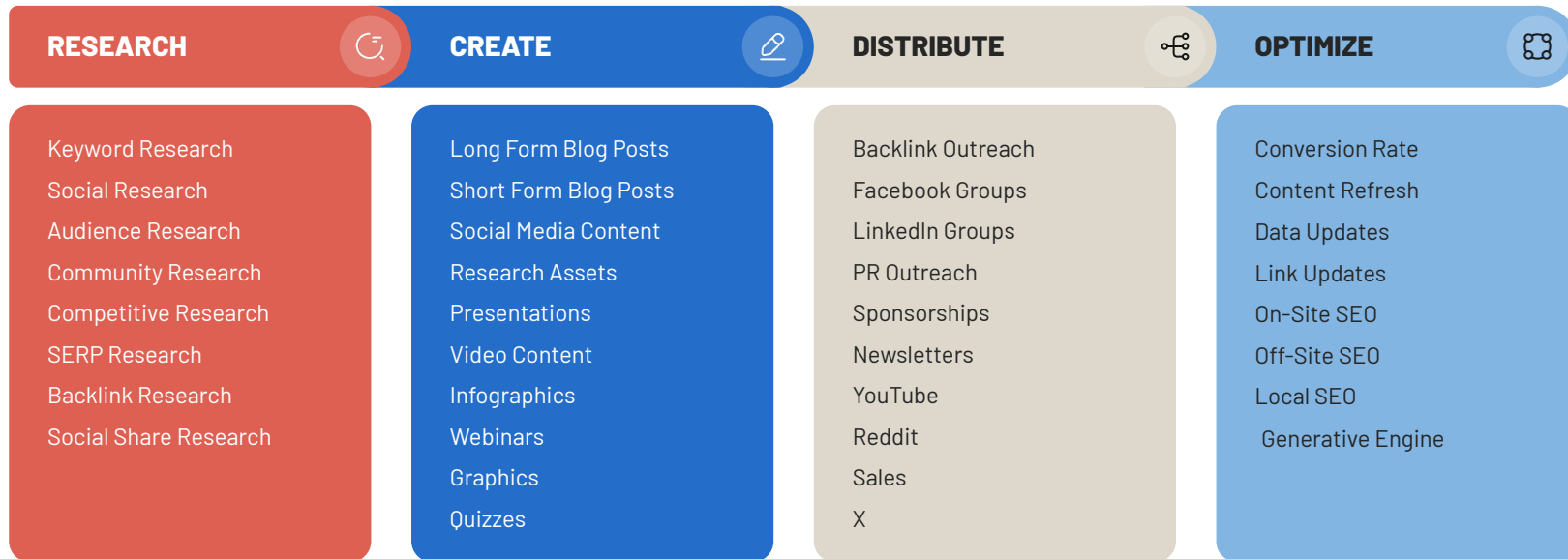
It's a new dawn. It's a new day.





Embrace The Content Growth Framework

The framework for putting the 'marketing' back in 'content marketing'.



**"WITH GREAT POWER COMES GREAT
RESPONSIBILITY"
- Uncle Ben**

**RESEARCH.
CREATE.
DISTRIBUTE.
OPTIMIZE.
AND CHEW BUBBLE GUM...**

