

March 2026

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Fuel your findability:
**Storytelling through
search engines.**

Presented by



Ches
Hume



Jack
Kennedy



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What we're covering

01.

How SEO
is changing.

02.

Do you actually
need SEO?

03.

Structuring content
for search engines.

**You've got a story.
A piece of content.
A service.**

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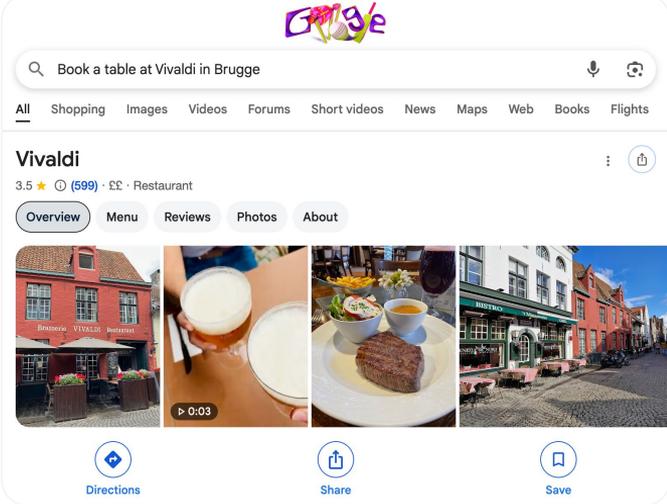
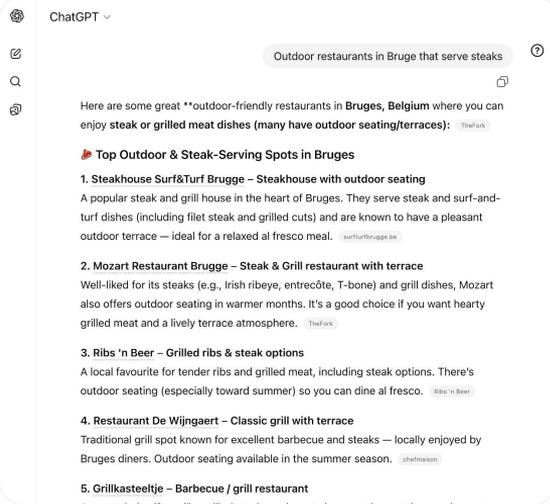
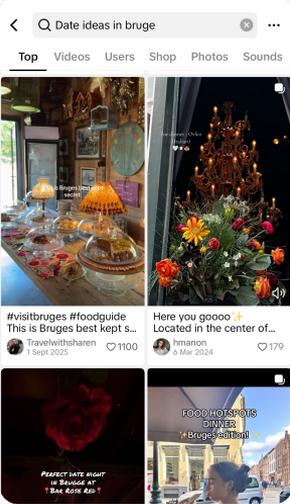
**But none of it matters
if no one finds it.**

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**Search isn't just
Google.
It's a behaviour.**

**If you're looking for
information and a platform
helps you find it, that
platform is a search engine.**

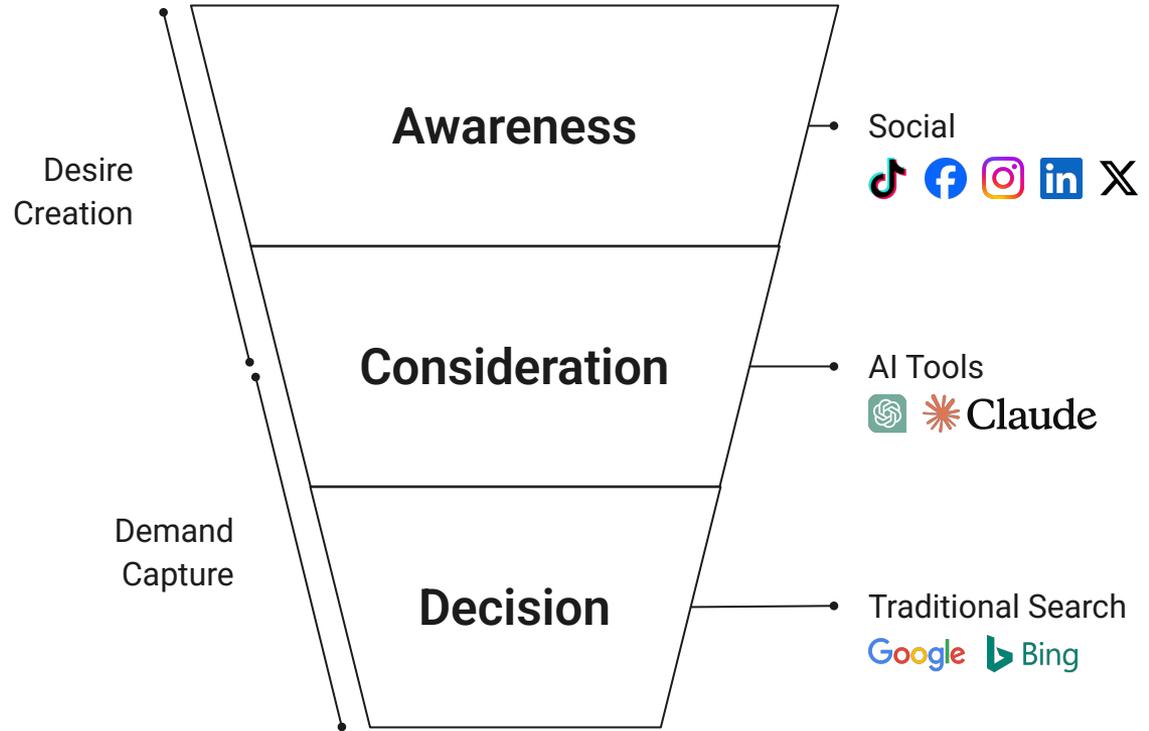
People still research. They still compare. They still validate. The only thing that's changed is *how they do it.*



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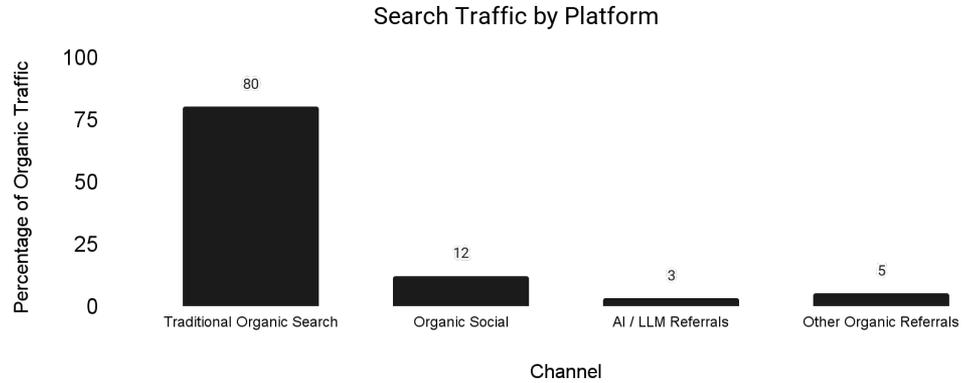


The search journey has changed



Search platforms and search traffic are not the same thing

Just because it didn't send a click doesn't mean it didn't shape the decision.



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How social changed SEO



01.

People prefer seeing, not be sold to.

02.

Humans trust humans more than brands.

03.

Information is quicker and easier to absorb.

04.

Social meets people where they are spending time.

01.

It turned search into a conversation, not just a list of links.

02.

It synthesised everything that mattered at scale.

03.

It made answers instant, without the digging.

04.

It felt friendly, not like you were being sold to.



How AI changed SEO

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AI Caveats

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If you've been doing solid SEO, you're already ~75-80% of the way there with AI search. There's a gap to close, but that's not a reason to start over.

01.

Write clear, authoritative, well structured content.

02.

Build topical authority.

03.

Earn citations and brand mentions.

All apply to SEO, AEO, GEO... whatever you want to call it.

Our opinions



Jack

It's more multichannel than ever, and that's not slowing down...

but eventually it will become singular again, we're a naturally lazy species.



Ches

Search is becoming hyper-personal and intent-led. The brands that understand their audience deeply - not just the algorithm - will win.



GREG ISENBERG ✓

@gregisenberg

our kids will think we were crazy for using Google for 20 years

"so you typed a question, got 100000 blue links gamed by SEO agencies, opened 11 tabs, skimmed each site, pieced together an answer, and repeated this process 20 times a day?"
they'll think we were digital cavemen.

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**Something we can
universally agree on.**

**Search Engine Optimisation
is now Search *Everywhere*
Optimisation.**

**The ~~million pound~~
£36,000 question.**

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**Is SEO actually
worth it?**

Brand marketing supports all good SEO.

01.

Authority, and consistency, plays a direct role in how Google assesses quality.

02.

Brand Visibility powers AI Search results.

03.

Protects you in an evolving landscape.

Technical site must-haves

Visibility starts with crawlability, speed, structure, and indexability.

01.
Crawlable

02.
Fast

03.
Structured

04.
Secure

How to know what content to produce

01.

Start with audience personas.

02.

Don't just rely on keywords.

03.

Ensure all content builds E-E-A-T.

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Organising content at a macro level

01.

Structure navigation around the user journey.

02.

Separate informational & commercial content.

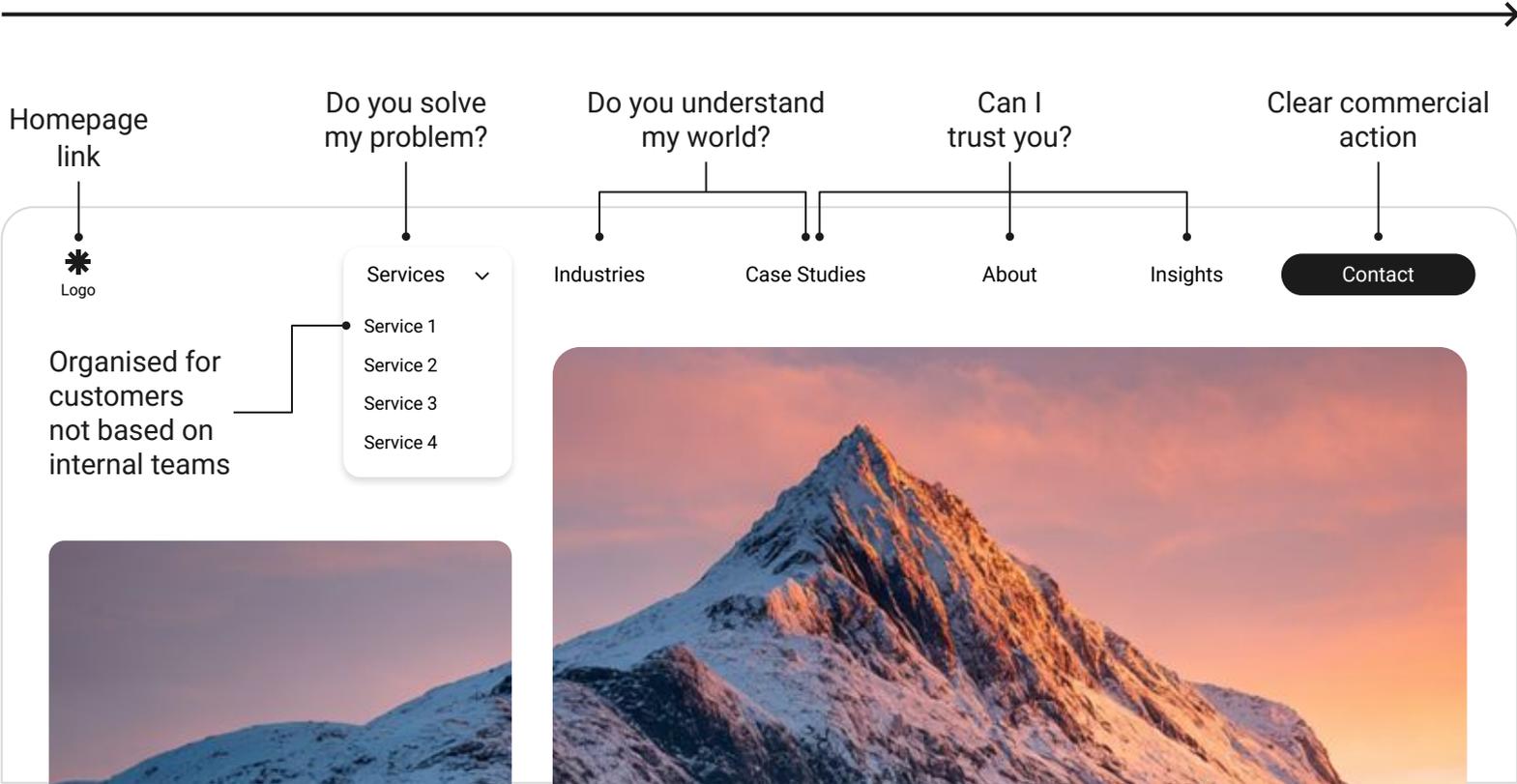
03.

Organise services by user needs - not internal teams.

04.

If people can't find it, they can't act on it.

Navigation user journey



01.

Start with clarity.

02.

Define the problem
before the service.

03.

Explain the service clearly.

04.

Add proof points.

05.

Include FAQs.

06.

Leverage strong CTAs.

How to structure a service page

Make it clear what you do, who it's for, and why you're the best choice.

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Logo

Services ▾

Industries

Case Studies

About

Insights

Contact

H1 Heading

Subheading text

CTA Button

Trust signals banner (awards, client logos etc.)

Fold

H2 Heading - Define problem

Paragraph text

Relevant CTA

H2 Heading - Services

Paragraph text

H3 Heading - Service 1
Paragraph text

H3 Heading - Service 2
Paragraph text

H3 Heading - Service 3
Paragraph text

Relevant CTA

H2 Heading - Trust

I.e., Case studies or testimonials

< >

H2 Heading - Process

Paragraph text, i.e., what to expect

01.

02.

03.

H2 Heading - CTA

Paragraph text, i.e., Tells us what to do

H2 Heading - FAQs

H3 Heading - FAQ 1

H3 Heading - FAQ 2



Logo

01.

Match the search intent.

02.

Provide a strong introduction.

03.

Use clear subheadings.

04.

Depth over fluff.

05.

Make content conversational.

06.

Clear next steps.

How to structure a blog page

Answer the question better than anyone else - and make it easy to scan.

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Logo

Services ▾

Industries

Case Studies

About

Insights

Contact

H1 Heading



Estimated read time

Author name + image + title

Date

Introduction hook, i.e., what you'll learn

Can continue
below fold

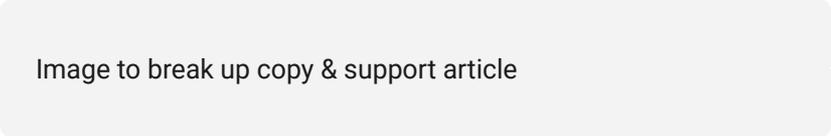
Fold

Table of contents

Length
dependent

H2 Heading

H3 Heading



Body split by subheadings

H2 Heading

H2 Heading

H3 Heading

H2 Conclusion



About Author

Share Icons

01.

Clear product title & value.

02.

Front-load the essentials.

03.

Scannable product description.

04.

Rich media & supporting content.

05.

Proof & Trust Signals.

How to structure a product page

Make it easy to understand, trust, and buy - for both users and search engines.

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01.

Use keywords in the right places.

02.

Optimise your profile.

03.

Understand trends.

04.

Make content accessible.

05.

Be consistent.

06.

Platform specific.

Best practices for social content

Apply SEO principles to amplify social performance.

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01.

Ensure accurate attribution.

02.

Go beyond vanity metrics.

03.

Brand name tracking.

04.

Track wider success.

How to track SEO performance

Measure success and guide decisions.

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Top 10 free SEO tools

Practical tools we use for everyday SEO tasks

Web developer
(chrome extension)



AI Eyes
(chrome extension)



Structured
data tester



Google Search
Console



Google
Trends



Semrush free
keyword tool



Answer
the public

AnswerThePublic

Rankmath



Google business



Hotjar



G.U.S.

If you don't know what that means, ask Beth at the end!



How much should SEO cost?

Startup
£5k project

Midmarket & SMB
£40k annually

Enterprise
£94k annually

Sources we love!

Search Engine Journal

Wordstream

LinkedIn

Semrush

Invanity newsletter

Remember - SEO isn't for everyone, and that's ok!

Don't react immediately - things fluctuate.

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Creating new website pages - a basic SEO checklist.

Scan and download today!



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Questions
?