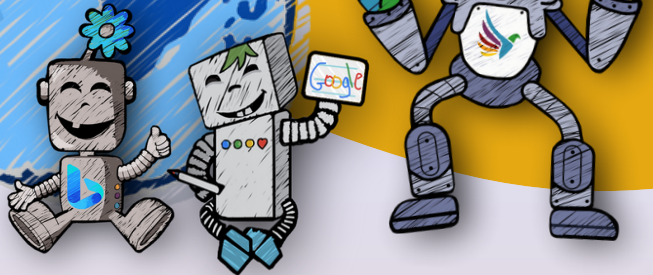




# Content Generation *for* Generative AI in Search

*This white paper is designed to help content creators seize the opportunities offered to them with the advent of generative AI, answer engines and assistive engines.*



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# Introduction

In the 33 years since Alan Emtage invented the first search engine: Archie, we have never seen such rapid and profound change in search as we have in 2023.

Content creators are searching for ways to respond to the changing digital search landscape. What do generative AI, assistive AI, and answer engines mean for content creators?

Before we explore the implications for content creators (and they are all good), let us be clear about what we are talking about here. Then we are going to use the word “engine” to cover the emerging digital search iterations caused by generative AI.

The word “engine” keeps things simple. Because at Kalicube we like to keep things simple.

## What is Generative AI?

**Generative AI is a machine learning technology that allows users to ask a chatbot a question. The chatbot generates an answer based on its synthesis and learning of Large Language Models (LLMs) that contain billions of parameters.** The LLMs leverage vast Knowledge Graphs, books, research papers, scientific data and publicly available information on the internet so that the LLMs can recognize word patterns and relationships between things.



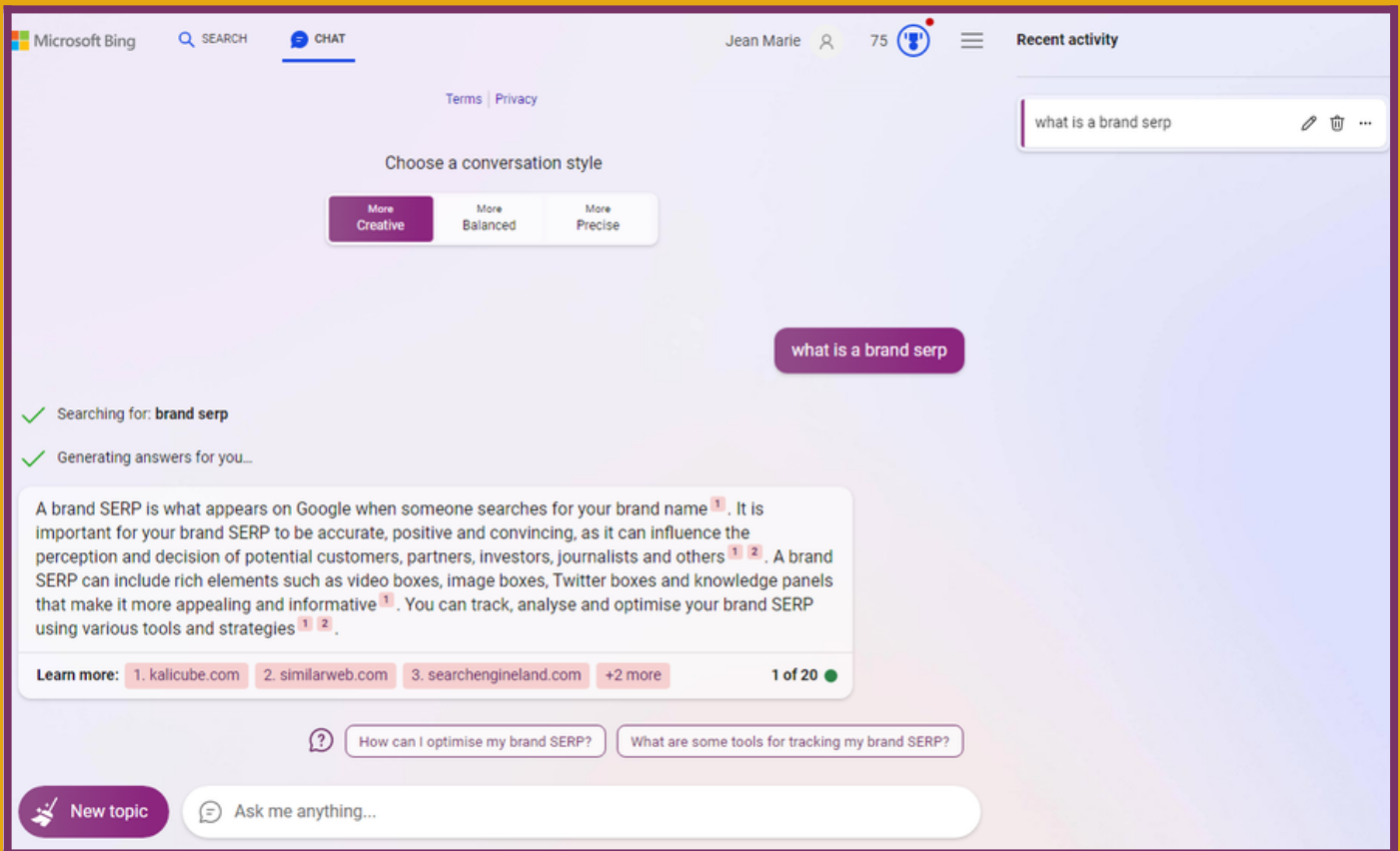
Businesses and institutions across the world use Knowledge Graphs to store facts. They aren't unique to Google or Bing. They are like Wikipedia for machines, only a thousand times bigger, and contain the data that these new technologies use to train and learn.



Because the search engines are committed to providing users with factual and credible information we expect the major search engines like Google and Bing to integrate their LLMs with more information from their Knowledge Graphs so their models train and learn using the “facts” the engines have stored.

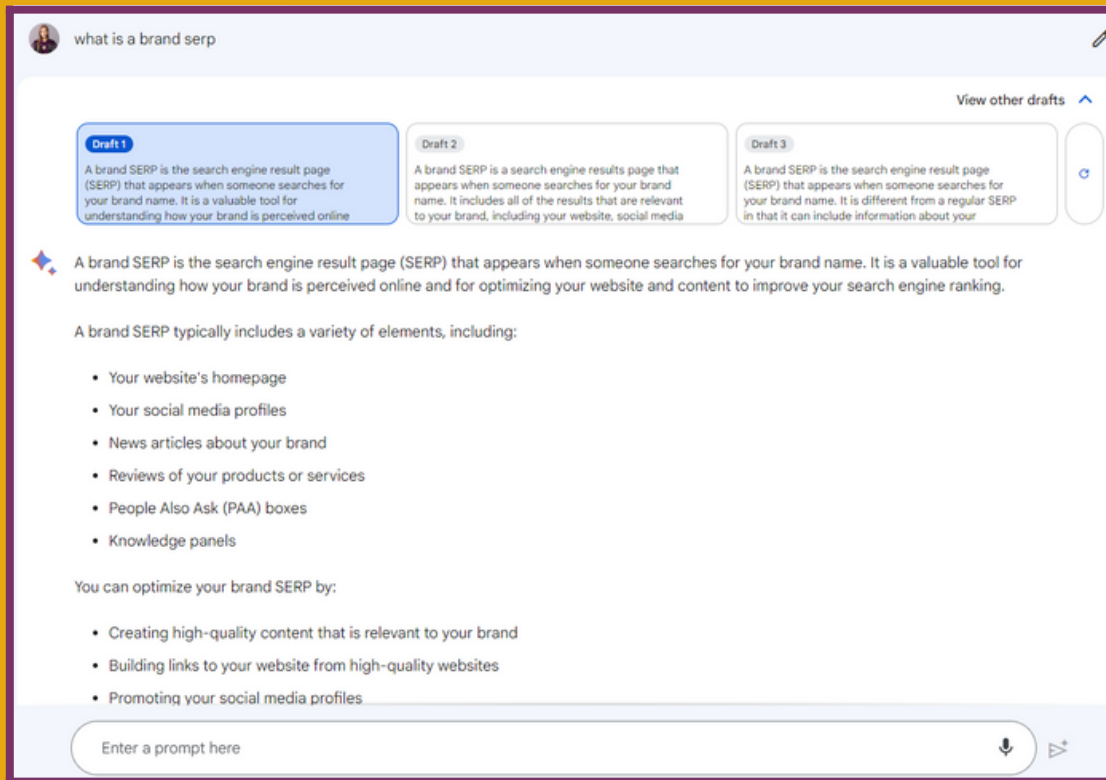
*Pro tip: This is very important because it means that no matter where a user performs a search, the basic answer will come from the same central data sources.*

LLMs use mathematical formulas to analyze words and predict answers based on linguistics, grammar, natural language processing, semantics, and knowledge. It uses this machine-learned knowledge to generate text-based answers, images, videos and code. And the list goes on and on. Examples of generative AI include Bing Chat GPT and Google Bard (and soon Gemini), and soon Search Generative Experience (SGE).



Example of Bing Chat GPT

## Example of Google Bard



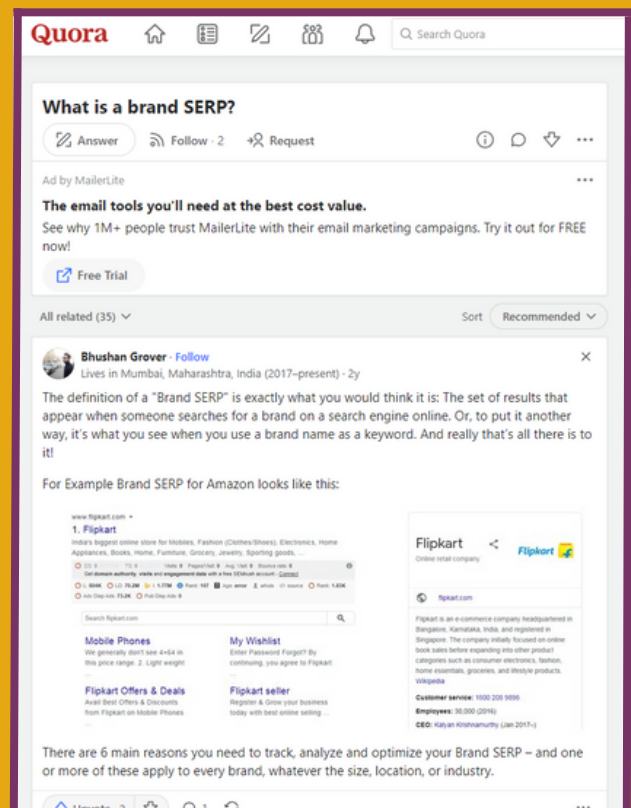
## What is an answer engine?

An answer engine is very similar to a search engine. The main difference from traditional search engine results (10 blue links) is that an answer engine provides an answer with only two or three links to different websites. **Answer engines try to understand the user search intent and context to provide an answer based on the content it finds on websites.**

Five years ago the term "answer engine" was the word used to describe what we now call generative AI. So for our purposes, we will use generative AI.

Until it gets a new name.

Here's an example of an answer engine - quora.com. Quora is a good example of an answer engine that relies on user-generated content because users can ask questions, answer questions, and get answers from experts on a variety of topics.

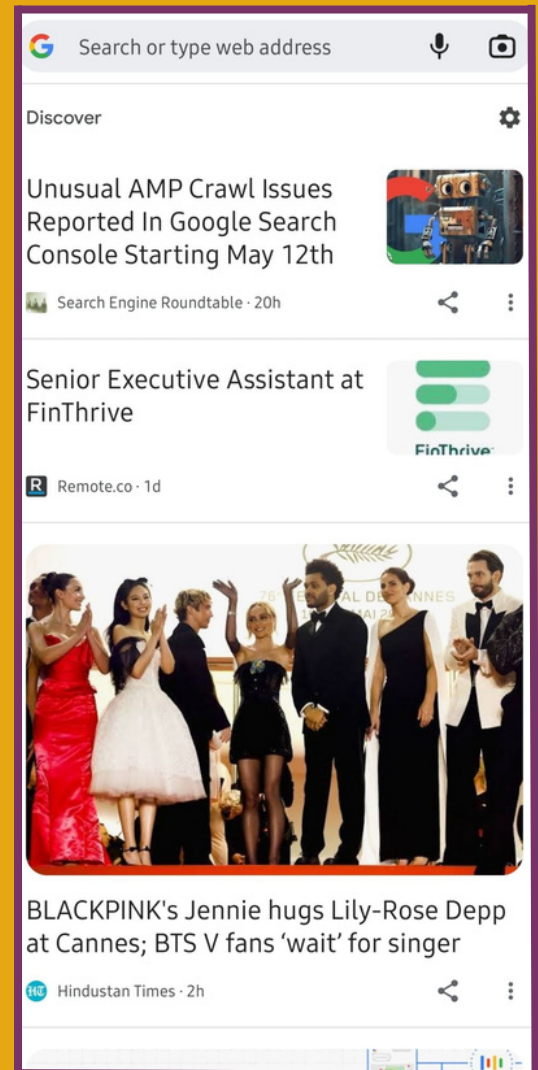


## What is an assistive engine?

### **Assistive engines are our online personal assistants.**

They are designed to help us with our direct and immediate searches and requests. They also use our personal data, personal files, search history, geolocation, and other online activities to predict what we want and when we want it - and proactively assist us. Using cohort analytics and query data, an assistive engine invents new questions or predicts new questions users will ask as they become more familiar with the concepts.

Algorithms can understand context and the meaning behind the words searchers use and in the future, experts predict we will interact with assistive engines or autonomous agents on a daily basis to organize our lives.



## What is the future of Assistive AI?

Assistive engines will become increasingly personalized. They will learn our interests and habits and use this information to suggest content and tasks that are relevant to us.

Assistive engines will become more proactive. They will make suggestions to us and take action on our behalf. For example, they might automatically book a flight when we agree to speak at a conference or send a thank-you note to someone who has helped us with something.

Assistive engines will become more and more integrated into our lives. They will be an essential part of our daily lives. They will help us to be more productive, better organized and more efficient.

# What does Generative AI mean for content creators?



Generative AI is the foundation for all new search results (or engines as we are calling them).



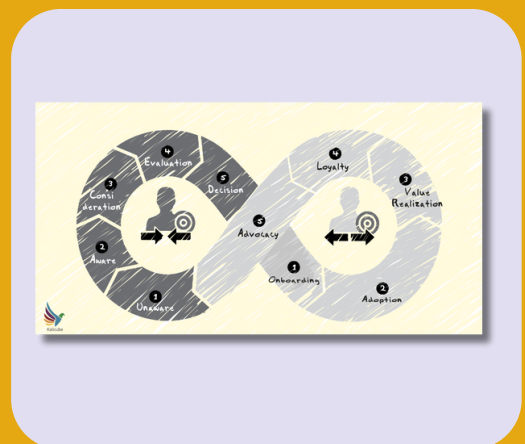
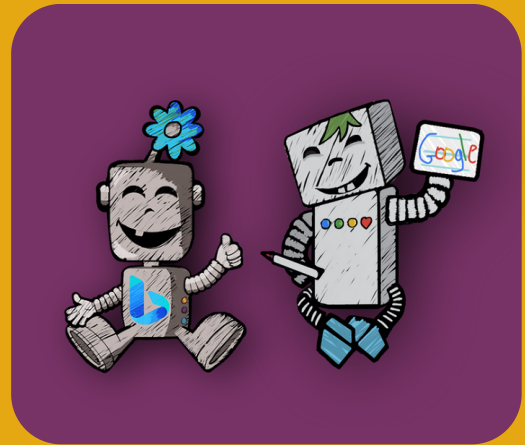
Content creators need to understand how search engines like Bing and Google add "facts" to their Knowledge Graphs.



Content creators need to create content that gives search engines confidence in their understanding of a topic or Entity (more on Entities soon). This confidence gives the website/topic a place in the Knowledge Graph. Once the website/topic is part of the Knowledge Graph, it is part of the machine learning ecosystem. So the content is part of the traditional Search Engine results AND, the content the machines call on to generate the AI search results for Google and Bing.



Content creators need to address the entire customer journey to ensure that search engines have the best answers to questions at each stage of the buying process so that search engines display your content and not someone else's.



The Kalicube Process is the formula content creators can use to achieve this simply, using a step-by-step approach based on millions of data points from thousands of industries.

# What is The Kalicube Process?

The Kalicube Process is a tried and tested solution that delivers a reliable, efficient and effective digital strategy that covers all areas of the new world of Search. The new world of search is Generative AI: ChatGPT, Bing Chat, Google Bard and Google's integration of Generative AI into Google Search - Search Generative Experience (SGE).

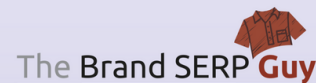
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**The Kalicube Process**  
is a simple approach to marketing  
that helps businesses build  
a future-proof digital strategy  
where they dominate their niche.

- Jason Barnard



”






For content creators, the Kalicube Process is a step-by-step blueprint that serves as a foundation for quickly building the most efficient and effective bespoke online brand strategy for each client.







The reason the Kalicube Process has proven itself in search today and will continue to prove itself in conversational answer engines and assistive engines in the future is simple. **The Kalicube process is built on feeding the foundational Search Engine Algorithms that determine the search results that appear when a user performs a search.** Search engines use these algorithms to populate and update their Knowledge Graphs. And they are the same algorithms that were used to train the LLMs.

The Kalicube Process is not a shiny new tool that responds to changes in search. It's a fundamental process that aims to entrench your brand at the core of the search engine's understanding so that no matter how your information appears in search, it appears the way you want it to.

The Kalicube Process ensures that regardless of engine type:

-  The search engines understand you, what you offer, and who your offers are useful for.
-  The search engines understand your credibility as a solution for the subset of their users who are your target audience.
-  Your content is fit for purpose and can be easily delivered by the search engines.

The Kalicube process allows you to leverage this simple set of pillars while using your customers' branded search results to identify priorities:

-  Organize the strategy over time according to the client's resources.
-  Execute their bespoke strategy with ease.
-  Engage audiences across multiple channels.
-  Demonstrate commercial value to your clients by driving profits.



# The Kalicube Process Has Helped Many Businesses

## The Kalicube Process Delivers Results.

Over the past 8 years, we have implemented the Kalicube Process for many clients. The time frame varies from 2 to 4 years. But the results are always the same - increased visibility in search, increase in organic (SEO) traffic, more effective digital strategy and increased revenue.

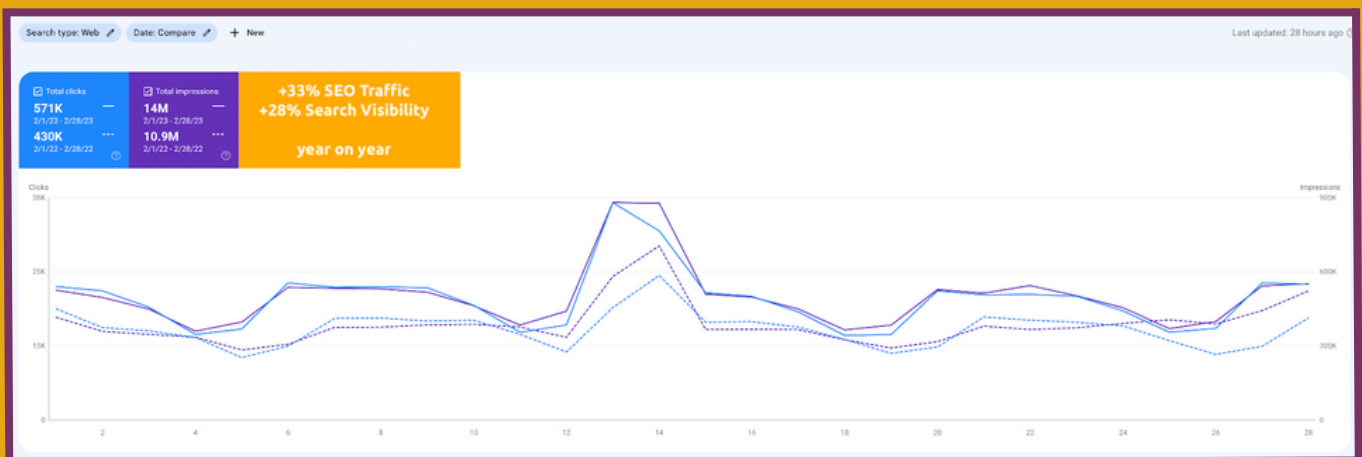
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I am incredibly happy with Kalicube  
- they turned my search strategy around,  
profits are up and I feel serene  
about the future.

- Robin Bourdet  
CEO of Merci Facteur

”





Cedreo started implementing the Kalicube Process 2 years ago. Coupled with content production, it led to a veritable flywheel: +61% SEO traffic and +41% branded searches YoY.



- Charlotte Morineau  
CMO, Cedreo



The great advantage of the Kalicube Process is that once a company has implemented it, it no longer needs an agency. We developed the relevant strategies and techniques for Ubigi between 2018 and 2021. Ubigi now implements its customised version of the Kalicube Process with its own team and sees more than double the number of visitors to its website each year.

“

Jason coached the Ubigi team for several years and helped us build a modifiable digital search strategy that we now manage in-house. I highly recommend his strategies - working with him, is a no-brainer IMO.



- Marie-Julie Le Guen  
Director of Marketing, Ubigi

”

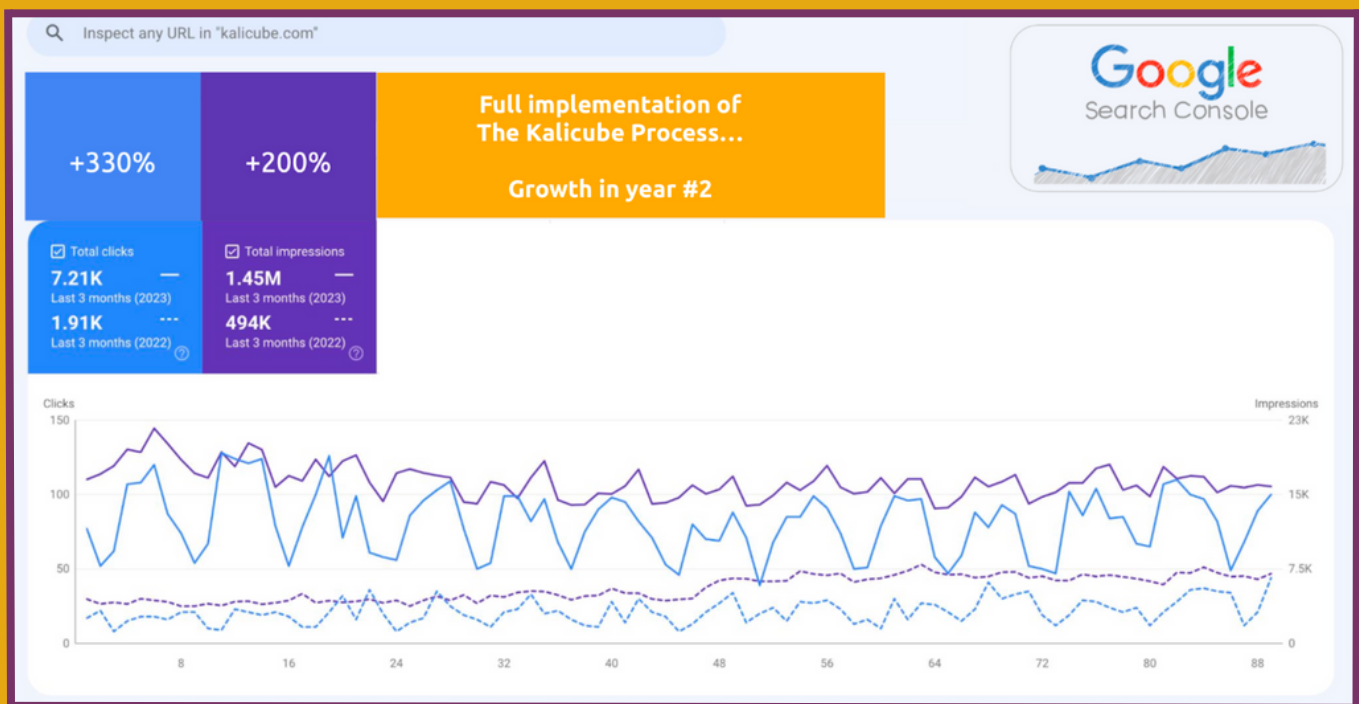


# At Kalicube We Practice What We Preach

We often hear the saying: “The cobbler always wears the worst shoes” or “We work so much for our clients that we don’t have time to work on our SEO”. At Kalicube, we buck that trend. To truly understand a process, you need to implement it directly.

## Which is the most important strategy to get right? Your own.

Admittedly, we did not realize this until 2021. But since the launch of the kalicube.com website in May 2021, we have seen 300% year-on-year growth. The growth shows no signs of slowing down (au contraire!)



*Pro tip: Implementing The Kalicube Process on Kalicube is allowing us to improve the process day-in-day-out. That means this is just the start. The process will get better and better over the coming years, so stay tuned!*

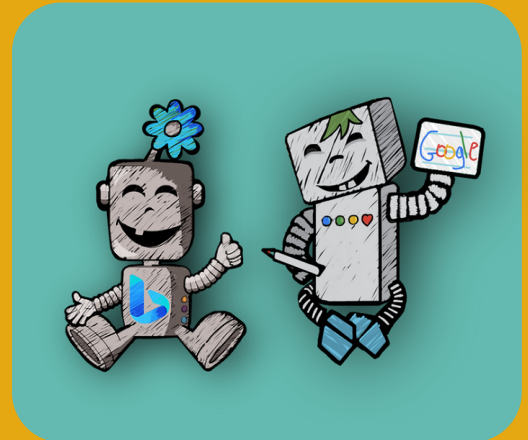
The Kalicube Process is a long-term, future-proof strategy. It worked yesterday, it works today and it already works for tomorrow (as we will see).

# Empathy for the Search Engines

Kalicube's three-pillar strategy is based on the idea of empathizing with Google and Bing: We look at what they are trying to accomplish from their perspective and understand the challenges they face. Once we understand their challenges, it becomes clear what we can do to help them.

When we help them achieve their goals, they reward us with top rankings in search results.

Ultimately, search engines want to deliver the solution to the user's problem as efficiently as possible. Once they figure out what the problem is, they need to present the best solution to the user in the most efficient way.



You need to help the search engines achieve the following things.

1. **Understand** your solution.
2. Perceive you as **more credible** than the competition.
3. And they must be able to **easily deliver** it to their users.



This means that our job as marketers is to communicate, persuade and package.

1. Communicate the solutions we offer.
2. Convince of our credibility as a solution.
3. Package our solutions to facilitate delivery to the user.

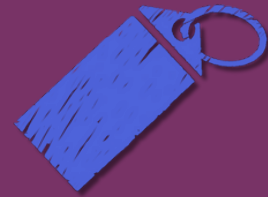


As a content creator, you play a central role in all 3 of these points.

# Important Considerations and Observations

Bear these in mind when reading this White Paper.

1. A search engine cites multiple brands in its search results. An answer engine will cite just a few carefully selected brands. An assistive engine will generally cite just one. We could say that the proportion is 10 to 3 to 1. In all cases, the engines will prioritize according to the suitability of the offer, the credibility and their level of confidence in their understanding of the brand.
2. Understanding and confidence in specific Entities are fundamental to the engines (more on this in the next section on Entities).
3. Search engines already include some aspects offered by the newer engines. The similarity is in the additional questions and resources that aim to keep the user engaged with the search engine, rather than sending them to the relevant website. In search engines, these include: The People Also Asked section, Entity Boxes, Knowledge Panels, and Related Searches. Answer engines offer systematically suggested questions.
4. **To ensure that the engines cite your brand from the beginning to the end of the traditional acquisition funnel, your content must make search engines understand who you are, and what you offer, and that you provide the most credible solution.**









# Who Will Benefit From Reading This White Paper

This paper focuses on the aspects of the Kalicube Process that help content creators achieve positive search results for their customers more quickly and strategically.

The Kalicube Process provides the overall digital strategy for a brand, but different people focus on different aspects of the strategy. We will publish multiple versions of this paper, each with an overview of the entire process. Then we'll publish specific papers that are more relevant to each user's priorities:

 Content creators  
 Business owners

 SEOs  
 Digital marketers

Content creators can use the Kalicube Process to create content that guides buyers through the customer buying journey in a targeted and strategic way. It tells content creators what content to create and where to create it so they can embed their brand or their client's brand in the right places for algorithms to trust and understand. There's no guesswork and no need to be afraid of the search engines.

## The Challenge for Content Creators

Jason Barnard has 25 years of first-hand experience optimizing websites for search engines (since 1998). He says that since the launch of the Google search engine, he has never seen anything even close to the speed and depth of change we saw in the search landscape in early 2023.

These are the challenges content creators face in the new world of search.

Challenges of Content Creators	
Engine	What we want our content to achieve
Search Engine	A user is active and searches for a solution to a specific problem: Content creators need to educate/convince Search Engines to recommend a piece of our content as one of the (10) best for the problem the user expressed. The ultimate goal is to ensure we stand out and that the user chooses our solution from the list. The aim is to get the user to our website at every stage of the customer journey.
Answer Engine	A user is active and looking for a solution to a specific problem: Content creators need to get/convince Answer Engines to cite our content, our brand or our questions and bring the user down the funnel and send them to our website if it is really helpful for the user.
Assistive Engine	The user is mostly passive, and the engine proactively imagines problems and suggests the ideal solution: Content creators need to educate/convince Assistive Engines that we are a credible solution for a specific group of people, and show that we provide the most effective solution for each specific need of that group, and PUSH us as the solution at each relevant stage of the loop.

**It is important to note that the distinction between search and the newer engines is not absolute.** An assistive engine can return multiple results (Google Discover, for example). An answer engine can help with context-specific questions. A Search Engine will often suggest further searches (People Also Ask, Related Searches, Knowledge Panels, etc.).

**But it will always start with a search.**

Fabrice Canel, Principal Program Manager at Bing, explains that search, answer and assistive engines serve different needs and function side by side. Search will not decrease. Answer engines like Bing Chat will increase usage - supply creates its own demand.

Cathy Edwards from Google states that **“Search will continue to be the jumping off point”**. Google is integrating its generative AI into Search. Google assumes that users will start with a search and then move on to answers when it makes sense to them. At that point, the generative AI directs the user to a deeper search with suggested information paths (think “People Also Ask on Steroids”) and the “chat” feature on Bing is more of a summary function (a dynamic Knowledge Panel analogy we use at Kalicube).

**This means that the strategy for the engines needs to be holistic - we must develop a strategy that ensures we optimize for all three.**

## The Solution for Content Creators

The Kalicube Process provides a holistic strategy for search/answer/assistive engines and other interfaces that use generative AI. The process has the added benefit of boosting business and profits by leveraging branding and multi-channel marketing alongside more traditional SEO/content methods in three simple pillars - understanding, credibility and deliverability.

Before you implement the 3-step process, background research is essential. This will allow you to prioritize and organize the strategy for the specific brand. This includes examining the engine's understanding of the brand and its position within the industry at a given time. This allows us to personalize the strategy based on the Kalicube framework.

### 3 Pillars The Kalicube Process



**Pro tip:** Kalicube Pro is a SaaS platform explicitly designed for this task: It accesses hundreds of millions of data points and explores the brand's and industry's digital ecosystem, allowing digital marketers to design the ideal, customized strategy for the business - without spending hours of manual research.

# Content Creation Techniques for The Kalicube Process

This White Paper is about what content creators need to focus on in the new world of search. The engines want answers to questions at every stage of the customer journey, and this is where content creators can inform the engines and ensure that it is the content that the engines use to answer users' questions. Critical to content creation is deliverability in the context of customer acquisition, retention and advocacy. We will also explain how creating content for the loop described below means credibility and understanding, which in turn is the foundation of the three-pillar Kalicube Process:



Understanding



Credibility



Deliverability

## Communicating Understanding: Effective Techniques

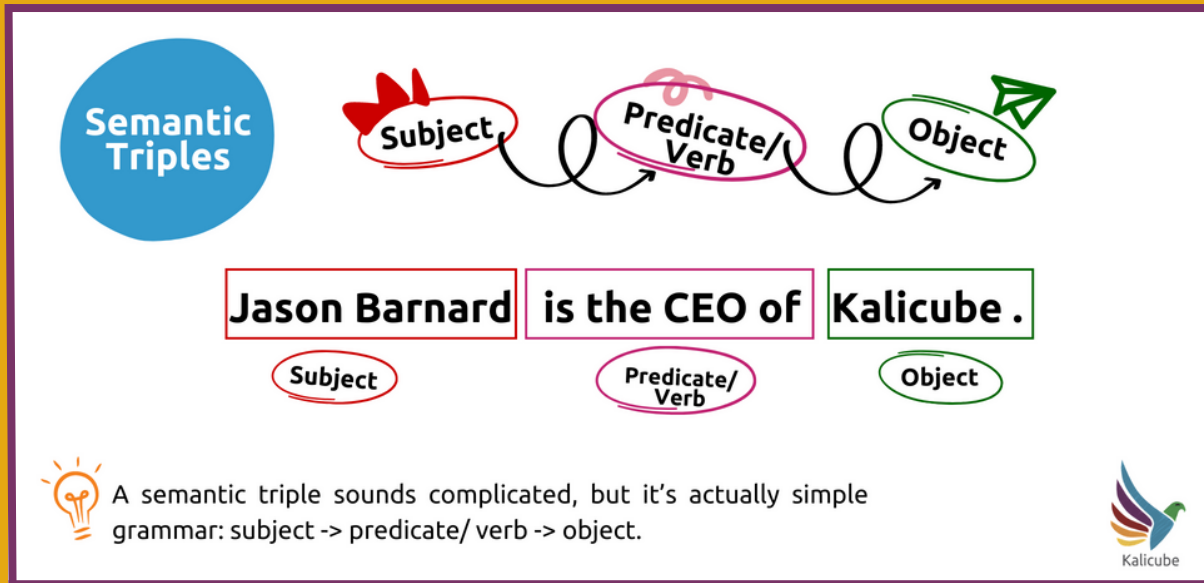
In this phase, we want to build an understanding of the brand, including its identity, its offerings, and its target audience. In practice, this means becoming an Entity and feeding the machine with the right information about you and your ecosystem.

A simple way to explain an Entity is to say that an Entity is a company, person, place, product, topic, or "thing." A named entity is a specific, identifiable entity - a proper noun. Each named Entity has a unique identifier in Google's Knowledge Graph, which allows search engines and algorithms to identify it easily and reliably.

Jason Barnard (the musician, Blue Dog, and digital marketer) has the identifier /g/11cm\_q3wqr in Google's Knowledge Graph. But an identifier and a name don't mean that the machine knows for sure who Jason is. You know a machine has understood Jason with certainty when it references attributes and relationships between Jason and other entities.

Let us see an example of a relationship between entities. The simple sentence "Jason Barnard is the CEO of Kalicube" has tremendous expressive power. The engines understand that Jason Barnard is an Entity and so is Kalicube. They also recognise that there is a relationship between these two entities.

The engines easily understand and learn facts from sentences written this way - a semantic triple. It has a subject, a predicate (a verb describing a relationship), and an object.



To help machines understand the content, writers should focus on writing sentences in which the subject and object are not too far apart and are connected with a clear relationship (the verb). This does not mean that the sentences are boring, just that the words between subject, verb and object are kept to a minimum:

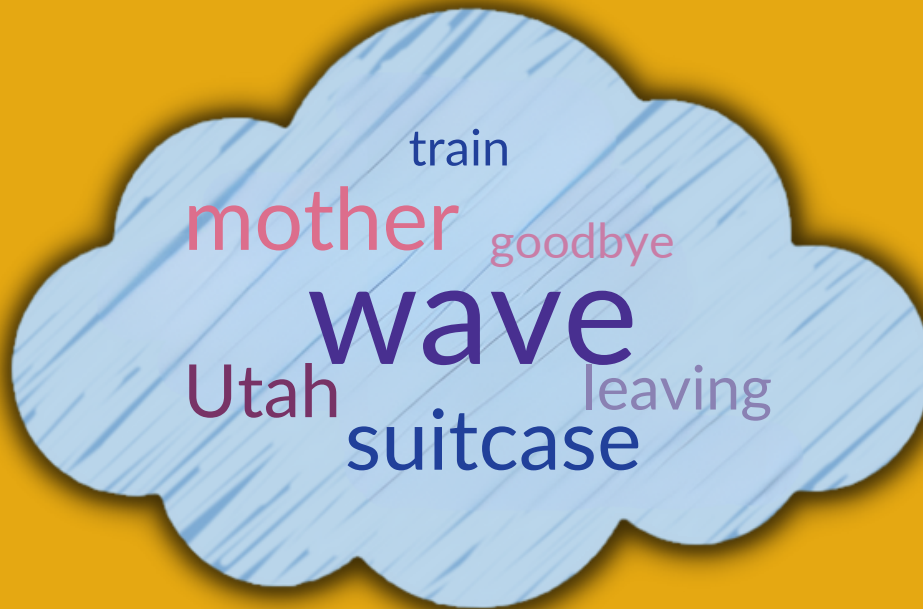
“The British digital marketer Jason Barnard (subject) is the CEO (predicate) of Kalicube (object), a software company based in the South of France.”

Rather than:

“Jason Barnard (subject), a British digital marketer living in France, is the CEO (predicate) of the groundbreaking software company Kalicube (object)”.

In the second example, the machines have to work much harder to understand the sentence - the extra words separating the subject, predicate, and object reduce clarity. So keep that in mind when you are creating content.

Context clouds are also important for content creators. A content cloud means using appropriate vocabulary that clarifies the engine and gives it context. For example, if we use the word “wave,” the use of the words “train,” “goodbye,” “leaving”, “suitcase,” “Utah”, and “mother” in the paragraph clearly shows that we mean the hand gesture and not rolling water.



Include other related Entities in your content. You can think of the Entities as proper nouns. For example, if you were creating content about Sherlock Holmes, you would include references to Arthur Conan Doyle, John Watson, and London. Focus on Entities that have close, strong, and long relationships. For example, a father-daughter relationship is close, strong, and long-lasting, so it's a good choice to focus on. The relationship between two acquaintances who live temporarily in the same city is distant, weak, and short-lived.

Geographical and time-related information is also very powerful. Placing the topic/subject clearly in space and time is a huge help to both people and machines.

For more helpful techniques for clear copywriting that enchants people and helps machines, check out our [free Copywriting Whitepaper](#).

*Pro tip: The Kalicube Pro platform focuses on the understanding part of the process by supporting brands to become Entities and making sure machines have the right information to understand them with confidence.*



The visual part of Google's understanding is the Knowledge Panel. Kalicube is very good at triggering Knowledge Panels, as many satisfied customers can confirm.

“ I am incredibly happy with Kalicube - they turned my search strategy around, profits are up and I feel serene about the future. **Since working with you Jason, I see that Google understands better who we are and what we do...** and it manifests itself in all the presentations that Google gives us in the search results.



- **Robin Bourdet**  
CEO of Merci Facteur ”



“ I am competing with other people that have the same name and very visible online presences. My Knowledge Panel does not appear in the Brand SERPs under my own name, **but Kalicube has managed to get Google to give me preference over others.**



- **Scott Duffy**  
CEO and Founder of Academy Builders ”

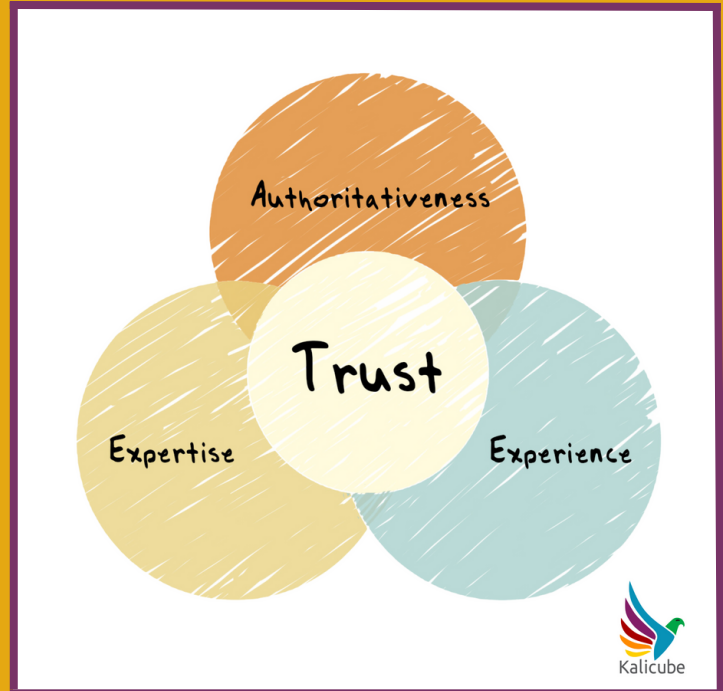


Next, the Kalicube Process builds credibility.

## Convincing the Engines of your Credibility: Effective Techniques

If you know SEO, you know E-E-A-T. In the Kalicube Process, we use the term credibility. When you create content, you need to demonstrate Experience, Expertise, Authoritativeness and Trustworthiness related to the subject of the content post.

You just read a sentence that expresses experience, expertise, authoritativeness and trustworthiness: “Kalicube is very good at triggering Knowledge Panels, as many satisfied customers can confirm.”



Other techniques include citing data, including customer feedback, using quotes from peers, using time frames (we have been in business for 20 years, for example), and financial information (\$10 million in revenues).

It may seem pointless to glorify yourself. However, you will see that this technique not only leaves a positive impression on the engines but also in the minds of your audience. Of course, the engines don't take your good word for it, so you need to make sure that the information on trusted third-party sites corroborates what you say on your site.

The starting point for credibility is your website. It must contain the information the Engine is looking for, and that information must be externally confirmed. A typical example is stating that you have a 5-star product. It is not enough to say this. You also need to prove it. For example, you could use Trustpilot and link to it with a suitable anchor text.

Confirmation of credibility from trusted, relevant third-party sources plays a very important role. This confirmation includes positive brand mentions, reviews, links, and peer endorsements.

The interesting thing is that all of this starts a **virtuous circle** because if you convince the engines of your credibility both onsite and offsite, you will also convince your audience from the beginning to the end of the acquisition funnel.

Importantly, algorithms evaluate credibility (E-E-A-T) on three levels: the content, the author, and the publisher. Your content is one (very important) aspect of conveying credibility and must support all three levels, but the author and publisher must actively work to ensure that their respective online reputations are hyper-positive as well.

***Pro tip:** Credibility requires understanding: If search engines do not explicitly understand who the author and publisher are, they can not fully apply credibility signals (EEAT).*

***Pro tip:** The Kalicube Pro platform uses hundreds of millions of data points to reliably determine which third-party sources Google considers authoritative and relevant for each company and industry.*

*The visual representation of Google's assessment of a company's credibility is an extremely positive Brand SERP. Kalicube has been creating positive, accurate and convincing Brand SERPs for over 10 years.*

Next, the Kalicube Process builds deliverability.

## Facilitating Deliverability: Effective Techniques

Deliverability is primarily about the content you create, but it's also about the technical aspect of delivering websites, the user experience, and the company's ability to provide an excellent customer experience.

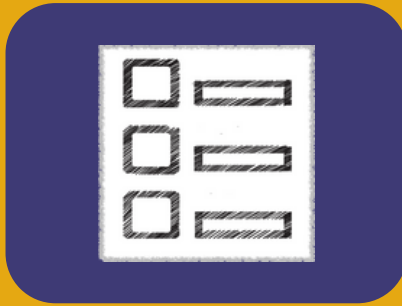
The content itself is what the engines deliver as the best solution. Therefore, content is the most important aspect of deliverability.

We refer to the complicated side of content (HTML, web development, pagespeed, Core Web Vitals, Schema markup, etc.) as "packaging for Google." But that's not the most important aspect of deliverability. The content is. They are the key.

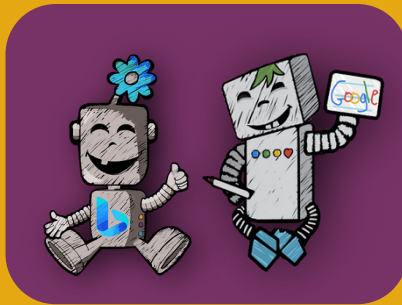
Content is critical in delivery because it provides the user with the most appropriate content in the most appropriate format. **Without the right content in the most appropriate format, the technical aspect of deliverability does not even come into play!**

Depending on the user's intent, the optimal content for deliverability can be a video, an image, an audio, a short answer, or an in-depth article.

Here are some tips for writing copy: Make sure the style is clear, use context clouds, make sure the content is well-structured, and use helpful headings and subheadings (from H1 to H3 or H4).



***Pro tip:** Use a table of contents to review the use of headings to see if your structure makes sense and if the article is skim readable. The table of contents is helpful for readers and a HUGE help for bots.*



***Pro tip:** A bot is a crawler that digests your content. An algorithm ensures that your content is ranked/selected as the best solution for the user. The engine formats the content and delivers it to the user.*



For videos, include human-corrected subtitles, make sure the screen layout is clear, add words on the screen where appropriate and helpful, pay attention to image quality, make sure the voice is clear and not affected by background noise (including music), and include a clear title and description on the web page.



***Pro tip:** Kalicube Academy offers a course on optimizing copy, video, audio, images, and other rich content for deliverability.*

The starting point for determining the appropriate content and format for the target audience is the Customer Decision Journey. There are many customer journey models. We will use the **Pedowitz Group's Customer Journey model** here. The advantage of this customer-centric infinite loop is that it is modifiable and can be adapted to any brand/company by simply changing the steps.

With a well-thought-out customer journey strategy for each touchpoint, you can automatically optimize for the search engines, answer engines, and assistive engines. The key is to create content at each step that answers the user's intent and is delivered in a way engines can easily use.

***Pro tip:** The magic bonus of a comprehensive and well-executed content strategy is that by working on deliverability, we also improve comprehension and credibility.*

Let us take one step at a time:



Quickly review what the user's intent is.



Understand how the customer journey model works.



Combine these two aspects so you can create targeted content for your customer as they move down the funnel.

# The Business Implications of Content Creation in The Kalicube Process

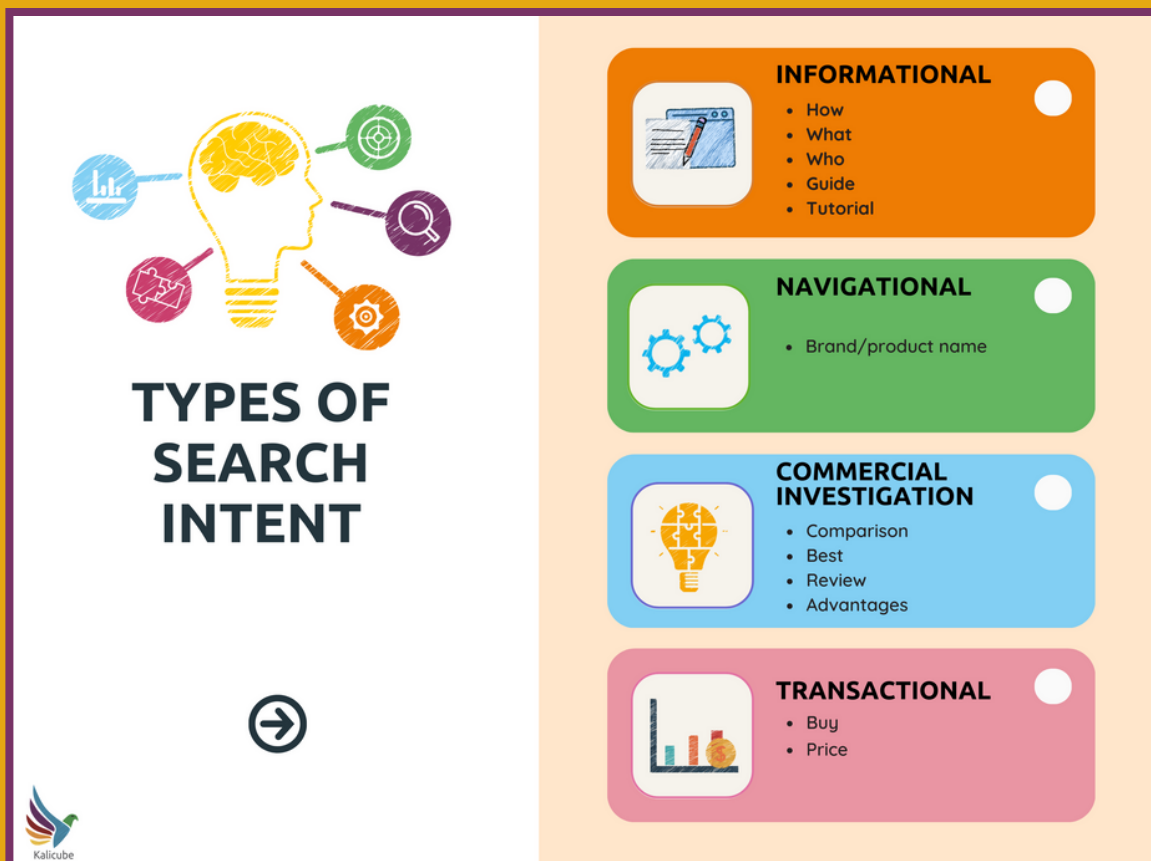
## What is search intent?

Search intent is the reason why a user enters a particular query into a Search Engine. Every search query has a specific goal. It explicitly or implicitly expresses a problem for which the user is looking for a solution.

For example, if I pull up Bing Chat and ask, "Who is Jason Barnard?" I clearly want to know who Jason Barnard is. In this case, I have an informational intent, meaning I want to learn more about a particular topic.

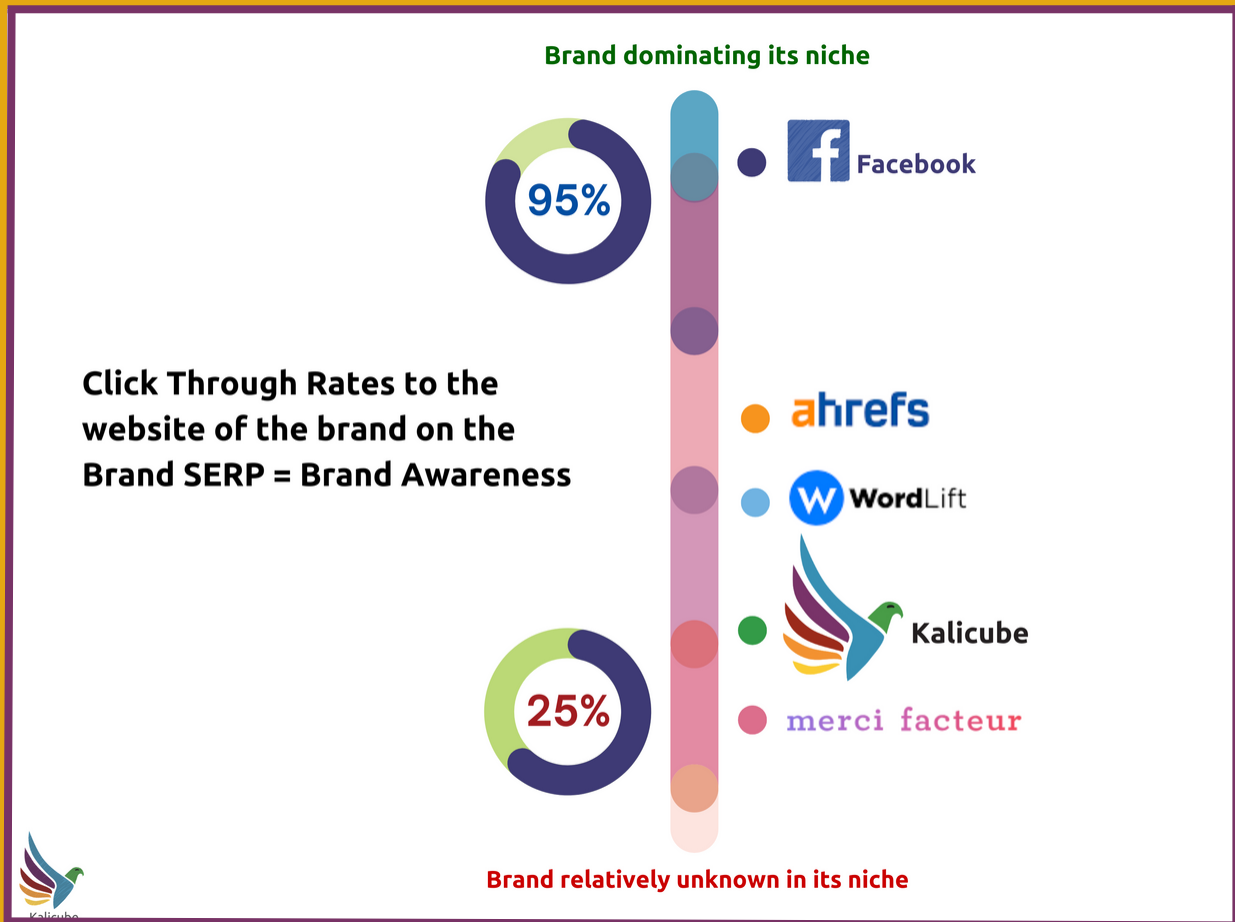
When I ask about the "Advantages of working with Kalicube," I clearly want to make sure before I make the final decision to use Kalicube's services. In this case, I intend to conduct a commercial investigation.

In the table below, you can see examples of words that clearly indicate the four different types of intent: Navigational Intent, Informational Intent, Commercial Investigation, and Transactional Intent.





**Pro tip:** Brand searches are generally navigational search, but it is also partly an informational search. For brands that are well-known in their niche, the query is almost exclusively navigational, and for lesser-known brands, it is more informational. You can quickly check the Google Search Console (GSC) CTR: Click Through Rate to see where your brand stands.

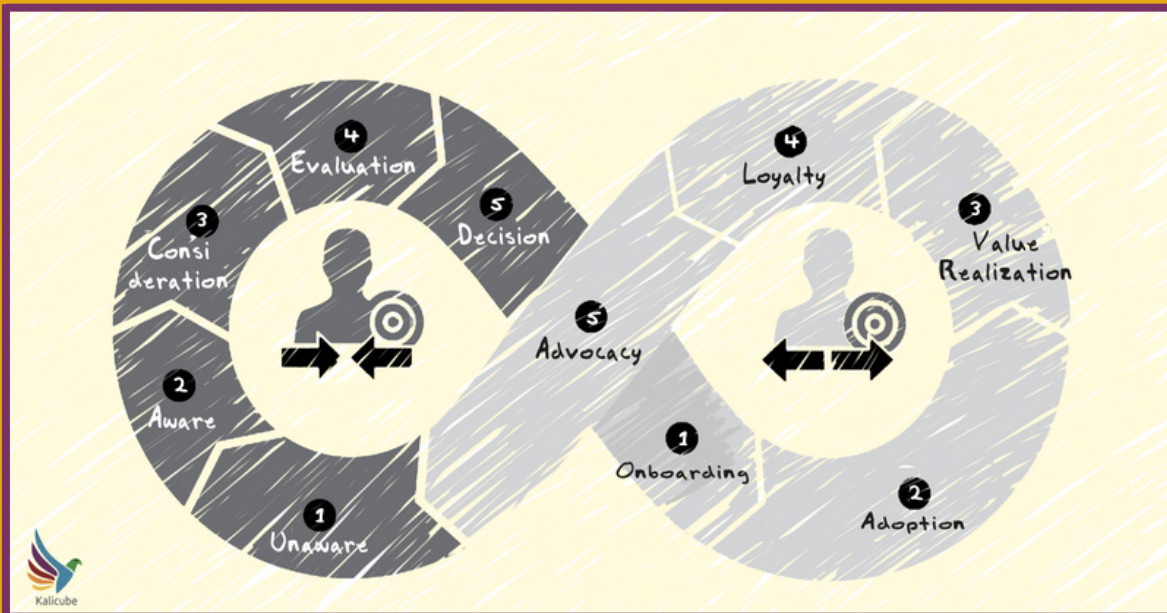


The CTR to a company's website on a Brand SERP is a good measure of brand awareness: as brand awareness grows, so does CTR. Kalicube, for example, is significantly less well known than Ahrefs or Moz, but we are steadily building our brand awareness, and as we do, so does CTR on our Brand SERP. Year-over-year from 2022 to 2023, CTR increased from 25% to 30%.

## The Customer Journey Model by Pedowitz Group

The Pedowitz Group's Customer Journey Model is based on ten steps, but digital marketing content creators generally focus on only three. We'll briefly review the 10 steps and then look at an imaginary case study that focuses on the three steps that interest us for this white paper.

If you wish to dig deeper in all 10 steps you can read the book [F the Funnel](#)

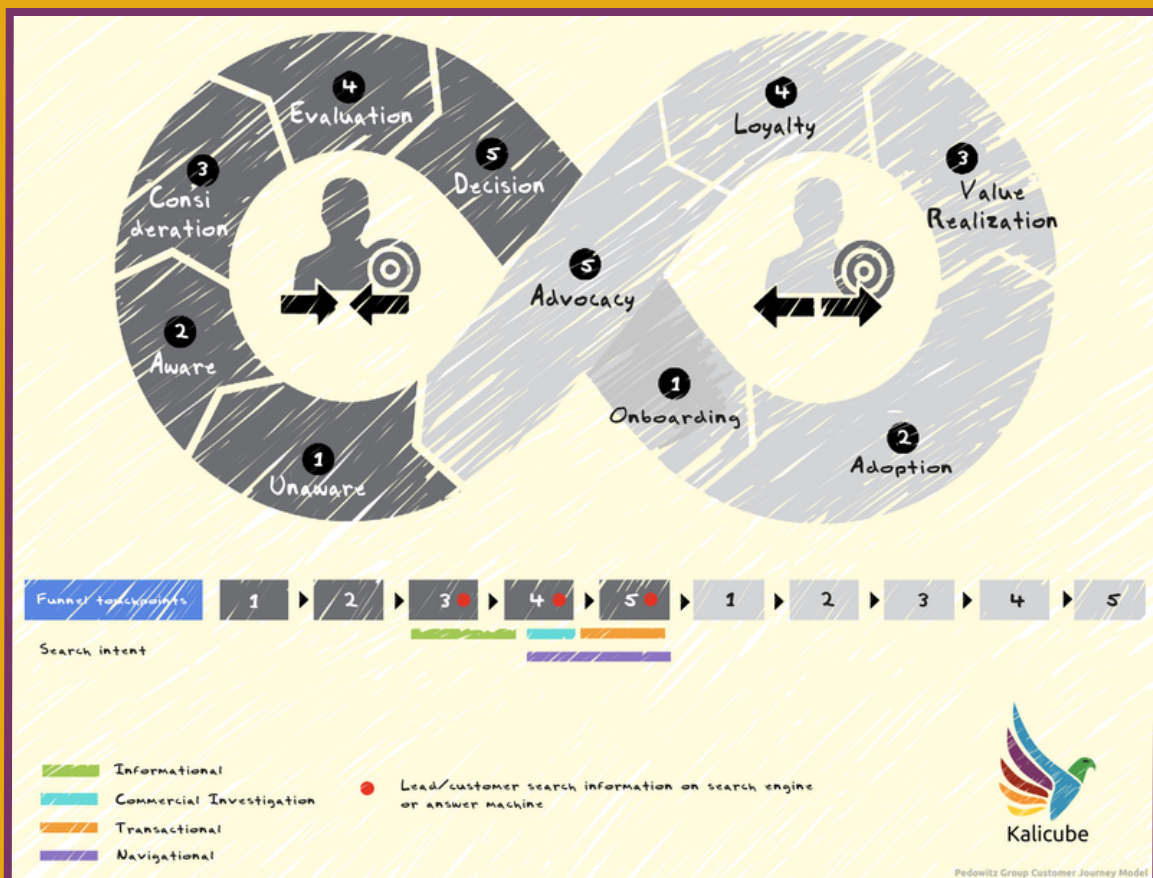


- 1.** The Unaware stage: The potential customer/client does not even know that they have a problem
- 2.** The Aware stage: The person is aware that they have a problem and is beginning to think about how to solve it, but has not yet taken direct action.
- 3.** The Consideration stage: The customer starts gathering information and doing research. We want the user to find our content when they ask these Informational search queries.
- 4.** The Evaluation stage: The person is now a prospect and performs an analysis and makes some business decisions for each product model and vendor on their shortlist. We want the user to find our content when they make these commercial investigation search queries.
- 5.** The Decision stage: The prospect is ready to make a decision. We want to make sure we don't lose their attention, and we want to encourage them to do the deal with us (and not with our competitors!).
- 6.** The Onboarding stage: The prospect is now a client and uses the product or service. This is where the second part of the loop begins.

7. The Adoption stage: We encourage the customer to accept and use the product or service we have sold them. If they don't accept it, the client will never feel that they have received a good ROI and the relationship will stall.
8. The Value Realization stage: The client analyzes whether what they have bought is useful for them.
9. The Loyalty stage: The client feels they have received good value for money and is satisfied with the product/service and the company.
10. The Advocacy stage: The customer will fall so in love with the company and its products/services that they will become an advocate for us.

*Pro tip: Since it is a loop, once our client becomes an advocate of our brand, they will invite other people to have the same experience they had. Thus, the loop starts again, but this time in the awareness or evaluation phase.*

## Search Intent & Pedowitz Group Customer Journey Model



In this illustration, each blue square represents a touchpoint of the Pedowitz Group's Customer Journey loop model, and the rectangles correspond to user intent. Most important to SEO content creators are touchpoints three, four, and five, which correspond to consideration, evaluation, and decision.

A user who is in the consideration phase will use the search with more informational intent. Once this user has found the relevant information and is ready, he or she will move to the evaluation phase, where the query is based more on a commercial investigation. As a result, the user will compare products. Once they have all the information and are ready, they will move to the decision phase. In this phase, the queries will be transactional. For example, the user will use words like buy, etc. In phases 4 and 5, of course, the navigational query can be very strong. This also depends on how well-known a brand is in its niche (remember the pro tip in the previous section).



**Pro tip:** *Creating relevant and helpful content for the other stages in the Client Expansion part of the loop is very important from a business perspective, but it also helps with Search Engine Optimization by demonstrating Experience, Expertise, Authoritativeness and Trustworthiness. This content also improves SEO performance for search queries that include the brand name, such as “Kalicube customer care phone number”.*

To better understand the relationship between search intent, the funnel, and Kalicube's three-step process (understanding, credibility, and deliverability), we will use a case study.

# Practical Implementation of The Kalicube Process for Content Creators: Case Study

## Background of the Content Creation Strategy



Company:

JAS is a luxury watch brand.

JAS wish to be well-known for their **tourbillon watches**



Lead

Marco is an engineer and has some money set aside (50k) and would like to invest it in a luxury watch.

JAS has decided to hire Janina, a content creator who will be responsible for creating content for the online digital strategy. So Janina needs to focus on three steps: Consideration, Evaluation, and Decision. This is the most common case where companies hire freelancers or content creators and ask them to focus on these stages.

***Pro tip:** There are 10 steps and for each step, creators need to create content. Each step affects the understanding of the algorithm and its perception of credibility. For example, in the phase of unawareness and awareness, social media such as social networks and discovery play an important role. A company that provides rich, well-produced, publicly available content for onboarding, adoption, and value realization will improve understanding and be perceived by algorithms as a more credible provider.*

## Janina's Job as a Content Creator

Janina has been tasked with writing content that covers the three touchpoints for SEO. Before she begins, Janina needs to understand the user's search intent in each of these steps. This will help her understand what search query users will use in their search so she can create appropriate content in the right format.

Let's look at the three touchpoints Janina has been hired for and see what commercial work she does indirectly.

1. The Consideration stage: The customer begins to gather information and make inquiries.
2. The Evaluation stage: The person is now a potential customer and is now performing an analysis and making some business decisions for each product model and vendor on their shortlist.
3. The Decision stage: The prospect is ready to make a decision and does some final checks before converting.

Touch points	How Janina's work will help in the 3 Kalicube Process Steps	How Janina will help understanding
Consideration	Deliverability and Understanding*	First of all Janina will feed the machine with valuable and useful information for the user and the engines. If Janina does her work well, the search engine will place the content near the top of the search results, the answer engine (Chat) will cite the brand where appropriate and also include her questions as additional questions and resources (see bonus tips)
Evaluation	Deliverability, Credibility and Understanding*	Janina will mainly work on the attributes, benefits and credibility of the product and brand  JAS produces mechanical watches that are waterproof, have altimeters. It also has great reviews in major media publications and an enthusiastic client-base that advocates for the brand.
Decision	Deliverability, Credibility and Understanding*	Janina will mainly work on the benefits of the brand.  It has great reviews in major media publications and an enthusiastic client-base that advocates for the brand.



*\*By creating deliverable (relevant and helpful) content, Janina helps engines better understand the product and brand, and ultimately she is working on entity understanding, credibility, and even **Topical authority**.*



Now that we understand how important Janina's work is and how her work affects Search Engine results, let us look at what content and format she needs to produce for the three touchpoints for which she was hired. Before we begin, however, it's important to understand how the table below is structured.

The purple columns are decisions that Janina must make

The blue columns indicate how Marco (the lead/customer) would use the Search or Answer Engine.

The orange column shows JAS's expectations for answers and search engines.

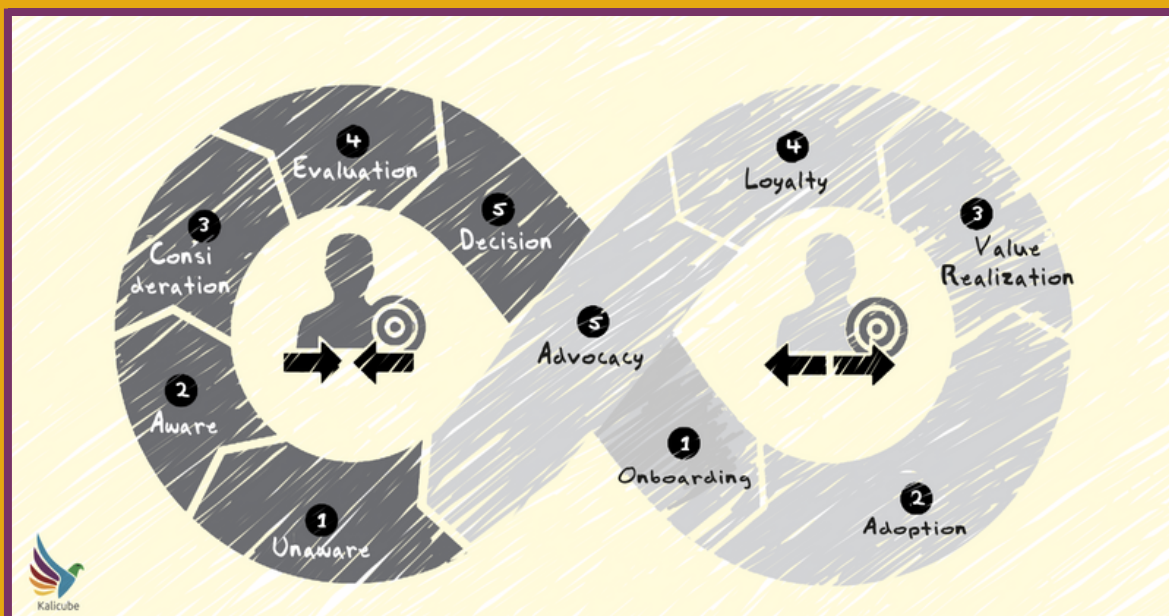
Touch point	Format (examples)	Content (examples)	Potential questions the lead/customer could ask (answer engine)	Potential questions the lead/customer could ask (search engine)	JAS expectations regarding the answer engine reply
Consideration	Case study /blog post /FAQ	More specific content about the intricacies of the topic: Case study about JAS watches not losing value.  +  Blog post explaining that prices are determined by the material, technologies and intricacies (tourbillon is an example of complication)	1. What determines the price of a watch?  2. Which are the luxury watch brands?  3. Which watch has a tourbillon?	N/A	1. JAS wants the answer engine to present their case study  2. JAS want the answer engine to name their brand  3. JAS want the answer engine to name their tourbillon watches
Evaluation	Comparison guide /FAQ/testimonial and review pages/comparison pages(JAS VS other brands)/product presentations	Comparison guide explaining that JAS tourbillon watch is the best for x, y, z reasons  FAQ explaining that JAS watches are mechanical watches and not electronic	1. What are the pros & cons of JAS tourbillon?  2. What are the pro & cons of JLC Reverso tourbillons	1. Reviews of JAS  2. Comparison JAS vs ABC	1. JAS wants the answer engine to use the information from their guides, case studies and FAQ in the answers  2. JAS wants the answer engine to generate follow-up questions from their content.
Decision	Website page with an easy and friction-free process for the user - Service Pages/reseller pages	Website page with resellers by city and the possibility to book a meet.	N/A	Book an appointment with JAS at Geneva	JAS wants the Search Engine to present the correct page to book an appointment with a JAS reseller in Geneva



*Pro tip: Bing Chat and the Generative AI in Google Search both offer multimodal content to answer. So images and videos are a great format to provide for the engines.*

*Pro tip: Google can now extract the pros and cons from a review/product test video, making this type of presentation format a powerful tool in your content creation toolbox - especially if the videos are created by clients, product testers, and influencers.*

As we have said before, the Pedowitz Group's Customer Journey model is a loop that doesn't stop at the Decision stage. In this case, however, Janina's mission stops at that point.



*Pro tip: The company should always create content that is relevant and helpful to its audience (and the Engines ) at all 10 stages.*



Thanks to Janina's smart content creation strategies, Marco (our lead/customer) bought the JAS watch and is now continuing his journey with JAS as we onboard him, help him get value from his purchase, and ultimately become a raving advocate for our brand.

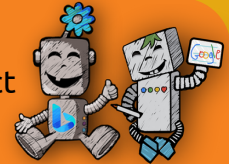
## The Commercial Payoff of Janina's Work

Janina has done a great job of turning Marco from a prospect into a client.

By following the loop and providing relevant content for the consideration, evaluation and decision phases, Janina was also able to add immense value to JAS' SEO strategy by strengthening the three pillars:



Improve the Engine's **understanding** of the company and the product



Build **credibility** for the company and product and demonstrate topical authority for tourbillon technology



Show Google and Bing that JAS can **deliver** relevant content that helps their users choose the products that best fit their needs

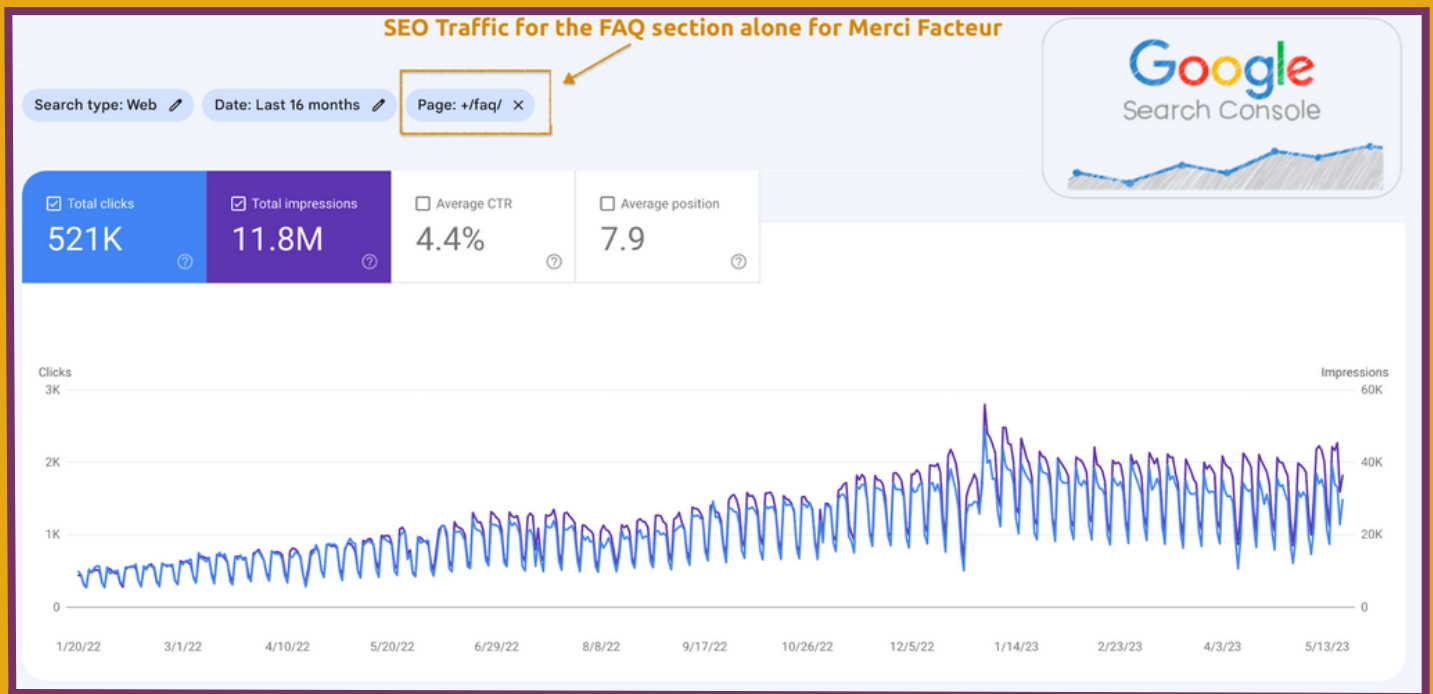


***Pro Tip Bonus:** Janina has also helped JAS get one step closer to becoming a leading top-of-mind brand in the luxury watch industry (a very competitive market!).*

## The simplest and most powerful content strategy you will ever encounter. Bar none.

If a company has built both understanding and credibility with search engines, it can leverage that competitive advantage with a strategy that creates FAQs around its brand and core topics to build its authority in that space.

A comprehensive and well-maintained FAQ will result in a large number of website visits by a highly qualified and targeted audience.



## How Preferential Treatment Works

A company that covers its industry comprehensively, helpfully and accurately will always be the go-to source for Google and Bing. This is commonly referred to as Topical Authority. As you saw in the previous section, this is a tremendous tool for driving qualified traffic to a website. But the benefits go MUCH even further.

Once a company with an extensive and accurate FAQ domain has established authority and expertise in its industry, that company can innovate and rely on Google and Bing to quickly understand this and grant "preferential treatment" thanks to their credibility.

Let us take our JAS example and assume that JAS engineers have developed a new function called Pegasus that allows the clock to adjust itself and always be accurate to the nanosecond. The creation of a FAQ about a feature that is not yet known to the general public will:

1. Educate the engines of this new information, which will identify JAS as an expert.
2. Encourage engines to promote and recommend JAS in related contexts to relevant audiences.
3. Create PAA in Search and suggested questions in Answer and Generative AI.

## Educating the Engines With an FAQ

As you can see, these FAQs “feed” the engines with ideas for PAA and suggested next steps, and encourage mentions and recommendations.

In addition, you can go to FAQ to answer some general questions that serve the consideration stage: e.g., “How to keep a clock synchronised with the atomic clock.” You can also create some brand-specific questions around the concept of Pegasus, such as “How does Pegasus make sure the time on my JAS clock is correct?” that serve the right side of the loop and also provide the search and answer engines with helpful PAA and follow-up questions for the user that serve the evaluation and decision stages.

This strategy can also be used in a competitive market. This means that the suggested questions are part of the question created by JAS.



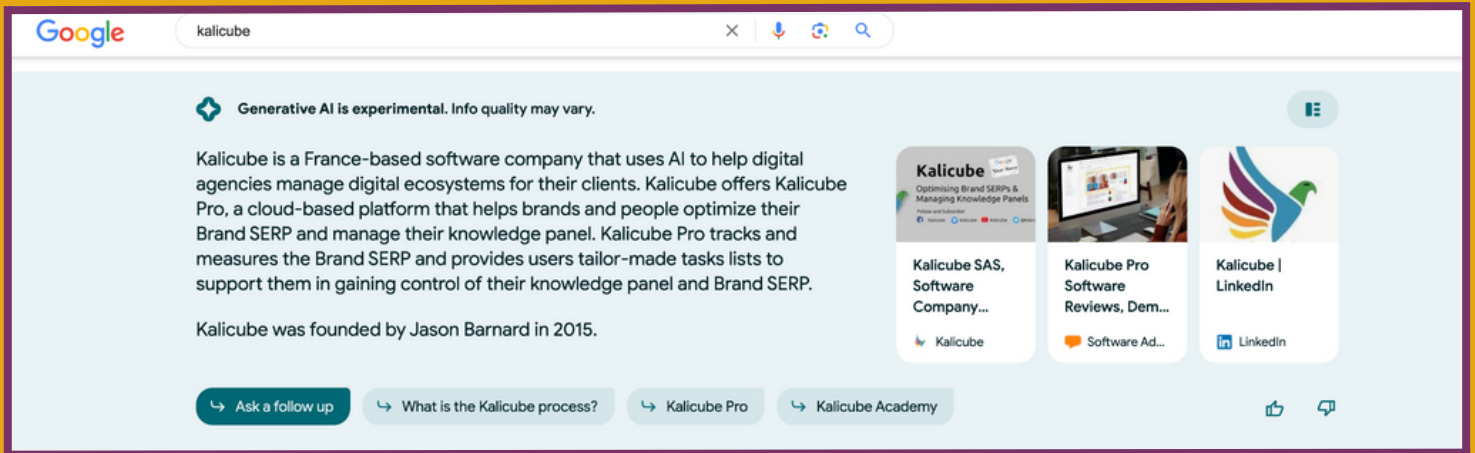
## A Real-Life Case Study: How Kalicube Uses FAQs to Feed the Answer Engines with Questions

An important part of your content strategy for engines is to feed the engines questions (and answers) that they can take directly from your website to answer users' questions - and guide them through the buying journey.

At Kalicube, we understand the different paths our customers take. So we can easily create content that answers questions our audience is asking, and answer engines help guide our audience through the funnel easily, efficiently, and effectively.

When a person discovers Kalicube online (social media, guest articles, YouTube.....) or offline (e.g., at a conference), they will remember the name “Kalicube” and often even the term “The Kalicube Process.”

# Google Search Generative Experience: Branded Acquisition Funnel



In the screenshot above, we can see that Google understood Kalicube and our offerings perfectly and is able (and willing) to replicate our brand narrative. It also cites our website, our LinkedIn profile, and a review website that we prioritize.

Finally, and most importantly, it puts our audience on the sales funnel towards conversion with commercially-oriented follow-up questions - "What is the Kalicube Process?", "Kalicube Pro" (our SaaS platform), "Kalicube Academy" (our series of courses on brand reputation management in Search).

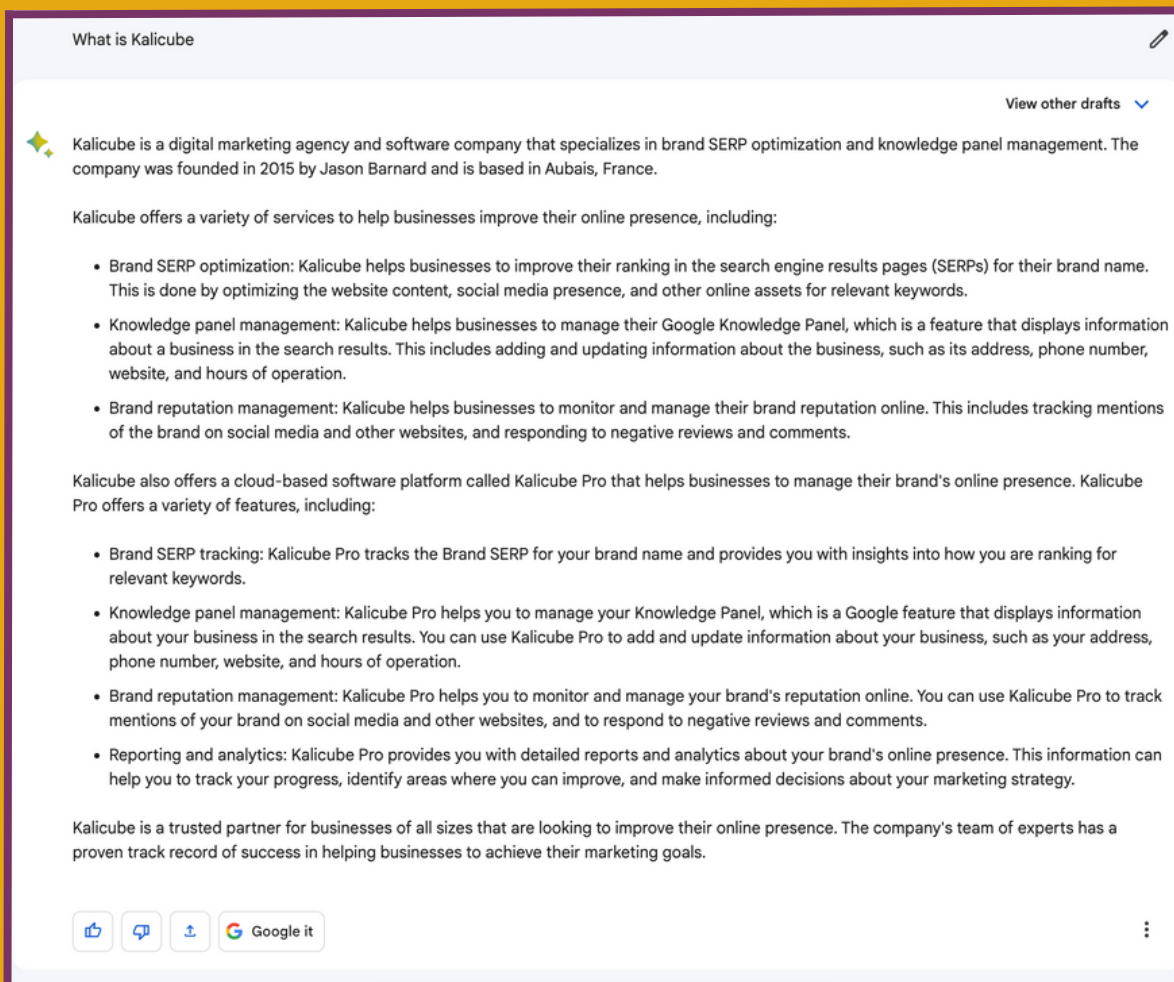





In the screenshot below, we see that Google Bard is ready to give us the added bonus of a convincing recommendation:



“Kalicube is a trusted partner for businesses of all sizes that wish to improve their online presence. The company's team of experts has a proven track record of success in helping businesses to achieve their marketing goals.”



What is Kalicube 

[View other drafts](#) ▾

✦ Kalicube is a digital marketing agency and software company that specializes in brand SERP optimization and knowledge panel management. The company was founded in 2015 by Jason Barnard and is based in Aubais, France.





Kalicube offers a variety of services to help businesses improve their online presence, including:

- Brand SERP optimization: Kalicube helps businesses to improve their ranking in the search engine results pages (SERPs) for their brand name. This is done by optimizing the website content, social media presence, and other online assets for relevant keywords.
- Knowledge panel management: Kalicube helps businesses to manage their Google Knowledge Panel, which is a feature that displays information about a business in the search results. This includes adding and updating information about the business, such as its address, phone number, website, and hours of operation.
- Brand reputation management: Kalicube helps businesses to monitor and manage their brand reputation online. This includes tracking mentions of the brand on social media and other websites, and responding to negative reviews and comments.

Kalicube also offers a cloud-based software platform called Kalicube Pro that helps businesses to manage their brand's online presence. Kalicube Pro offers a variety of features, including:

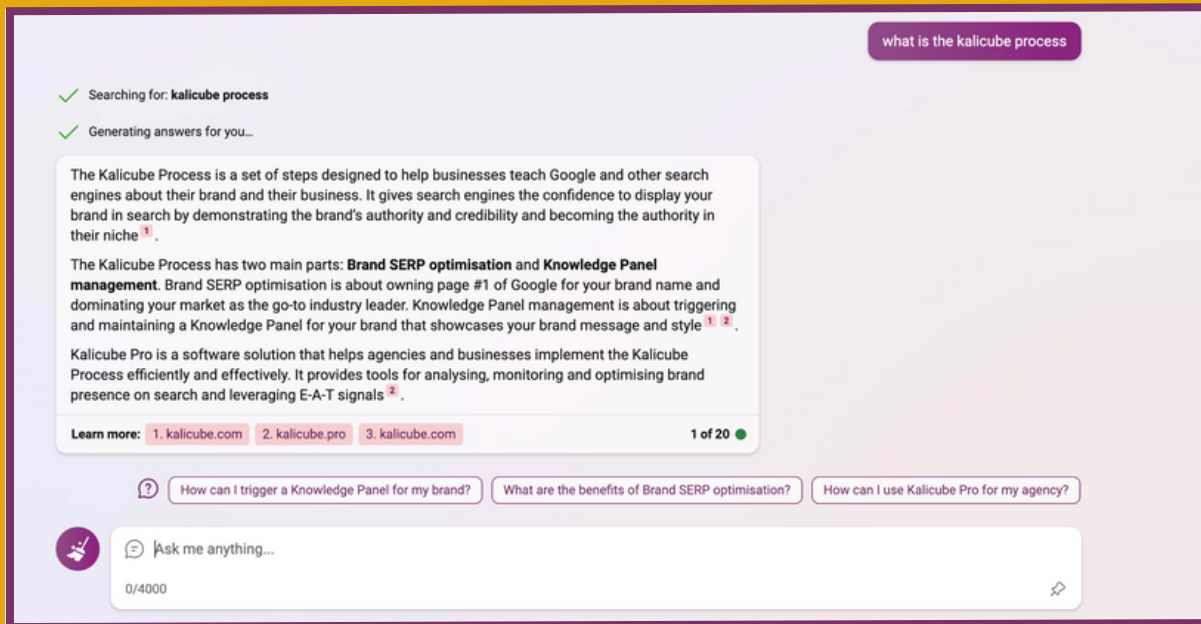
- Brand SERP tracking: Kalicube Pro tracks the Brand SERP for your brand name and provides you with insights into how you are ranking for relevant keywords.
- Knowledge panel management: Kalicube Pro helps you to manage your Knowledge Panel, which is a Google feature that displays information about your business in the search results. You can use Kalicube Pro to add and update information about your business, such as your address, phone number, website, and hours of operation.
- Brand reputation management: Kalicube Pro helps you to monitor and manage your brand's reputation online. You can use Kalicube Pro to track mentions of your brand on social media and other websites, and to respond to negative reviews and comments.
- Reporting and analytics: Kalicube Pro provides you with detailed reports and analytics about your brand's online presence. This information can help you to track your progress, identify areas where you can improve, and make informed decisions about your marketing strategy.

Kalicube is a trusted partner for businesses of all sizes that are looking to improve their online presence. The company's team of experts has a proven track record of success in helping businesses to achieve their marketing goals.

## Bing Chat: Branded Acquisition Funnel

If they go to Bing Chat and start a conversation with the informational query: “What is the Kalicube process?” Bing answers very accurately. Why? Because Kalicube uses the Kalicube Process and our content is perfectly packaged and easy to deliver!



Bing Chat also sees the relationship between the Kalicube Process and Kalicube Pro SaaS, the commercial offering we have for its implementation. In the response from Bing Chat, upselling is offered for us:

“ Kalicube Pro is a software solution that helps agencies and businesses implement the Kalicube Process efficiently and effectively. It provides tools for analysing, monitoring, and optimising brand presence on search and leveraging E-A-T signals ”

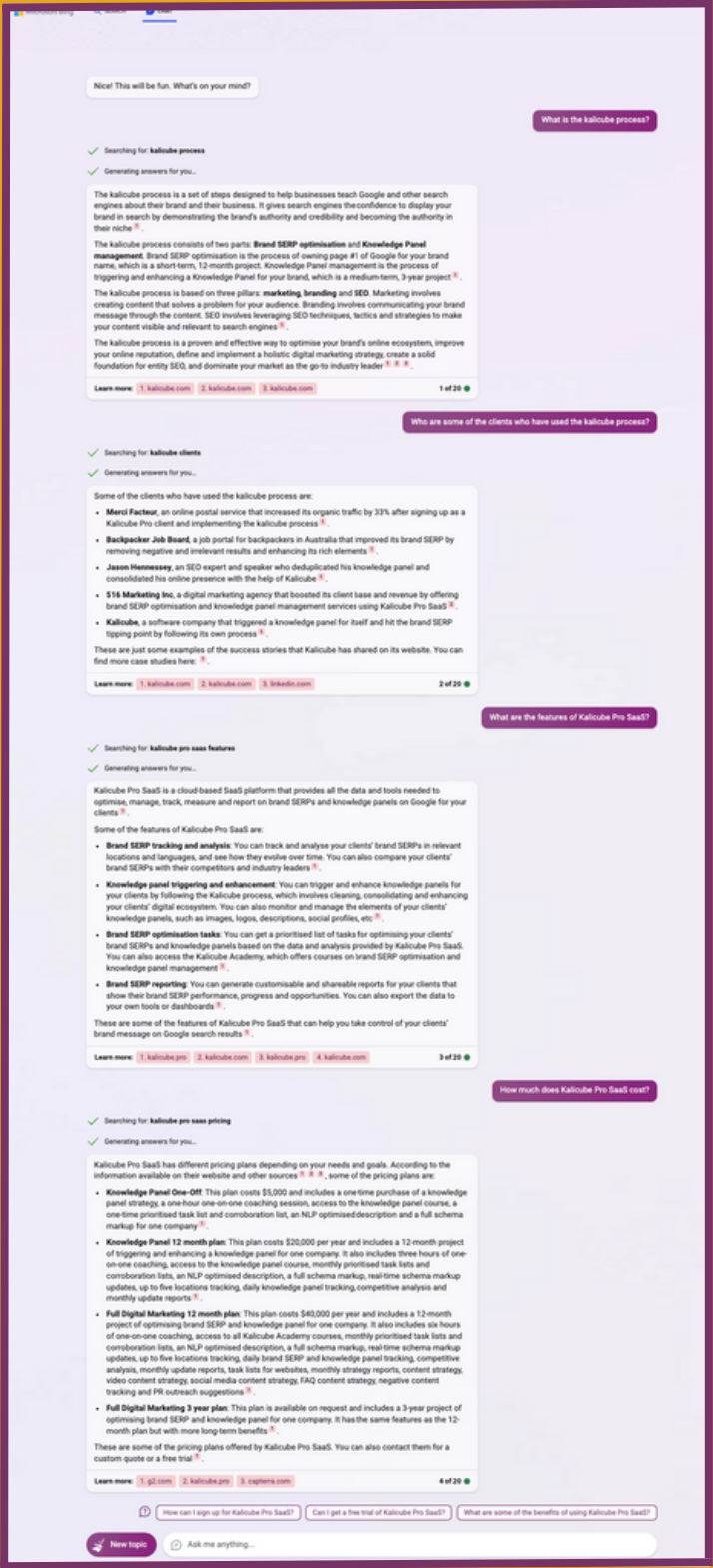




In addition, it offers the Commercial Investigation question “How can I use Kalicube Pro for my agency?” which very effectively puts the user in the funnel. And remember, up until this point, the user didn’t even know that Kalicube offered a SaaS platform for agencies!

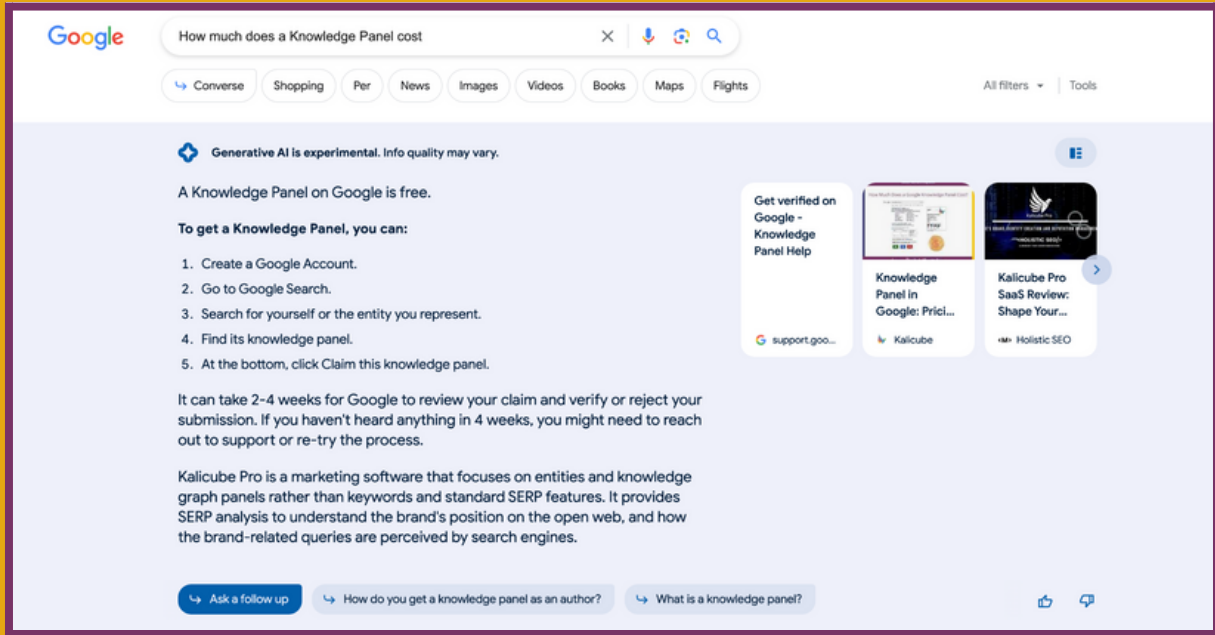
In this example, Bing accurately, efficiently, and effectively guides the user through the funnel from the same initial question, “What is the Kalicube Process?” In this screenshot, each question on the right was a suggestion from Bing Chat based on the FAQ on Kalicube. Every answer on the left is correct. We taught the Answer Engine to guide our audience through the funnel on our terms.

*Pro tip: Kalicube did not use the FAQ model as a response or reaction to the new developments in Search. It is embedded in the Kalicube Process, so search engines already know the 10 steps of the Buying Journey along with hundreds of other brand search and Search Engine Optimization (SEO) related questions. Because the Kalicube Process securely anchors the information in search results, generative AI algorithms and Knowledge Graphs, the information is available to search engines regardless of which engine a user uses.*



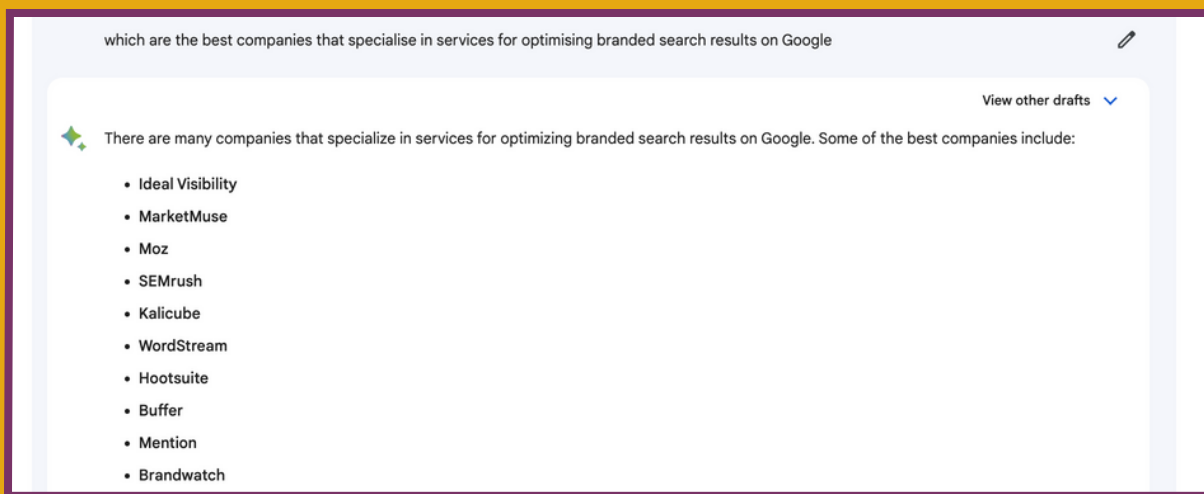
# The Non-Brand Acquisition Funnel on Answer Engines

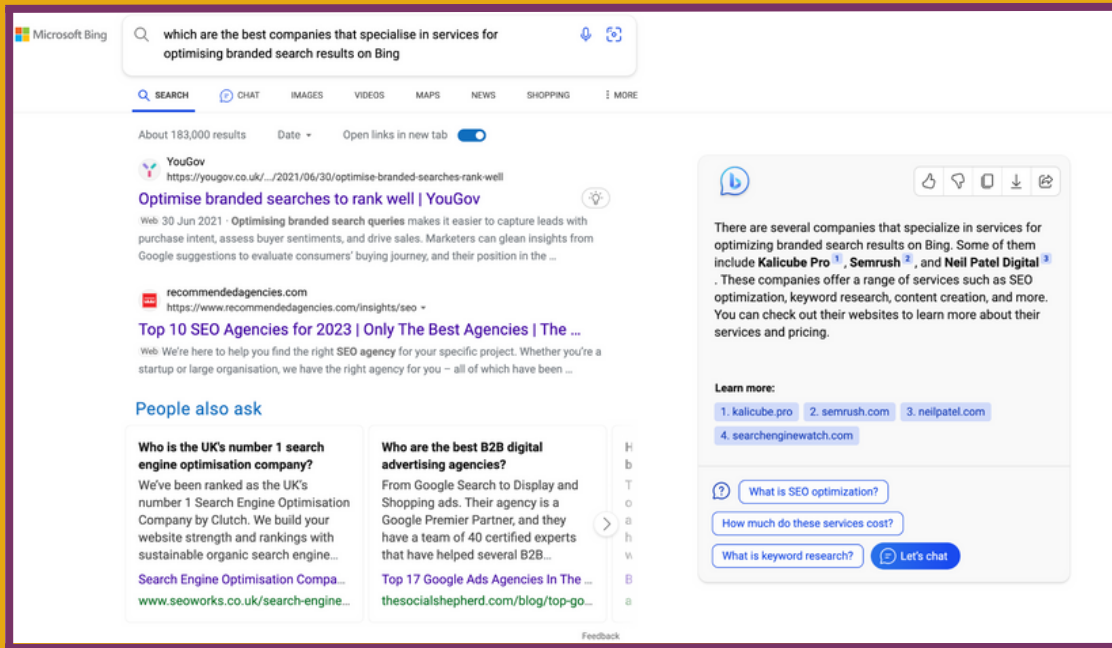
The Kalicube Process is also extremely effective for non-branded questions. For the question “How much does a Knowledge Panel cost?” Google itself recommends our services for providing services to companies that want to obtain or manage their Google Knowledge Panel.



# Active Recommendations by Answer Engines

Finally, let's look at what companies Google and Bing recommend in their own search results to take care of your brand:

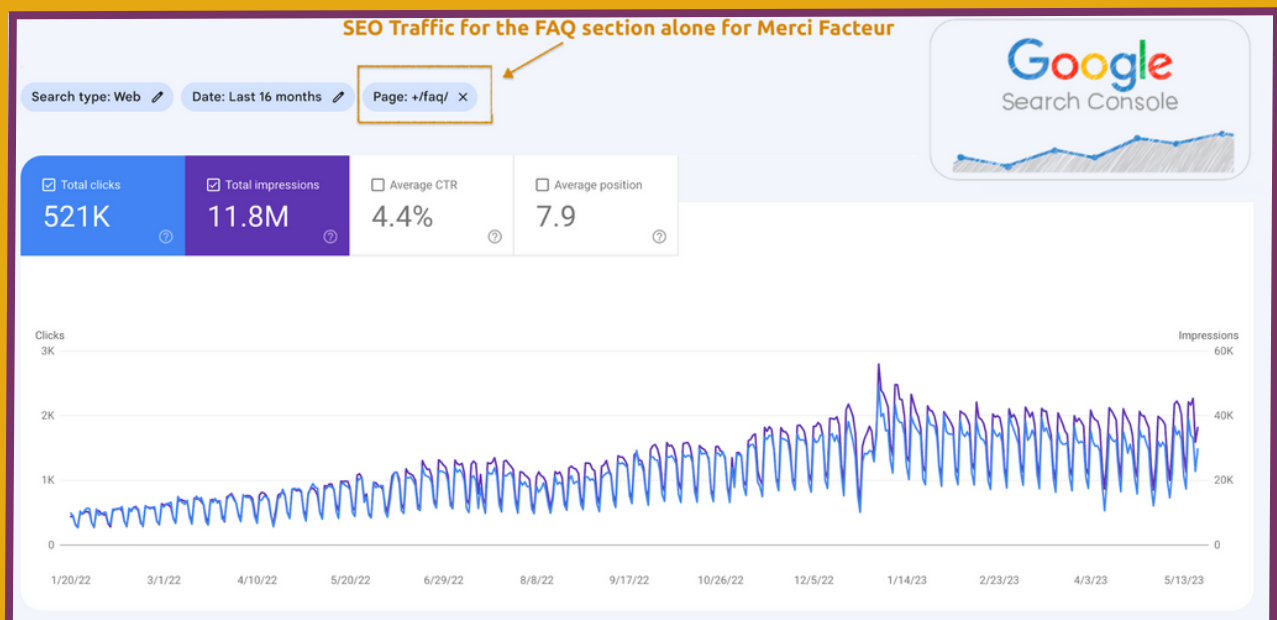




**You will notice that Kalicube is actively recommended by both Google and Bing for our services.**

## Importantly, Let's not Lose Sight of the Short Term with Search Engines

Everything we wrote here works for new engines and generative AI on Search ... that solves your problems for tomorrow. But how can you justify building a huge FAQ domain today? Simple. This technique works for search engines today. For example, the FAQ technique of the Kalicube Process provides incredible short-term growth and ROI for Merci Facteur as a simple SEO strategy.



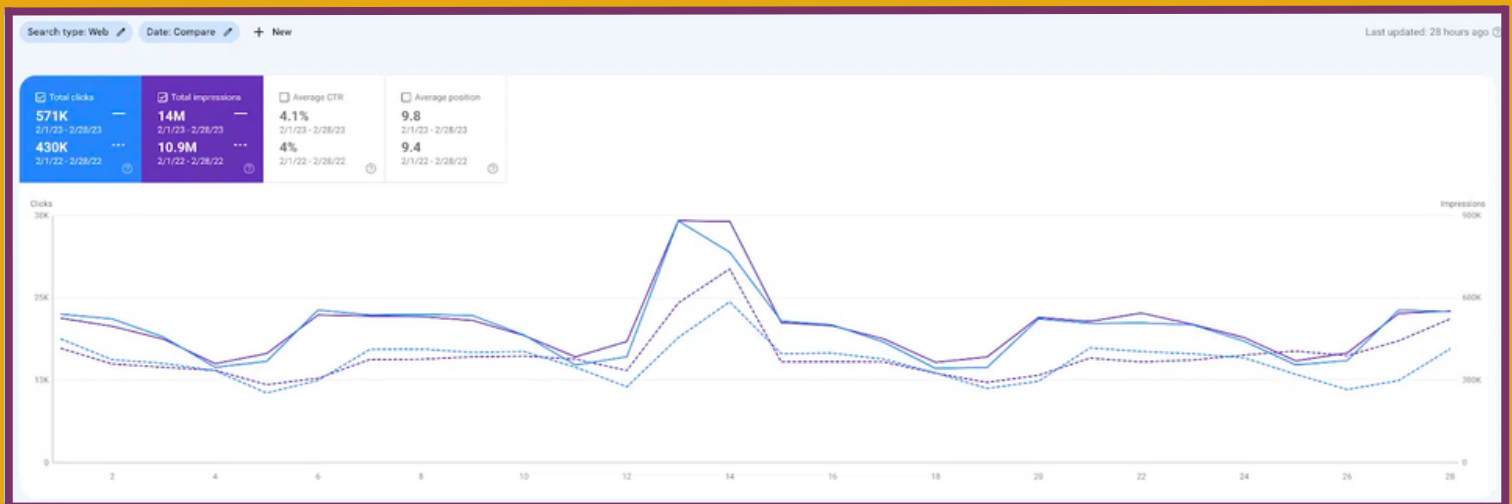
This leads us neatly to a client case study.

## Example SEO Success Story: Merci Facteur

Thanks to the Kalicube Process, after two years Merci Facteur is now in a wonderful position where:

1. Both Google and Bing confidently **understand** what they are, what they offer and the audience they serve;
2. The search algorithms are convinced of the **credibility** of the company, its offer and its content;
3. Merci Facteur has a large amount of highly relevant and **deliverable** content that the search engines can pass on to the subset of their users who will buy from Merci Facteur.

Merci Facteur is also in the enviable position of being independent. The Kalicube team has developed a bespoke strategy for Merci Facteur based on the resources available, the needs of the audience and the most effective channels for their industry.



***Pro tip:** We work hard to show our clients that they do not have to be afraid of the bots, algorithms and engines of Bing and Google. When a company implements an effective digital marketing strategy: Packages content for Google and Bing and clearly demonstrates that it is capable of satisfying the end user... then there is no reason to fear the future.*

You will find more **client success stories** on the Kalicube.com website.

## Conclusion: Communicate, Convince, Package

When you have empathy for search engines, you understand that Google and Bing need your help with their pain points.

1. **Understanding** the available solutions.
2. Assessing the **Credibility** of the companies and people delivering solutions.
3. Extracting the most relevant and helpful, **Deliverable** content for the user.

To attach any sort of credibility to your brand/product offerings, engines need to understand who you are, and in order for them to recommend your solutions as the “best” to users, you need to provide relevant content that is also deliverable.

This means our job as marketers is the following.

1. **Communicate** to them the solutions we offer.
2. **Convince** them of our credibility as a solution.
3. **Package** our solutions (content) to facilitate delivery to the user.

*Pro tip: Understanding, credibility, and deliverability need to evolve in tandem.*

*Pro tip: Always ask yourself three questions with any strategy, technique or tactic you plan to use for SEO.*

1. *Which of the three pillars does this work serve?*
2. *How does what I am doing help the bots, algorithms and engines?*
3. *Does the content I am creating efficiently solve a real problem for my target audience?*

## Is Kalicube for you?

At Kalicube, we have successfully implemented the Kalicube Process for many clients. Our goal is to implement a solid strategy that fits their branding, resources and business goals, and equip our clients with the skills, knowledge and motivation they need to continue using the three-step Kalicube Process for years to come - without our help.

Our goal is that within two years, our clients will be able to independently implement the bespoke Kalicube Process we have developed for them, and feel confident that they can continue to grow their audience and profits without needing our ongoing guidance.



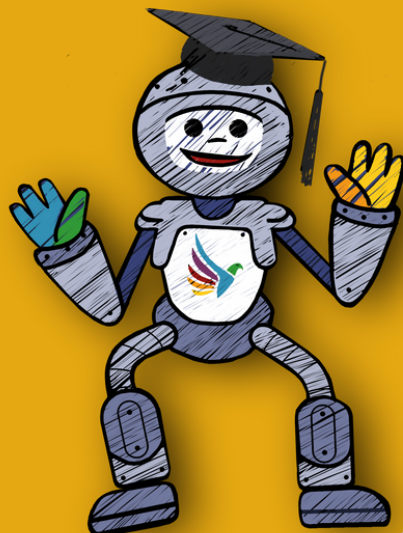
## Let's Talk About How Kalicube Can Help You!

Please contact us to discuss what the Kalicube Process can achieve for your content and brand.

[Contact Us](#)



Jason Barnard   
The Brand SERP Guy





# Learn More

## References

<https://www.searchenginejournal.com/seo-understanding-credibility-deliverability/336131/> (2020)  
<https://blog.grade.us/jason-barnard/> (2019)

## Recommended articles:

<b>1.</b> The Kalicube Process	<a href="https://kalicube.com/learning-spaces/faq/digital-pr/the-kalicube-process/">https://kalicube.com/learning-spaces/faq/digital-pr/the-kalicube-process/</a>
<b>2.</b> How to write an entity description (The Kalicube Way)	<a href="https://kalicube.com/learning-spaces/faq/seo-glossary/how-to-write-an-entity-description-the-kalicube-way/">https://kalicube.com/learning-spaces/faq/seo-glossary/how-to-write-an-entity-description-the-kalicube-way/</a>
<b>3.</b> How to write an entity description (The Kalicube Way)	<a href="https://kalicube.com/learning-spaces/faq/seo-glossary/e-e-a-t-in-seo-a-simple-explanation/">https://kalicube.com/learning-spaces/faq/seo-glossary/e-e-a-t-in-seo-a-simple-explanation/</a>
<b>4.</b> E-E-A-T in SEO (Simple Explanation)	<a href="https://solutions.kalicube.com/produce-great-copywriting-for-seo-in-2022">https://solutions.kalicube.com/produce-great-copywriting-for-seo-in-2022</a>
<b>5.</b> How to produce great copywriting for SEO in 2022 by Jason Barnard	<a href="https://kalicube.com/learning-spaces/faq/brand-serps/entity-home-in-seo-explainer/">https://kalicube.com/learning-spaces/faq/brand-serps/entity-home-in-seo-explainer/</a>
<b>6.</b> What is a Brand SERP	<a href="https://kalicube.com/learning-spaces/faq/brand-serps/what-is-brand-serp/">https://kalicube.com/learning-spaces/faq/brand-serps/what-is-brand-serp/</a>
<b>7.</b> What is a Knowledge Panel in Google	<a href="https://kalicube.com/learning-spaces/faq/knowledge-panels/knowledge-panel-definition/">https://kalicube.com/learning-spaces/faq/knowledge-panels/knowledge-panel-definition/</a>
<b>8.</b> What Is SEO? A beginner's guide to Search Engine Optimization	<a href="https://kalicube.com/learning-spaces/faq/seo-glossary/what-is-seo-a-beginners-guide-to-search-engine-optimization/">https://kalicube.com/learning-spaces/faq/seo-glossary/what-is-seo-a-beginners-guide-to-search-engine-optimization/</a>



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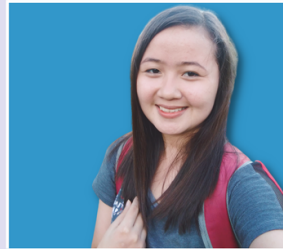
# Special Thanks to The Kalicube Team



“ Kalicube is not just about me.  
What I am most proud of?  
**The Kalicube Team.** ”

- Jason Barnard  
CEO and Founder at Kalicube

#smart



#courageous



#fun

