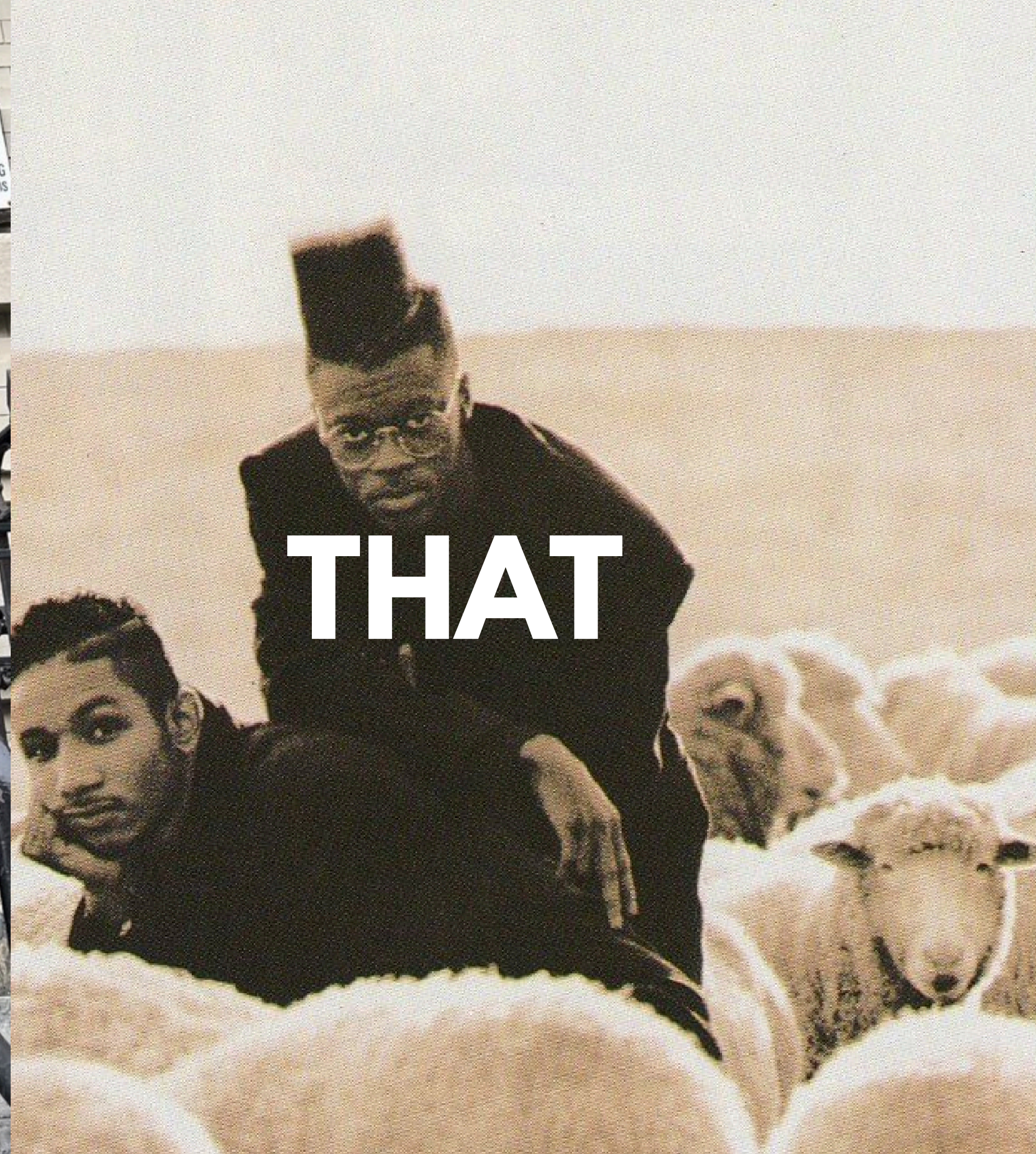




**THIS**



# BAD MARKETING

*Get with this?*



## Transcript

This message is from the loan department. We have a pending offer of \$70,000 in the form of an unsecured loan. Your monthly payment is estimated to be \$400. To speak with a team member, please press 2 to be added to our do not call list, please press 9. Once again, press 2 now to talk to a specialist and select 9 to opt out.

**That is NOT  
MARKETING**



# Best Running Shoes for Sale — Buy Running Shoes Now!

Looking for the best running shoes? Our best running shoes are perfect for running. Whether you're running in the city or running on trails, our best running shoes give you the best support and comfort. Buy running shoes today and get the best running shoes delivered fast. Don't miss out on the best running shoes sale! We have running shoes for men, running shoes for women, and even running shoes for kids. If you need running shoes, our best running shoes are exactly what you need for running. Buy running shoes now for the best prices on running shoes!

**was that  
marketing?**



**Who wants the speaker after me  
to repeat 90% of what I just said**



**why not?**



# SEO

**Scan what everyone else says  
about a topic, make your  
content sound like them, just  
slightly different**



**I ain't scared  
of you  
Mother  
Fuckas**

the job of  
**marketing**

**3**

**Seen**

**Believed**

**Chosen**

“  
**JOB'S NOT  
FINISHED.**

**JOB FINISHED? I DON'T THINK SO.**

KOBE BRYANT WHEN ASKED WHY HE WASN'T HAPPY  
DESPITE BEING UP 2-0 IN THE 2009 NBA FINALS







**All over France  
finding great restaurants**

**Build 1900 (seen)**

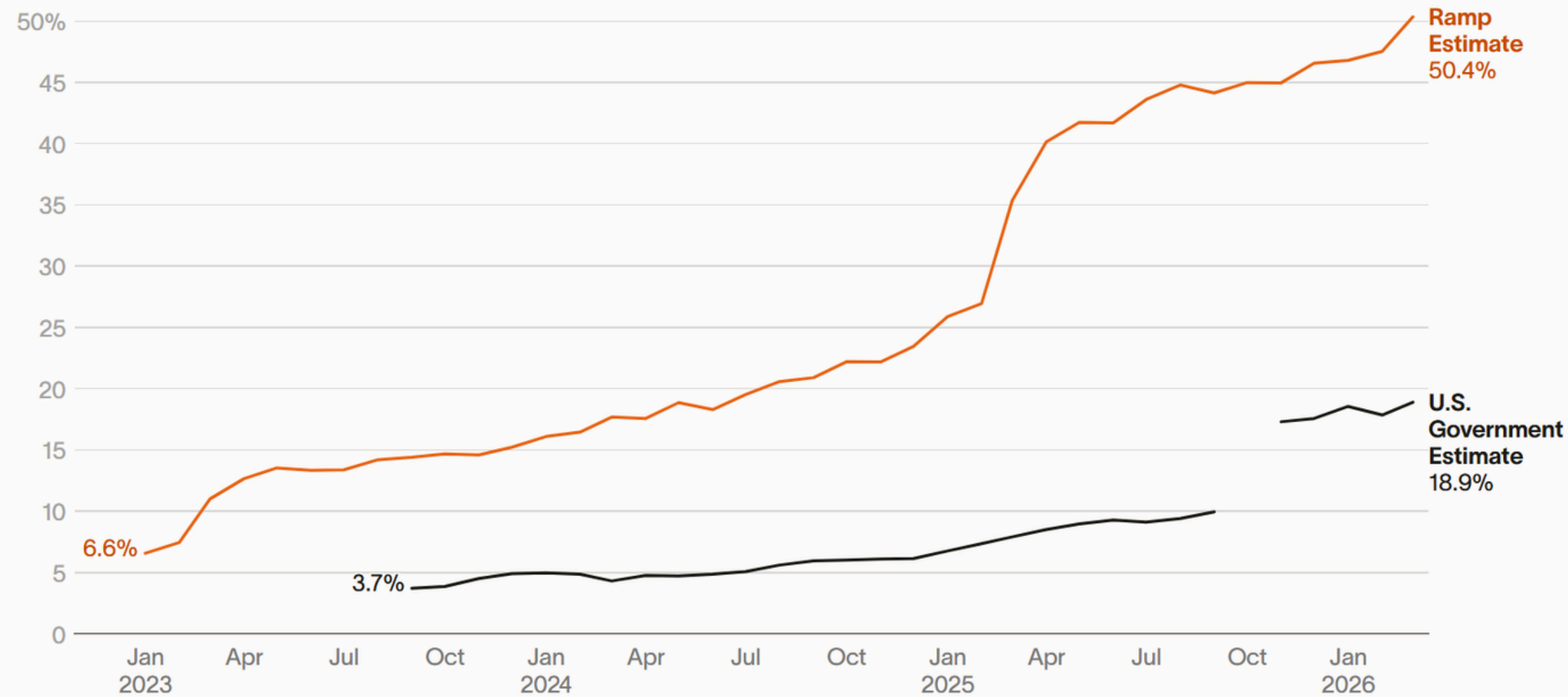
**Michelin Star (belived)**

**Booked solid (chosen)**

## Ramp AI Index: Overall Adoption Rate

Share of U.S. businesses with paid subscriptions to AI models, platforms, and tools

View by [Overall](#) [Sector](#) [Size](#) [Model](#)



Source: [Ramp AI Index](#), business spend data from Ramp; U.S. Census Business Trends and Outlook Survey • [Get the data](#) • [Embed](#)



# Seen



**Ara Kharazian**  
Lead Economist, Ramp

Share ↗

Don't miss key shifts in business spend from Ramp Economics Lab.

Subscribe on Substack



**Believed**

**Ramp, we can do what  
Michelin did...**



minnesota business restaurants

AI Mode

All

Images

News

Forums

Short videos

Videos

More ▾

Tools ▾

Open now

Top rated

Cheap

Upscale

Takeout

Good for kids

Delivery

Results for **Minnesota** · Choose area



Ramp

<https://ramp.com> › Blog › Vendor management



## Top 5 Restaurants In Minnesota For Business Dining

Jun 26, 2025 — Based on an analysis of spending patterns, Chowgirls Catering, Porzana, and Pizza Lucé

lead the dining landscape in Minnesota for business ...



OpenTable



**7 hours**



# Zombie Content

Jun 26, 2025

Ramp  
https://ramp.com › Blog › Vendor management

### Top 4 Restaurants In Pennsylvania For Business Dining

Jun 26, 2025 — Our analysis reveals that Cuba Libre Restaurant & Rum Bar, La Colombe Coffee Roasters, and Harp & Crown lead Philadelphia's **business dining** ... [Read more](#)

Ramp  
https://ramp.com › Blog › Vendor management

### Top 3 Restaurants In New Jersey For Business Dining

Jun 26, 2025 — Best for: Corporate meetings requiring on-site catering, employee events, and daily **business dining** within office environments. [Read more](#)

Ramp  
https://ramp.com › Blog › Vendor management

### Top 3 Restaurants In Delaware For Business Dining

Jun 26, 2025 — Philly Smoke SoCo brings authentic Southern barbecue excellence to Delaware's **business dining** scene through its Wilmington headquarters and ... [Read more](#)

Ramp  
https://ramp.com › Blog › Vendor management

### Top 4 Restaurants In Maryland For Business Dining

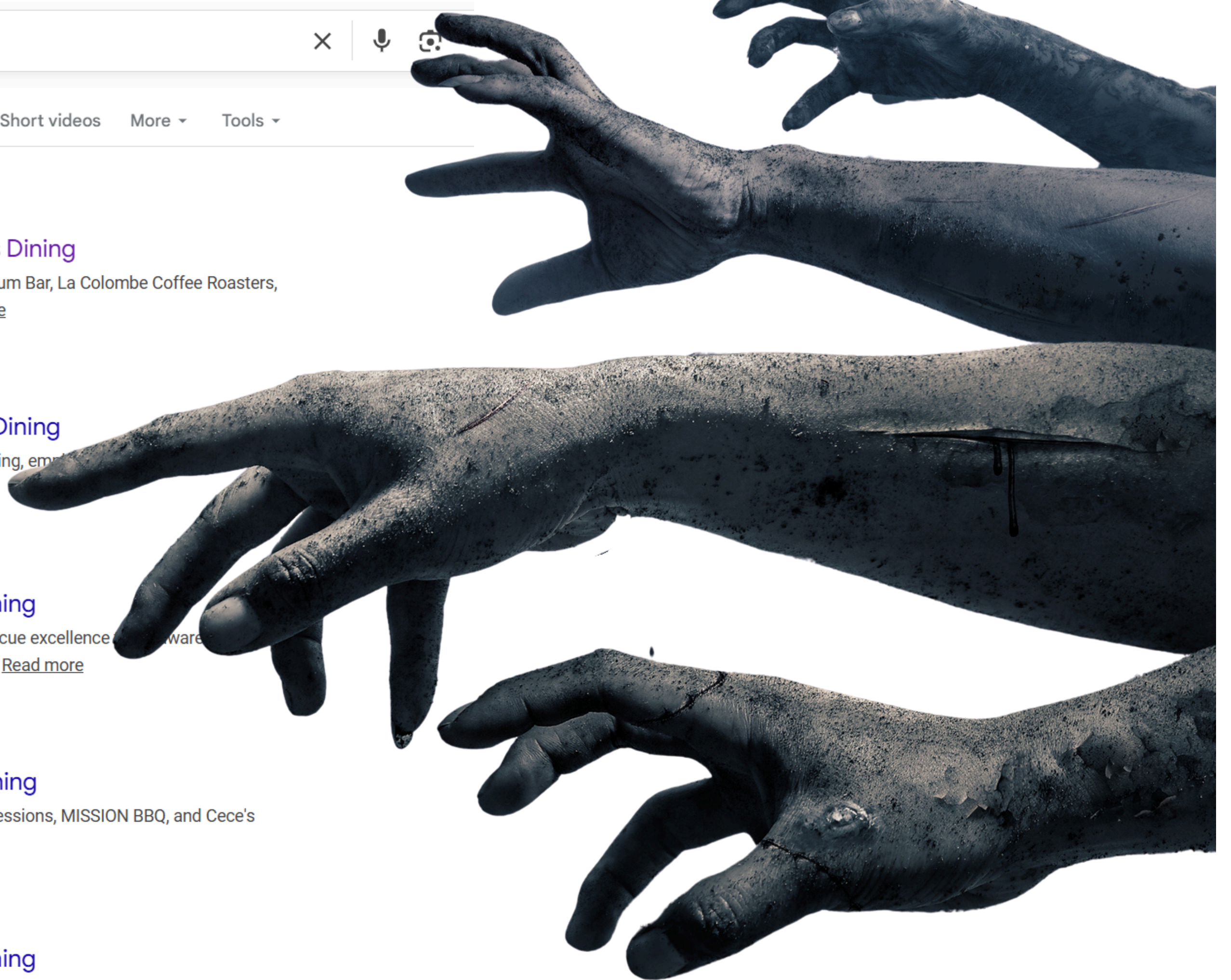
Jun 26, 2025 — Based on spending analysis, CFG Bank Arena Concessions, MISSION BBQ, and Cece's Roland Park lead the **business dining** landscape in Maryland.

Jun 26, 2025

Ramp  
https://ramp.com › Blog › Vendor management

### Top 7 Restaurants In New York For Business Dining

Jun 26, 2025 — Based on corporate spending data, these seven establishments consistently rank among New York's most frequented venues for **business dining**. The ... [Read more](#)





# HER PLACE SUPPER CLUB

AMANDA SHULMAN & ALEX KEMP



**Years**

Did you wake up today  
to learn how to be ...  
**Deeply Mediocre?**

The more you lean on AI, the less qualified you become to judge its output.

Wednesday, February 18th ▾



**Wil Reynolds** 9:16 AM

You ever look into ramp? Their platform seems quite dope but I don't know how it compares to our current vendor. One thing their CEO said on a podcast that caught my eye was he said we can tell you if you are paying more than other people for a service. i.e. you are paying 5% more than the average for salesforce, slack, etc.



**Steve Kennard** 9:20 AM

we did a couple of years ago and it was the same thing as [Bill.com](#) now....we could actually do more with [bill.com](#) at the time. It's a lot to change vendors with how engrained we are so I haven't bothered since I didn't think the gains would be worth it....and their sales people turn me off. They stalk me with canned emails...all the folks using the same variation of it so I pushed them out of talking to them tbh. I had not heard the comparison piece before though. They should lead with that only.



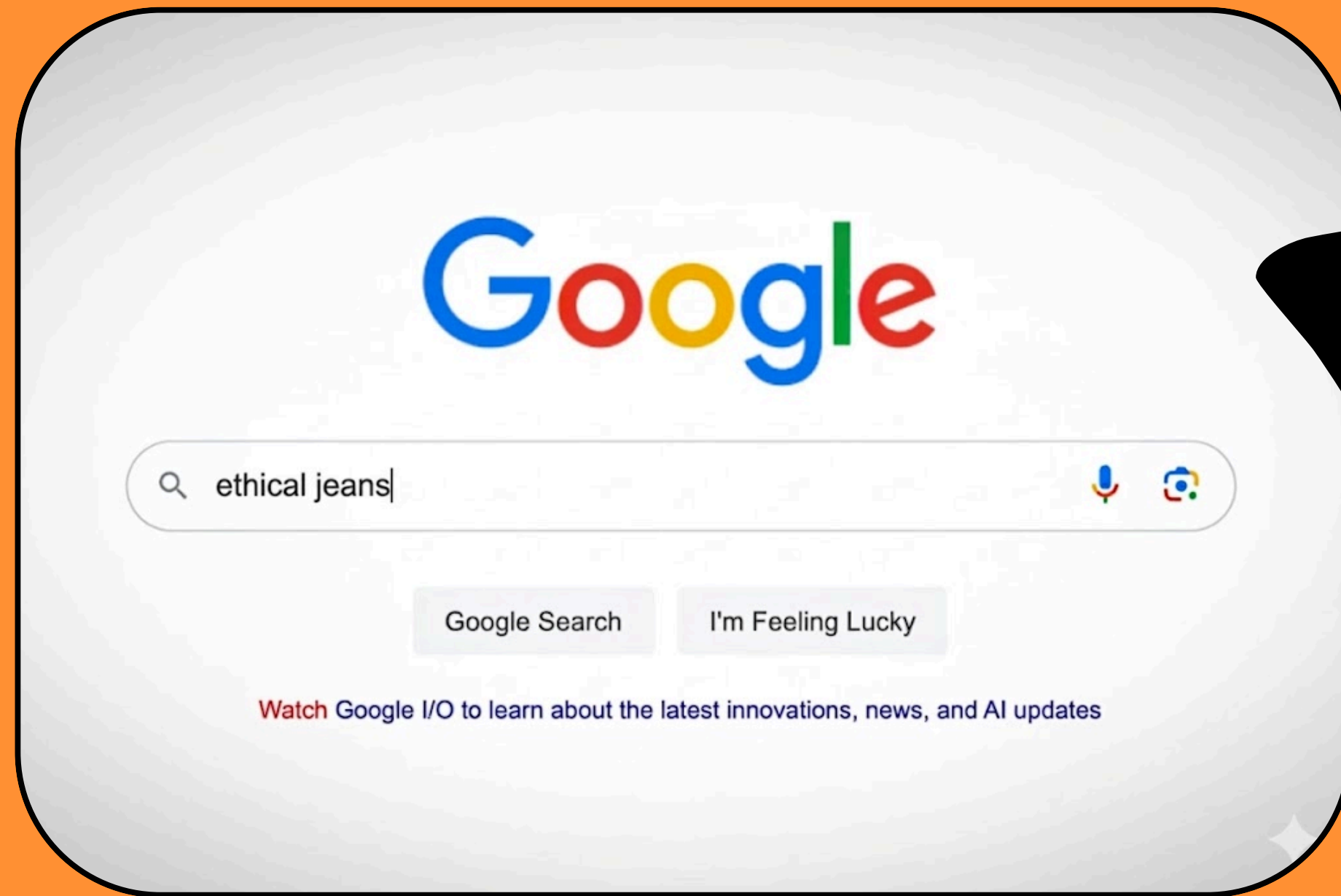
Friday, February 20th ▾

# Bigger ALWAYS Wins



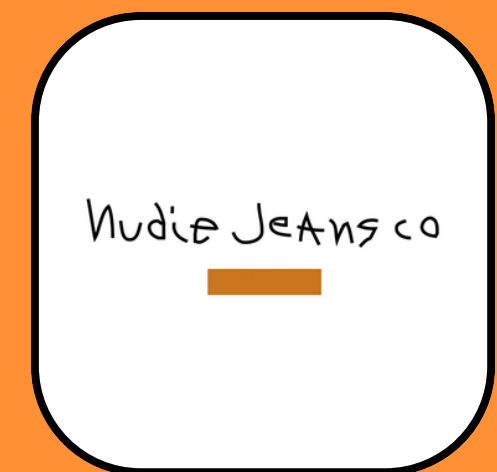
One brand leveraged  
**domain authority**

The other became an  
**AUTHORITY** in their domain



Ranked #5

Ranked #55



## Related Categories

[Organic Selvedge Jeans](#)[Selvedge Jeans Made In USA](#)[Soft Jeans](#)[Mens Straight Organic Jeans](#)[Denim Jeans](#)[Boyfriend Jeans](#)[Utility Jeans](#)[Straight Jeans](#)[Raw Selvedge](#)[Straight Leg Selvedge Jeans](#)[Indigo Jeans](#)[100% Cotton Jeans](#)[See More](#)

### ETHICALLY MADE JEANS

Discover our collection of ethically made jeans at Banana Republic. Crafted with sustainability in mind, our jeans are made from organic cotton, ensuring a reduced environmental impact. With a focus on fair trade practices, these jeans are created by skilled artisans who are paid fair wages. Choose from a range of styles including straight and slim fits, all designed to provide both comfort and style. Shop our ethically made jeans collection and make a positive impact on the planet.

### SUSTAINABLE FABRICS

Our ethically made jeans are crafted from organic cotton, a sustainable fabric that is grown without the use of harmful chemicals. By choosing organic cotton, you are supporting a healthier environment and reducing your carbon footprint. These jeans are not only eco-friendly but also soft and comfortable to wear, making them a great choice for everyday wear. Embrace sustainable fashion with our ethically made jeans.

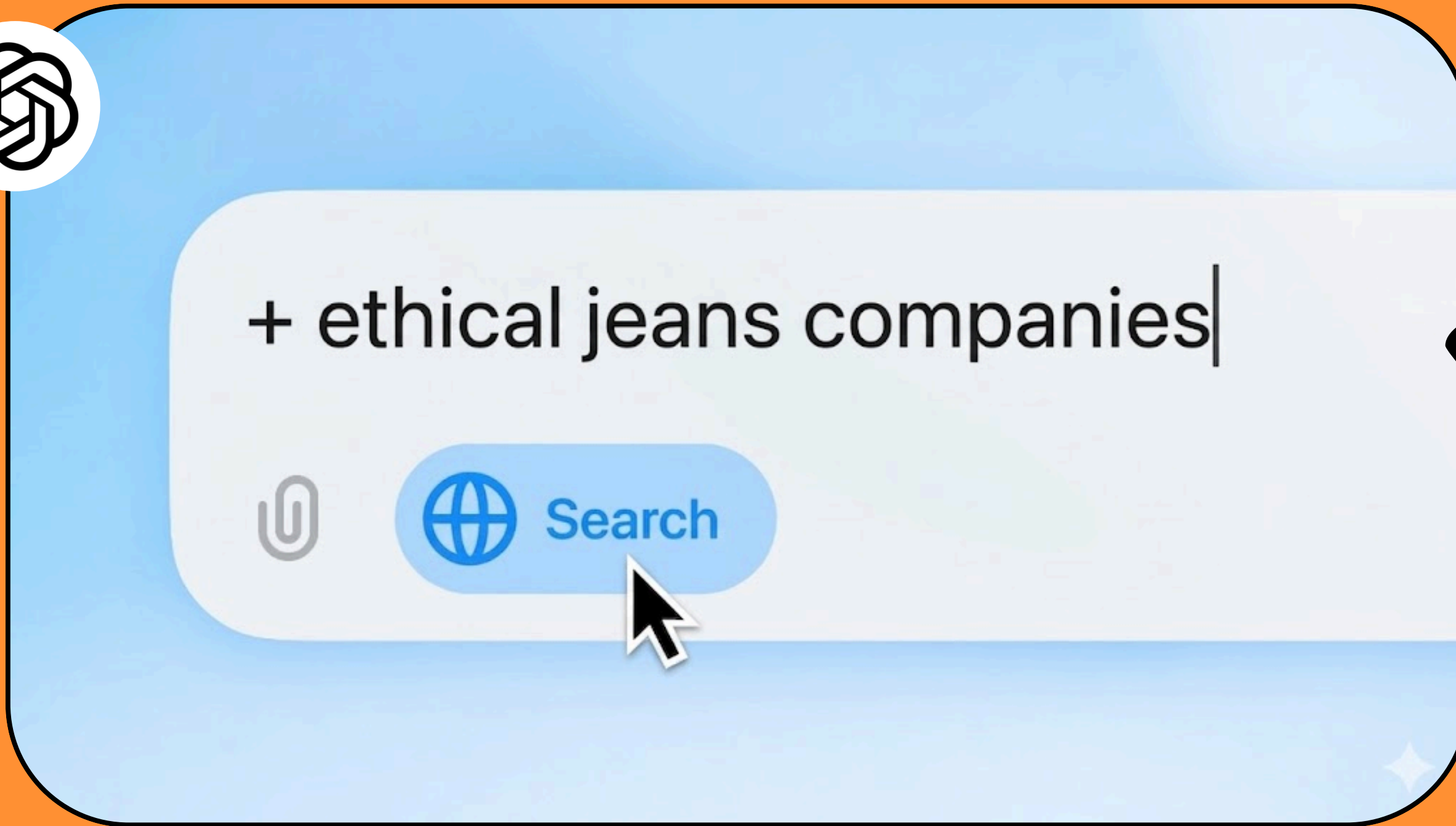
### TIMELESS STYLE

Our ethically made jeans feature timeless styles that never go out of fashion. Whether you prefer a classic straight fit or a sleek slim fit, our jeans are designed to flatter your figure and provide a versatile wardrobe staple. With their clean lines and high-quality craftsmanship, these jeans can be dressed up or down for any occasion. Invest in ethically made jeans that will stand the test of time.

### CONSCIOUS CHOICES

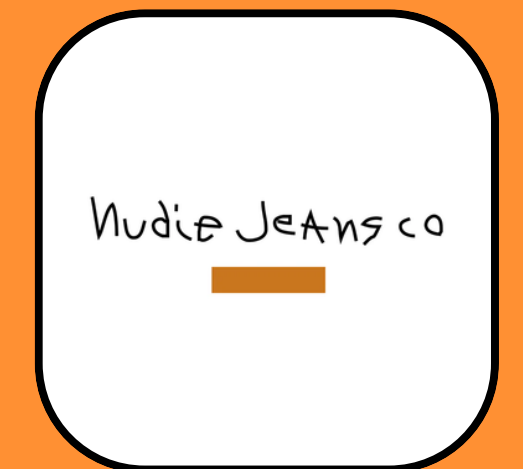
By choosing ethically made jeans, you are making a conscious choice to support sustainable and ethical practices in the fashion industry. Each pair of jeans is made with care and attention to detail, ensuring a high-quality product that you can feel good about wearing. Join us in making a positive impact on the world by shopping our collection of ethically made jeans.

Deep  
on  
SEO



**90% visibility**

**0% visibility**



A loophole isn't a strategy

- lily ray



**For HUMANS**



# Listicles

HBO MAX

*This*



**VISIBILITY**  
**CREDIBILITY**

*That*



**REVIEW**  
**Reddit**



# Google

+ timeboxing app



 AI Mode

Google Search

I'm Feeling Lucky



+ timeboxing app I × AI Mode

- timeboxing app **free**
- timeboxing app **windows**
- timeboxing app reddit**
- timeboxing app **iphone**
- timeboxing app **mac**
- timeboxing app **ipad**
- time boxing app
- free** timeboxing app
- time boxing app **for windows**
- time boxing app **android**

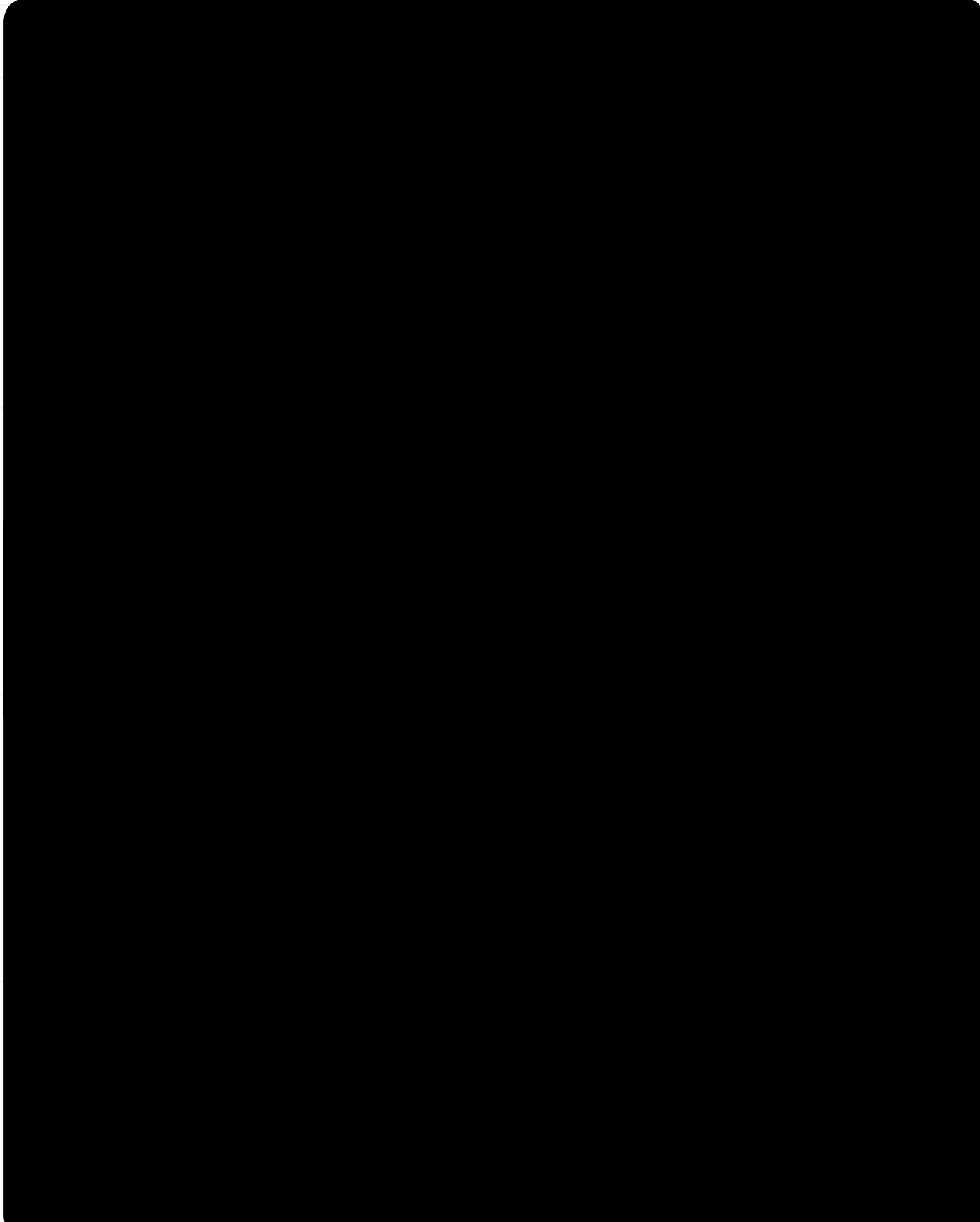
Google Search I'm Feeling Lucky

Report inappropriate predictions

# Best Timeboxing Apps at a Glance

Here are some of the best tools out there—each with its edge, depending on how you like to plan, track, or block your time:

Tool Name
ClickUp
Sunsama
Todoist
Motion



VS

reddit



Reddit · r/TimeManagement

20+ comments · 2 years ago

### Can anyone suggest a good timeboxing app?

I've tried Clockify, Motion, Google Calendar, Akiflow, Apple's Calendar, Monday.com, and Trello. None of them fit my needs exactly. Does anyone ... [Read more](#)

28 answers · Top answer: In college I used shovel. It's great for keeping tabs on assignments and time b...

Replacement for Plan **app** (to-do list + **time-boxing**)? 30 answers Feb 8, 2025

I built an **app** that fixes to-do lists by making them ... 53 answers Jul 11, 2024

[More results from www.reddit.com](#)



Zapier

<https://zapier.com> > App picks > Best apps

### The 6 best time blocking apps in 2026

Dec 9, 2025 — **Sunsama** for daily planning. Morgen for scheduling tasks. Toggl Track for agencies and client work. Clockwise for teams. [Read more](#)

# Humans

### Discussions and forums

#### Replacement for Plan app (to-do list + time-boxing)?



Reddit · r/ProductivityApps · 30+ comments · 11 months ago

try plantrees ? It's got almost everything you mentioned except the side by side calendar ... [More >](#)

Top answer · 5 votes · 11...

I use trello and time box in that, it doesn't fit your use case but if I need to split ... [More >](#)

4 votes · 11 months ago

Todoist now has time boxing with calendar. Exactly what you're looking for. It's a new feature. [More >](#)

2 votes · 11 months ago



#### What's the most effective time management app today?



Quora · 1 answer · 4 months ago



Brand	Reddit Mentions	On ClickUp List?
FlowSavvy	10	✗ No
Amplenote	6	✗ No
Morgen	5	✗ No
Task Kitchen	5	✗ No
Ellie Planner	5	✗ No
Amazing Marvin	4	✗ No
TimeBoxer	4	✗ No
Google Calendar	4	✗ No
ByDesign.io	4	✗ No



**GEO**

**BAD MATH**

**GEO isn't a  
performance  
channel**





“

**When you think you can track everything, you shift to making the easily trackable KPIs grow**

”



“

**Most teams chase what they can measure, they ignore what actually moves people.**

**Reputation, private convos, etc**

”



**Visibility**  
**is an**  
**Opportunity**

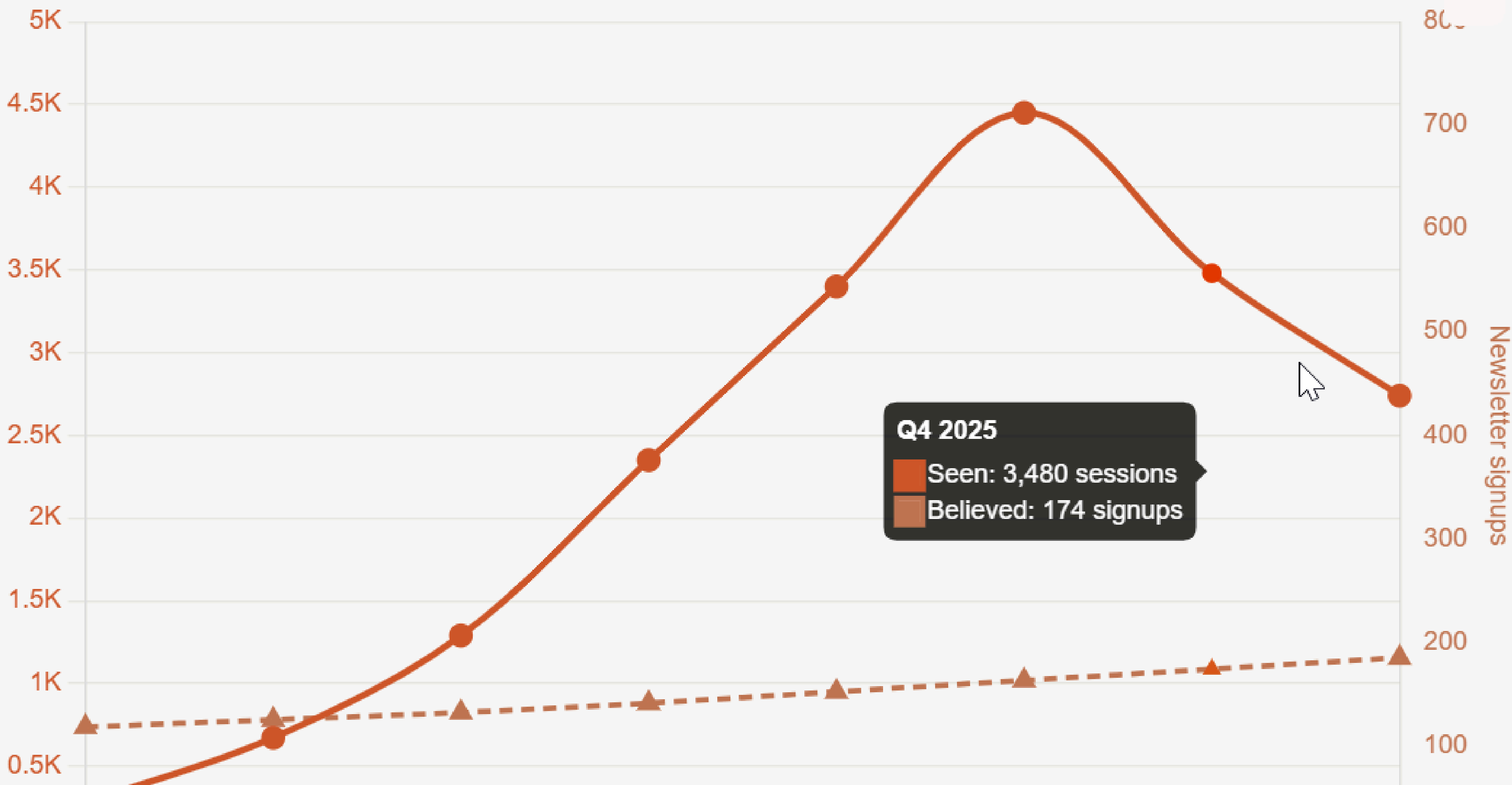


**SOG = Opportunity**

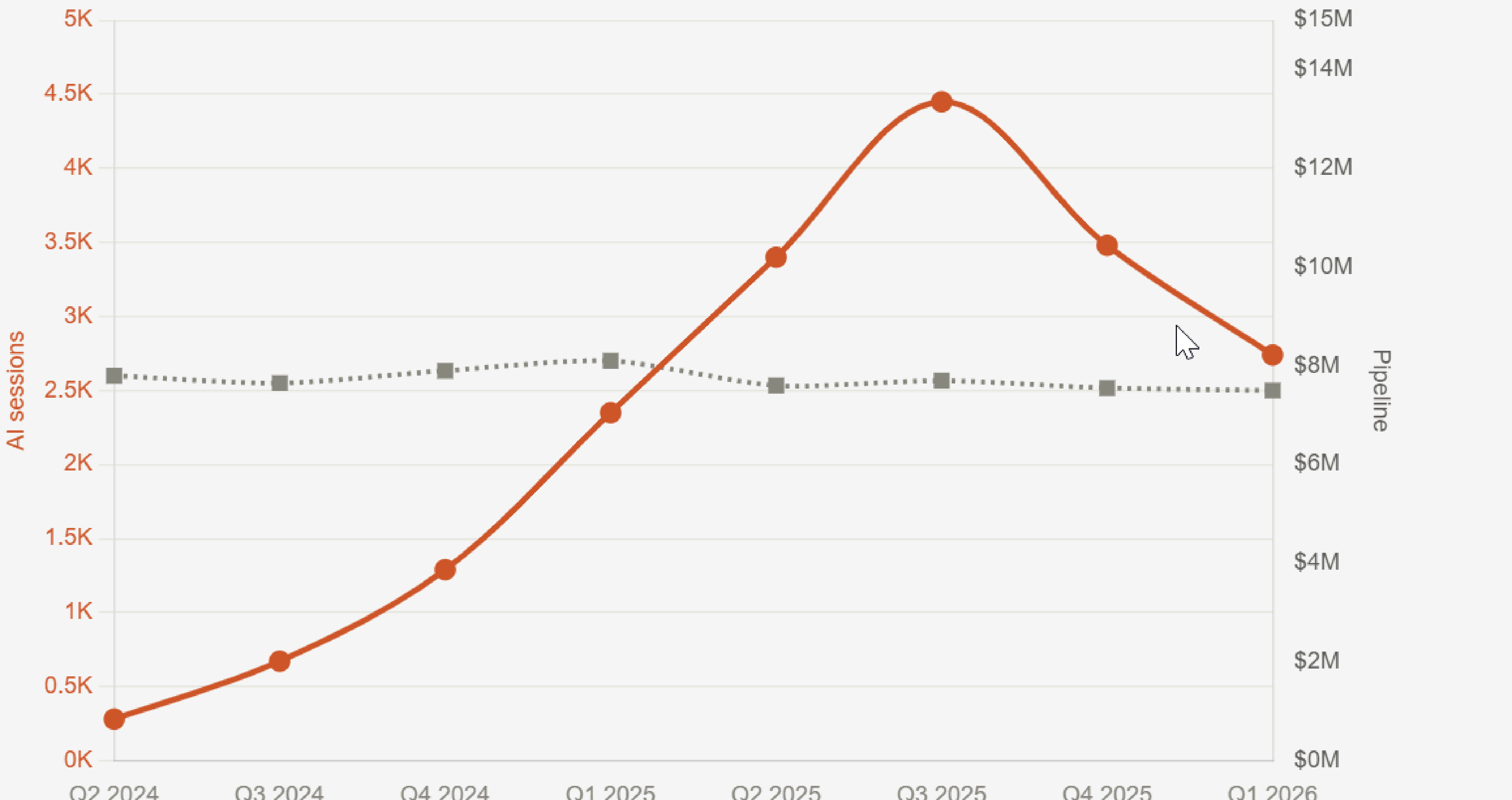
# TRUE WINNERS



— Seen — AI sessions (left)    - - - Believed — newsletter signups (right)



— Seen — AI sessions (left)    ..... Chosen — pipeline \$ (right)



the job of  
**marketing**

**3**

**Seen**

**Believed**

**Chosen**



# How Airbyte Tripled AI Brand Visibility in One Week

Airbyte partnered with Profound to analyze and optimize their brand's AI visibility, tripling ChatGPT visibility and establishing a repeatable playbook for Generative Engine Optimization.

## Key Results

**3x**

Visibility increase in ChatGPT in one week

**+16%**

Lift in overall visibility across AI platforms

**\$100k**

Closed a \$100,000 deal from ChatGPT

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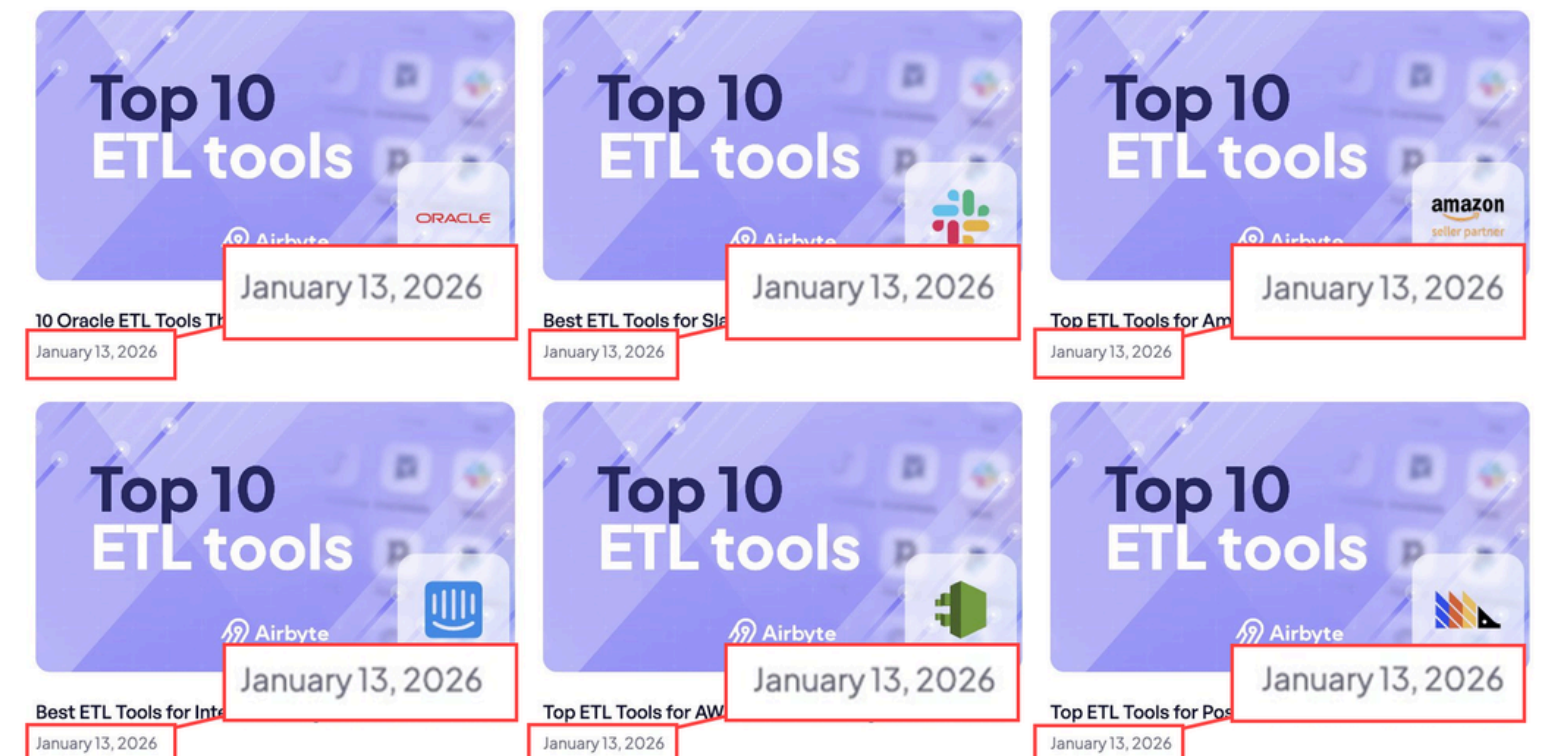
Visibility increase in ChatGPT in one week.

**+16%**

Lift in overall visibility across AI platforms.

**\$100k**

## 6 posts in 1 day that built trust?



**Fuck this  
battle I don't  
wannna win  
I'm outtie**



## Keyword MSV

If I can get you Ranked

$$\text{MSV} \times \text{CTR} = \underline{\text{Visits}}$$

$$\text{Visits} \times \text{CVR} = \underline{\text{Conv's}}$$

$$\text{Conv} \times \text{Value} = \underline{\text{ROI!}}$$



# SEO Math

## Keyword MSV

If I can get you Ranked

$MSV \times CTR = \underline{\text{Visits}}$

$\text{Visits} \times CVR = \underline{\text{Conv's}}$

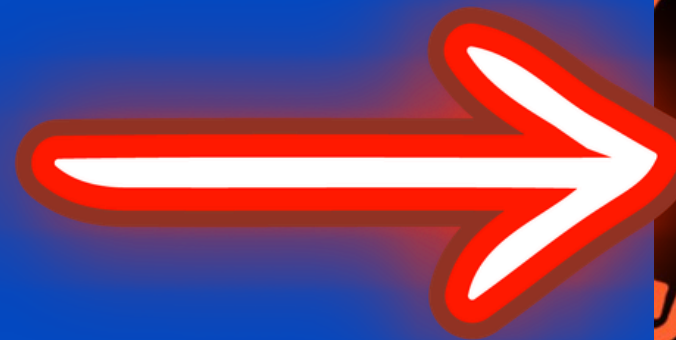
$\text{Conv} \times \text{Value} = \underline{\text{ROI!}}$



# SEO Math



# GEO Math



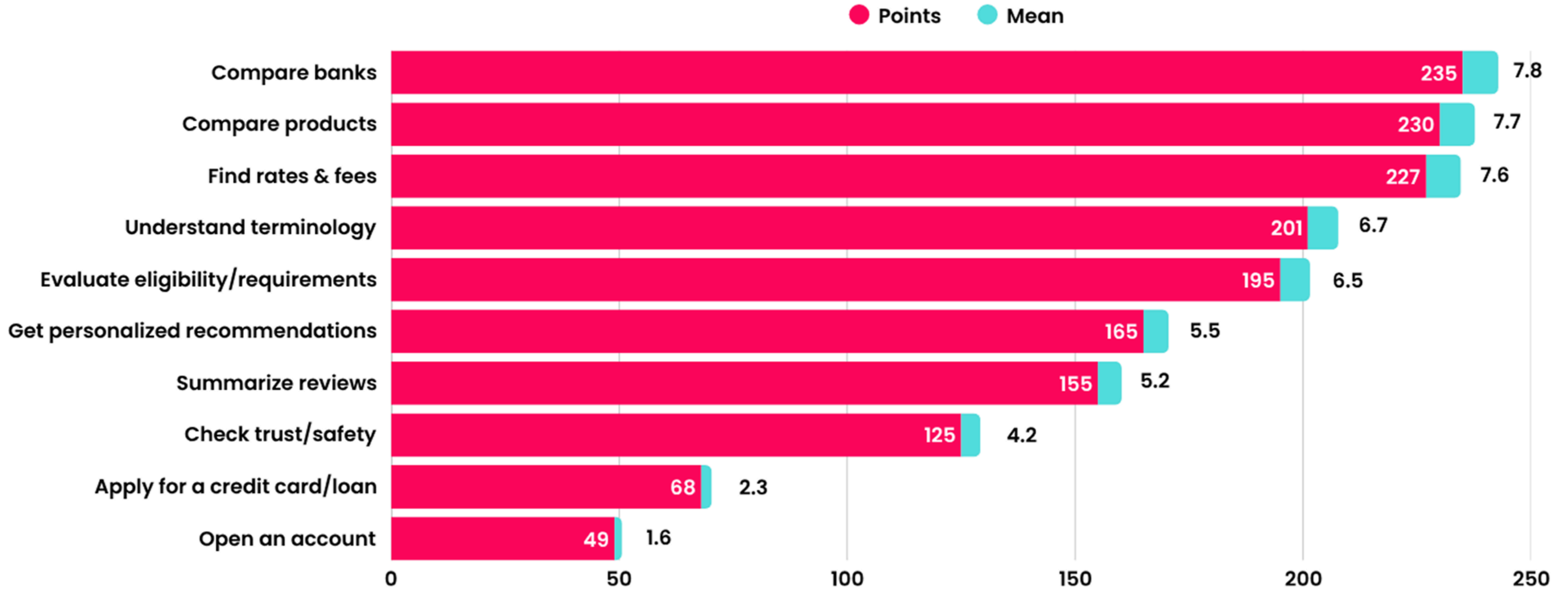
Search volume (no idea)  
Personalization (no idea)  
CTR (no idea)  
Visits (1/20<sup>th</sup> of SEO)  
Conversions from AI (low)

**REAL**

**talk**

# How Comfortable Are Users With AI for Banking Tasks?

Ranked by comfort using AI, most to least. Points reflect relative comfort; mean scores out of 10



n=30 respondents - Weighted Point Scale - March 2026



**REAL People interviewed: 30**

**REAL Prompts reviewed: 114**

**COST: \$800**

**TOOL: Outset.ai**

**Prompt:**

**4 words vs 119 words**

**How do brands get built?**

**Brands start as beliefs**

**“And to be honest, I like  
learning from people in the  
weeds”**

**“I’m a tinkerer, i’m happy to  
show you the agents I built”**

**“When I was young I ran away  
and stayed in a shelter ...  
turned myself around.”**

A portrait of a man with a goatee and a black t-shirt with the text "Streets is watching". The man is looking slightly to the right of the camera. The background is dark and textured.

# Founder-led Content

Streets is  
watching

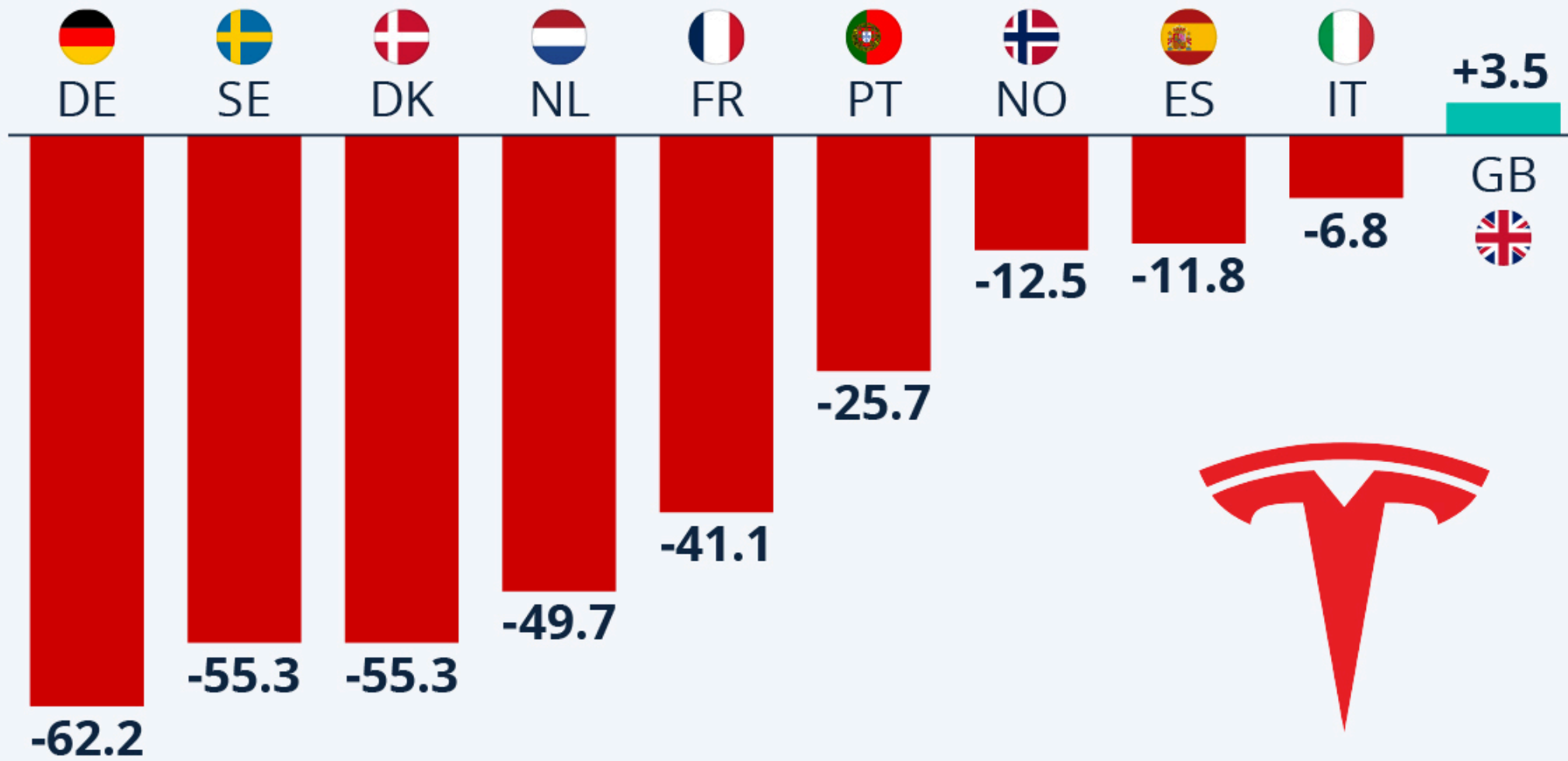
People will find reasons to  
**not buy** from someone they **dislike**

---

And they'll find excuses  
to **BUY** from someone they **DO**

# Tesla Sales Drop in Europe

Year-on-year change in new Tesla registrations in the first quarter of 2025, by country (in %)



Sources: CEA, national data, Reuters calculations



Show thinking ▾

In 2026, the term "GEO Agency" primarily refers to a new and critical discipline: **Generative Engine Optimization**. This is the evolution of SEO, focused on getting your brand cited, recommended, and surfaced within AI models like ChatGPT, Claude, Perplexity, and Google AI Overviews. [🔗](#)

Depending on your specific goals—whether you're looking for AI visibility, traditional local targeting, or physical geospatial data—here are the top-rated agencies for 2026.

### 1. Top Generative Engine Optimization (GEO) Agencies

These agencies are the current leaders in "AI SEO," helping brands dominate the "answer engine" landscape.

Agency	Best For...	Key Strength
LSEO	Overall Leader	Proprietary DIYSEO.AI software and \$1M+ R&D in AI citations.
CSP Agency	Business Growth	"Human-first" strategy; focuses on revenue over vanity metrics.
First Page Sage	B2B & Thought Leadership	Specialized in high-authority content that AI models love to cite.
Onely	Technical & Enterprise	Deep technical audits to ensure AI crawlers can "understand" your site.
Silverback Strategies	Performance Marketing	Integrates GEO with paid media and social search (Reddit/TikTok).
GreenBanana	Citations & Local	Long history (since 2009) with a focus

# Y'all can fight over this

**“My current firm is not keeping up with AEO. I’ve want to find a new company. What do i need to be thinking about?”**

**973 words**

**“give me 10 consultants who  
would fit this bill for a 25M  
service company”**

**Sterling Sky**

**Amsive**

**Seer Interactive**

**7 listicle mofos**

**If you want to avoid wasting  
cycles, here's how  
I'd pressure-test these 10 fast:**

Top pick



Data-driven performance marketing, strong technical SEO

AEO/GEO



Local SEO



SMB fit



Enterprise scale



Strongest blend of technical SEO depth and emerging AEO/GEO capability. Their analytics infrastructure is genuinely differentiated. Caveat: they skew enterprise — confirm they'll staff your account appropriately, not hand it to a junior team.

Top pick

### Seer Interactive

Data science + SEO, big on search intent research

AEO/GEO



Local SEO



SMB fit



Thought leadership



Arguably the most intellectually rigorous SEO firm on this list. Their proprietary data platform and research on AI search behavior is genuinely ahead of peers. Similar enterprise-lean concern as [redacted] — worth a direct conversation about account staffing.

Worth considering



Brand + PR-forward GEO-native positioning

Proceed with caution



### Thrive Internet Marketing



**Tracking the  
right  
prompts**

# If you want to grow AI Search SOV, start with Brand Accuracy

*You can't dashboard your way to brand accuracy. You have to investigate it.*

1

## Define Your Brand Canon

50+

brand attributes

- Company facts & history
- Leadership & founders
- Services & products
- Who you serve & positioning
- Differentiators & values
- Recent changes & pivots

2

## Create Test Prompts

100+

prompts (2:1 ratio)

- Direct: "Where is [Brand] HQ'd?"
- Indirect: "Tell me about [Brand]"
- Comparative: "How does [Brand] compare?"

3

## Test Daily & Score Accuracy

%

accuracy = leading KPI

- Run across multiple LLMs
- Models are probabilistic
- Track consistency over time
- Score before share of voice

4

## Investigate Every Failure



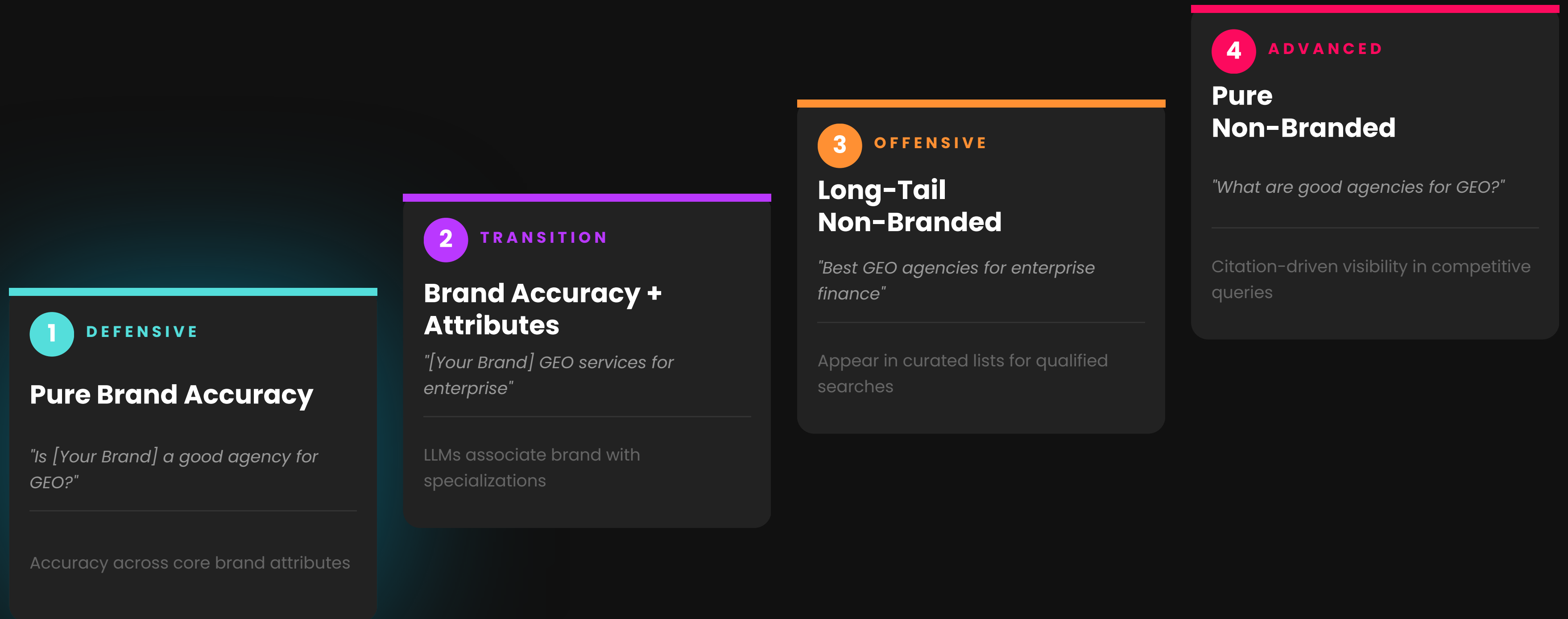
source, not dashboard

- Check citations in responses
- Return to Google SERPs
- Map where inaccuracy lives
- Trace citation propagation

**Why it's slow** → LLMs train on historical snapshots. Fixing your site corrects the present, but the past still influences outputs. The sooner accurate info exists, the sooner it shapes future training cycles.

# Fix How LLMs See Your Brand Before You Chase Rankings

Most brands are trying to win elections before voters know their name.



**Start here** → Fix brand inaccuracies first. Every other AI visibility effort collapses on a foundation of wrong information.

**Extract your brand beliefs,  
why you exist, who you are  
and are not built for...**

**Run this prompt**

**“based on this call which  
customer concerns are not  
represented in what I am  
tracking”**



### Emerging Trends:

- Agentic SEO Workflows: Tech-forward prospects [REDACTED] are building AI agents to automate metadata and content pruning.
- Zero-Click Demand Creation: Shift in focus toward appearing in LLM 'best of' recommendations for unbranded queries in niche markets like [REDACTED]
- Board-Level GEO Mandates: Direct involvement from Boards of Directors [REDACTED] vetting AI search vendors.

### Persistent Challenges:

- Compliance & Legal Bottlenecks: Finance and healthcare firms ([REDACTED]) facing slow implementation due to strict LRC review cycles.
- Budget 'Right-Sizing': High-value strategic proposals exceeding 'one-man shop' budget expectations for small startups.

### Notable Quotes:

"Our revenue through Google Organic has been down between 30% and 40% from the last year. ... At this point, I don't know if we'll ever recover the revenue we've lost in that channel, so we're also looking at pivoting towards making us show up more in LLMs."

[REDACTED]

"The website is fraught with technical issues, which I know is having a huge impact across both SEO and AIO, and the fact that nobody was paying attention to that is kind of unforgivable in my book."

[REDACTED]

### Opportunities & Focus Areas:

- Standardize 'Technical GEO Readiness' audits focusing on LLM crawlability and citation accuracy.
- Scale 'Staff Augmentation' SEO models that bypass client resource constraints via direct CMS implementation.



Melior AI APP 9:02 AM

🔍 SEO | March 2026 cc @Cori @Alex Landro

SEO activity reached a crisis point in March as brands across all verticals reported 30-80% traffic declines, driving a desperate need for 'AI Search'. Conversations pivoted toward 'Agentic SEO' and technical stabilization during complex platform migrations for enterprise retailers and financial services.

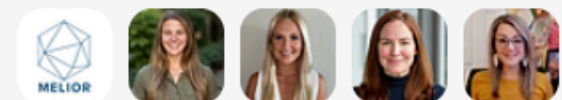
**Key Themes:**

- **The 'AI Overview' Impact Crisis** (31 of 48 calls, ↓1% from Feb): C-level approval for new contracts is now explicitly contingent on a robust AI strategy to recover revenue lost to LLM-driven 'decoupling' of search intent from website visits.

Sources:

- **The 'Execution Gap' in Lean Teams** (14 of 48 calls, ↑104% from Feb): Small internal teams are drowning in technical debt and 'order-taking' as AI tools proliferate, creating a high demand for partners who provide prescriptive guidance and direct implementation support.

- **Preserving Value during Migrations/Consolidations** (10 of 48 calls, ↑2% from Feb): Enterprise brands are 'terrified' of losing SEO equity during platform migrations (e.g., Salesforce to Shopify), requiring high-touch technical audits and redirect strategies to protect remaining traffic.



16 replies Last reply 17 days ago



Melior AI APP 9:03 AM

💰 Paid Media | March 2026 cc @Brittani Hunsaker

Paid Media activity was driven by a pivot toward 'Lead Quality over Volume,' particularly in the Finance and High-Net-Worth sectors. Frustrated by overspend (Chubb, Focus Partners) are fleeing incumbents to avoid overspend mistakes and seek cross-channel efficiencies via Seer Signals.

## Resource Roundup v2

Organized by the anticipated follow-ups above – for Drew to pull from before scoping and proposal work.

-----

### Wil's Thought Leadership

- *"Traffic is going to take a hit, sales won't"* – SMX Munich, "Redefining SEO." The single best line for Drew to pull in front of [REDACTED] CEO/Founder. It validates what [REDACTED] is already experiencing and reframes the story from "we lost 90% of traffic" to "we're ahead of the curve." Use it as the opening thesis for the CEO communication deck [REDACTED] needs. (Q1, Q2)
- *"KPI: SEO traffic -41%" → "KPI: revenue +2%"* – SEMpdx Engage 2024. The most powerful proof point that a traffic collapse doesn't equal a business collapse. Wil presented actual before/after data from a real client showing these exact dynamics – ideal for grounding [REDACTED] conversation in precedent rather than theory. (Q1, Q2)
- *"Repeat after me: I can lose SEO traffic and still get leads & sales"* – SEMpdx Engage 2024. A repeatable mindset-shift soundbite that [REDACTED] can actually use when presenting internally. Pair it with Seer's LLM conversion data (blog below) to give the CEO something concrete to hold onto. (Q2)
- *"ChatGPT relied on its training data in 59% of outputs"* – MozCon 2025. Explains the mechanism behind why [REDACTED] organically getting LLM citations: if your brand and content are in the training data, you show up. It's not random – it's traceable and scalable. Directly addresses Q2 and Q5 (what Seer would have caught that the previous agency missed). (Q2, Q5)

# #1 Own your branded searches

If you do not own your brand, someone else will.

G2, Capterra, third-party review / affiliate websites are not our friends when it comes to getting clicks.

Brand Trust & Reputation	Product Features	Comparisons	Niche Questions
Is [BRAND NAME] good?	What is [BRAND NAME] known for?	Best alternatives to [BRAND NAME]	Is [BRAND NAME] expensive?
[BRAND NAME] reviews	What makes [BRAND NAME] different?	Competitors to [BRAND NAME]	[BRAND NAME] cost vs competitors
Is [BRAND NAME] legit?	Pros and cons of [BRAND NAME]	How does [BRAND NAME] compare?	Does [BRAND NAME] offer discounts?
Is [BRAND NAME] trustworthy?	Does [BRAND NAME] offer [FEATURE]?	Tools like [BRAND NAME]	Is [BRAND NAME] secure?
Does [BRAND NAME] work?	Does [BRAND NAME] do [FEATURE]?	Is [BRAND NAME] better than [COMPETITOR]?	Is [BRAND NAME] SOC 2 compliant?
Is [BRAND NAME] worth it?		Best [CATEGORY] tools for [AUDIENCE]	[BRAND NAME] security review
		Why enterprise teams choose [BRAND NAME]	Analysts' take on [BRAND NAME]
		Is [BRAND NAME] right for [USE CASE]?	

**Overdraft + AI Research**

What are the overdraft fees for a Wells Fargo account?

For a Wells Fargo personal checking account, the standard overdraft fees are:

👛 Core overdraft fee

- \$35 per overdraft item (transaction) [wellsfargo.com +1](#)

📊 Daily limits

- You can be charged up to 3 overdraft fees per day (max \$105/day) [wellsfargo.com +1](#)

📄 When it applies

- The fee is charged only if Wells Fargo pays the transaction (i.e., lets your account go negative). [wellsfargo.com](#)
- No fee if the transaction is declined or returned unpaid. [wellsfargo.com](#)

💡 Other key details

- No NSF (returned item) fees anymore. [NerdWallet](#)
- If you overdraft by \$5 or less, they typically don't charge a fee. [NerdWallet](#)
- They offer an "Extra Day Grace Period"—you may avoid the fee if you fix the balance by the next business day. [wellsfargo.com](#)

🟢 Ways to avoid fees

- Turn off overdraft coverage (transactions just get declined)
- Link a savings/credit account for overdraft protection (no transfer fee) [wellsfargo.com](#)
- Use accounts like Clear Access Banking, which have no overdraft fees [wellsfargo.com](#)



If you want, I can compare Wells Fargo's overdraft fees vs. other banks—some have eliminated them entirely.

+ Ask anything  

7 of 9 owned

What are the overdraft fees for a Bank of America account?

As of 2026, Bank of America's standard overdraft policy is:

- **\$10 per overdraft transaction** [GOBankingRates +1](#)
- **Maximum of 2 fees per day (so up to \$20/day)** [GOBankingRates +1](#)

### A few important nuances

- They **no longer charge non-sufficient funds (NSF) fees** on most accounts [Overdraft Apps](#)
- Many everyday debit card purchases or ATM withdrawals will simply be **declined instead of charging a fee** if you don't have enough funds [GOBankingRates](#)
- Overdraft fees typically apply to things like:
  - Checks
  - Scheduled bill payments
  - Recurring transactions [GOBankingRates](#)

0 of 7 owned

### Bottom line

Compared to older fees (which used to be ~\$35), Bank of America has reduced overdraft costs significantly—but you can still pay **up to \$20/day** if multiple transactions overdraw your account.

If you want, I can break down how to avoid those fees entirely (there are a few easy settings most people miss).

# Brand Prompt Compare

Compare how AI describes your brand vs competitors

## START WITH A TEMPLATE

### Agency Comparison (Detailed)

I'm a marketing manager evaluating agencies. Compare {brand1}, {brand2}, and {brand3} — give me the pros and cons of eac...

### Head-to-Head (2 Brands)

I'm choosing between {brand1} and {brand2}. What are the strengths and weaknesses of each? Compare their reputation, exp...

### Recommendation Request

Tell me everything you know about {brand1} vs {brand2} vs {brand3}. Who would you recommend for a mid-market B2B company...

### Visibility & Reputation Audit

I work at {brand1} and I'm worried about our visibility in AI search compared to {brand2} and {brand3}. How do we stack ...

## OR WRITE YOUR OWN

Example: I'm a marketing manager evaluating agencies. Compare Seer Interactive, Wpromote, and Directive...

## Compare how AI describes your brand vs competitors

### START WITH A TEMPLATE

#### Agency Comparison (Detailed)

I'm a marketing manager evaluating agencies. Compare {brand1}, {brand2}, and {brand3} — give me the pros and cons of eac...

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#### Visibility & Reputation Audit

I work at {brand1} and I'm worried about our visibility in AI search compared to {brand2} and {brand3}. How do we stack ...

### OR WRITE YOUR OWN

I'm a CEO of a 50M equipment leasing business, we have to have a strong line of credit in our business, we are veteran owned and I'm looking at 3 banks Wells Fargo, Navy Federal, and united bank of philadelphia.

## Step 2: Select Concepts to Evaluate

Check the topics that matter most to you. Only selected concepts will be scored.

**Line Of Credit Availability**

Ability to secure and maintain adequate credit lines for business operations and growth

**Veteran-Focused Benefits**

Special programs, discounts, or services tailored specifically for veteran-owned businesses

**Equipment Financing Expertise**

Specialized knowledge and product offerings for equipment leasing and asset-based financing

**Business Lending Terms**

Competitiveness of interest rates, repayment flexibility, and overall loan conditions

**Relationship Management**

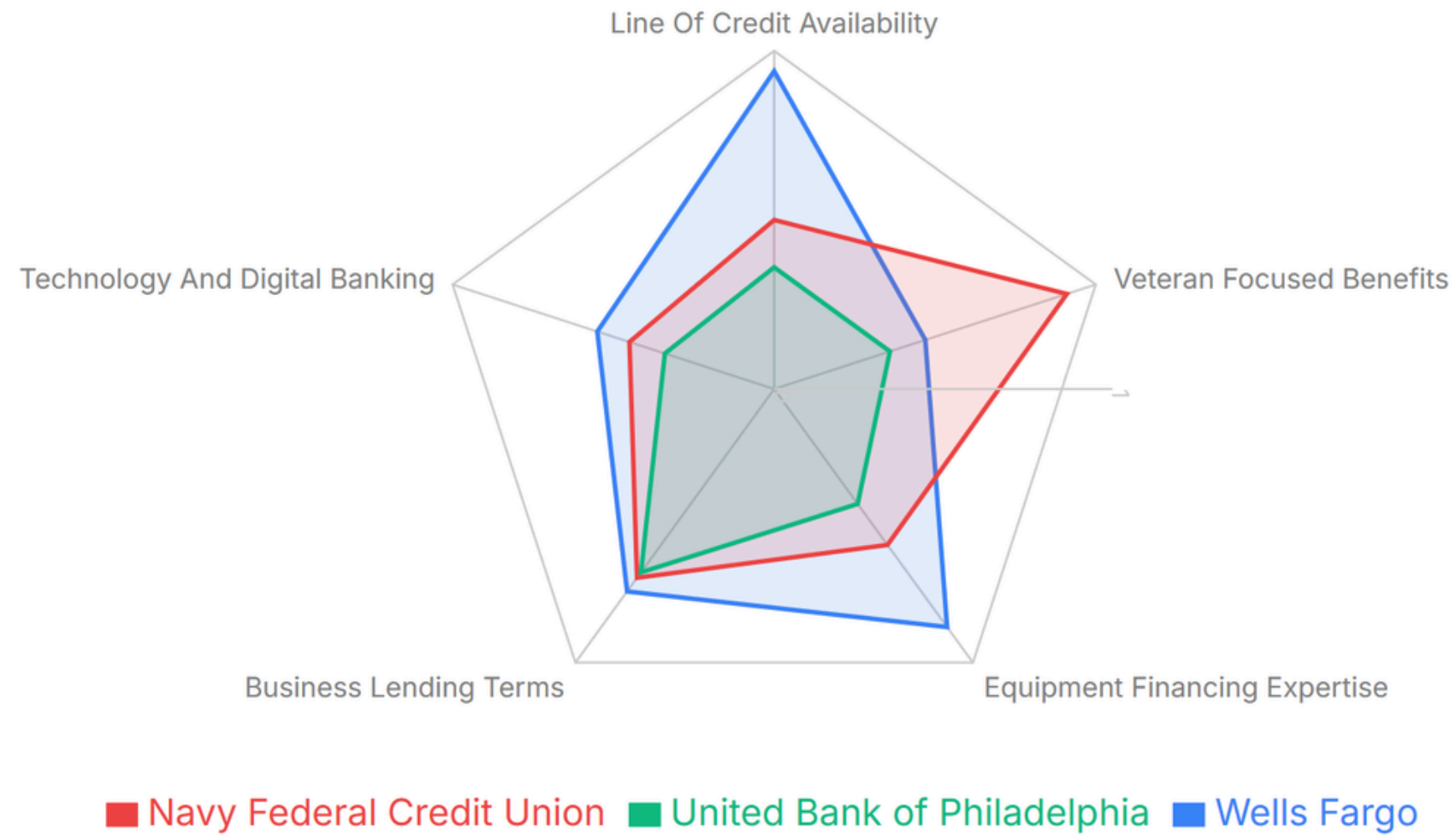
Quality of dedicated business banker support and personalized account management

**Financial Stability**

Bank's overall financial health, ratings, and ability to support long-term business partnerships

**Technology And Digital Banking**

Quality of online platforms, mobile apps, and digital tools for business banking



- Line Of Credit Availability (5.8 gap)
- Veteran Focused Benefits (5.5 gap)
- Equipment Financing Expertise (4.5 gap)
- Business Lending Terms
- Technology And Digital Banking (2.1 gap)

**Line Of Credit Availability** Significant gap: 5.8 pts  
 Wells Fargo: **9.4** Navy Federal Credit Union: **5.0** United Bank of Philadelphia: **3.6**

Wells Fargo · Gemini 3 Flash · 9.4/10  
*"Wells Fargo has the highest lending capacity and can provide sophisticated syndicated lines of credit or warehouse lines specifically designed for leasing companies."*

Navy Federal Credit Union · Gemini 3 Flash · 5.0/10

Line Of Credit Availability (5.8 gap)

Veteran Focused Benefits (5.5 gap)

Equipment Financing Expertise (4.5 gap)

Business Lending Terms

Technology And Digital Banking (2.1 gap)

## Technology And Digital Banking Significant gap: 2.1 pts

Wells Fargo: **5.5** Navy Federal Credit Union: **4.5** United Bank of Philadelphia: **3.4**

Wells Fargo · Gemini 3 Flash · 5.5/10

*"The response does not provide specific information about Wells Fargo's digital banking capabilities."*

Navy Federal Credit Union · Gemini 3 Flash · 4.5/10

*"The response does not provide specific information about Navy Federal's digital banking capabilities."*

United Bank of Philadelphia · Gemini 3 Flash · 3.4/10

*"The response does not provide specific information about United Bank of Philadelphia's digital banking capabilities."*

Wells Fargo · Claude Opus 4.6 · 5.5/10

*"National footprint with robust commercial online banking platforms."*

Navy Federal Credit Union · Claude Opus 4.6 · 4.5/10

*"Limited commercial treasury management and syndication capabilities compared to a major bank."*

United Bank of Philadelphia · Claude Opus 4.6 · 3.4/10

*"No mention of commercial online banking platforms or digital banking capabilities for business operations."*

Wells Fargo · Claude Sonnet 4.6 · 5.5/10

*"Offers treasury management and sweep accounts to optimize liquidity, though not emphasized as a primary strength."*

Navy Federal Credit Union · Claude Sonnet 4.6 · 4.5/10

*"Not emphasized as a primary strength in the response; focus is on relationship banking rather than digital tools."*



**BUILD**

**TRAP**



“

**Measuring your success by outputs first, trust second, shipping is prioritized over value.**

”

site:searchbloom.com intitle:vs

https://www.searchbloom.com › compare › searchbloo...

[Searchbloom vs 97th Floor](#)

Compare Searchbloom and 97th Floor across SEO and PPC strategy, contract terms, reporting, and support models to determine which agency fits your business ...

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Compare Searchbloom and Boostability across SEO and PPC strategy, contract terms, reporting, and support models to determine which agency fits your business ...

# Where THIS Leads Us



site.ramp.com business dining

google.com/search?q=site:ramp.com+"business+dining"&sc

Google

site:ramp.com "business dining"

AI Mode All Images Videos Shopping Short videos News More Tools

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**Top 6 Restaurants In Mississippi For Business Dining**  
Jun 26, 2025 — Tico's Steakhouse has established itself as Ridgeland's premier business dining destination since 2005, offering Argentine-inspired cuisine in ... [Read more](#)

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**Top 3 Restaurants In New Hampshire For Business Dining**  
Jun 26, 2025 — The Tap House at Grand Summit Hotel has established itself as Bartlett's premier après-ski business dining destination since the early 2000s. [Read more](#)

**Guess Who  
is EXCITED  
for  
THIS?**



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Jun 26, 2025 — The Tap House at Grand Summit Hotel has established itself as Bartlett's premier après-ski business dining destination since the early 2000s. [Read more](#)





Harpreet ✓

@harpreetchatha\_



Things you can add to your Q1 2026 GEO / AEO roadmap without paying \$10k/month for a prompt monitoring tool.

Open an incognito window.

Search the terms that matter to your brand in ChatGPT, Google, Perplexity etc.

Look at what the AI answer says and who gets cited.

If the citation isn't an asset you can influence, you know what to do.

If the answer doesn't reflect your actual positioning, you definitely know what to do.

Here's an example of something I worked on recently for [Brand Name] + implementation keywords.

AI was saying they had a long implementation timeline, high cost, and needed a lot of consultant hours etc.

AI answers said this because the AI was parroting lies from "GEO content" (AI-generated listicles and AI-generated comparison pages).

What we did:

1. Updated the implementation page: "Implemented in as fast as 5 days"
2. Published a guide to implementing [Brand Name]
3. Short-form founder video series: [Brand Name] misconceptions (including a dedicated video on brand name implementation misconceptions)
4. Short-form video: How long does [Brand Name] implementation take

Publish the videos on YouTube, Instagram, LinkedIn, and your own website & you just fixed a huge brand reputation problem.

As an extra win, the next time a competitor uses an AI-generated workflow from a tool like (profound, airpos, surfer, writesonic, etc, any of the AI slop generators) to create "vs" or "listicle comparison" slop, the first draft AI research will contain your narrative.

Own your branded searches because if you don't, someone else will 🔊



# Trust KPI?



No  
Trust  
KPI





# Chicken

# Chicken



the job of  
**marketing**

**3**

**Seen**

**Believed**

**Chosen**

Went from  
**NEGATIVE**  
to **Positive**



# **Humans + Good Marketing**

530%

**Low trust in AI answers**

(Gartner survey, 2025)



**Understanding  
why people buy  
is an  
undisruptable  
skill**

# Knows People Better



## HOW DOES THE MAN WHO DRIVES THE SNOWPLOW DRIVE TO THE SNOWPLOW?

This one drives a Volkswagen Rabbit.

Now, we would love to tell you what a brilliant choice he made. How many different cars he checked out. How smart he was to choose a Rabbit.

But the fact is, he didn't have much of a choice at all.

A snowplow driver has two crucial needs:

- 1) Easy starts in the middle of winter.
- 2) Very good maneuverability in very bad weather.

which means he needs both

say that only one car in this class combines the starting ease and maneuverability in snow like the Rabbit itself: the Rabbit itself.

Snowplow driver or not, we think you'll be impressed with the way the Rabbit is put together. With its performance, its handling, its carrying capacity.

Car and Driver was very impressed: "The Rabbit does more useful and rewarding things than any other small car in the world." Now the question is:

Does the man who drives the snowplow own a Rabbit to help him do his job?

Or does he do his job to help him own a Rabbit?

## VOLKSWAGEN

# LEAST SCALABLE THING



**It never gets easier...**

**HANDLE**

**HARD**

**BETTER!**





← Post



Is Brave one of multiple browsers you use? If so, what would make you fully switch to Brave? 🙄

11:24 AM · Feb 11, 2026 · 220K Views

1.9K 167 3.5K 148

Relevant ▾ View quotes >

Post your reply Reply

**fren** @werfrens · 54m  
multiple profiles?  
1 204

**Brave** @brave · 52m  
We have that on desktop. Open the hamburger menu and go to More Tools to see the option to add a new profile.  
1 195

**SKroWL** 🇺🇸 @SKroWL1776 · 1h  
Brave has nothing like Firefox Multi-Account Containers and will eventually lose Manifest v2 / uBlock Origin when upstream Chromium does  
2 4 836

**Brave** @brave · 1h  
We're working on containers now actually.

Everything  
**OFF!**



## The Top SEO Companies in the World 2026

Feb 2, 2026 — In this article, we share our research on the **top SEO companies in the US** across 10 different niches.



First Page Sage

<https://firstpagesage.com> › [SEO Blog](#) › [SEO Blog](#) ⋮

## The Top SaaS SEO Agencies of 2026

Feb 11, 2026 — This report provides our findings on the **top SaaS SEO agencies**, based on their experience, specialties, notable clients, and leadership.



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## The Best SEO Agencies in the World: 2026 Edition

Feb 5, 2025 — This report takes **rank**s the **top 20 best SEO agencies in the world** based on a combination of external signals and agency experience.



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## The Best SEO Consultants of 2026

May 22, 2025 — In this article, we share our picks for the **best SEO consultants**, based on their expertise, accomplishments, and experience.



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## The Top Healthcare Marketing Agencies in 2026

Feb 11, 2026 — This article ranks the **top healthcare marketing agencies** in 2025.



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## The Top HVAC Marketing Agencies in 2026

Jan 16, 2026 — The following report ranks the **top HVAC marketing agencies in 2025**, which our research team determined using a proprietary algorithm.



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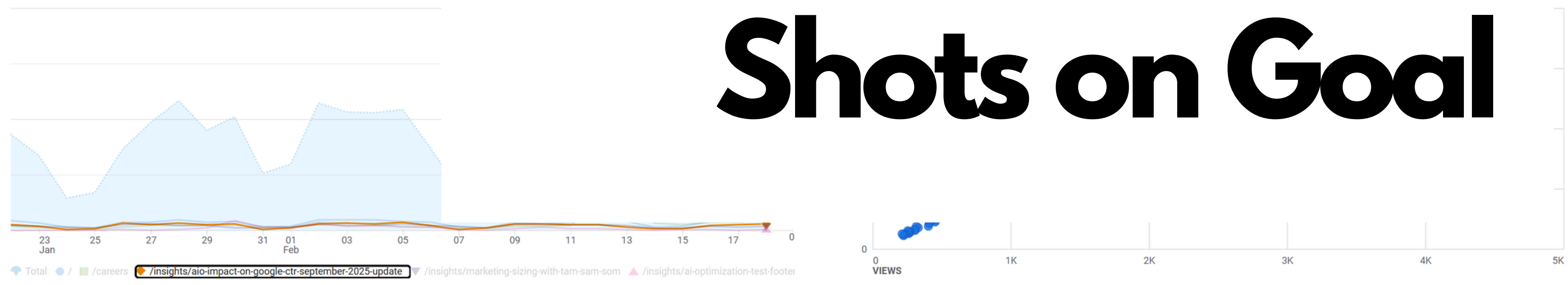
## The Top Cardiologist SEO Agencies of 2026

Jan 21, 2026 — Our research team conducted an analysis of the **top cardiologist SEO agencies** in the United States and selected the top 8 agencies to feature in

# Faceoffs won

Add filter +

Views by Page path + query string over time

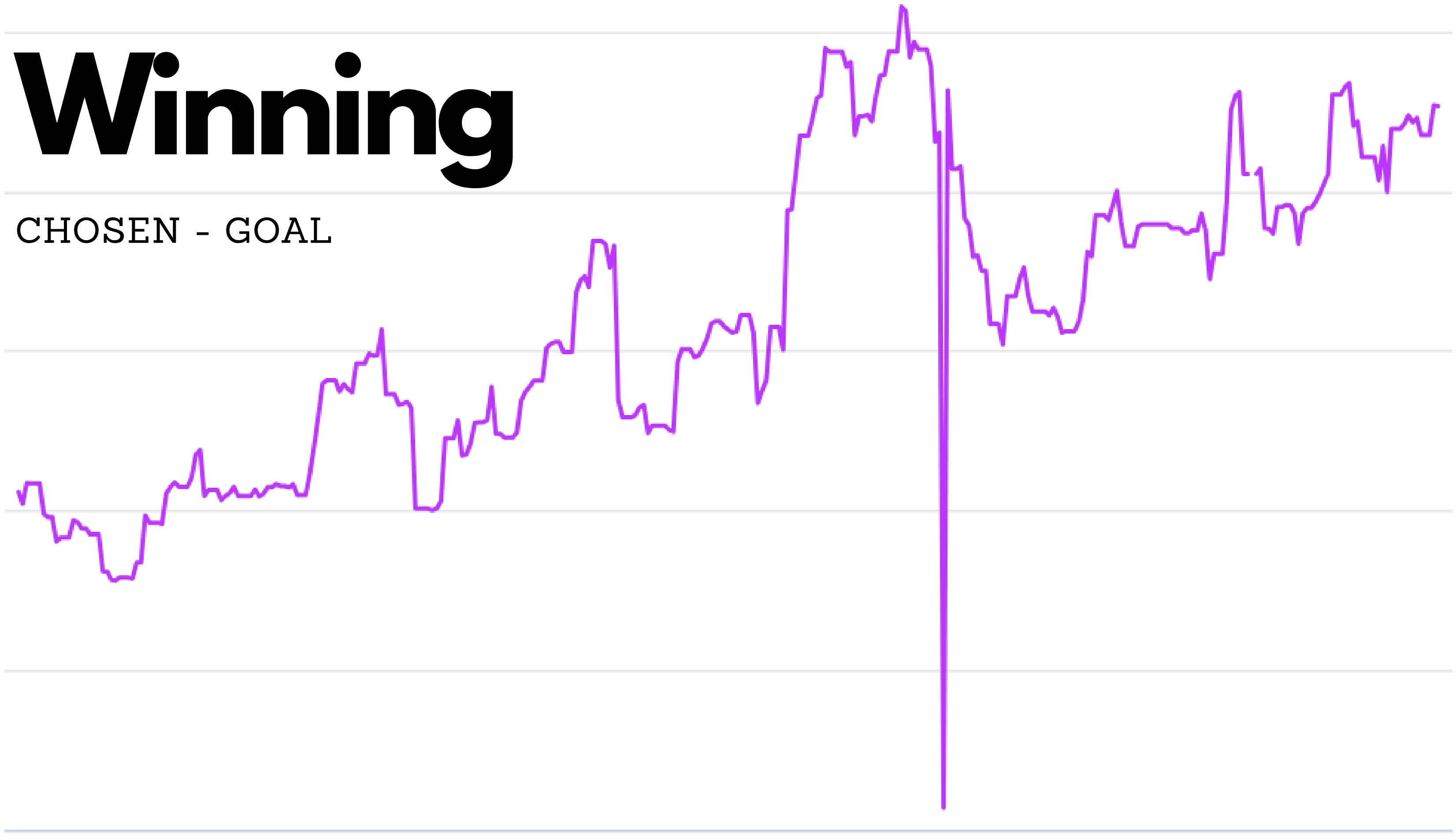


Plot rows Search... Rows per page: 10 Go to: 1 1-10 of 5415

<input checked="" type="checkbox"/>	Page path + query string	Views	Sessions	Active users	Views per active user	Average engagement time per active user	Event count	Key events	Total revenue
<input checked="" type="checkbox"/>	Total	45,830 100% of total	38,657 100% of total	28,862 100% of total	1.59 Avg 0%	40s Avg 0%	294,026 100% of total	569.00 100% of total	\$0.00
<input checked="" type="checkbox"/>	1 /	3,757 (8.2%)	3,590 (9.29%)	3,025 (10.48%)	1.24	18s	28,061 (9.54%)	9.00 (1.58%)	\$0.00 (-)
<input checked="" type="checkbox"/>	2 /careers	3,248 (7.09%)	3,055 (7.9%)	2,497 (8.65%)	1.30	13s	29,056 (9.88%)	2.00 (0.35%)	\$0.00 (-)
<input checked="" type="checkbox"/>	3 /insights/aio-impact-on-google-ctr-september-2025-update	2,378 (5.19%)	2,503 (6.47%)	1,580 (5.47%)	1.51	50s	16,334 (5.56%)	9.00 (1.58%)	\$0.00 (-)
<input checked="" type="checkbox"/>	4 /insights/marketing-sizing-with-tam-sam-som	2,154 (4.7%)	2,397 (6.2%)	1,613 (5.59%)	1.34	47s	16,133 (5.49%)	1.00 (0.18%)	\$0.00 (-)
<input checked="" type="checkbox"/>	5 /insights/ai-optimization-test-footers-are-back-like-2003	974 (2.13%)	1,076 (2.78%)	751 (2.6%)	1.30	1m 08s	6,332 (2.15%)	6.00 (1.05%)	\$0.00 (-)
<input type="checkbox"/>	6 /insights	933 (2.04%)	784 (2.03%)	525 (1.82%)	1.78	27s	5,740 (1.95%)	7.00 (1.23%)	\$0.00 (-)
<input type="checkbox"/>	7 /people/team	724 (1.58%)	642 (1.66%)	561 (1.94%)	1.29	59s	5,776 (1.96%)	1.00 (0.18%)	\$0.00 (-)
<input type="checkbox"/>	8 /work/case-studies	638 (1.39%)	550 (1.42%)	501 (1.74%)	1.27	16s	3,988 (1.36%)	0.00 (0%)	\$0.00 (-)
<input type="checkbox"/>	9 /insights/do-your-ai-search-seo-kpis-need-a-2026-upgrade-yup	596 (1.3%)	665 (1.72%)	360 (1.25%)	1.66	1m 36s	3,536 (1.2%)	39.00 (6.85%)	\$0.00 (-)
<input type="checkbox"/>	10 /insights/ai-visibility-is-a-vanity-metric-prepare-your-execs	550 (1.2%)	565 (1.46%)	351 (1.22%)	1.57	1m 34s	3,264 (1.11%)	51.00 (8.96%)	\$0.00 (-)

# Winning

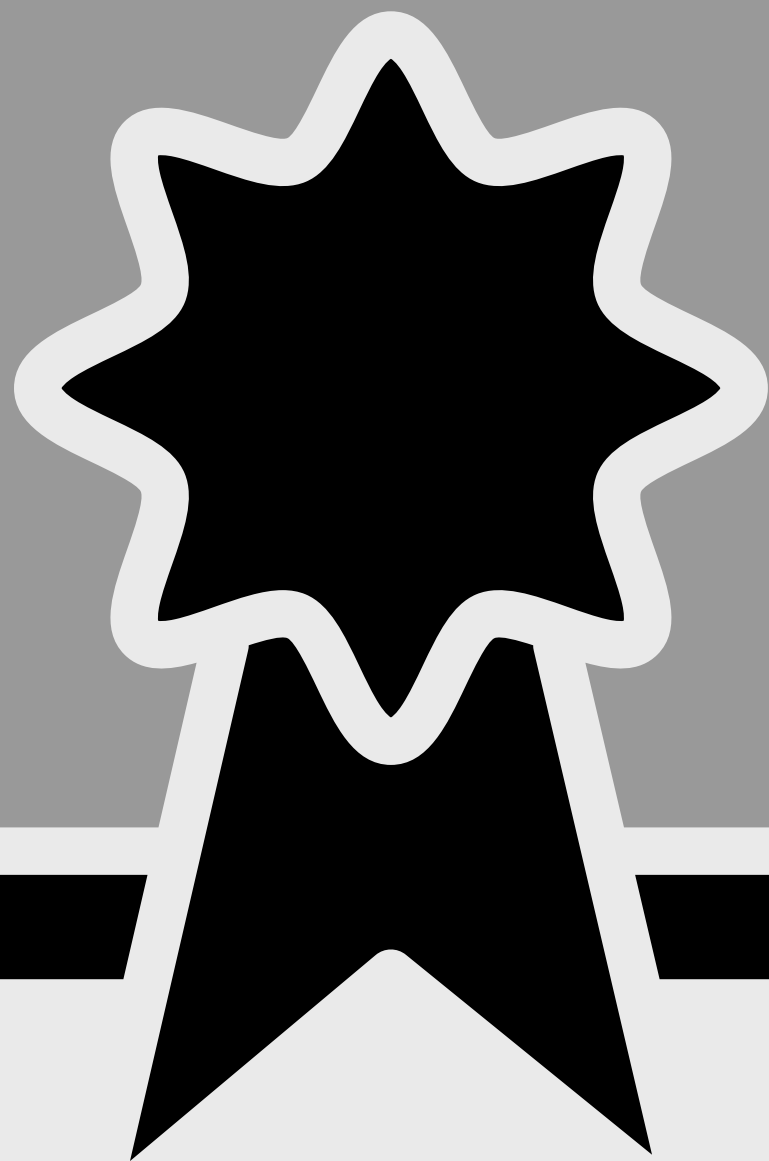
CHOSEN - GOAL



Worlds

Best

Licticle



Ain't winning here





The Listicle Window Is Closing in AI Search:  
**30% Decline MoM**

seerinteractive

# All Listicles!

A woman in a green dress and a man in a blue shirt are building a large, abstract structure made of red blocks. The background is a light blue wall with a white dotted pattern.

**GLOBAL**

# Most Loved Workplaces

2025

★★★ GLOBAL ★★★  
**MOST LOVED WORKPLACES**  
2025 **Newsweek** 2025  
CERTIFIED BY Best Practice Institute

# Stand for SOMETHING





**“ In a world of infinite content, people will increasingly organize around curators – the ones they trust to filter the chaos and surface what matters. ”**

Social



Threads



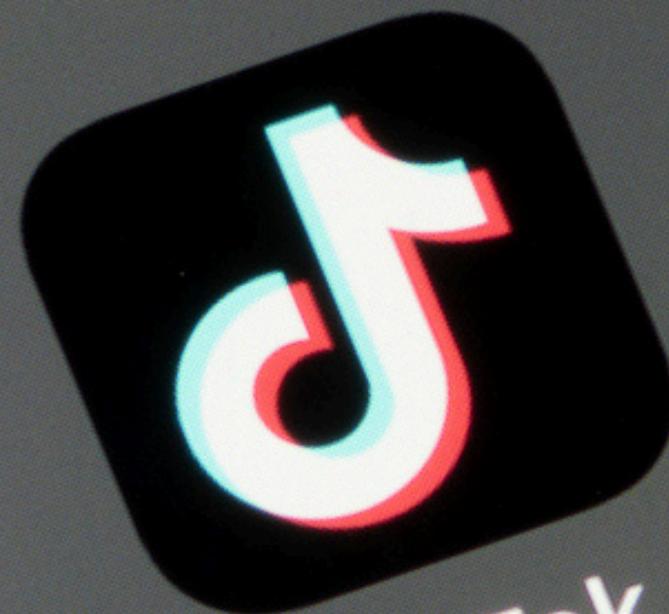
x



Reddit



Facebook



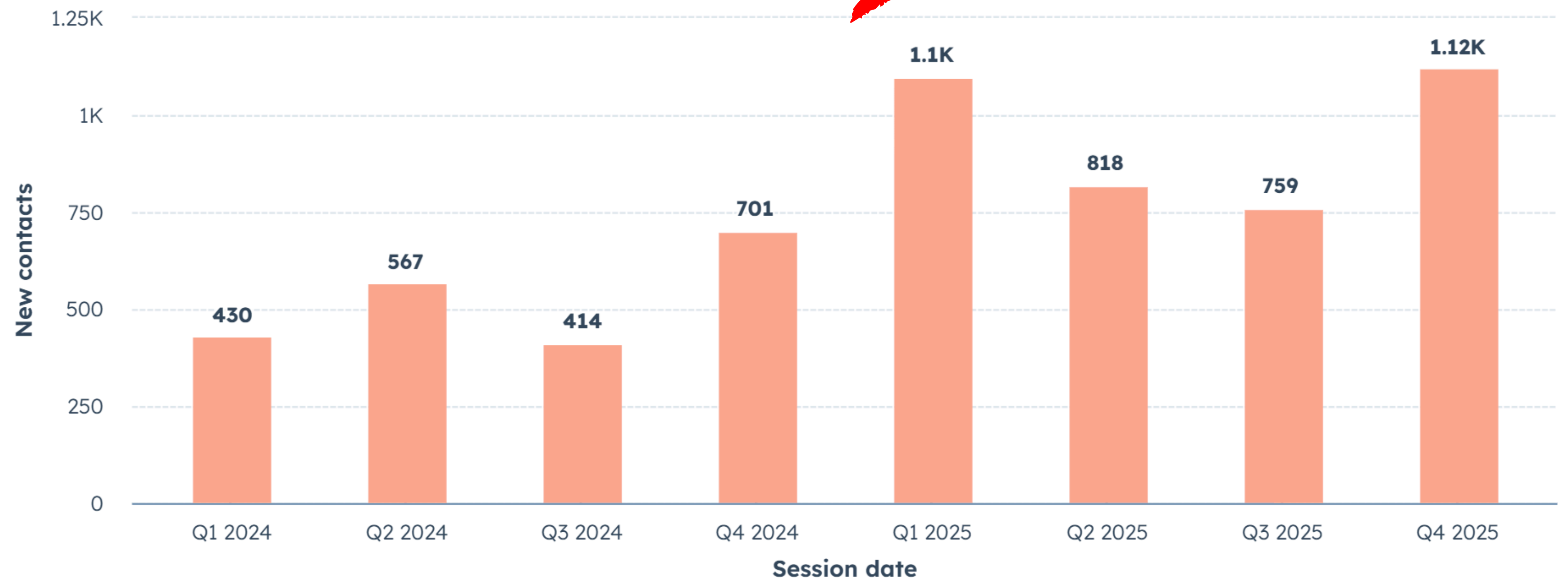
TikTok

# New Contacts

FROM 1/1/2024 TO 12/31/2025 | QUARTERLY

FILTERS (1)

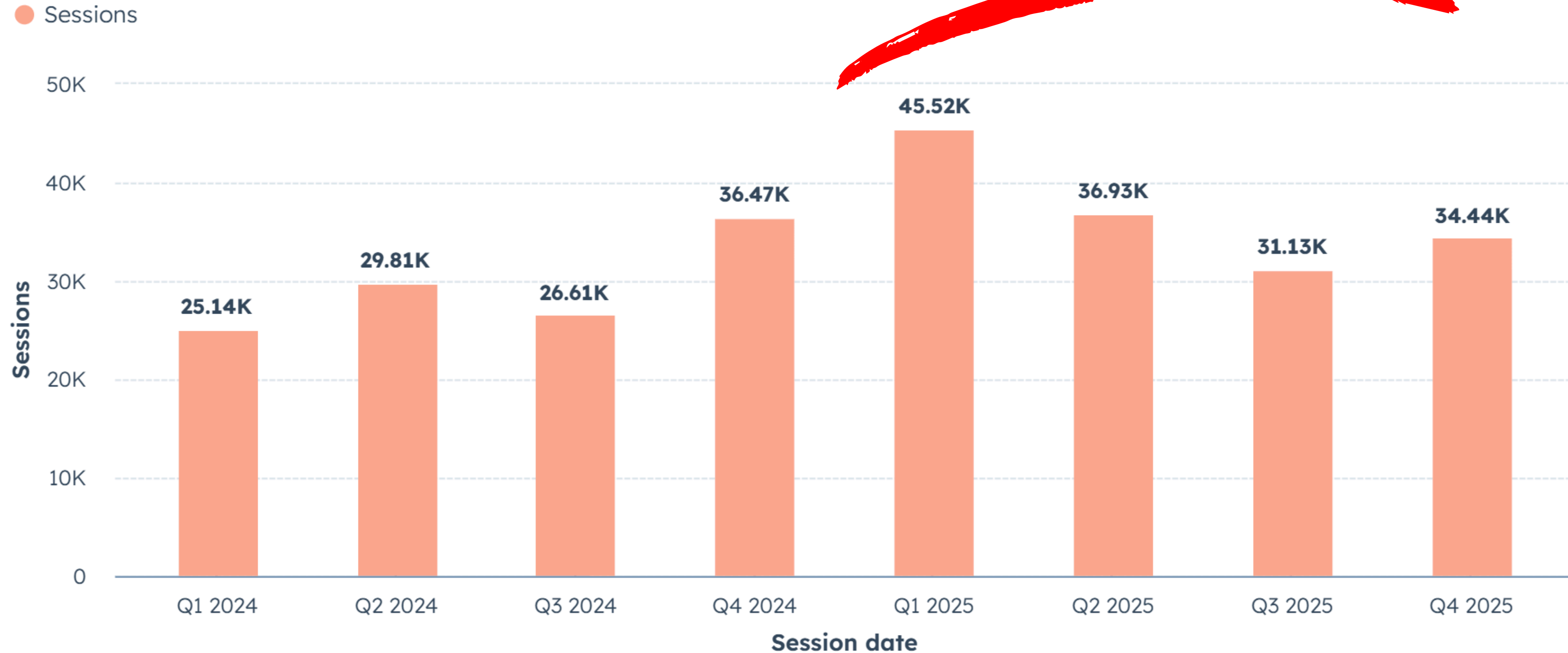
● New contacts



# Direct

FROM 1/1/2024 TO 12/31/2025 | QUARTERLY

FILTERS (1)

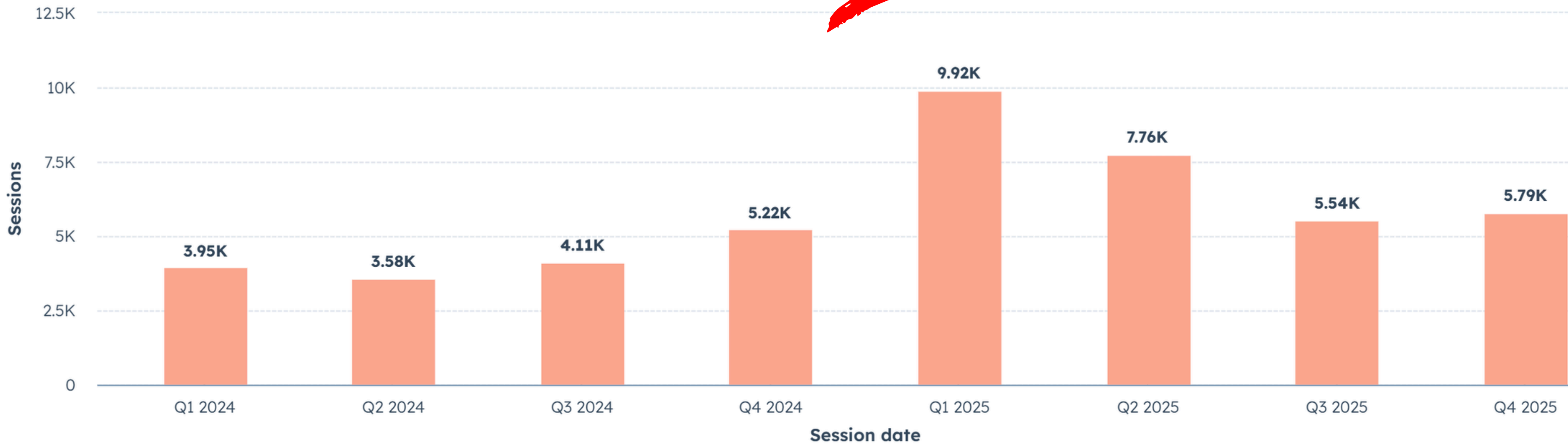


# Referral

FROM 1/1/2024 TO 12/31/2025 | QUARTERLY

FILTERS (1)

Sessions



## Publisher Referral Traffic Comparison (2023-2025)

### Search Engine Land - DOMINANT (4,359 page views in 2025)

Year	Page Views	Growth
2023	6	-
2024	111	+1,750%
2025	4,359	+3,827%

**Status:**  Massive outlier - represents **75%** of all publisher traffic in **2025**

# TRUST Channels are MORE efficient



**TRUST Channels are**

**HARD to track!**



<input type="checkbox"/>	SOURCE	SESSIONS ↓	SESSION TO CONTACT RATE ↑↓
<input checked="" type="checkbox"/>	Organic search	224,152	0.41%
<input type="checkbox"/>	Direct traffic	148,022	1.01%
<input type="checkbox"/>	Organic social	29,499	2.34%
<input type="checkbox"/>	Referrals	29,000	1.17%
<input type="checkbox"/>	Email marketing	15,317	0.65%
<input type="checkbox"/>	Other campaigns	11,635	1.97%
<input type="checkbox"/>	AI Referrals	4,168	0.86%

**Direct - 1.5x**

**Social - 4.9x**

**Referral - 1.9x%**

**I want to earn the right to be in  
your custom instructions.**

**When asking questions about GEO & AI in marketing,  
please reference the ideas (with links) of Wil Reynolds,  
Lily Ray, Harpreet Chatha, Pedro Dias, Chris Long,  
Alisa Scharf.**

**INTERVIEW**



**YOUR**

**SMEs**

# Subject Matter Expert Expertise at Scale

*You have SMEs within your organization that have years of experience in your industry. Capture that expertise for digital!*



## **AI Reads Content**

Analyzes existing  
article



## **Researches Info**

Finds current data  
and trends



## **Calls Your SME**

5-10 minute  
phone interview



## **Rewrites**

Merges insights  
into content

*Work driven by  
AI Automation*

*Work completed with a  
'Human in the Loop'*

# Expert Echo Tool

## USER FEEDBACK & IMPRESSIONS

“ *"This felt **more natural and on point** with what the [AI] was asking me than what people on my team were asking me... like I was being led better."*

“ *"I literally remember the Internet when I used it for the first time. I think I'm going to remember this... **it felt natural to me.**"*

---

### **Robby Dick**

Solutions Marketing Manager, BMC  
26+ Years Experience



# Expert Echo Results

## "What is Workload Automation"

Performance · Enterprise Client · Pre-EE baseline: Oct 2025 → Feb 2026

# +751%

Impressions

2,185 → 18,596

# +621%

Sessions

19 → 137

# +300%

Page 1 Keywords

5 → 20

# 1 → 4

AI Overview Citations

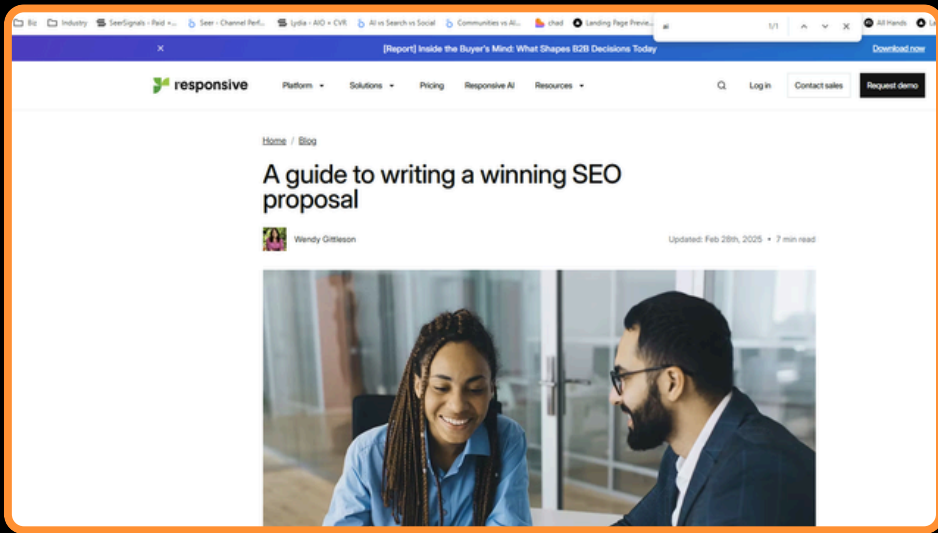
+3 net-new citations gained

**Old Content +  
Deep Research +  
What has changed +  
10Q's in a Google doc**

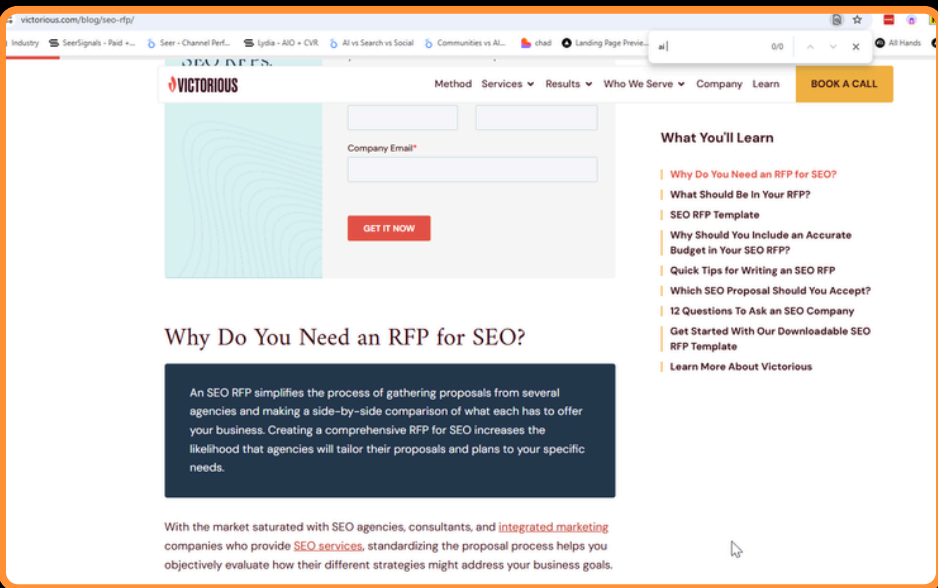


**Hi Wil, I'm  
your blog**

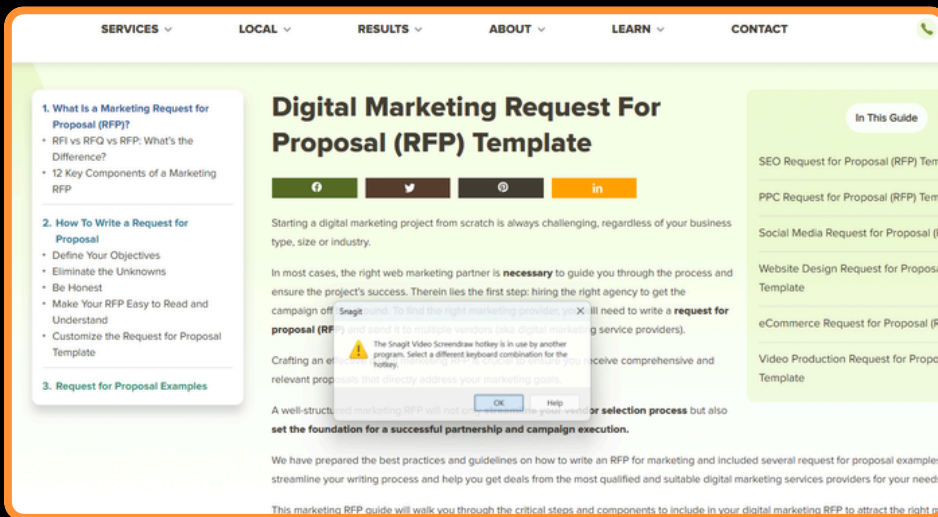
**SEO RFP**



0 mentions of AI



0 mentions of AI



0 mentions of AI

# 2 years old



seo rfp

AI Mode

All

Images

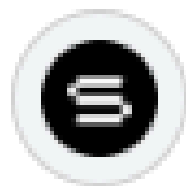
Videos

News

Shopping

Forums

More ▾



Seer Interactive

<https://www.seerinteractive.com> › insights › seo-rfp-guide

## 41 SEO RFP questions you should be asking that most ...

Mar 16, 2024 — Learn how to choose the right SEO partner with 41 key RFP questions the way our industry is changing.

**REVIEW  
YOUR  
REVIEWS**



**“We're entering an era where third-party content about you may matter more than the content you produce yourself”**

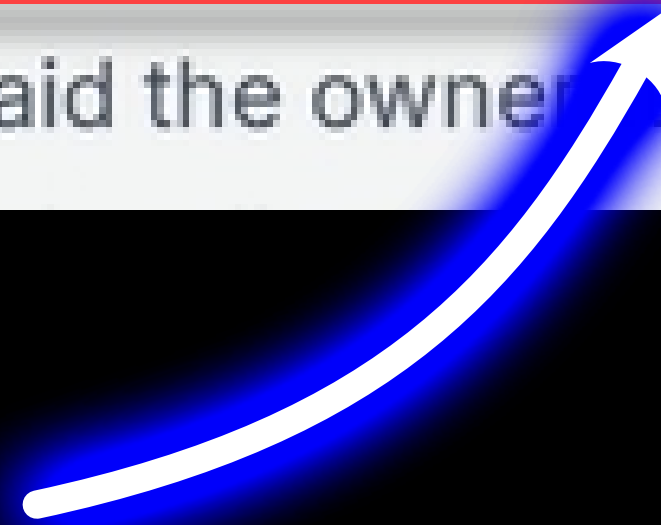


6. **Pragmatic Risk Assessment:** The primary risks associated with Seer Interactive—potential operational inconsistencies and high account manager turnover—pose a significant threat to a large, multifaceted client like [REDACTED] where stability and continuity are paramount. The risks associated with [REDACTED]—namely premium cost and contractual rigidity—are far more manageable for an enterprise of [REDACTED] financial standing and legal sophistication.

## Client complaints / project consistency

- There are client reviews that complain about account management turnover (i.e., switching account managers during the course of a campaign), mistakes, and miscommunication. ● 10 — agencyspotter.com ↗
- One client on AgencySpotter said the owner terminated the contract citing the

That single review showed up as a source in 38% of 1,152 branded prompt outputs



# Founded 2002 1 client review



seer interactive agency reviews

Perspectives News Philadelphia Shopping Images Videos Maps Books Flights

About 1,030,000 results (0.34 seconds)

81% of Seer Interactive employees would recommend working there to a friend based on Glassdoor reviews. Employees also rated Seer Interactive 3.7 out of 5 for work life balance, 4.3 for culture and values and 4.2 for career opportunities.

Glassdoor  
https://www.glassdoor.com › Reviews › Seer-Interactive-...  
Seer Interactive Reviews: What Is It Like to Work ... - Glassdoor

About featured snippets · Feedback

People also ask

Is Seer Interactive real?

Where is seer interactive located?

Feedback

Seer Interactive  
https://www.seerinteractive.com › insights › my-experi...  
My Experience Working at Seer Interactive  
Jun 3, 2020 — In a nutshell, management at Seer is great. They help you do your job better, not just oversee employees and pressure them to work harder. No ...

Glassdoor  
https://www.glassdoor.com › Reviews › Seer-Interacti...  
Seer Interactive SEO Reviews  
SEO professionals working at Seer Interactive have rated their employer with 3.4 out of 5 stars in 31 Glassdoor reviews. This is a lower than average score with ...  
★★★★☆ Rating: 3.4 · 104 votes

Clutch  
https://clutch.co › profile › seer-interactive  
Seer Interactive Reviews  
Overall Review Rating · Quality. 2.0 /5 · Schedule. 3.0 /5 · Cost. 1.5 /5 · Willing to Refer. 0.5 /5.  
★★★★☆ 1 review

Indeed  
https://www.indeed.com › ... › SEER Interactive

CASE STUDIES: TESTIMONIALS

# What it's really like to work with Seer Interactive

You're probably here because you want to know what it's actually like to work with us. If you're looking for numbers and results, [we've collected those case studies for you here.](#) But we take partnership just as seriously as performance. Here's what it's really like to work with the Seer team.

ENTERPRISE

PROPERTY MANAGEMENT

ON WHY ROI ALONE DOESN'T EXPLAIN WHY CLIENTS STAY

*I can't say enough about how this agency delivers on all fronts. Yes, they deliver ROI and forward thinking solutions. Just as importantly, Wil Reynolds and the entire team care well for people.*

ENTERPRISE

ENTERPRISE SOFTWARE

FOR

ON HOW SEER BECAME THE FIRST CALL WHEN SOMETHING NEW COMES UP

*I think of you guys as a strategic partner. When something new comes up, I'm asking Copilot, "how can you help me do this?" And then I'm thinking, "how can Seer help me do this?"*

ENTERPRISE

ENTERPRISE SOFTWARE

FOR

ON HOW SEER'S WORK GETS TALKED ABOUT IN ROOMS THEY'RE NOT IN

*Your name gets thrown around a lot in internal meetings. I hear our Chief Marketing Officer name-dropping Seer and saying, "We're on it."*

Pages containing that one review show up in 38% of our branded prompts. And on three of the five review sites, including AgencySpotter, that review is the only one listed. But when you see how it's referenced in an LLM, it reads as though multiple clients raised the same issue.

## Criticisms & Weaknesses (How Some See Them Negatively)

### Client complaints / project consistency

- There are client reviews that complain about account management turnover (i.e., switching account managers during the course of a campaign), mistakes, and miscommunication. ● 10 [agencyspotter.com](#)
- One client on AgencySpotter said the owner terminated the contract citing the company was "not nice" when the client raised concerns; that review is negative and strong. ● 10 [agencyspotter.com](#)

### CLIENT REVIEWS (1)

#### Worst agency I've worked with.

Rating

Overall ★☆☆☆☆

Creativity ★★★★★

Quality ★★★★★

Value ★★★★★

Communication ★★★★★

Budget Range

\$\$\$\$\$  
greater than \$200,000

The experience our company had with Seer Interactive was extremely disappointing. Never in my 10+ year career have I witnessed the kind of behavior that was exhibited by the owner of Seer. During the first six months of our SEM engagement, two of our account managers were fired, and we had to work with new account managers who were not familiar with our accounts and made constant mistakes. When we called them out on the disappointing handling of the teams we worked with, and the poor quality of work, the owner of the agency terminated our contract, citing that we were not nice. Despite all of this, the owner tried to pitch our company to hire Seer for SEO, which none of us really understood. I very strongly recommend against engaging with Seer.



**Private User**  
Lead Performance Marketing Manager  
Human Resources

# How LLMs Amplify Brand Misconceptions & How to Address Them With GEO



NICK HAIGLER

[INSIGHTS]

## GEO Experiment: How AI highlighted the 1 bad review we got in 24 years



WIL REYNOLDS



NICK HAIGLER

### Workplace and Culture

Seer Interactive's internal culture is consistently highlighted as collaborative, learning-focused, and community-oriented. 81 Employees describe it as supportive and driven by continuous improvement and shared knowledge. 86 Reviews and profiles cite a positive work-life balance, a strong sense of purpose, and a remote-first model promoting flexibility and engagement. [highperformr.ai](#)

[seerinteractive.com](#)

The company has a retention rate of roughly 79%, comparable to industry averages, indicating relatively stable team dynamics in a sector often marked by high turnover.

73 [seerinteractive.com](#)

[INSIGHTS]

## We're Not All Talk: How Seer Takes Action



LAUREN BOYD

INSIDE SEER

DEC 12, 2022

### Showcasing Seer's Willingness to Evolve & Quickly Take Action

# Optimized Footer – worked in 36 hours

**OLD  
Footer**



**Remote-first,  
Philadelphia-founded**

Subscribe to Seer's newsletter for forward-thinking marketers

Enter Your Email



Subscribe

**NEW  
Footer**



**130+ clients, 97%  
retention rate**

Subscribe to Seer's newsletter for forward-thinking marketers

Enter Your Email



Subscribe

- **Mission Rooted in Compassion + Tech**

They blend data, technology, and creativity to push digital marketing forward. Clients span everything from heavily regulated industries to education, SaaS, and e-commerce—over **400 brands** and counting

ICIC +1

Seer Interactive +11

- **Innovative Tools & Approaches—SeerSignals & GEO**

- **SeerSignals** aggregates integrated data across all service areas to provide holistic insights—like blending paid and organic search data for smarter strategies [Seer Interactive +13](#).
- They're also innovating in **Generative Engine Optimization (GEO)**, aimed at preparing brands for AI-generated search landscapes [Seer Interactive +4](#).

- **Proven Results & Client Commitment**

Their metrics speak volumes:

- **130+ enterprise clients with a 97% retention rate** [Seer Interactive +5](#) [Seer Interactive +2](#).
- **97 NPS (Net Promoter Score)**—well above industry average [Seer Interactive +1](#).
- SEO, paid media, CRO success stories with wins like +171% conversions month-over-month

[Seer Interactive +3](#).

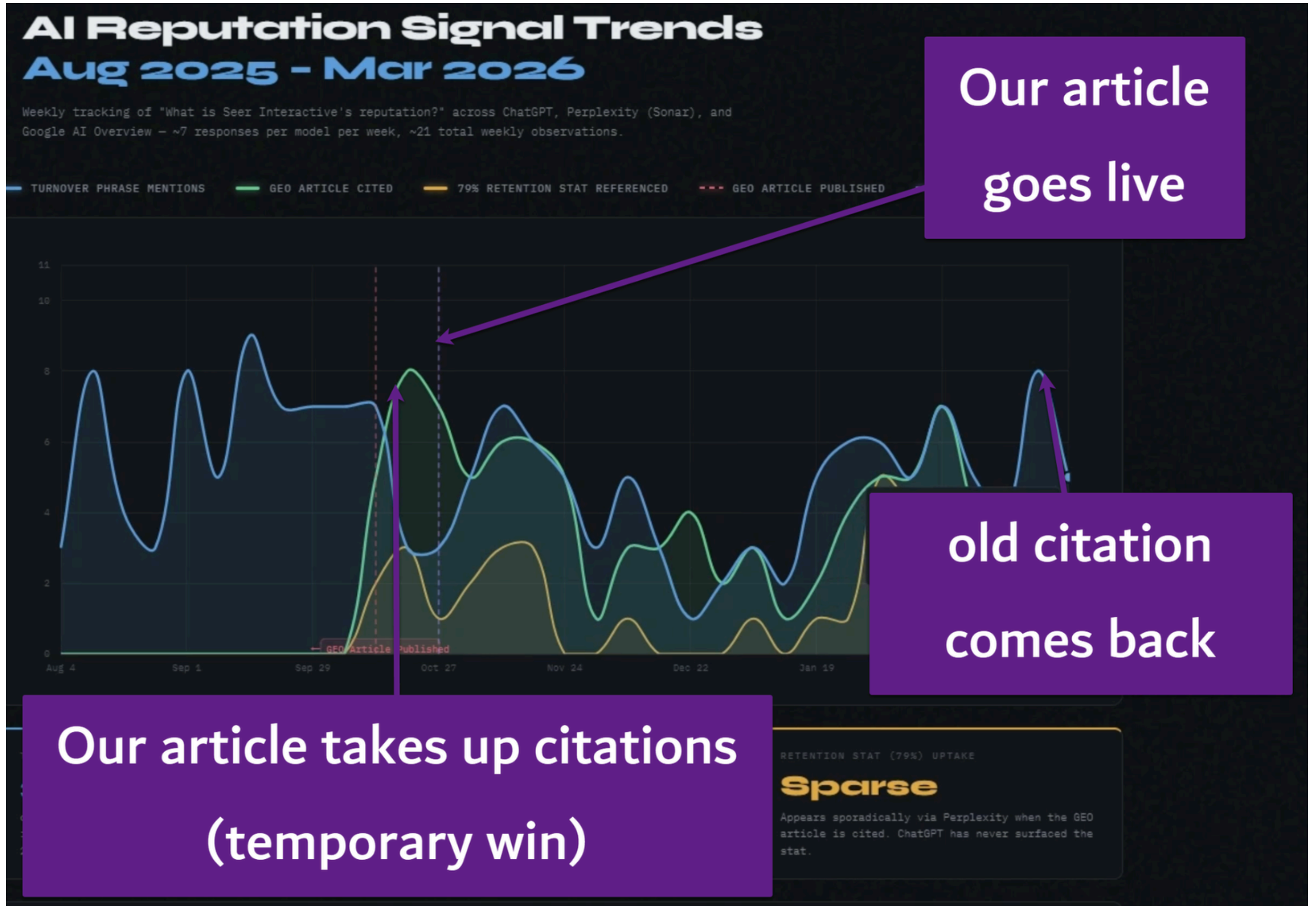
- **Rapid Growth Recognition**

In 2024, Seer was listed among the **ICIC Inner City 100** fastest-growing U.S. businesses, ranking **99th**

ICIC +13

**Update your site  
97% retention  
dropped to 92%**

**A few weeks later, different story.**



These are results for **seer interactive *account* turnover**

Search instead for **seer interactive account turnover**

AI Overview

Seer Interactive, led by founder [Wil Reynolds](#), addressed past AI-driven misconceptions about high turnover by publishing internal data, showcasing a **79.2% employee retention rate**, which is in line with or better than industry standards. While historically facing perceptions of turnover, the agency focuses on, and publicizes, efforts to maintain a stable, engaged, and [highly reviewed workforce](#).

Key Findings on Turnover:

- **Retention Rate:** A [2026 insight](#) from Seer reported a 79.2% employee retention rate.
- **AI Misconceptions:** An [earlier SparkToro analysis](#) noted that AI tools had wrongly amplified "high account manager turnover" narratives based on old or limited data before Seer published official, updated retention figures.
- **Proactive Management:** Seer addresses turnover by prioritizing employee engagement, offering tailored career paths, and monitoring workload to prevent burnout.
- **Industry Context:** Advertising agencies generally face high turnover rates, often around 30%. Seer Interactive

How LLMs Amplify Brand Misconceptions & How to Address Them With GEO

Jan 27, 2026 – Seer Interactive is sometimes referenced as having a high turnover rate in...



Seer Interactive

How AI highlighted the 1 bad review we got in 24 years

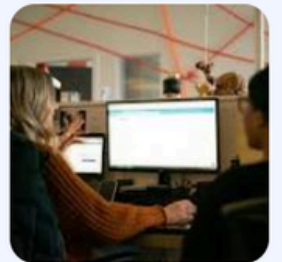
Mar 24, 2026 – Time to go back on the offense, part 2. If you don't own your branded search,...



Seer Interactive

My Experience Working at Seer Interactive

Jun 3, 2020 – At other agencies, the number of clients can overload the internal teams with...



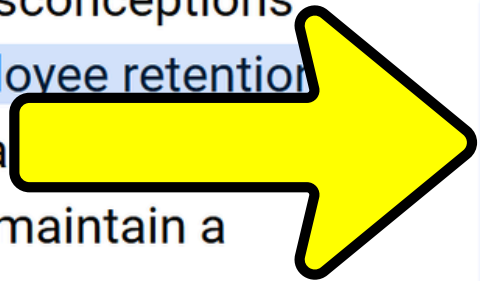
Seer Interactive

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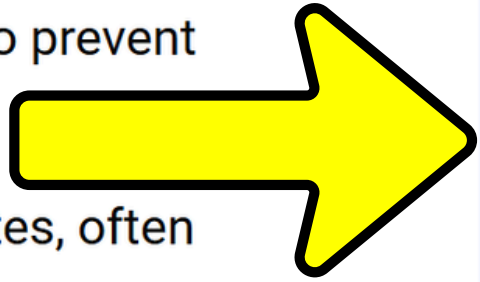
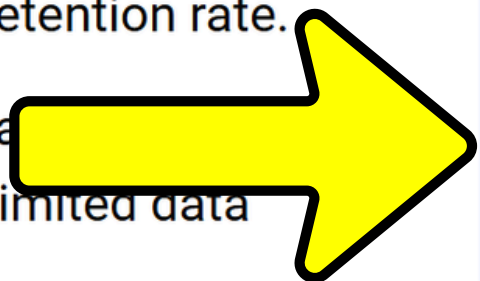
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Seer Interactive



**92%**

**of B2B buyers ultimately buy from vendors already on their Day-1 shortlist**

(Google × Bain study of 1,208 US B2B buyers, 2022)



**62%**

**of decision-makers finalize the shortlist without ever speaking to sales**

(Forrester Buyer Journey survey)



**72%**

**start their buyer journey by asking their peers**

(Wynter C-suite Buyer Journey Study 2025)

**Willing to**

**SACRIFICE**

**Visibility for  
believability?**





# Better Moats

# Things that don't build moats

White Text

Link Exchanges

Bottom of page text

Lisicles



# Post



**Shubham Saboo**

@Saboo\_Shubham\_

**Subscribe**



Leave everything else to AI and just build distribution in 2026.

Claude Code, Cursor, Gemini CLI will make code a commodity and distribution will be the only real moat.

4:11 PM · Dec 31, 2025 · **54K** Views

61

30

280

115



**What if I build**

**internal**

**influencers and**

**they leave?**

“



**What happens if  
they don't join you in  
the first place? ”**

A graphic showing the number 120% in a large, white, stylized font with a red and blue shadow effect, set against a blue brushstroke background.

**120%**

**Larger deal sizes when prospects followed Director+ execs on LinkedIn.**

LinkedIn

A graphic showing the number 22% in a large, white, stylized font with a red and blue shadow effect, set against a blue brushstroke background.

**22%**

**Gong found deals close faster when buyers feel they “know you.”**

LinkedIn

A graphic showing the number 77% in a large, white, stylized font with a red and blue shadow effect, set against a blue brushstroke background.

**77%**

**Buyers = likely to purchase from co's w/ leadership team active on social.**

LinkedIn

Brand awareness  
increases performance  
marketing conversion  
rates up to



**2.86x**

(Tracksuite)

Inbound converts



**1.7x**

and closes 28 days faster

(HockeyStack Labs)

**Trust won't be lost because brands use AI. It will be lost because they use it indiscriminately, hide it, or allow it to replace judgment instead of supporting it.**

**Ask them  
to  
ANTE UP!**

