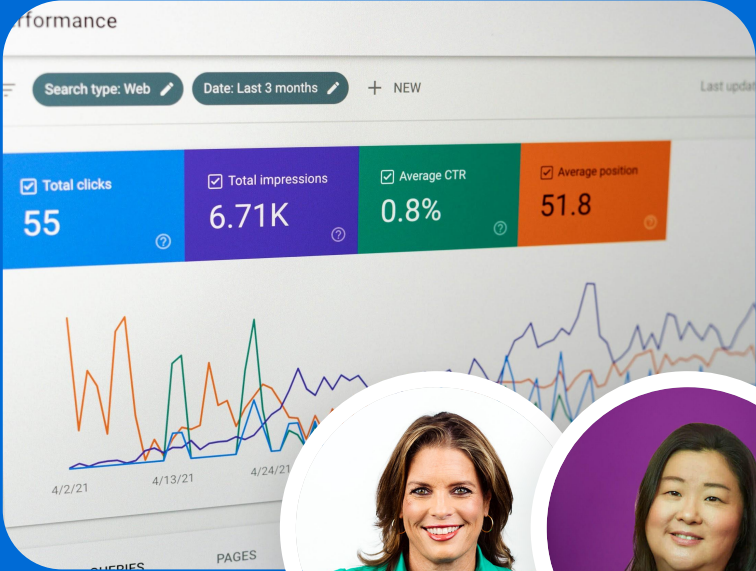


The Keyword Collapse:

Building a Future-Proof Organic Strategy



Our Agenda

- 1 **Welcome & Introductions**
- 2 **The Future of AI Search**
- 3 **Moderated Q&A: From Strategy to Execution**



Rebecca Berin

Sr. Manager, Organic Growth,
WP Engine

Welcome & Introductions



Darcy Kurtz

SVP & CMO, WP Engine



Wei Zheng

CPO, Conductor

Today's Panelists

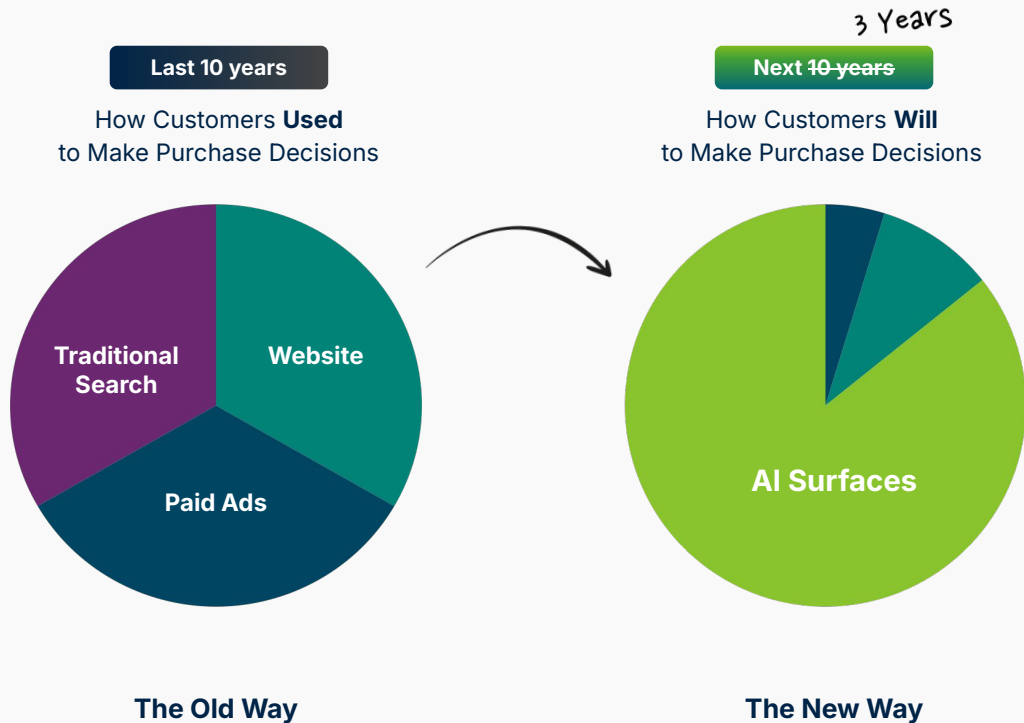


Wei Zheng

CPO, Conductor

The Future of AI Search

In the Next 3 Years, AI Will Own 95% of Customer Interactions

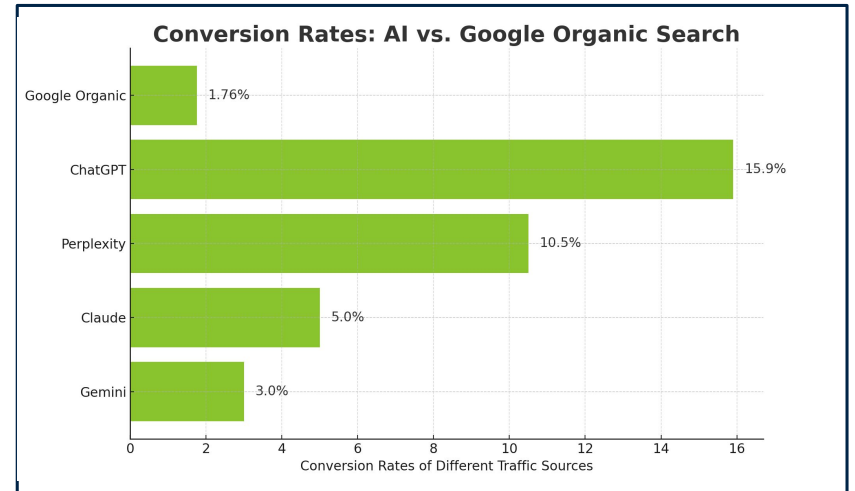
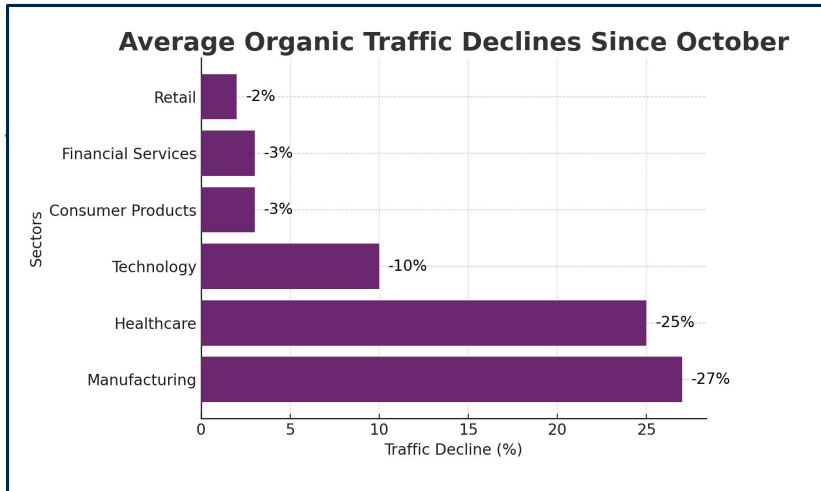


Brands That Don't Adapt Will Disappear

"AI is becoming the primary gateway to the web. To stay visible, brands must rethink digital marketing for an AI-first world—optimizing for discovery, engagement, and conversion across AI surfaces."

- Director, Digital Marketing & Demand Generation COE, Ernst & Young

AI search is changing how customers find information



The New World of Infinite Prompts

Topic: Office Setup

More Journey Stages →

More Buyer Personas ↓

	Awareness	Evaluation	Setup	Research	Cost Analysis	Community Feedback	Purchase	Support
Freelancer	"How to create a distraction-free home office on a budget?" +11 more prompt variations		"Is a foldable desk good for daily freelance work?" +7 more prompt variations		standing desks for freelancers" +8 more prompt variations	"Freelancer desk setup inspiration on Reddit" +8 more prompt variations	"Best place to buy budget ergonomic chairs online" +13 more prompt variations	"My desk is wobbly—how do I fix it?" +11 more prompt variations
Office Manager	"Are we missing something in our office setup?" +13 more prompt variations		"Best chairs for 10-person office under \$5000" +7 more prompt variations		g on Herman branch chairs" +16 more prompt variations	"Reviews from other office managers on large orders" +16 more prompt variations	"Where to order 50 adjustable desks with delivery" +8 more prompt variations	"Fixing cable management in a shared office space" +16 more prompt variations
Gamer	"Why does my current desk feel too cramped?" +8 more prompt variations		"Is Secretlab Magnus desk better than IKEA?" +13 more prompt variations		chair pricing: budget" +16 more prompt variations	"Streamers' desk setups on Twitch and YouTube" +16 more prompt variations	"Where to buy an RGB height-adjustable desk today" +11 more prompt variations	"My gaming chair keeps squeaking—how to fix?" +8 more prompt variations
Parent	"Why is my desk setup giving me back pain?" +8 more prompt variations		"Uplift vs Jarvis for multimonitor setups?" +11 more prompt variations		kid-safe chairs" +8 more prompt variations	"Parent forums for home office safety ideas" +8 more prompt variations		to remove crayon from wood desk?" +8 more prompt variations
Developer	"How to mount 3 monitors securely on my desk" +7 more prompt variations	"Which desks support multiple monitors + a docking station?" +8 more prompt variations	"Standing desks under \$400 that support triple monitor setups" +11 more prompt variations	"Best dev setups shared on GitHub and Reddit" +8 more prompt variations	"Where to buy a monitor arm is best—how to fix?" +13 more prompt variations			
Designer	"How can I make my desk feel more inspiring?" +8 more prompt variations	"Is Grovemade worth the investment for artists?" +11 more prompt variations	"Installing LED lighting and desk-mounted arms" +7 more prompt variations	"Best desks for digital art, photo editing, and design" +8 more prompt variations	"Creative workstations under \$600 with storage" +11 more prompt variations	"Behance and Pinterest ideas for workspace setup" +8 more prompt variations	"Buy a matte desk surface for tablet drawing" +7 more prompt variations	"How to protect wood desks from ink or paint stains" +13 more prompt variations

23 Words
Avg Length of ChatGPT Prompt vs. 3-4 on Google

New Signals Strategic to Business

Individual Prompt Analysis

"We need to furnish a new small office for 10 employees. Recommend cost-effective, durable desks and chairs, and suggest installation services in NYC."

AI Platform Reponses

GPT ChatGPT ✓ Mentioned 🔗 5 Citations

For furnishing a small office in NYC, I'd suggest looking into **OfficeLink Pro** for a balance of cost-effectiveness and durability. They often have bulk discounts. For chairs, brands like [Generic Chair Brand A] offer good value. Regarding installation services, companies like 'NYC Office Installers' or 'QuickSetup Solutions' are well-regarded for commercial s...

[Expand Full Response →](#)

G Gemini ✗ Not Mentioned

C Claude ✓ Mentioned 🔗 3 Citations

P Perplexity ✓ Mentioned 🔗 2 Citations

Sentiment Analysis



Brand Call-outs

CHATGPT
"OfficeLink Pro offers a comprehensive solution... modular workspace systems"

CLAUDE
"OfficeLink Pro ErgoSuite is particularly well-regarded for its modular design"

KEY PRODUCTS MENTIONED
SmartDesk, ErgoSuite, PostureGuard, CableFlow System

Competitor Analysis

Herman Miller 1 Mentions ⚠️ Listed as alternative	Steelcase 1 Mentions ⚠️ Listed as alternative
FlexiSpot 0 Mentions ✓ Not mentioned	Autonomous 0 Mentions ✓ Not mentioned
Uplift Desk 1 Mentions ✗ Direct competitor	OfficeLink Pro 7 Mentions ✓ Primary solution

Quick Metrics

Brand Mentions 8 total

Domain Citations 10 links

Competitor Mentions 0 found

Response Length Long-form

Response Analysis

- ✓ **Strong ChatGPT Performance:** Comprehensive response with 5 product mentions and multiple domain citations.
- ⚠️ **Gemini Gap:** No mention of OfficeLink Pro in Gemini's response.
- ✓ **Product Name Recognition:** Specific products (Chair Brand) mentioned.

Evolving marketing metrics & telemetry

New Metrics for AI LLM Visibility

Understand How People Are Searching

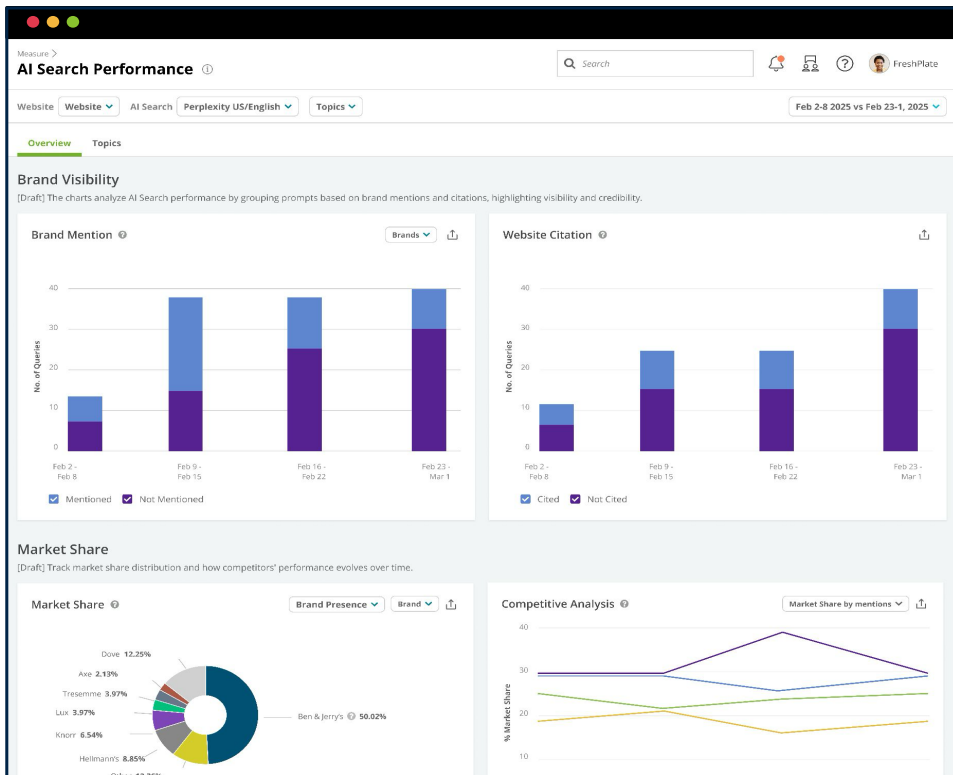
*Knowing Diverse User Intents & Persona
Classify Conversational Prompt Variants*

Understand How Your Brand Appears in AI Semantic Relevance to Topics (Topical Authority)

*Brand Mentions & Sentiments
Citation Frequency & Ownership*

Understand End to End Funnel Metrics

*AI Crawler Traffic, AI Search Referral Traffic,
Organic Traffic, & Conversion Metrics*



In the AI Era, **Content is the
New Marketing Currency**

*How LLMs interpret content is how
customers experience and perceive
brands.*



Evolving Your Content Strategy

	Before AI	Generic AI	To Win in AI
VOLUME	Limited content volume due to resource constraints	Easy to generate massive amounts of content	High quantity, authoritative, differentiated content is a must
QUALITY	Broad content aimed at generic audiences	Generic AI generates average content	Expertise-driven, persona-specific content across nuanced journey stages
PROCESSES	Human-created assets with long lead times	AI reduces time & cost for briefs, outlines & first drafts	System to deliver scaled high-quality content across channels
DIFFERENTIATION	Focus on reach	Focus on relevance	Deep audience insights and unique wisdom are critical



Unisex Appeal: Universally appealing to all genders

Pattern Dominance: Monogram (high recognition), Damier (subtler), Solid (more discreet)

Primary Color: Classic Brown (Monogram), Black (Eclipse), White/Blue (Azur), Graphite (Damier Ebene), Seasonal Pink, Bright Yellow

Dimensions (LxHxW in cm): e.g., 55 × 31 × 24 cm (Keepall 55)

Collection/Line: Monogram Canvas, Damier Ebene, Damier Azur, Monogram Eclipse, LV Aerogram, Monogram Shadow, Epi Leather

Matching Outfit Styles: Business casual, Smart casual, Sportswear, Airport chic

Hardware Finish: Gold-toned, Palladium-toned, Silver brass, Black-toned aged-gold aspect, Matte black

Color Matching Suggestions: Coordinates with black, navy, beige, white, denim

Exterior Pockets: No exterior pockets (classic), Zipped front pocket (City Keepall)

"Dream" Lifestyle Association: Jet-set, First-class travel, Luxury resorts

Historical Context of Design: Response to rise of automobile and shorter travel

Gift Occasions: Major milestones (graduation, promotion, retirement), Significant anniversaries, Weddings

Carrying Comfort: Comfortable handles for hand-carry, Adjustable strap for shoulder/cross-body wear

Self-Purchase Motivation: Reward, Investment piece, Practical need, Status symbol

Packability (Collapsible): Can be folded flat for storage when empty

Geographic Appeal: Global, particularly strong in Asia, Europe, North America

Associated Designers/Artistic Directors: (for specific collaborations)

Investment Potential: Strong (classic models appreciate or hold value well)

Recycling/Upcycling Potential: (e.g., handles repurposed, canvas used for small goods)

Heritage Elements: Monogram pattern origin, Lock and key system history

Cultural Significance of Brand: Symbol of luxury, Global recognition

Competition (Brand Level): Hermès, Gucci, Dior, Goyard, Rimowa (in travel category)

Historical Price Appreciation: Steady increase in new retail prices over decades

Louis Vuitton After-Sales Service: Cleaning, repair, authentication assistance

Versatility in Occasions: Business trips, Vacations, Gym, Weekend errands

Styling Tips: Wear with sneakers for casual, with tailored outfits for smart travel

Core Product Attributes	Usage & Functionality	Brand & Heritage	Aesthetic & Style	Target Audience & Lifestyle	Market & Value	Care, Repair & Authentication
1. Product Name: Louis Vuitton Keepall Bag (e.g., Keepall Bandoulière 55)	16. Primary Travel Use: Weekender bag, Carry-on luggage, Short-haul flights, Road trips	31. Founding Year of Keepall: 1930	46. Overall Aesthetic: Classic, Elegant, Sophisticated, Sporty-chic (Bandoulière), Understated luxury	61. Primary Target User: Frequent flyer, Luxury traveler, Established professional	76. New Retail Price Range: (e.g., \$2,000 - \$5,000+ depending on size/material)	91. Recommended Cleaning Products: Specific leather cleaners, canvas wipes
2. Model/Style Name (Specific): Keepall 45, Keepall 50, Keepall 55, Keepall 60, City Keepall, Keepall 25 (Bumbag)	17. Secondary Daily Use: Gym bag, Large work tote, Baby bag (luxurious option)	32. Historical Context of Design: Response to rise of automobile and shorter travel	47. Pattern Dominance: Monogram (high recognition), Damier (subtler), Solid (more discreet)	62. Secondary Target User: Fashion enthusiast, Brand collector, Active lifestyle individual	77. Pre-Owned Market Value Retention: High (excellent resale value)	92. Storage Recommendations: Dust bag, humidity control, stuffing to retain shape
3. Collection/Line: Monogram Canvas, Damier Ebene, Damier Azur, Monogram Eclipse, LV Aerogram, Monogram Shadow, Epi Leather	18. Travel Compatibility: IATA cabin size compliant (for 45/50/55 sizes), Under-seat storage viability (Keepall 25)	33. Iconic Status Descriptor: Timeless classic, Ultimate travel companion, Signature piece	48. Visual Impact: Statement piece, Recognizable from a distance	63. Income Bracket (Suggested): High-net-worth individuals, Affluent professionals	78. Investment Potential: Strong (classic models appreciate or hold value well)	93. Common Wear & Tear Areas: Corners, handles (patina/darkening), hardware tarnishing
4. Specific Material Type: Coated Canvas, Natural Cowhide Leather (Vachetta), Grained Leather, Smooth Leather, Taurillon Leather, Exotics (rare)	19. Packing Capacity Descriptor: "Fits 3-5 outfits," "Essentials for a long weekend," "Suitable for a week's worth of travel"	34. Design Philosophy: Functional elegance, Practical luxury, Durable travelware	49. Hardware Aesthetic: Polished, Vintage-look, Modern minimalist	64. Age Demographic: 25-65+ (broad appeal due to timelessness)	79. Supply/Demand (New): Generally available, but specific limited editions may be rare	94. Louis Vuitton After-Sales Service: Cleaning, repair, authentication assistance
5. Primary Color: Classic Brown (Monogram), Black (Eclipse), White/Blue (Azur), Graphite (Damier Ebene), Seasonal Pink, Bright Yellow	20. Organizational Aids (Recommended): Bag organizers, Pouches, Inserts (mention as beneficial)	35. Craftsmanship Techniques: Hand-stitched details, Edge painting, Quality hardware attachment	50. Interior Aesthetic: Clean, Organized, Contrasting color, Luxurious feel	65. Geographic Appeal: Global, particularly strong in Asia, Europe, North America	80. Supply/Demand (Pre-Owned): High demand for well-maintained classic pieces	95. Authenticity Indicators (General): Stitching count, heat stamps, date codes, hardware quality, font
6. Secondary Color/Accent: Red interior, Black trim, Contrast stitching, Gold hardware	21. Weather Resistance (Material Specific): Coated canvas highly resistant, Vachetta leather sensitive to rain/stains	36. Brand DNA Embodied: Innovation in travel, Art of packing, Luxurious journey	51. Unisex Appeal: Universally appealing to all genders	66. Interests of Buyer: Travel, Fashion, Luxury goods, Culture, Business	81. Limited Edition Releases: Specific collections (e.g., Supreme, Takashi Murakami, Yayoï Kusama)	96. Specific Date Code Location: (e.g., behind interior pocket, under D-ring)
7. Hardware Finish: Gold-toned, Palladium-toned, Silver brass, Black-toned aged-gold aspect, Matte black	22. Carrying Comfort: Comfortable handles for hand-carry, Adjustable strap for shoulder/cross-body wear	37. Country of Manufacture: France, Spain, Italy, United States (specify where applicable)	52. Seasonal Adaptability: Year-round usability, Specific colors for seasons	67. Values of Buyer: Quality, Craftsmanship, Exclusivity, Status, Practicality	82. Collaboration History: History of significant artistic collaborations	97. Counterfeit Identification (Red Flags): Poor stitching, wrong materials, incorrect fonts, misaligned monograms
8. Dimensions (LxHxW in cm): e.g., 55 x 31 x 24 cm (Keepall 55)	23. Security Features: Comes with a padlock and key set, Double zipper for secure closure	38. Associated Designers/Artistic Directors: (for specific collaborations)	53. Matching Outfit Styles: Business casual, Smart casual, Sportswear, Airport chic	68. Life Stage of Buyer: Career-driven, Established families, Retirees with travel plans	83. Seasonality of Releases: Core collection is evergreen, seasonal variations released annually	98. Restoration Potential: High (can be professionally restored)
9. Weight (Empty in kg/lbs): e.g., 1.2 kg (Keepall 55)	24. Ease of Access: Wide opening for easy packing/unpacking	39. Heritage Elements: Monogram pattern origin, Lock and key system history	54. Color Matching Suggestions: Coordinates with black, navy, beige, white, denim	69. Associated Hobbies: Yachting, Golfing, Skiing, International business	84. Competition (Brand Level): Hermès, Gucci, Dior, Goyard, Rimowa (in travel category)	99. Environmental Impact of Materials: Longevity reduces waste, but production process considerations
10. Strap Type (Handle/Shoulder): Rolled leather handles, Adjustable and removable textile strap, Leather shoulder pad	25. Durability Score (1-5): (e.g., 5 - highly durable, built to last decades)	40. Brand Perception (General): Elite, Exclusive, Prestigious, Reliable	55. Styling Tips: Wear with sneakers for casual, with tailored outfits for smart travel	70. "Dream" Lifestyle Association: Jet-set, First-class travel, Luxury resorts	85. Competition (Product Level): Other luxury duffels/weekenders	100. Recycling/Upcycling Potential: (e.g., handles repurposed, canvas used for small goods)
11. Closure Type: Double zipped closure with padlock, Top zip, Flap closure (for specific variations)	26. Maintenance Level: Low (for canvas), Moderate (for Vachetta care)	41. Innovation over Time: Introduction of Bandoulière (shoulder strap) option	56. Fashion Trends Relevance: Ever-present, transcends fleeting trends	71. Gift Occasions: Major milestones (graduation, promotion, retirement), Significant anniversaries, Weddings	86. Authentication Difficulty (Pre-Owned): Moderate (requires specific knowledge due to counterfeits)	
12. Interior Lining Material: Textile lining, Microfiber lining, Leather lining	27. Aging Characteristic: Develops unique patina on Vachetta, softens with age	42. Sustainability Initiatives (Brand Level): Responsible sourcing, Repair services promoting longevity	57. Versatility in Occasions: Business trips, Vacations, Gym, Weekend errands	72. Self-Purchase Motivation: Reward, Investment piece, Practical need, Status symbol	87. Repair Cost Estimates: Varies by damage (Louis Vuitton offers repair service)	
13. Interior Compartments: Spacious main compartment, Inside flat pocket, D-ring (for keys/accessories)	28. Packability (Collapsible): Can be folded flat for storage when empty	43. Philanthropic Associations (Brand Level): Current and past partnerships	58. Generational Appeal: Loved by different age groups, from young adults to seniors	73. Social Media Engagement: High engagement on Instagram, Pinterest (fashion, travel accounts)	88. Market Trends Influencing Value: Rise of luxury resale, demand for heritage pieces	
14. Exterior Pockets: No exterior pockets (classic), Zipped front pocket (City Keepall)	29. Versatility of Carry: Hand-carry, Shoulder-carry, Cross-body carry	44. Brand Slogans/Mottos (Relevant): "The Art of Travel"	59. Personalization Options: Hot stamping (initials), Bag charms, Scarves	74. Online Community: Active on luxury forums, resale groups	89. Historical Price Appreciation: Steady increase in new retail prices over decades	
15. Feet Protection: No feet (classic), Metal studs (on some newer or specific models)	30. Interchangeable Straps: Ability to swap out standard strap for designer alternatives	45. Cultural Significance of Brand: Symbol of luxury, Global recognition	60. "Quiet Luxury" Score: (For models like Monogram Eclipse or Epi, if applicable)	75. Perceived Value Proposition: "A bag for life," "A timeless investment," "The ultimate travel companion"	90. Availability of Vintage Models: Accessible on reputable pre-owned platforms	

Thank you for joining us!
Before you go...



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