

23/24 OCTOBER | BRIGHTON

brightonSEO.
United Kingdom



Charlotte Crowther

KAIZEN

Reframing the PR vs Digital PR debate

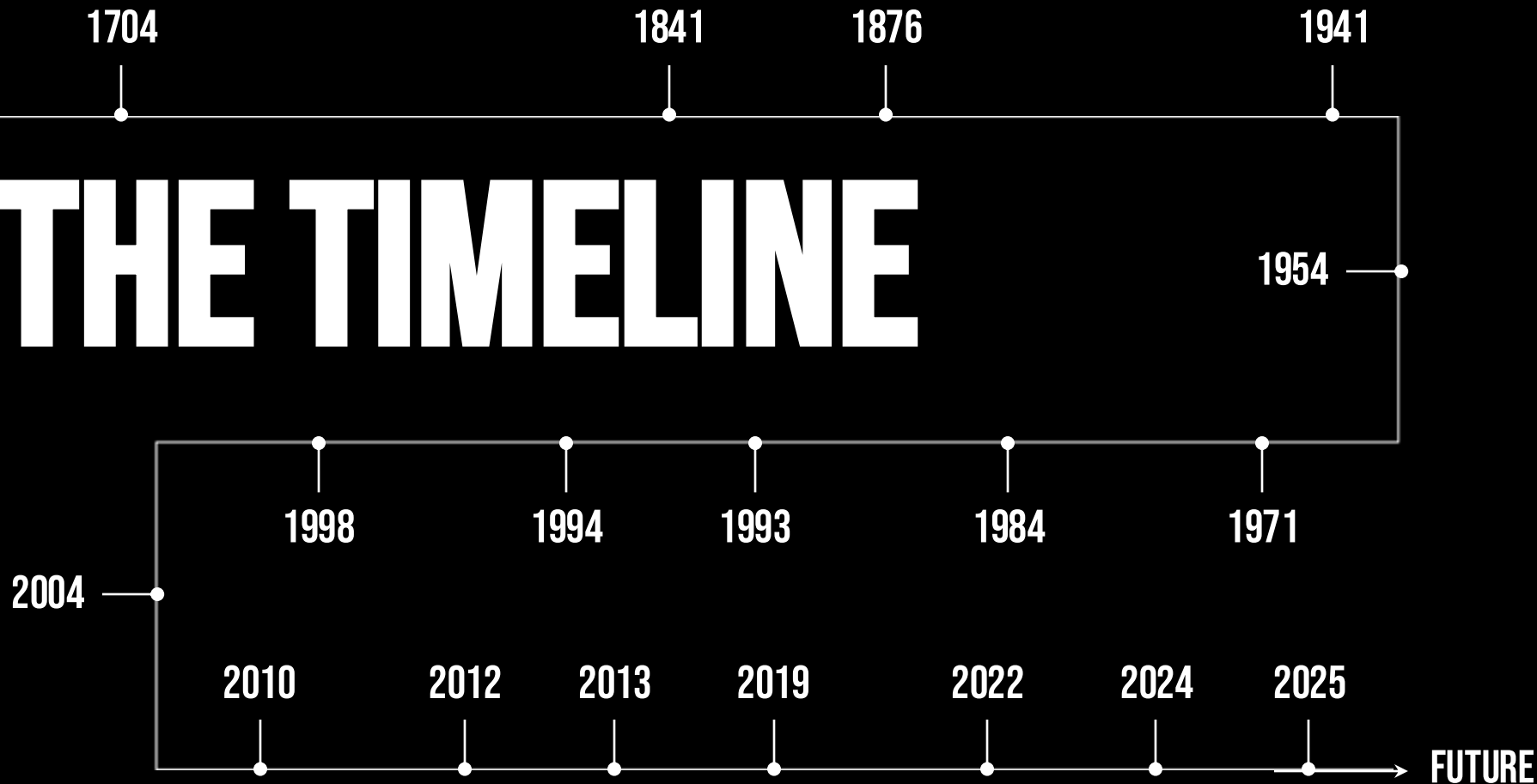


01 MAKE BRANDS MEMORABLE

02 SELL PRODUCTS



THE TIMELINE





1704

184

FIRST NEWSPAPER ADVERT





04

1841

1800

FIRST ADVERTISING AGENCY





41

1867

192

FIRST BILLBOARD RENTAL





67

1922

194

FIRST PAID RADIO AD





22

1941

1941

FIRST TV COMMERCIAL



01 MAKE BRANDS MEMORABLE

02 SELL PRODUCTS





41

1954

19'

THE SHIFT





PROBLEM

**“WE WANT TO SELL MORE
PRODUCTS”**

SOLUTION



RESULT

**\$20
BILLION**

SALES JUMPED FROM

**\$5
BILLION**

1955

1957

**#1 CIGARETTE BRAND
IN THE WORLD**



01 MAKE BRANDS MEMORABLE

02 SELL PRODUCTS



01 MAKE BRANDS MEMORABLE

02 SELL ~~PRODUCTS~~ LIFESTYLES





54

1971

198

FIRST EMAIL SENT





1984

84

199

APPLE'S SUPER BOWL AD





54

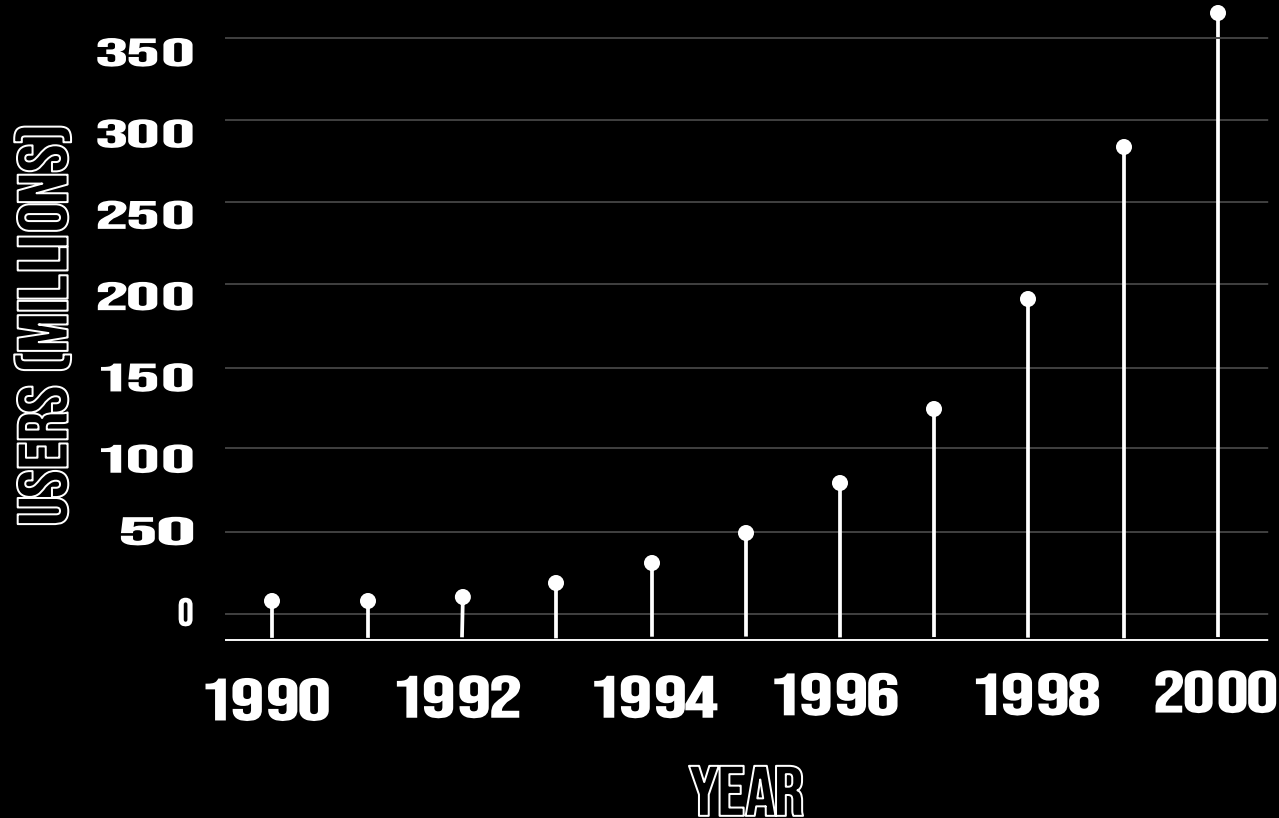
1993

199

LAUNCH OF WORLD WIDE WEB



GLOBAL INTERNET ADOPTION (1990-2000)



INTERNET USE
WAS GROWING
AT **20% PER**
MONTH DURING
1993-1995





93

1994

199

FIRST BANNER AD



Have you ever clicked
your mouse right HERE?





94

1998

200

GOOGLE LAUNCHED



01 MAKE BRANDS MEMORABLE

02 SELL PRODUCTS



01 MAKE BRANDS ~~MEMORABLE~~

DISCOVERABLE

02 SELL PRODUCTS



KEYWORD STUFFING

LINK SCHEMES

THIN CONTENT



KEYWORD STUFFING

LINK SCHEMES

THIN CONTENT



KEYWORD STUFFING

LINK SCHEMES

THIN CONTENT



KEYWORD STUFFING

LINK SCHEMES

THIN CONTENT





facebook

Connect with friends and the world

98

2004

20

FACEBOOK FOUNDED





04 2010 20

INSTAGRAM LAUNCHED





10

2012

20

PENGUIN UPDATE



KEYWORD STUFFING

LINK SCHEMES

THIN CONTENT



~~KEYWORD STUFFING~~

~~LINK SCHEMES~~

~~THIN CONTENT~~





12 2013 20

KAIZEN LAUNCHED



MAKE

BRANDS

DISCOVERABLE TO

PEOPLE



MAKE

BRANDS

DISCOVERABLE TO

GOOGLE





13

2019

20

I JOINED THE INDUSTRY



**STARTED MY CAREER
AS A PR INTERN AT A
TRADITIONAL PR
AGENCY**





**DIGITAL PR
ACCOUNT DIRECTOR
AT KAIZEN**





**TASKED WITH
MAKING BRANDS
MEMORABLE**



**TASKED WITH
MAKING BRANDS
DISCOVERABLE**



PR

DIGITAL PR



Forbes

This Is How Much You Need To Save And Earn To Retire In The Top 25 Happiest Cities

COSMOPOLITAN celebs love beauty fashion body

subscribe newsletter 🔍 🇬🇧 UK

These are the top 10 industries if you want to retire early

Fancy yourself enjoying a spot of early retirement? Read on...





COVERAGE

EARNED MEDIA VALUE

SHARE OF VOICE



LINKS

REFERRAL TRAFFIC

KEYWORD RANKINGS



JOURNALISTS

IDEAS

WAYS OF WORKING



JOURNALISTS

IDEAS

WAYS OF WORKING



JOURNALISTS

IDEAS

WAYS OF WORKING



**WE NEED TO WORK TOGETHER
TO MAKE IDEAS
MEMORABLE
AND
DISCOVERABLE**





ChatGPT
OpenAI
Tətbiqdaxili alışlar

19

2022

20

CHAT GPT LAUNCHED



IN 1 MONTH, CHAT GPT HAD APPROXIMATELY

57

MILLION USERS



2 YEARS LATER, CHAT GPT HAD APPROXIMATELY

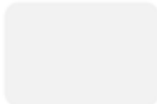
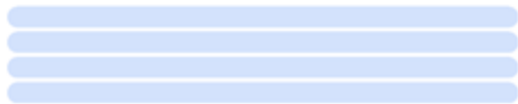
250

MILLION USERS

57

MILLION USERS





22

2024

20

AIOS



IN DECEMBER 2024

AIOS

WERE PRESENT IN

4.5%

OF SEARCHES

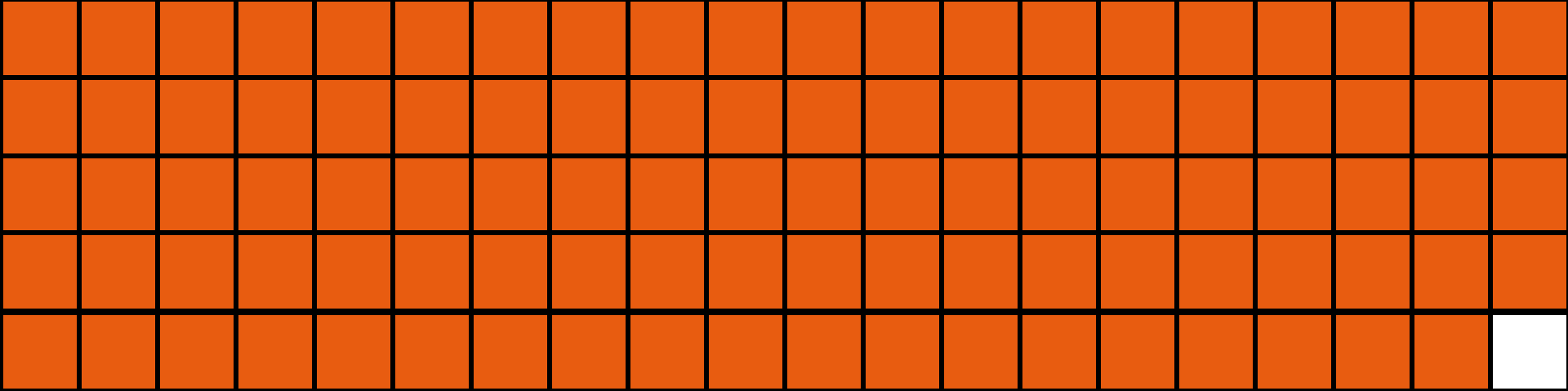


24

2025

PRESENT DAY

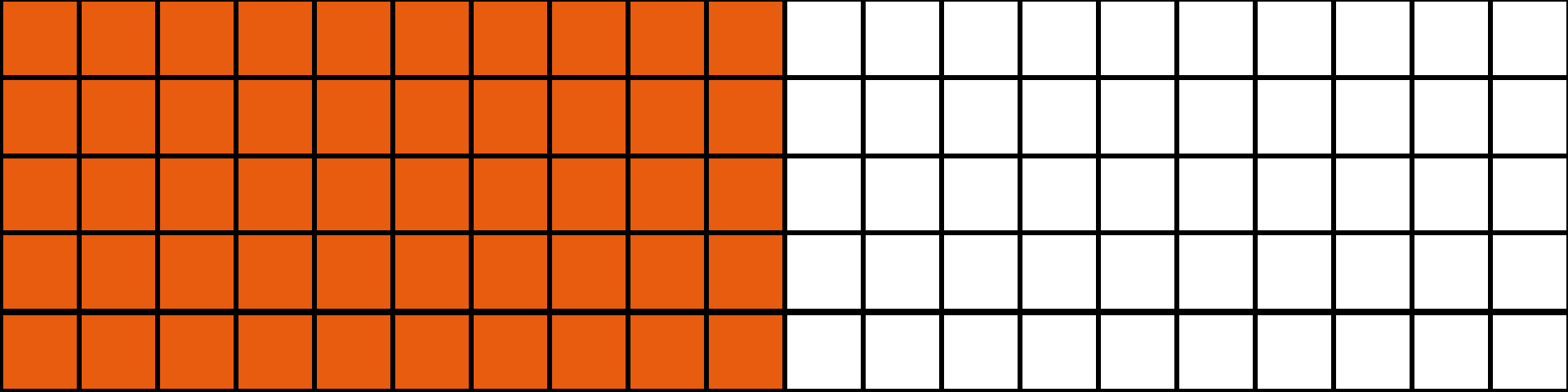




99%

**AIOS APPEAR FOR
INFORMATIONAL
SEARCHES**

AIOS ARE
4.4 X
AS VALUABLE
AS TRADITIONAL
SEARCH TRAFFIC
(CVRS)



50%

**OF YOUNG PEOPLE HAVE BEEN
DIRECTLY INFLUENCED BY
LLM'S WHEN MAKING BRAND
AND PRODUCT CHOICES**

MAKE

BRANDS

DISCOVERABLE TO

PEOPLE



MAKE

BRANDS

DISCOVERABLE TO

GOOGLE



MAKE

BRANDS

DISCOVERABLE IN

AIOS & LLMS



**CONSUMERS WANT TO
BUY FROM BRANDS
THEY LIKE AND TRUST**



**WE NEED TO WORK TOGETHER
TO MAKE IDEAS
MEMORABLE
AND
DISCOVERABLE**



WELCOME TO THE SEARCH-VERSE™

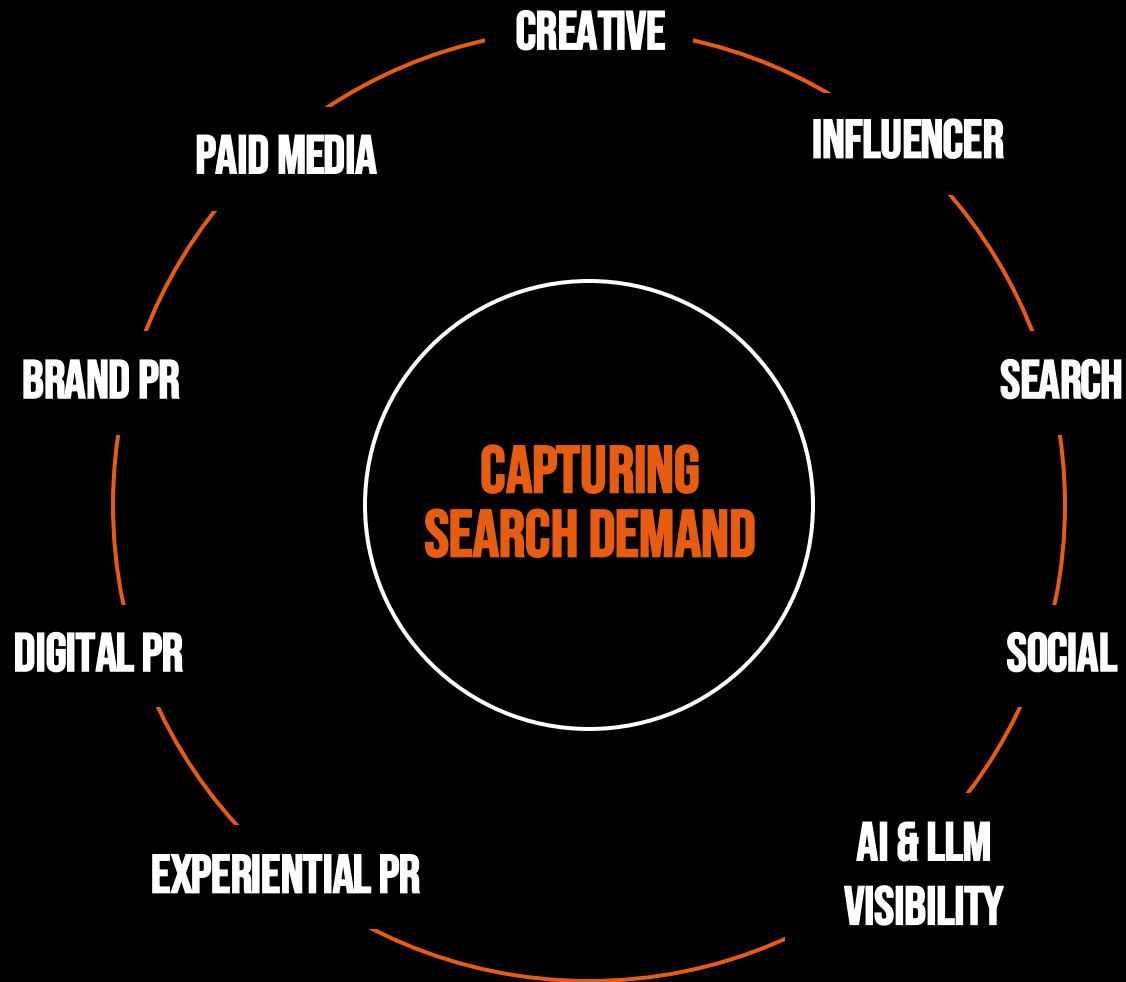
GPT & AI ENGINES

SEARCH-VERSE

SOCIAL

SEARCH





**HOW DO YOU
CONQUER THE
SEARCH-VERSETM?**



01

**REFRAMING
SUCCESS**

02

**ADAPTING
STRATEGIES**

03

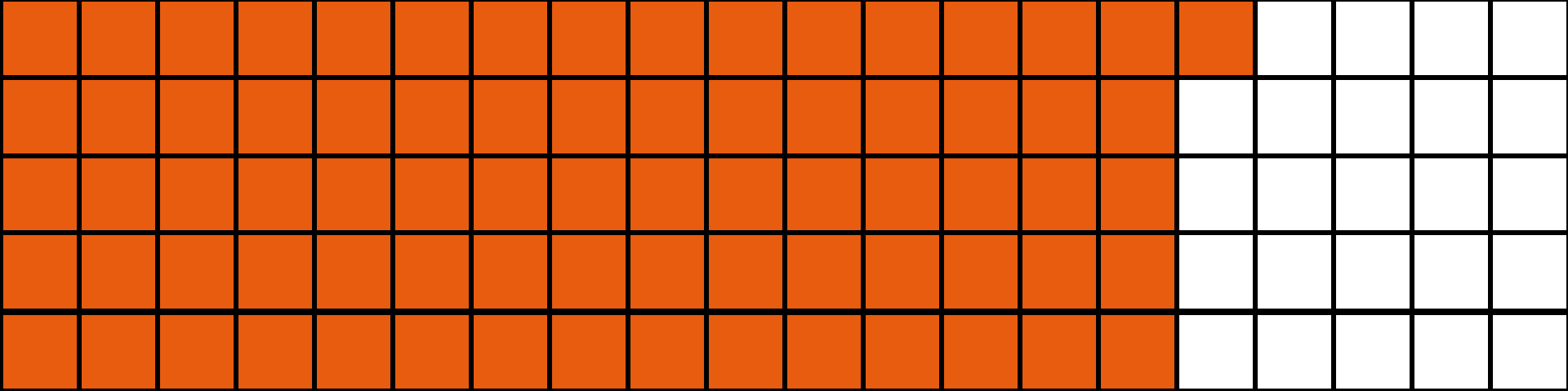
**TESTING
AND
LEARNING**



01

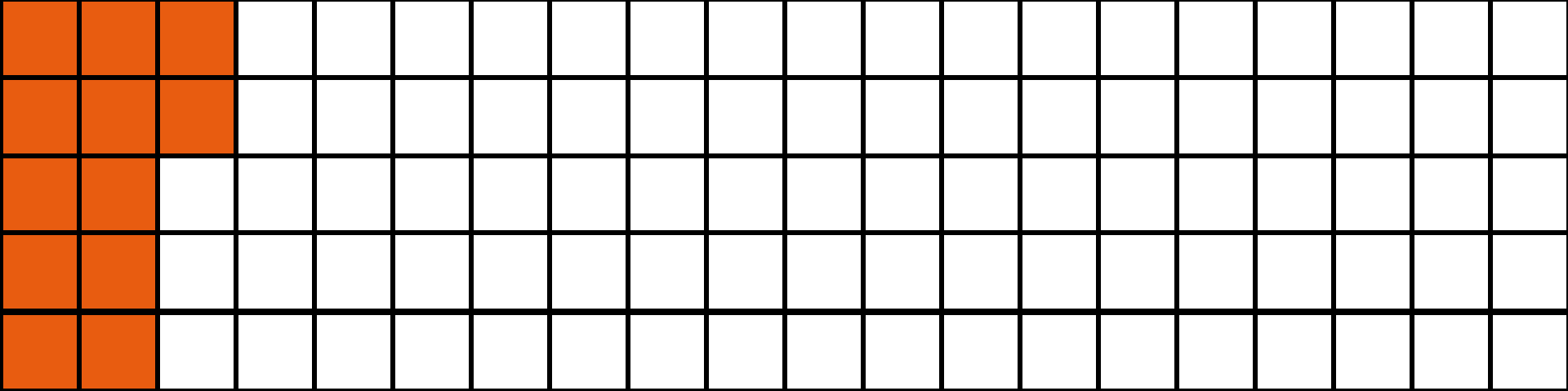
REFRAMING SUCCESS





76%

**OF AI OVERVIEW
CITATIONS PULL FROM
TOP 10 GOOGLE RESULTS**



12%

OF LLM CITATIONS PULL
FROM TOP 10 GOOGLE
RESULTS

KAIZEN Share of Search | Dashboard

Month

Month over Month (MoM)

Sessions

688

↑ 125.6%

Conversions

7

↑ 133.3%

CVR

9.43%

↑ 42.0%

Year over Year (YoY)

Sessions

688

↑ 4,486.7%

Conversions

7

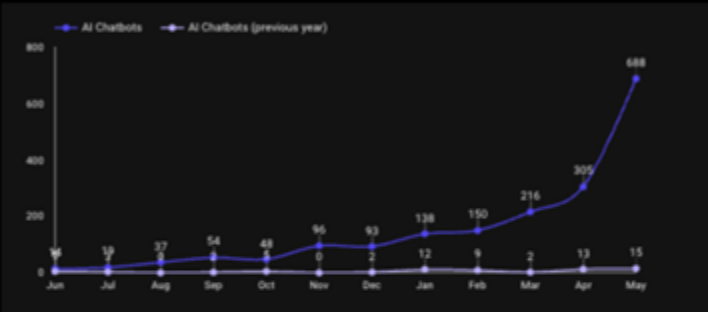
↑ N/A

CVR

9.43%

↑ N/A

Sessions - Year to Date



Top 5 AI Chatbots - Last Month

Session source	Sessions	CVR	Conversions
1. chatgpt.com	592	1.81%	5
2. perplexity	35	2.86%	1
3. games.google.com	24	0%	0
4. perplexity.ai	21	4.76%	1
5. copilot.microsoft.com	16	0%	0

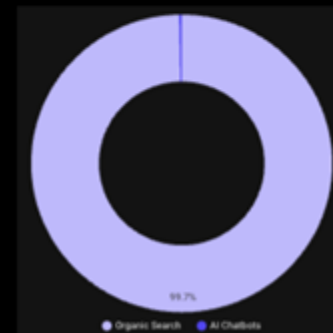
Top 5 Landing Pages (excl. 'not set') - Last Month

Landing page	Sessions	CVR	Conversions
1. /	87	0%	0
2. /products/tacoboa	71	0%	0
3. /products/dome	65	0%	0
4. /collections/pizza-ovens	43	0%	0
5. /products/are-ai	41	0%	0

Sessions by Country - Last Month



Share of Organic Search - Last Month



02

ADAPTING STRATEGIES





SOURCE



BULLET POINTS

COMPARISON TABLES

CLEAR HEADINGS



BULLET POINTS

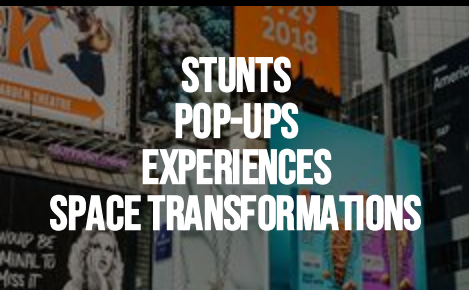
COMPARISON TABLES

CLEAR HEADINGS

EXPERTISE



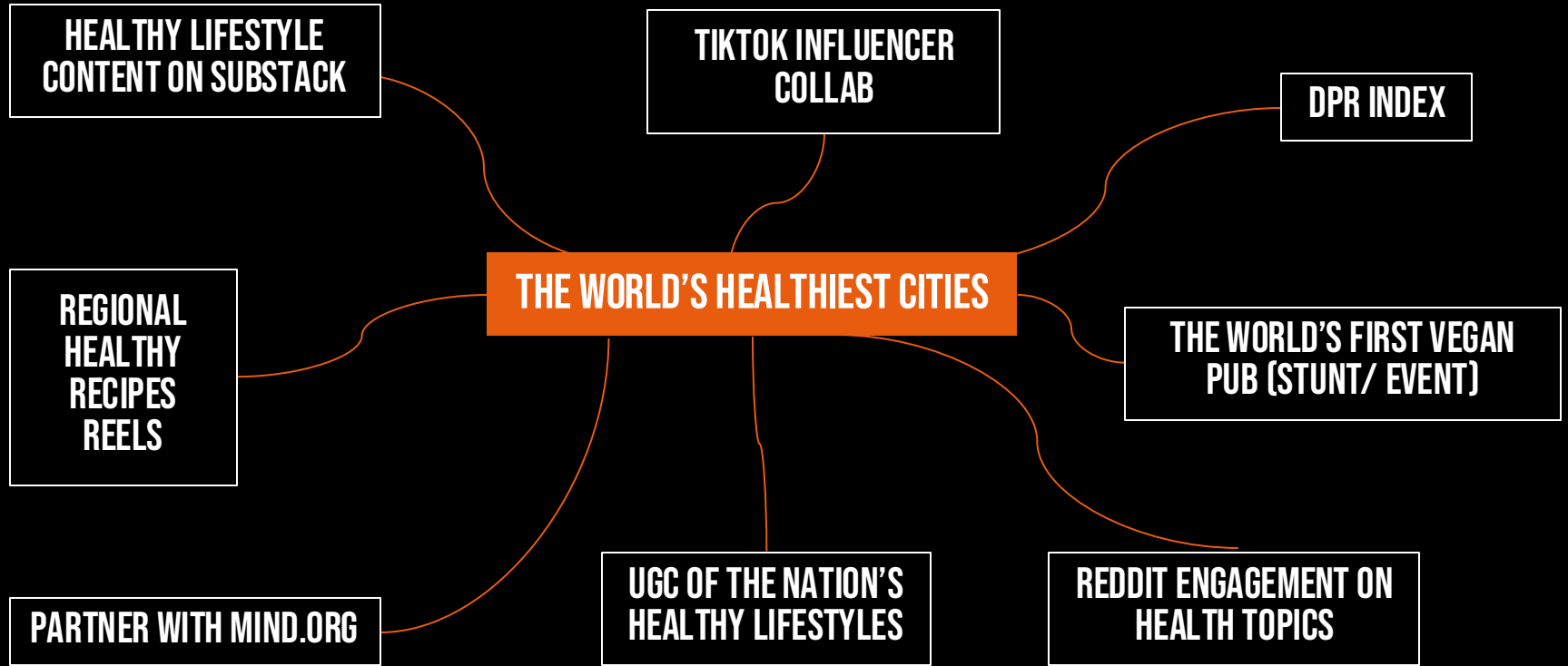
WE CAN DRAW ON A VARIETY OF FORMATS



THE WORLD'S HEALTHIEST CITIES

DPR INDEX





currys

Ready
for action!

We've got the latest gaming consoles,
software and accessories.

Nintendo



Step back from the curb!

**MIND THE
GRAB**

City of Westminster

Phone: 020 7 674 2600



03

TESTING AND LEARNING



THE FUTURE



25%
▼

DROP IN SEARCH ENGINE VOLUME BY 2026

**AI-REFERRED TRAFFIC
TO SUPPASS
TRADITIONAL**

BY 2028

01 MAKE BRANDS MEMORABLE

02 MAKE BRAND DISCOVERABLE

03 SELL PRODUCTS



01

**REFRAMING
SUCCESS**

02

**ADAPTING
STRATEGIES**

03

**TESTING
AND
LEARNING**



THANK YOU



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