

DIGITAL BLACKSMITHS



How We Build Your Authority for AI Search

GROWING YOUR AUDIENCE: MAXIMIZE (FREE, ORGANIC) LEADS AND SALES

How We Help Brands Win in AI Search

Search has changed, AI systems like ChatGPT, Google AI Overviews, and Perplexity no longer show pages of results. They give **one answer and a few recommendations**.

That means visibility today is no longer about rankings alone, it is about **authority, trust, and recognition by AI systems**.

At Digital Blacksmiths, we specialize in building that authority.

We help brands become the sources AI engines understand, trust, and recommend.

This presentation shows:

- How AI search works today
- Why traditional SEO alone is no longer enough
- How we build AI authority using content, entities, citations, and trust signals
- How brands position themselves to be selected by AI, not just indexed

If your brand is not appearing in AI answers yet, this is where that foundation starts.

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Award winning international digital agency.
Experts in building communities around brands to create reach, engagement, brand awareness, leads and sales.

Our USP's:

- Our craft is **made by hand**, our digital craftsmanship requires diversity, risk, personal taste, mastery and respect for materials (**no black hat**)
- We are not afraid to **get our hands dirty**.
- As craftsmen, we have **years of experience** and awesome stories to tell
- We combine both traditional and digital designing processes to create a **tailor-made style of work**
- We explore, experiment and create ideas in a way competitors never thought possible



Corporate Offices



Orlando, USA



Amsterdam, The Netherlands



Lahore, Pakistan

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Serial Entrepreneur, Expert Speaker, Traffic Specialist
Spoke at Amazon HQ, ASGTG, Merge, Helium 10 Elite
China Yiwu and Shenzhen, Howard Thai's Elite Sellers Society
Kevin King's Billion Dollar Seller Summit



Acknowledged in the Top 100
Marketing and Advertising
Leaders 2021 by MarSUM



SEO in 2026 = AIO

Signalytics mention in Prompt ChatGPT

ChatGPT Prompt

Which companies offer the best ROI for Amazon product listing optimization?

Responses 2

Brands Mentioned 3

1 Response 1 in December 17, 2025

Brand Mentioned 3

4. Signalytics:

Signalytics is noted for its data-driven, conversion-focused listing optimization services. They specialize in keyword precision, persuasive content, and creative design to enhance both search visibility and conversion rates. Their proven techniques help turn average

listings into high-performing sales assets, which translates into better ROI. [@signalytics.ai](#)

3. Thrive Internet Marketing Agency

Thrive is a well-established marketing agency specializing in Amazon SEO, PPC, storefront branding, and consulting. They combine paid ads, organic optimization, and brand storytelling to deliver measurable improvements in visibility and sales, making them a great partner for brands looking for a comprehensive approach. [thriveagency.com](#)

Summary:

- For AI backed, human expertise with a strong focus on ad spend and multimedia content, [SalesDuo](#) is excellent. [salesduo.com](#)
- For full-service SEO and PPC integration with steady brand growth, [My Amazon Guy](#) is a strong contender. [myamazonguy.com](#)
- If you want centralized campaign management and ad optimization to improve ROI, consider [WisePPC](#). [wiseppc.com](#)
- For data-driven, conversion-focused listing enhancement, [Signalytics](#) is a great choice.

Why AIO Citations Will Outrank Your Competitors

- ✓ **AIO is the New SEO**
Replace guesswork with AI-generated, fact-backed content that scales.
- ✓ **Outrank Competitors with Verified Content**
Google rewards trust — citation-based content builds it automatically.
- ✓ **Dominate Topical Authority in Weeks, Not Months**
Auto-generate interlinked, EEAT-aligned content clusters in hours.
- ✓ **No Hallucinations. No Penalties. No BS.**
Every claim backed by a source. No shortcuts. Just results.
- ✓ **Future-Proof Your SEO Strategy**
Search is evolving — AIO Boost ensures your content evolves with it.

Marketing Snowball

Our marketing model focuses on building a strong community and driving organic growth. We use high-quality content to attract and engage our target audience, fostering a loyal community. This engagement leads to increased social sharing and free traffic, ultimately driving sales conversions



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SEO in 2026 = AIO

The screenshot shows a Google search for "what is the best Anti-Aging Skincare". The search bar is highlighted with an orange arrow. Below the search bar, there are filters for "Under \$50", "Brand", "Retinol", "Walmart", "For Sensitive Skin", "WinkMe", "USA", "Facial Moisturizers", "Get it today", "Men", and "Women". The main content area features an "AI Overview" section with a paragraph of text, a "Key anti-aging ingredients" section with a bulleted list, and a "Recommended daily routine" section with a bulleted list. On the right side, there are three search results from Mayo Clinic, Everyday Health, and CNN. An orange arrow points to the "AI Overview" section.

Google

what is the best Anti-Aging Skincare

AI Mode All Shopping Forums Short videos Images Videos More Tools

Under \$50 Brand Retinol Walmart For Sensitive Skin WinkMe USA Facial Moisturizers Get it today Men Women

AI Overview

The best anti-aging skincare focuses on daily use of sunscreen, a gentle cleanser, and a solid moisturizer, along with incorporating key ingredients like retinoids and vitamin C to address specific concerns. A good routine includes a morning and evening step, with products containing ingredients such as peptides, hyaluronic acid, and niacinamide also recommended. It's important to choose products with ingredients that target your specific skin concerns, like fine lines or dark spots, and to apply products in order of importance for best results.

Key anti-aging ingredients

- Retinoids:** A family of vitamin A-based ingredients that boost collagen, improve skin thickness, and smooth the skin's surface. Examples include over-the-counter retinol and prescription-strength retinoids like tretinoin.
- Vitamin C:** A potent antioxidant that helps reduce dark spots and protect against free radical damage.
- Hyaluronic Acid:** Hydrates the skin, which can temporarily mask fine lines and creases by trapping water.
- Peptides:** Can help stimulate collagen production.
- Niacinamide:** A form of vitamin B3 that can help with a variety of aging concerns, including fine lines.

Recommended daily routine

- Morning:**
 - Cleanser:** Start with a gentle face wash.
 - Vitamin C Serum:** Apply a vitamin C serum to get antioxidant protection during the day.
 - Moisturizer with SPF 30+:** Follow with a moisturizer that includes sunscreen to protect your skin from UV damage.
- Evening:**

Wrinkle creams: Your guide to younger looking skin - Mayo Clinic
Products that contain physical blockers such as zinc oxide and titanium oxide provide the most effective protection for...
Mayo Clinic

The 17 Best Anti-Aging Skin Care Products of 2025 - Everyday Health
Sep 17, 2025 - Our Top Picks for Anti-Aging Skin Care Products * Best cleanser: Epicutis Oil...
Everyday Health

20 best anti-aging products, per dermatologists | CNN Underscored
Oct 7, 2025 - Anti-aging products quick picks: Preventative facial serum: Sulwhasoo First Care...
CNN

Show all

AI search (ChatGPT, Perplexity, Google AI Overviews) prefers brands with deep topical authority and strong citations.

If someone asks

- “What is the best Anti Aging Skincare?” Your brand must appear in the answer.

We build that foundation.

Monthly volume

All locations

Best links: Off

Changes: Last year

AI citationsⁱ

AI Overview

 174 +143

Pages 42 +29

ChatGPT

 182 +182

Pages 91 +91

Perplexity

 48 +48

Pages 11 +11

Gemini

 61 +61

Pages 74 +74

Copilot

 1 +1

Pages 1 +1

Backlink profile

 DRⁱ
20 -8

AR 7,838,062 ▼ 2,239,663

Backlinksⁱ

3.4K +2K

All time 16.9K

 URⁱ
11 -8

Ref. domainsⁱ

1.4K +915

All time 4.6K

Search

Organic keywordsⁱ

2.8K -9.6K

Top 3 539 +124

Paid keywordsⁱ

15 +8

Ads 24 -1

Organic trafficⁱ

22.8K +2.1K

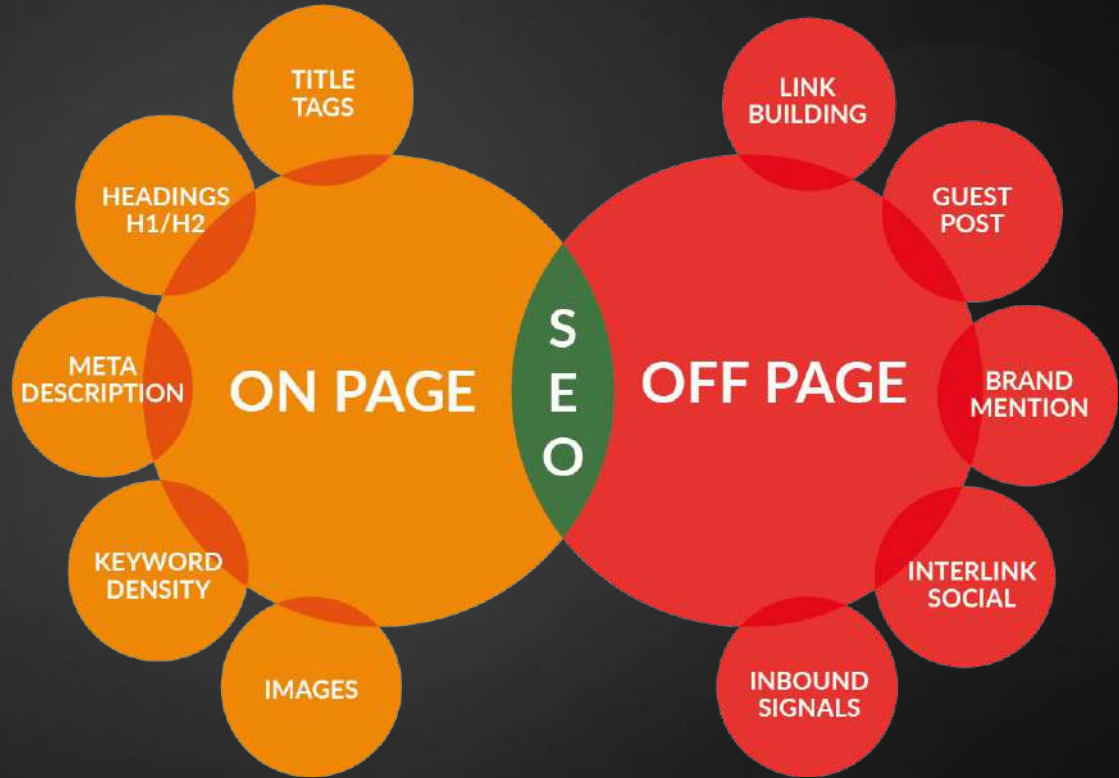
Value \$2.9K +918

Paid trafficⁱ

65 +49

Cost \$39 +33

AI SEO (Search Engine Optimization)



How AI Search Works Now

AI assistants deliver

- One direct answer
- Two or three recommendations
- No pagination
- No second chances

AI systems choose brands based on

- Authority
- Expertise
- Trust signals
- Semantic understanding
- Brand citations

This requires a different approach than traditional SEO.



linkedin post length best practices 2025



AI Mode All Short videos Images Forums Videos News More Tools

AI Overview

The best LinkedIn post length in 2025 varies by content type and goal, but popular ranges are **1,200-1,800 characters** for text-heavy discussion posts and **150-300 characters** for quick insights. For posts with images or videos, shorter text (around **200-600 characters**) works well, as the visual content carries the main message. Always write a strong opening hook within the first 200-210 visible characters to encourage users to click "see more".

By content purpose

- **Quick insights/hooks:** 150–300 characters
- **Awareness/visibility:** 700–1,000 characters
- **Education/discussion:** 1,000–1,800 characters
- **Thought leadership:** 1,300–1,600 characters

By content format

- **Text-only posts:** 1,200–1,500 characters
- **Posts with images/videos:** 200–600 characters, as the visual is the main draw
- **Carousel posts (with 150-200 words per slide):** Achieve high engagement rates
- **Document shares:** 500–800 characters

General best practices

- **Mobile-first:** Keep your opening sentences concise to grab attention on mobile. The "see more" threshold is about 210 characters on desktop and 140 on mobile.
- **Structure for readability:** Break up long posts with short paragraphs and line breaks to

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The Ultimate Guide to LinkedIn Character Limits in 2025 - TestFeed



May 8, 2025 – "See More" Truncation: LinkedIn truncates longer posts in the feed, typically after...

TestFeed

Best LinkedIn Post Length in 2025, Why 1,200 to 1,800 Characters ...



Sep 9, 2025 – Best LinkedIn Post Length in 2025, Why 1,200 to 1,800 Characters Drives Peak...

Digital Blacksmiths

LinkedIn Post Size: The Complete Guide to Optimal Formats and ...



Oct 6, 2024 – What is The Optimal LinkedIn Text Post Size? Let's begin with LinkedIn's most...

MagicPost

Show all

What We Optimize

Content Structure

We rebuild your content so AI tools can clearly understand

- Who you are
- What you do
- Why you are qualified
- What you should rank for

Authority Signals

AI recommends brands it considers credible. We strengthen the authority through:

- Expert bios
- Brand citations on trusted sites
- Structured data
- Consistent topical coverage
- Reputation and trust elements

These signals tell AI systems that your brand is a reliable and expert source.

Entity Building

AI search is entity based. Your brand must exist clearly in the AI knowledge graph.

- We optimize the brand entity
- Product entities
- Service entities
- Supporting entities
- Relationships between all content assets

This allows AI systems to identify your brand and recommend it confidently.

Technical & Semantic Optimization

We improve how your website communicates with AI crawlers by optimizing

- Site speed
- Schema
- Internal linking heading structures
- Semantic topics
- Content depth

AI rewards clarity, structure, and context.



ChatGPT Merchant

SEO 2026 - Sell with ChatGPT

How ChatGPT Shopping Search & Instant Checkout works



Shoppers search naturally

ChatGPT acts like a personal shopper. People describe what they're looking for—"a durable carry-on under \$300" and ChatGPT recommends the most relevant products from across the web. Any merchant can be discovered.

Products are ranked purely on relevance to the user's query and context. Instant Checkout items do not get a boost in product rankings.

Buyers compare options in one place

Customers buy directly from you

Payments are seamless and secure

Own the post-purchase journey



AI UGC

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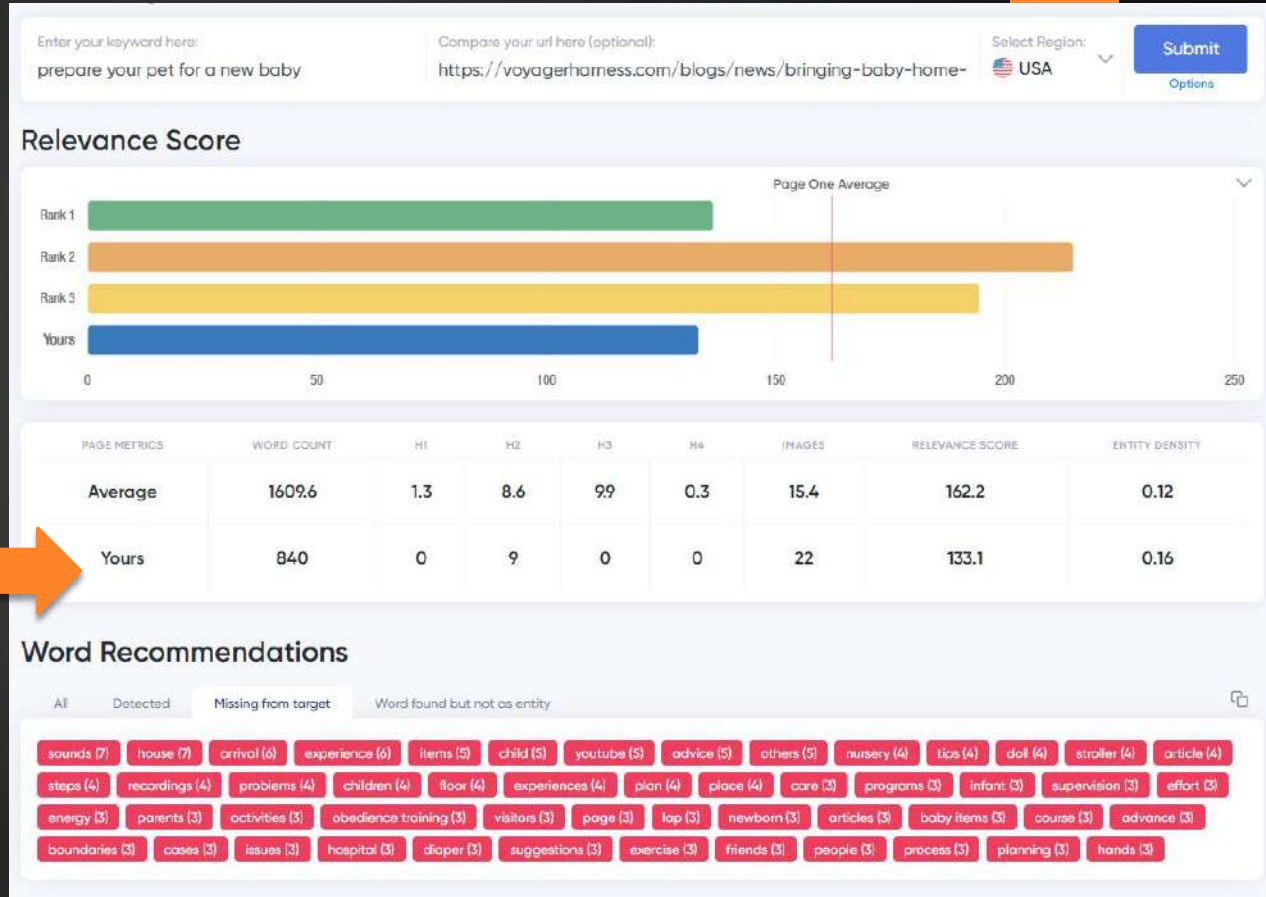
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State of the art Software (exclusive!)

Our AI Solution with the power of blogs



Our AI Solution



Google Relevance Score

Social Media



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Content is Fire Social Media is Gasoline



Share the Blogs on Social Media



The image shows a Facebook profile for "Voyager Harness". The profile picture is a circular red logo with the word "VOYAGER" in white. The cover photo is a large image of a brown and white dog wearing a red harness, sitting on a beach with the ocean in the background. The profile name is "Voyager Harness" with a verified badge, and it shows "1.1K followers - 3 following". Navigation buttons for "Message", "Follow", and "Search" are visible. Below the profile information, there is a post with the text "Gear up for your next adventure. Carbon neutral shipping. Amazon best seller." and a link to a blog post. The post also includes a link to the company's Instagram account.



This is a thumbnail for a blog post. It features a circular image of a baby holding a dog's paw. The text reads "Blog 37" and "Indoors" at the top left. The main title is "HOW TO PREPARE YOUR PET FOR A NEW FAMILY MEMBER" in large, bold, red letters. At the bottom left, it says "WE CARE FOR YOUR PETS™". A large yellow arrow points from this thumbnail towards the Facebook profile.



This is a duplicate of the blog post thumbnail on the left. It features a circular image of a baby holding a dog's paw. The text reads "Blog 37" and "Indoors" at the top left. The main title is "HOW TO PREPARE YOUR PET FOR A NEW FAMILY MEMBER" in large, bold, red letters. At the bottom left, it says "WE CARE FOR YOUR PETS™". A large yellow arrow points from this thumbnail towards the Facebook profile.

Engagement



Voyager Harness

1,172

Total page fans

The more followers the page acquires, the broader the reach will be. Try to increase this as much as possible.

2

Total people talking about this

The PTAT is the total number of people that have interacted with this page or page content in some manner over the past 7 days.

0.17%

Fan engagement ratio

Engagement ratio is calculated by dividing the Page's PTAT with the total number of fans.

Earth Rated

288,969

Total page fans

The more followers the page acquires, the broader the reach will be. Try to increase this as much as possible.

579

Total people talking about this

The PTAT is the total number of people that have interacted with this page or page content in some manner over the past 7 days.

0.20%

Fan engagement ratio

Engagement ratio is calculated by dividing the Page's PTAT with the total number of fans.

Our Clients page

164,930

Total page fans

The more followers the page acquires, the broader the reach will be. Try to increase this as much as possible.

2,005,280

Total people talking about this

The PTAT is the total number of people that have interacted with this page or page content in some manner over the past 7 days.

1215,84%

Fan engagement ratio

Engagement ratio is calculated by dividing the Page's PTAT with the total number of fans.

Facebook



All About The DATA

1,150,586

Total page fans

The more followers the page acquires, the broader the reach will be. Try to increase this as much as

5,451

Total people talking about this

The PTAT is the total number of people that have interacted with this page or page content in some manner

0.47%

Fan engagement ratio

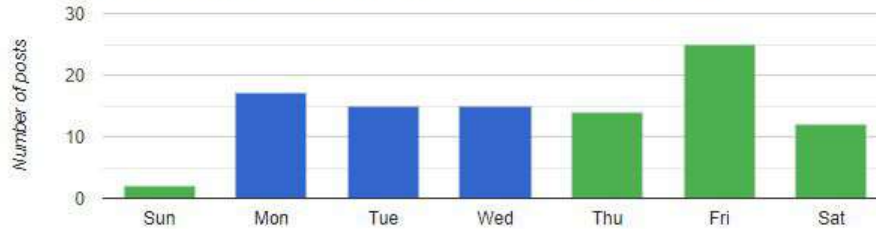
Engagement ratio is calculated by dividing the Page's PTAT with the total

8%

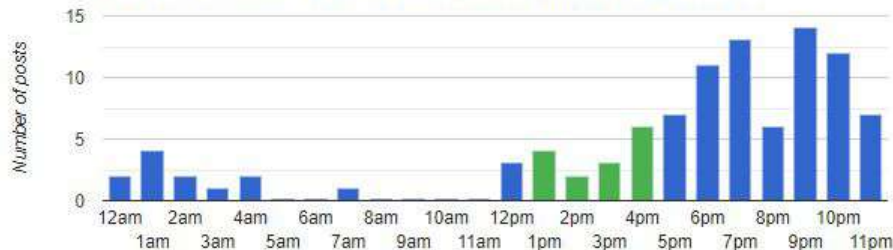
Percentage of posts within optimal range

It is very important to post content during the most active days and time of day. A general rule-of-thumb to follow is to post content between 1pm and 4pm on Thursday, Friday, Saturday, and Sunday.

Number of posts per day for given data (53% of total posts in optimal days)



Number of posts per hour for given data (15% of total posts in optimal hours)



Ready to Build Your AI Authority?

AI search is already influencing buying decisions, recommendations, and brand discovery.

The brands that act now will own visibility while others are still chasing rankings.

Whether you are starting from zero or want to strengthen your existing presence, we help you:

- Become visible in AI search results
- Build trust and authority AI systems rely on
- Create a future-proof SEO and content strategy
- Turn AI visibility into leads and sales

Get in touch with Digital Blacksmiths

- Website: <https://www.digitalblacksmiths.io>
- Email: support@digitalblacksmiths.io
- Schedule a call: <https://calendly.com/digitalblacksmiths/60min>

Let's make your brand the one AI recommends.