

# Beyond the Website:



Preparing your content, your team,  
and your strategy for the future of  
discoverability

# Welcome!

## Connect. Learn. Inspire.









# CHANGE

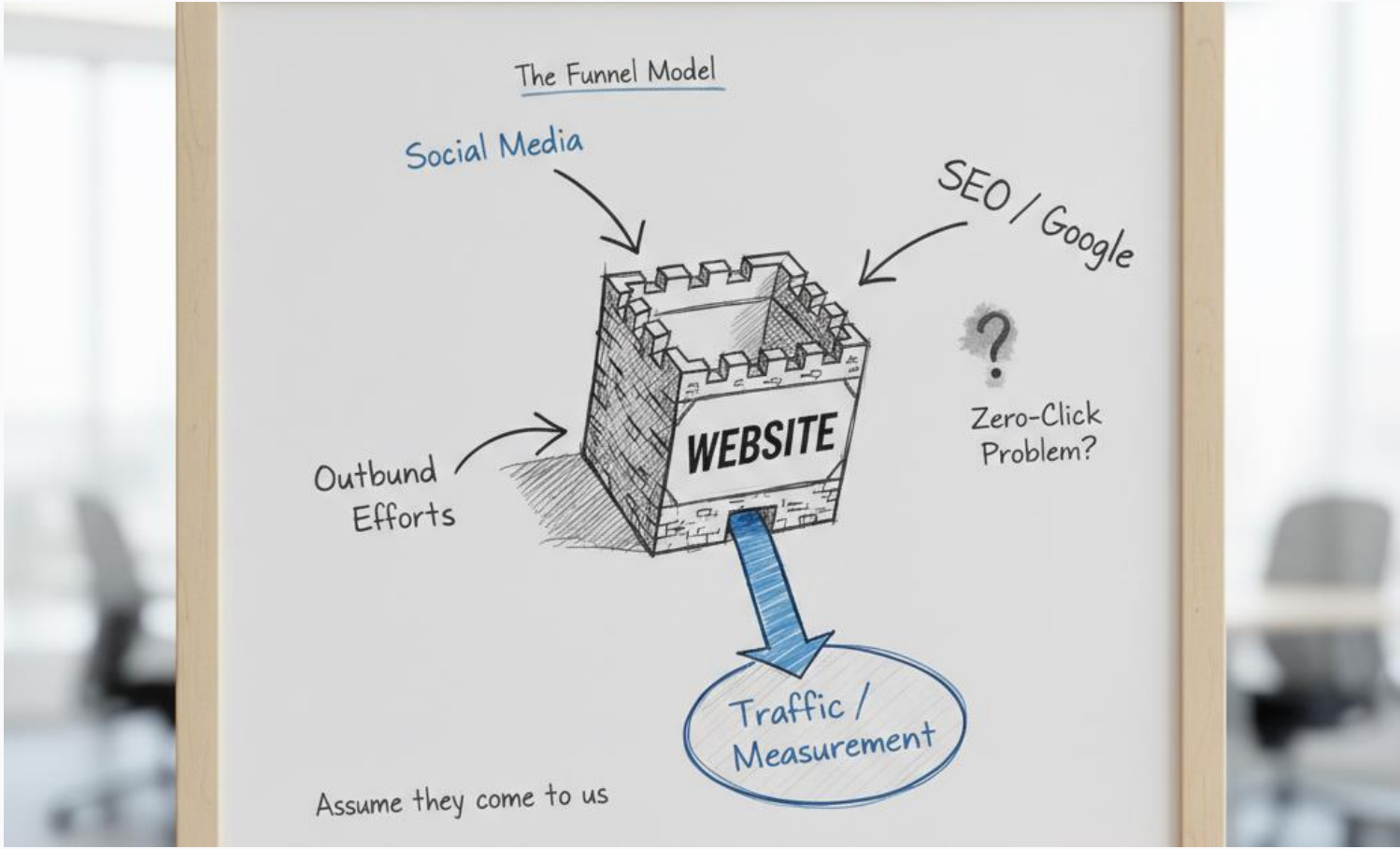


Image by Gemini

## HERE'S YOUR GOAL

You want your digital work to reach the right people and deliver results.

### **Agency side**

This is the model you're selling to clients.

### **Client side**

This is the model you're executing.



# The destination model is breaking.

- 1 Google's AI Overviews answer queries without sending traffic to your site
- 2 AI tools are becoming the first stop for research, and your audience may never visit your website
- 3 Social algorithms are deprioritizing links and external content



# 400M+

weekly active ChatGPT users.

*That's not a trend. That's a platform shift.*



Your content either gets  
retrieved by these systems...

...or it doesn't exist.



## THE REAL PROBLEM

Most teams aren't ignoring this.  
They're frozen.

### **Geoff Woods, The AI-Driven Leader**

Virtually every leader recognized AI's importance, but a staggering number hadn't moved beyond acknowledging it.



# **AI integration is...**

# **not a technology project**



# **AI integration is...**

# **a change management project**



# THREE MINDSET SHIFTS

- 01 The landscape keeps moving.
- 02 Become an AI collaborator.
- 03 Be more human, not less.



## SHIFT 01

The landscape is shifting faster than your strategy.

**SEO**

Rank on Google

**AEO**

Answer engines

**GEO**

Generative AI

**AO**

Agent optimization

***We're heading toward A2A — where machines research, compare, and recommend on behalf of humans.***



## WHAT THIS MEANS FOR YOU

### **Comms & Marketing**

Your website evolves from a destination to an information ecosystem. Structure and clustering aren't optional.

### **Technical**

Structured data, clean APIs, and machine-readable architecture are now critical infrastructure. Build for humans and agents.

### **Design**

The UX you design may never be seen directly. Agents extract and repackage your content. Design for accessibility and structure.

### **Agency**

This is your next value proposition. The clients who understand this shift will outpace the ones who don't. This is a new agency offering.



# Your best content isn't the content you haven't created yet.

It's the content you haven't distributed well enough.

## Repurpose

One piece into  
10+ formats

## Retarget

Adapt for different  
segments

## Redistribute

Every channel,  
targeting AI

## Retire

Audit and sunset  
what hurts you

# Stop spectating. Start collaborating.

Sticky Note #1

**"How can AI  
help me do this?"**

Sticky Note #2

**Context  
Role  
Interview  
Task**

— Geoff Woods, *The AI-Driven Leader*

## THE CRIT FRAMEWORK



### **Context**

Lay the groundwork. What's the situation?



### **Role**

Assign the AI a specific expertise.



### **Interview**

Have AI ask you questions first.



### **Task**

Specify the output you need.

# The future belongs to the most human humans.

*The best way to prepare for a machine-driven  
future is to make your content more human, not less.*



## THE CAUTIONARY TALE

### **Klarna**

Replaced 700 customer service employees with AI.

Quality declined. Customers revolted.

Now rehiring humans.

**55%** of employers regret AI-attributed layoffs. Half will quietly rehire.

— Forrester Research, 2026 Predictions



**Replacing humans with AI  
is a losing strategy.**

**Supercharging humans with AI  
is the winning one.**



## THE HUMAN-IN-THE-LOOP SANDWICH



### HUMAN

Review | Refinement | Approval | Relationships | Brand authenticity



### AI

Research | Drafting | Optimization | Scaling | Analysis



### HUMAN

Strategic direction | Audience insight | Judgment | Storytelling

## ROLE-SPECIFIC LANDING

### Comms & Marketing

Institutional voice  
Audience relationships  
Judgment about what should and shouldn't be said

### Technical

Architectural thinking  
Security awareness  
Understanding of how systems connect

### Design

Empathy  
User understanding  
Creative instinct

### Agency

Strategic context  
Change management skills  
Deep experience and expertise



**We can track everything.**

**Only you know what to measure  
and what questions to ask.**



# Brian Piper

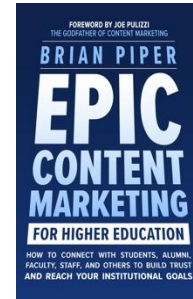
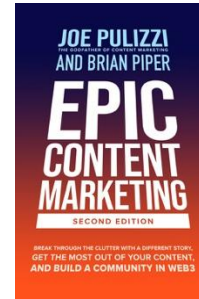
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ATTENTION  
Requires That  
For Taxi

# Thank you!

