

Palise Property: Ecosystem Starting Points

Purpose: A handful of concrete starting points to discuss with Gill and Steve, outside of the podcast itself. Grounded in what we actually found on the live site, podcast feed, YouTube channel and course platform, not what the strategy doc assumed.

What we found (the live picture as of April 2026)

The podcast

- **Actual name:** "Commercial Property Investing - Explained" (the strategy doc called it "The Commercial Property Explained Podcast" - worth correcting on everything going forward)
- **Platforms already live:** Spotify, Apple Podcasts, Audible Australia, Buzzsprout
- **Episode count on the feed:** 43
- **Own-site podcast page:** paliseproperty.com/resources/podcast/ and paliseproperty.com/podcast
- **What that page has:** Chronological list of episode cards. Each card has a title, a 2 to 3 sentence description, and a "Listen Now" button. Each episode has its own individual page. Good foundation.
- **What that page is missing:** No direct links out to Spotify / Apple / Audible. No transcripts. No show notes. No embedded audio players on the list view. No publication dates. No RSS feed link visible. The individual episode pages are thin.

The YouTube channel

- **Channel:** youtube.com/@paliseproperty
- **Video count:** 173 videos on the library page (matches the "170+" figure in the strategy doc)
- **Own-site video page:** paliseproperty.com/resources/videos/
- **What that page has:** A grid of 173 videos. Each card has a title, a synopsis, and a "Watch Now" button. Descriptions are written.
- **What that page is missing:** Every card links straight out to YouTube. No embedded YouTube players on the site, no transcripts, no dedicated article per video, no search or filter. Every click leaks the user off the site and every view happens on YouTube's domain.

The education arm

- **Actual brand:** "Property Institute Australia" at propertyinstituteaustralia.com.au
- **Tracks:** /courses/commercial-property/, /courses/residential-property/, /courses/property-development/
- **What the strategy doc called it:** "Commercial Property Institute." That is a sub-track, not the parent brand.
- **Worth discussing:** Is the parent brand "Property Institute Australia" or "Commercial Property Institute"? The two sites suggest different parent-child relationships. AI systems need one clear hierarchy.

Social

- LinkedIn: linkedin.com/in/steve-palise (personal, used)
- Facebook: facebook.com/paliseproperty
- Instagram: instagram.com/paliseproperty
- Google Business Profile: live (Parramatta, NSW)

The upshot

The infrastructure is better than the strategy doc score suggests. The podcast has a hub with 43 episode pages. The videos have a hub with 173 entries. Social profiles exist. The education arm has its own domain. What is broken is not the infrastructure. It is the connection and the content depth inside each asset. Every piece of content is a silo pointing outward.

The cascade we want to propose

The principle behind every new piece of content, from this point forward, is the same. One question becomes one URL becomes ten assets.

The rule: URL first

Every new idea starts with a question. That question becomes a URL on paliseproperty.com. Nothing gets made before the URL exists. The URL is the anchor.

Example: "How do I calculate net yield on a commercial property?" becomes paliseproperty.com/commercial-property/how-to-calculate-net-yield/

What happens on that URL

1. A written answer (500 to 1,200 words) that answers the question directly. Entity statement for Steve at the top or bottom. Question as the H1. Subheadings as sub-questions. Answer blocks. FAQ schema.
2. An embedded video (60-second format from the strategy doc, Steve on camera answering) OR an embedded podcast episode player.
3. A full transcript of whichever media is on the page.
4. A 1 to 2 line summary, scannable, at the top.
5. Internal links to 3 to 5 related pages (hub, related questions, relevant service page).
6. Schema: Article, FAQ, Person (Steve), and either VideoObject or PodcastEpisode depending on what is embedded.

What happens everywhere else

Now the URL exists, every other channel points back to it.

- **YouTube description:** entity statement, 2 to 3 sentence summary, direct link to the site URL, transcript pasted in. Title rewritten in question format.
- **Podcast show notes:** same summary, direct link to the site URL, full transcript, entity statement. Title in question format.
- **LinkedIn post from Steve:** his own take (not a share), link to the URL at the end.
- **Facebook post:** native copy, link to the URL.
- **Instagram:** short clip from the video, caption, link in bio to the URL.
- **Newsletter / email:** link to the URL.
- **Short-form clips for LinkedIn / TikTok / Reels:** cut from the original video, captioned, link in description back to the URL.

Why this matters

AI systems do not build authority from one page. They build it from the entity graph: "this URL is linked from the podcast description, from the YouTube description, from the LinkedIn post, from the site hub, and back from all of those to the URL." That is how they judge what is genuinely authoritative versus what is marketing noise. Every asset pointing at the same URL, with the same entity statements, is how you earn that.

The current Palise model does the opposite: the site points out to YouTube and Spotify, the user leaves, and the only thing that gets stronger is YouTube's and Spotify's domain authority, not Palise's.

Starting points to discuss

A few concrete angles to raise in conversation, each of which can be scoped independently. Pick one or two to start, add more when capacity allows.

1. Flip the video library: site-first, not YouTube-first

Current: /resources/videos/ sends every visitor out to YouTube. **Proposal:** Every video card becomes an on-site page. The video embeds on the page. The existing description expands into a proper article. Full transcript added. FAQ schema. Links back to hub and to related pages. YouTube description then gets rewritten to link TO the site page, not the other way round.

Why: Turns 173 video assets into 173 indexable AI-readable pages. Visitors stay on the site. Every video becomes a potential AI answer source instead of a YouTube recommendation.

What we would do first: The 20 to 30 videos with the most views, or the ones that cover the most commercially important questions. We do not need to do all 173 at once.

What we need from Palise: A CSV export from YouTube of the video list with titles, view counts, and descriptions.

2. Enrich the existing podcast episode pages

Current: 43 episodes, each with an individual page, but every page is thin (title, short description, Listen Now button). **Proposal:** For the top 10 to 15 episodes (biggest topics, strongest guests), turn each episode page into a proper content asset: full transcript, episode summary, pull-quote highlights, direct platform links (Spotify, Apple, Audible), embedded audio player, PodcastEpisode + AudioObject schema, links to related site pages, entity statement for Steve.

Why: A thin episode page is barely indexed. A rich episode page is indexed as a primary answer source. AI systems can read transcripts. They cannot read audio. Right now, 43 episodes of Steve's expertise exist only as audio, which is invisible to AI.

What we would do first: Pick 10 episodes. Send to a transcription service (AssemblyAI or similar). Templatised the enriched page layout once, apply ten times.

What we need from Palise: A preferred transcription provider, or a yes for us to proceed with one. List of the 10 episodes to start with (Steve's choice based on what he considers the strongest or the most evergreen).

3. Build the press page from the 260+ media features

Current: Homepage says "As featured in 260+ media outlets." Nowhere on the site lists what those outlets are, what Steve said, or links to the coverage. **Proposal:** A /press/ or /media/ page with a full list. Outlet name, date, link, short quote or summary where available. Logos of the recognisable outlets as a "Featured In" banner on the homepage (this one is the visual signal most humans notice).

Why: Unsubstantiated "260+" is a low-credibility signal to AI systems and to any sceptical human. A documented list with links and dates is a trust anchor that AI systems cross-reference. Especially valuable if Steve is going to be positioned as a voice in the press.

What we need from Palise: The list. Spreadsheet, folder of clippings, screenshots, even URLs in an email. Anything.

4. Fix the entity schema - Steve as a person, Property Institute Australia as an entity

Current: Person schema on the site is attributed to "Palise Property" (the brand) instead of Steve Palise (the human). sameAs URLs empty. Property Institute Australia is a separate domain with no schema-level connection back to Palise Property or to Steve. **Proposal:**

- Proper Person schema for Steve on About, author bylines, and key pages
- Same for Liam Carmody
- sameAs links populated: LinkedIn, Facebook, Instagram, YouTube, podcast platforms, course platform, Amazon author page if it exists
- Organization schema for Palise Property with sameAs links to all of the above
- Organization schema for Property Institute Australia on its own site, with foundingPerson pointing to Steve and affiliated-with pointing to Palise Property

Why: This is how AI systems connect the dots. Right now, the AI has to guess whether "Steve Palise" on LinkedIn is the same person as the "Steve Palise" on the podcast, as the "Steve Palise" founder of the course. With sameAs, it does not have to guess.

What we need from Palise: Admin on propertyinstituteaustralia.com.au, confirmed URLs for every profile we want to include.

5. The naming consistency conversation

This is a small conversation with big downstream consequences. Before we do anything else, we need one answer, used everywhere, for the next three questions.

1. Is the parent brand of the education arm "Property Institute Australia" (the current URL) or is it "Commercial Property Institute" as in the strategy doc?
2. What is the official name of the podcast? "Commercial Property Investing - Explained" (what the feed says) or "The Commercial Property Explained Podcast" (what the strategy doc and the site sometimes say)?
3. Is the business called "Palise Property" or "Palise Property Buyers Agency"? Both appear across the site.

Whatever the answers, they get used everywhere, word for word, from this moment on. Every directory listing, every bio, every piece of schema, every podcast description. Consistency is the single cheapest trust signal there is, and it is the one AI systems check first.

Naming mismatches to verify

We will need Steve or Gill to confirm these before we touch anything:

Where it appears	Version A	Version B
Podcast name	Commercial Property Investing - Explained	The Commercial Property Explained Podcast
Education arm	Property Institute Australia	Commercial Property Institute
Business	Palise Property	Palise Property Buyers Agency
Founder title	Founder	Founder and Managing Director

Once confirmed, these get locked into a single style guide and used everywhere.

What we are not proposing yet

These are not the wrong things to do. They are the wrong things to do first.

- **A full content calendar.** Before we write new content, we enrich what already exists. 173 videos and 43 podcast episodes are sitting as under-used assets. New content on top of that foundation is wasted.
 - **A blog cadence.** Same reason. Until the video and podcast cascade works end-to-end for one question, there is no point in adding more questions to the pile.
 - **Reducing the 67 superlatives.** Hygiene, not a lever. It sits behind everything else.
 - **GA4 fixes.** Important, but they tell us what is happening, they do not change it.
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The ask on the call

One sentence:

"We would like to pick one of these five to start on this week. Which one feels right? And can we get the list, the login, or the yes we need to unblock it?"