

Palise x Rank4AI Catch-Up: Meeting Notes

Date: 21 April 2026 **Duration:** 86 minutes **Source:** Fathom transcript **Attendees:** Adam Parker, Gillian Cox, Oli (and others)

Action items (owned)

#	Owner	Action	Status
1	Gillian	Draft parent-child site structure for Steve/Kel; then outline mini-pages + Q&As	Open
2	Gillian	Finalise Steve/Palise tagline; update GBP/Bing + site; then add to all comms	Open
3	Adam	Set up GBP/Bing + sitemaps; coordinate access with Gillian; then submit sitemaps	Open
4	Adam	Investigate hybrid WP + custom child pages; report back to Gillian	Open
5	Adam	Email Gillian meeting notes + podcast bullets; then draft podcast plan	Open
6	Adam	Email Gillian re: podcast scheduling	Open

Meeting purpose

Define next steps for improving Palise Property's website and AI search presence.

Key takeaways

- **Website is the bottleneck.** Critical technical SEO flaws prevent the site ranking for non-brand terms, forcing reliance on expensive paid ads.
- **Strategic fix required: parent-child site structure.** Residential and Commercial as the two parent pillars. All content (podcasts, blogs, videos) links into specific question-answering sub-pages.
- **Two paths forward on the build:** technical fixes on the current site (~A\$8k-A\$12k) vs full rebuild (~A\$10k-A\$40k). Hybrid (custom child pages on WP core) is a third option Oli is researching.
- **AI search needs new tactics:** external content must link to specific sub-pages, not the homepage, to build the trust and authority AI models require.

Website and SEO audit (agreed issues)

Technical issues

- **No image alt text:** ~1,400 images without descriptive alt
- **Generic meta tags:** all pages use the same generic meta tags
- **No Google sitemap:** not registered in GSC
- **No Bing presence:** not set up on Bing Webmaster Tools (misses ChatGPT's data source)

Traffic analysis

- Paid social: 11s average session (low engagement)
- Organic: 1m 23s average session (much higher engagement)
- The site's technical issues prevent it capturing high-intent organic traffic, forcing reliance on expensive paid leads.

Proposed solution: parent-child site structure

The structure

- **Parent 1:** Residential Investment
- **Parent 2:** Commercial Investment
- **Child pages per parent** map the client journey:

- Acquisitions
- Due Diligence
- Settlements
- (Other journey stages to scope with Gillian)

Content strategy

- Existing educational content (68 blog posts, 43 podcast episodes, 173 YouTube videos) gets repurposed into question-answering sub-pages. Example: "How long does commercial conveyancing take?"
- All external content (podcasts, social, press) links directly to the specific sub-page, not the homepage
- Consistent branded tagline for Steve and Palise across every platform — builds AI trust and authority

Implementation: fix vs rebuild

Option 1: Technical fixes on current WordPress site

- **Cost:** ~A\$8,000-A\$12,000
- **Pros:** Lower risk to existing traffic
- **Cons:** WordPress clunky and expensive for ongoing development

Option 2: Full site rebuild

- **Cost:** ~A\$10,000-A\$40,000 (avg UK custom build ~A\$36k)
- **Pros:** Faster, more flexible dev, better UX
- **Cons:** Higher risk of disrupting existing traffic during migration

Option 3: Hybrid (Oli investigating)

- Keep WP core; build new child pages on a custom framework
- Best of both if feasible

Podcast angle: AI's impact on property

Not about: technical AI search strategy, showing up on LLMs, how to optimise for ChatGPT. Gillian's steer.

Three proposed angles:

1. **AI vs LLMs** — distinguishing real AI from large language models
2. **AI's role in business** — automating low-risk, repetitive tasks for efficiency
3. **Human vs AI in property due diligence** — AI as a starting point for research, but human expertise is essential for nuanced analysis (flood zones, local market history, specific-property context)

What got confirmed vs what shifted from our prep

Confirmed (no doc changes needed)

- Connection-not-rebuild framing ("website is a bottleneck")
- Sitemap + GBP + Bing as Week 1 foundations
- Tagline consistency across every platform
- External content must link to specific sub-pages, not the homepage
- Podcast stays on AI's impact on property (not LLM visibility tactics)

Shifted (docs need updating)

1. **Two parent pillars simultaneously, not commercial-only pilot.** Residential + Commercial both go in as parent structures; journey-mapped child pages underneath.
2. **Build vs rebuild is an open decision.** Not assumed fix-in-place. Gillian taking options to Steve/Kel. Hybrid option with Oli.
3. **Podcast angle is now specific to three sub-angles** (AI vs LLMs, business automation, human vs AI due diligence). More defined than our generic outline.
4. **Alt text scope is ~1,400 images**, not the 833 from the earlier audit. Full WP media library count.

Next moves (for Adam)

1. Draft Gillian email: meeting notes summary + podcast bullets + scheduling ask
2. Update `02-palise-start-here` to reflect two-parent approach, hybrid build decision, locked podcast angles
3. Build the GBP + Bing + sitemap setup checklist for when access comes through
4. Research hybrid WP + custom framework options (Astro, Next.js, Framer, Webflow), return with a recommendation for Gillian
5. Draft podcast plan once Gillian sends bullets