

# Palise: The One Pager

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For the 21 April 9am UK call. Everything else is backup.

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## The framing (30 seconds to land)

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Palise has built a **genuinely strong foundation**. 68 blog posts, 43 podcast episodes, 173 YouTube videos, 3 books, 3 course tracks, 24-person team, real media coverage, 117,761 sessions last year, 2,724 book sales. All achieved without the technical SEO basics in place.

**The problem is not that the site is broken. Nothing is connected.** YouTube lives on YouTube. The podcast lives on Spotify. The books live on the store. The press coverage is uncited. AI systems cannot see they are all one entity. The work is wiring, not rebuilding.

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## The three numbers that carry the story

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- **Organic Search converts at 7.8%** — eight times the rate of Paid Social. Your best channel already.
  - **387 sessions from ChatGPT last year** with zero optimisation. AI traffic is real and growing.
  - **364 of 787 pages indexed** (46%) — without a sitemap submitted. A 30-minute fix moves the indexation needle for weeks.
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## What the top queries tell us (the most important thing to land)

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Roughly **90% of the top query volume is people searching for Palise or Steve by name**. That is the outcome of a podcast, 173 YouTube videos, press features, 3 books, speaking appearances, and a team of 24 putting their work out.

**The external strategy is working.** People are discovering Steve externally and searching for him by name.

What that means:

- The on-site visibility is currently **borrowed from external authority** — it converts because people already know Steve before they arrive
- Non-brand queries where real growth lives ("commercial buyers agent Australia", "should I invest in commercial property", "SMSF commercial property rules") are **not yet capturing Palise**, because the on-site wiring does not connect Steve's name to those topics
- **AI systems have the same gap.** They know Steve exists. They cannot connect "Steve Palise" to "best commercial buyers agent in Australia" because the entity graph is not built

**The move:** channel external brand equity into topical authority and AI citations. That is what every item in the wiring plan does. Person schema connects Steve's name to credentials. Organization schema connects the brand to every external profile. Hub pages convert brand awareness into topical traffic. Transcripts retain the value on-site. A `/reviews/` page captures the 2,520 brand-trust impressions going nowhere today.

**One-line story for the call:** *"Your external strategy has built a brand. The wiring plan converts that brand into topical authority and AI citations. You are not starting from zero. You are scaling what is already working."*

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## The three to start this week

What	Why	What we need from Palise
<b>Submit sitemap to GSC and Bing Webmaster Tools.</b> Rank Math already installed.	The single cheapest win. Indexation climbs for weeks off one tick-box.	GSC access (have). Bing Webmaster Tools access (may need to create).
<b>Add sameAs to the Organization schema and Person schema for Steve.</b>	Schema is already rendering — Organization, Place, WebSite, WebPage all present. What is missing: sameAs (empty) and Person (Steve). Populating these connects the brand to LinkedIn, podcast, YouTube, books, course. Biggest impact for smallest effort.	Confirmed URLs for LinkedIn, socials, podcast platforms, course site. Locked founder bio.
<b>Expand podcast distribution via Buzzsprout.</b>	Google / YouTube Music, iHeartRadio, Pocket Casts, Castbox, Podchaser, Listen Notes, Podcast Addict. Roughly an hour of tick-box work.	Buzzsprout login or 20 minutes together.

**One more urgent, tiny item:** Privacy Policy is still a **Draft**. Publish it today. Legal risk for a live store with 2,724 transactions.

## The podcast decision (much easier than we thought)

**Episode #13 from May 2023 is already titled "How AI and ChatGPT are Shaping Property Investment."** Steve is already on this territory. That changes the conversation with Gill.

- **This episode** (Adam as guest): stays on Gill's brief — AI's impact on the commercial property market. Sectors that flourish, decline, jobs, investment opportunity.
- **A future episode:** Steve revisits the AI topic as a follow-up to Episode #13, with 18 months of hindsight. Natural, not off-brief.

Ask on the call: "Does that split work, and can we confirm a filming time (Gill suggested 7-9am UK)?"

## Four "which one is right" questions (15 minutes to resolve)

1. Podcast name: "**Commercial Property Investing - Explained**" or "**The Commercial Property Explained Podcast**"?
2. Education arm: "**Property Institute Australia**" or "**Commercial Property Institute**"?
3. Steve's title: "**Owner/Director**", "**Founder**", or "**Founder and Managing Director**"?
4. Liam's role: "**General Manager**" or "**Senior Buyers Agent**"?

*(Business name is already locked as "Palise Property Buyers Agency" in the site's rendered Organization schema — one decision fewer.)*

Whatever they choose, lock and enforce everywhere. Single cheapest trust signal there is.

## Assets we need from Palise (in priority order)

1. The 260+ media features list (for the press page — biggest single content dependency)
2. CSV of 173 YouTube videos (titles, view counts, descriptions — already in WP, just need export)
3. Podcast episode inventory (43 episodes already in WP with summaries + platform links — need Steve's pick of the top 10 to enrich first)
4. Book listings (Amazon Australia? Author profile?)
5. Admin on propertyinstituteaustralia.com.au
6. Bing Webmaster Tools access

## The big strategic question (worth asking them on the call)

**"Who are you actually trying to target?"**

GA4 shows the business converting books at scale, with Paid Social dumping 53,000 sessions onto low-engagement property listings, and Organic winning on calculators and brand queries. The picture from outside looks like **audience → books → course → buyers agency service**. But Gill and Steve may see it differently. Their answer shapes every content and positioning decision that follows.

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## **One-sentence close**

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"Three things this week. A split on the podcast. Five names to lock. Six assets to collect. Everything else is wiring work on a foundation that is already doing more than most AI strategies we see."