

Palise Property: Start Here

The sequencing doc. How to go from "we have a strong foundation but nothing is connected" to a fully wired site that ranks for specific queries and gets cited by AI systems.

Read order (what to open first)

1. **01-palise-one-pager** — briefing for the 21 April call. Three data points, three actions, the podcast decision.
2. **02-palise-start-here** — this doc. The order of work after the call.
3. **03-palise-brand-and-copy** — taglines, entity statements, H1 and title conventions. The single source of truth for every content producer.
4. **04-palise-issues-and-fixes** — full tactical backlog (40 items). Reference.
5. **05-palise-strategy-v2** — condensed strategy (supersedes the April 1 doc). Context for why.
6. **06-palise-ecosystem-cascade** — the URL-first cascade model. One question, ten pieces.
7. **07-palise-ga4-analysis** — the 12-month data read. Evidence base.
8. **08-palise-podcast-outline** — Adam's guest appearance on Steve's show. Separate thread for Gill.

The mental model

Palise has a strong foundation sitting in silos. The work is wiring, not rebuilding.

Every page is a product, a tool, or a piece of content. Every product and tool is the trunk or a branch. Every piece of content is a leaf. Build the tree, hang content off it, and both SEO and AI visibility come as a by-product.

The rule: nothing gets built in isolation again. Every new blog post, podcast episode, or YouTube video is attached to a product page. Every product page is attached to a hub. Every hub is attached to the brand.

Week 1: foundations (no creative work required)

Four things, all admin, total time on the Palise side is about 2 hours.

#	Task	Time	Who	Why
1	Submit sitemap to GSC + Bing Webmaster Tools	30 min	Us	787 pages discovered, 364 indexed. Sitemap pushes this up for weeks with no further work. Bing matters because ChatGPT, Copilot, Perplexity pull from it.
2	Populate sameAs on Organization schema	15 min	Us	The single biggest AI visibility fix. Connects Palise to LinkedIn, FB, IG, YT, Spotify, Apple, Audible, Buzzsprout, Property Institute Australia.
3	Publish the Privacy Policy (currently Draft)	1 hour	Palise	Legal and compliance. Live e-commerce site with 2,724 transactions needs a published policy.
4	Lock the four naming questions	15 min	Steve + Gill	Podcast name, education arm name, Steve's title, Liam's role. One call decision.

(Business name is already locked as "Palise Property Buyers Agency" by the site's own rendered schema. Not a decision.)

That is the whole week. Nothing else matters until the foundation is in. Indexation climbs, AI gets its first entity graph, legal risk clears, content producers have their name lock.

Week 2: pick ONE pillar and build the tree for it

Do not try to do everything. Pick commercial property as the pilot. If the tree works here, it replicates everywhere.

Why commercial first

- Steve's deepest expertise
- Strongest non-brand GSC demand (commercial stamp duty calculator 5,468 impressions, "commercial buyers agent" queries)
- Best-converting resources already exist (/store/commercial-property-investing-book, /resource/comm-stamp-duty-calculator)
- If we can make the tree work on the most commercially important topic, no argument against scaling it

The commercial pillar tree

/commercial-property-investment-guide/	← HUB (fix the typo URL, build this out)
— /commercial-buyers-agent/	(product)
— /resource/comm-stamp-duty-calculator/	(tool – already ranking, just weakly)
— /resource/commercial-paydown-calculator/	(tool)
— /resource/commercial-cashflow-calculator/	(tool)
— /resource/comm-interest-rate-stress-calculator/	(tool)
— /resource/commercial-roi-calculator/	(tool)
— /smsf/	(related service)
— /resource/due-diligence-checklist/	(resource)
— /store/commercial-property-investing-book/	(product)
— 5-10 relevant blog posts	(via new "Commercial Property" category)
— 5-10 relevant podcast episodes	(linked from hub)
— 5-10 relevant YouTube videos	(flipped to on-site pages)

What happens at each layer

Layer	Work
Hub	Build as flagship pillar page. Proper H1, meta, Article or CollectionPage schema, FAQs, links down to every child.
Products (service + calculators)	Fix title / meta / H1 / schema (Service + SoftwareApplication + FAQ). Add FAQs. Internal links to hub + siblings.
Content (blog, podcast, video)	Categorise under "Commercial Property" so the archive becomes a mini-hub. Each post links to hub + relevant sibling tool.
Podcast episodes	Fix template bug (zero schema today). Add PodcastEpisode schema. Fix meta description bug. Add transcript. Link to topical pillar page.
Videos	Flip from YouTube-only to on-site pages with embed, transcript, VideoObject schema. Link to topical pillar page.

The link rule (non-negotiable)

Every link flows both ways. Hub links to children. Children link back to hub. Children link to siblings. Content links to products + hub. Every external channel (YouTube description, podcast show notes, LinkedIn) points back to the pillar URL with the entity statement.

By end of week 2, you have one fully wired pillar. That becomes the template for everything else.

Worked example — commercial stamp duty calculator

This is the concrete before/after for one page. Apply the same pattern to every page in the tree.

Element	Current	Needed
Title	"The Commercial Stamp Duty Calculator - Palise Property Buyers Agency"	"Commercial Stamp Duty Calculator Australia (2026) — NSW, VIC, QLD, WA, SA"
H1	"The Palise Property Commercial Stamp Duty Calculator"	"Commercial Property Stamp Duty Calculator (Australia, 2026)"
Meta description	"Not sure how to use the calculator? Or do you need guidance for complex scenarios..."	"Calculate commercial property stamp duty across every Australian state. NSW, VIC, QLD, WA, SA, TAS, ACT, NT. Free, specific, built by Palise Property Buyers Agency."
Schema	None (template bug)	SoftwareApplication + FAQPage + BreadcrumbList
Content	Brief intro + calculator widget	Intro + widget + state-by-state rate table + 5-8 FAQs
Internal links in	None structural	From /commercial-buyers-agent/, /commercial-property-investment-guide/, any stamp-duty blog post, the resources hub
External signals	None scheduled	Referenced in podcast show notes, YouTube descriptions, course module

Weeks 3-6: replicate and scale

Same pattern, three more pillars:

- **Week 3** — residential property pillar
- **Week 4** — SMSF pillar
- **Week 5** — property development pillar (books + course tie-in)
- **Week 6** — fix the tail: superlatives cleanup, form UX, phone CTA, press page if the 260+ list has arrived

Each pillar is faster than the last because the template already exists.

Weeks 6-12: AI search layer (comes for free if the tree is right)

Here is the thing. **If the tree is built right, AI search works.** The connection graph IS the AI visibility. Every URL anchored, every child labelled, every entity statement repeated, every external channel pointing back — that is exactly what AI systems need to recommend Palise for "best commercial buyers agent in Australia."

Weeks 6-12 are:

- **Steve as the AI search voice in property** — Episode #13 from May 2023 already covered this territory. A follow-up episode, LinkedIn thought leadership, bylined articles to Domain / Smart Property Investment / Australian Property Investor. Opt-in, not required.
- **Content cascade operating model** — every new piece of content = URL first, then everything else downstream.
- **Directory and trust profiles** — LinkedIn company, REBAA, Crunchbase, Clutch, ProductReview.com.au, Trustpilot, Bing Places, Apple Maps, True Local, Yellow Pages, Hotfrog. Same entity statement everywhere.
- **Monitor** — GSC (weekly), Bing Webmaster Tools (weekly), AI referrals in GA4 (monthly). Iterate on what moves.

The single decision to unblock everything

Which pillar first — commercial or residential?

My recommendation is commercial (reasons above). Steve's call. Once decided, everything in weeks 2 through 6 is a straight execution plan.

Assets Palise need to provide (in priority order)

#	Item	Blocks
1	Confirmed sameAs URLs (LinkedIn, FB, IG, YT, Spotify, Apple, Audible, Buzzsprout, Property Institute Australia)	Week 1 task 2
2	Bing Webmaster Tools access	Week 1 task 1
3	WordPress admin (not Editor) for Adam / Rank4AI	Everything
4	Steve's pick of pilot pillar (commercial vs residential)	Week 2
5	Pick of 10-15 podcast episodes to enrich first	Weeks 2-3
6	Pick of 30 YouTube videos to flip first	Weeks 2-4
7	The 260+ media features list	Week 6 (press page)
8	Admin on propertyinstituteaustralia.com.au	Later
9	Transcription supplier approval (we recommend AssemblyAI)	Weeks 3-5
10	Monthly standing 30-minute call (so decisions do not queue)	Ongoing

Why this sequence works

- Week 1 is all win, no friction.** No decisions required beyond the name lock. Everyone on the Palise side sees momentum in days, not weeks.
 - Week 2 proves the template on the strongest pillar.** One pillar done well is more useful than four pillars half-done.
 - Weeks 3-5 are replicated execution.** By the time we get to pillar four, the team and the site know the pattern.
 - Weeks 6-12 harvest the compounding effect.** Once the tree is connected, every new piece of content compounds on everything before it. AI visibility is a by-product of the structure, not a separate workstream.
- The reason you are not rebuilding anything is because the foundation is already there. You are wiring it.