

# Palise Property: AI Search Visibility Strategy v2

**Supersedes the April 1 strategy doc.** Condensed and corrected for what we now know. Keeps the strategic frameworks; drops the tactical detail that lives in other docs. For tactical backlog see [palise-issues-and-fixes](#). For brand copy and entity statements see [palise-brand-copy-reference](#). For the ecosystem cascade see [palise-ecosystem-starting-points](#). For the data read see [palise-ga4-analysis](#).

Prepared by Rank4AI, 20 April 2026.

## 1. Where Palise actually is

The foundation is genuinely strong. 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. Organic Search is the best-converting channel at 7.8%, eight times Paid Social. 387 sessions already arrived from ChatGPT without any optimisation.

All of that achieved without the technical SEO basics in place: no sitemap submitted, no per-page meta descriptions, 95% of images without alt text, schema explicitly off on About and Contact, 68 blog posts uncategorised.

**The story is not that Palise is broken. The external strategy has built a brand. The problem is that nothing is connected.** AI systems cannot see that the podcast, the books, the course, the team and the press are all one entity. The wiring plan converts the existing brand equity into topical authority and AI citations.

## 2. Who Palise serves

Five buyer segments identified from the audit. To be validated with Steve and Gill on the 21 April call ("who are you actually trying to target?").

Segment	Who they are	What they need
First-time commercial investors	Residential investors stepping up	Education, hand-holding, confidence
Experienced residential investors	Hit a yield ceiling, looking commercial	Commercial due diligence, different financing, lease analysis
SMSF investors	Self-managed super with property ambitions	Compliance expertise, SMSF-specific acquisition
Time-poor professionals	High-income, want property without legwork	Full-service acquisition
Interstate investors	Buying outside home state	Local market knowledge, inspection, on-ground presence

**The buyer's journey.** A typical Palise client is someone who knows they want to invest in property but does not want to do it alone. They have read about commercial property, probably listened to the podcast, maybe taken the course. They understand the potential but they are unsure about execution. They want someone who has done this hundreds of times to guide them.

**What they search for.** Not "property for sale". They search for "buyers agent near me", "commercial buyers agent", "is commercial property a good investment", "SMSF commercial property rules". And increasingly, they ask AI: "who are the best buyers agents in Australia", "should I use a buyers agent for commercial property", "how much does a buyers agent charge".

## 3. Competitive landscape (in AI search)

AI inclusion testing identified these as the entities AI systems recommend when users ask about property investment services:

Competitor	Positioning	Why AI mentions them
Property Sourcing Network	Property sourcing and investment	Directory presence, ecosystem signals
Samuel Leeds Property	Property education and investment	YouTube, course platform, personal brand
Progressive Property	Property investment education	Content ecosystem, podcast, courses

**None of these are Australian-specific commercial property buyers agencies with Steve's combination** of named personal authority, a 43-episode podcast, courses through a branded institute, 3 published books, and genuine press features. That is a unique position. The story exists. AI systems just cannot verify it from external sources yet.

**Where Palise can win:** as the named authority for Australian commercial property buyers agency. The lane is open because nobody else has built the connected ecosystem required for AI systems to recommend them consistently.

#### 4. The four language layers

Every key page should speak in all four voices simultaneously. Humans read one, AI reads another, professionals read a third, and buyers search in a fourth.

Layer	Purpose	Example
<b>Site language</b>	Define who Palise is	"Nationwide Australian buyers agency. We source, analyse, negotiate, and acquire investment properties on your behalf."
<b>AI search language</b>	Help AI systems understand and recommend	Organization schema, Person schema for Steve + team, Service schema, sameAs links, FAQ schema
<b>Industry terminology</b>	Signal credibility to professionals	WALE, cap rate, Section 32, off-market, net yield, strata, vendor statement
<b>Customer language</b>	Match how buyers search	"Is commercial property worth it?", "Do I need a buyers agent?", "How much does it cost?"

**How this lands in practice.** Every hero page has a human-readable pitch at the top, Q-and-A answer blocks with industry terms in the middle, structured data behind it, and the customer's search phrases woven through naturally. Meta titles pick up the search phrase. Schema describes the entity. The body copy explains the expertise.

#### 5. Entity statements (the identity lock)

Mandatory on every piece of content. No variation. Same words, every time, everywhere. See [palise-brand-copy-reference](#) for the full text, the short versions, and where each belongs.

**Why consistency matters.** AI systems build entity understanding through repetition. A different description on LinkedIn, YouTube, Medium and the website is four partial signals. The identical statement across 50+ platforms locks a business into the AI knowledge graph as a defined fact.

**Before the statements go live, five names need confirming** (covered in the one-pager): business name, Steve's title, Liam's role, podcast name, education arm name.

#### 6. The content cascade: one question, ten pieces

Everything starts as a question. The question becomes a URL on [paliseproperty.com](#). That URL is the anchor. Every external channel (podcast, YouTube, LinkedIn, Facebook, Instagram, external blogs, Google Business Profile) points back with the same entity statements.

**Per question production checklist.** See [palise-ecosystem-starting-points](#) for the full flow. In summary: Day 1 site article + GBP post; Day 1-2 external blog republishes; Day 2 LinkedIn, Facebook, Instagram; Day 3-4 YouTube video with full transcript; Day 3-5 podcast episode with transcript; Day 5 transcript sub-page on site.

**Per question: one site article becomes 9+ external pieces, all in text format, all linking back, all with the question as the title.** Over 24 questions (see below), 216+ content pieces across the ecosystem in 12 weeks.

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## 7. The pillar content questions

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24 questions phased over 12 weeks. Each becomes a pillar page then cascades. These are starting suggestions — Steve and the team will know what their clients actually ask.

### Phase 1: Commercial Property Fundamentals (Weeks 1-4)

1. How Do I Invest in Commercial Property in Australia?
2. What Is a Buyers Agent and Do I Need One?
3. Commercial vs Residential Property: Which Is Better for Investors?
4. How Do I Evaluate a Commercial Property Investment?
5. What Are the Risks of Commercial Property Investing?
6. How Much Does a Buyers Agent Cost in Australia?
7. What Is a Good Cap Rate for Commercial Property?
8. How Do I Do Due Diligence on a Commercial Property?

### Phase 2: Specialist and SMSF Content (Weeks 5-8)

9. Can I Buy Commercial Property Through My SMSF?
10. What Are the SMSF Rules for Property Investment in Australia?
11. When Should I Move from Residential to Commercial Property?
12. How Do I Buy Investment Property Interstate in Australia?
13. What Is WALE and Why Does It Matter for Commercial Property?
14. What Are the Best Types of Commercial Property to Invest In?
15. How Do I Find Off-Market Commercial Property in Australia?
16. What Should I Look for in a Commercial Property Lease?

### Phase 3: Advanced and Authority Content (Weeks 9-12)

17. What Are the Most Common Mistakes First-Time Commercial Property Investors Make?
18. How Do I Calculate Net Yield on a Commercial Property?
19. What Are the Tax Benefits of Commercial Property Investment in Australia?
20. How Do I Build a Commercial Property Portfolio from Scratch?
21. What Is the Difference Between a Buyers Agent and a Real Estate Agent?
22. How Do Interest Rates Affect Commercial Property Values?
23. What Does the Commercial Property Market Look Like in 2026?
24. How Do I Finance a Commercial Property Purchase?

**Note.** Many of these overlap with existing content on the site (for instance, post titles like "Understanding Capitalisation Rates", "Commercial vs Residential", "9 Non-Negotiable Costs" already exist). The work is not creating 24 new pieces. It is taxonomising what exists, updating the weak ones, filling gaps, and putting every piece through the cascade.

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## 8. Trust signals that matter

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### Education-led positioning

Most buyers agents sell their services. Palise educates first. The Commercial Property Institute, the podcast, the books are not marketing tactics — they are the foundation of trust. A client who has listened to 10 podcast episodes and taken the course does not need to be sold.

### Trust phrases (approved short-form use)

- We work exclusively for the buyer, never the seller
- Education first, acquisition second
- 43+ podcast episodes breaking down real commercial property deals
- Published author on residential, commercial, and development property investing
- Nationwide coverage — we buy property in every state

## What we always do

- Back claims with specific evidence
- Name specific media outlets where Steve has appeared
- Reference specific case studies and acquisition outcomes
- Let the education content demonstrate expertise
- Use testimonials with real names and specifics

## What we never do

- Use round numbers without citations (the 260+ media outlets claim)
  - Make generic "best results" or "industry leading" claims
  - Tell people we are experts without showing it
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## 9. The "260+ media outlets" decision

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Homepage currently claims "Featured in 260+ media outlets." The dedicated `/steve-palise-media-presence/` page lists four. The claim is unsupported in public. Two options:

1. **Unearth the actual list from Palise**, build a proper `/press/` page with outlet, date, link and quote for each, plus a Featured In banner on the homepage. Best outcome. Needs the list.
2. **Strip the claim from the homepage** until we have the data. Lower risk than leaving it live and unsupported.

This is the single biggest content dependency in the plan.

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## 10. Where Steve could sit strategically

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The April 1 strategy doc flagged Steve as a potential voice on AI search in property — because nobody else in Australian commercial property owns that narrative.

**Important update.** Episode #13 of the podcast, from May 2023, is titled "How AI and ChatGPT are Shaping Property Investment." Steve has already been on this territory. The positioning is a continuation, not a new direction. Options:

- Solo or co-hosted podcast episode revisiting AI, with 18 months of hindsight
- LinkedIn thought leadership paced fortnightly
- Bylined articles to Domain, Smart Property Investment, Australian Property Investor
- Speaking at property conferences on AI and property investment

Parked unless Steve has appetite. Scoped separately if yes.

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## 11. What happens next

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The tactical backlog is in `palise-issues-and-fixes` (40 items, ordered by category and impact). The tomorrow-morning call agenda is in `palise-one-pager` (three things to start this week, five names to lock, six assets to collect).

**The single most important thing we want Palise to understand** is that they have built something strong. The external strategy is working. Brand searches dominate GSC for a reason. The work ahead is the wiring that converts brand equity into topical authority and AI citations, not a rebuild.

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## What this doc replaces

April 1 section	Fate
Section 1: Executive Summary	Replaced by Section 1 above and <code>palise-one-pager</code>
Section 2: Company Identity	Replaced by <code>palise-brand-copy-reference</code>
Section 3: Target Audience	Kept as Section 2 above
Section 4: Competitive Landscape	Kept as Section 3 above
Section 5: Language Guide 4 Layers	Condensed into Section 4 above
Section 6: Trust Story	Condensed into Section 8 above
Section 7: Strategy Overview diagram	Dropped (theoretical, not actionable)
Section 7B: Entity Statements	Moved to <code>palise-brand-copy-reference</code>
Section 8: Ecosystem Cascade	Moved to <code>palise-ecosystem-starting-points</code>
Section 8B: Pillar Questions	Kept as Section 7 above
Section 8C: Platform Requirements	Dropped (template-level detail not needed at strategy layer)
Section 8D: Directories	Moved into <code>palise-issues-and-fixes</code> (item 29)
Section 8E: Tidy-Up Questions	Replaced by <code>palise-issues-and-fixes</code>
Section 9: Phase 1 Implementation	Replaced by <code>palise-issues-and-fixes</code>
Section 9B: Next Steps	Replaced by <code>palise-one-pager</code> + <code>palise-call-prep</code>

**Things that turned out to be wrong on inspection** and were updated in this v2:

- Liam's role ("General Manager" per the site, not "Senior Buyers Agent")
- Steve's title ("Owner/Director" per the site, not "Founder and Managing Director" — needs locking)
- Podcast name ("Commercial Property Investing - Explained" per the feed, not "The Commercial Property Explained Podcast")
- Education arm ("Property Institute Australia" per the domain, not "Commercial Property Institute")
- Schema state (Rank Math installed and configured, but possibly not rendering — needs view-source check)
- Indexation figure (364 of 787 per fresh GSC data, not 40 of 530 as the April 1 audit reported)
- Team size (24 named people on the About page, not 2)