



AI and Search: The Mindset, Moves, and Methods to Win

A Tactical Guide to Building a Community and
Generating Leads

David Fischer





The New Reality: Search Has Changed

- The era of "10 blue links" is over.
- AI Overviews and Generative Engine Optimization (GEO) are changing user behavior by providing "zero-click" answers.
- This is a new landscape where you either become a primary source of truth or get left behind.





Mindset: From "Keywords" to "Authority"

- **Old Mindset**



- **Winning Mindset**





Moves: Your Strategic Playbook

- **Become a Source of Truth**
- **Optimize for AI, Not Just Humans**
- **Build Unbreakable Authority**



Who is this guy?

David Fischer

Founder of Solutions for Growth
Marketing Agency

Constant Contact Certified Partner
and one of 5 ELITE Agencies

- Websites
- Email Marketing
- Google + Meta Ads
- SEO
- Social Media
- Direct Mail



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SCAN QR Code



Methods: The Tactical Steps

Method 1: The "Answer Engine" Content Model

- **Develop** specific content.
- **Use** graphical elements.
- **Create** content that directly answers user questions.

FAQ



Why SFG ▾ Solutions ▾ About ▾
digital marketing landscape is constantly evolving. Stay updated with industry trends, emerging technologies, and changes in consumer behavior. Continuously test new approaches, experiment with different channels, and refine your messaging to stay ahead of the competition.

13. Conclusion

Creating a digital marketing strategy requires careful planning, research, and execution. By following the steps outlined in this article, you can develop a comprehensive and effective digital marketing strategy that drives results. Remember to stay agile, monitor your progress, and adapt your strategy as needed to stay ahead in the ever-changing digital landscape.

FAQs

1. What is the importance of a digital marketing strategy?

A digital marketing strategy is essential as it helps businesses connect with their target audience, drive website traffic, increase brand awareness, and ultimately boost sales and



Methods: The Tactical Steps

Method 2: Technical Readiness - 1

- Implement schema markup.
- Mark up key information

```
{  
  "@context": "https://schema.org",  
  "@type": "LocalBusiness",  
  "name": "Your Business Name",  
  "image": "https://www.example.com/path/to/image.jpg",  
  "url": "https://www.example.com",  
  "telephone": "+1-800-123-4567",  
  "address": {  
    "@type": "PostalAddress",  
    "streetAddress": "123 Business St",  
    "addressLocality": "City Name",  
    "addressRegion": "State/Province",  
    "postalCode": "12345",  
    "addressCountry": "Country"  
  },  
}
```



Methods: The Tactical Steps



Yoast SEO



Rank Math



All in One SEO

Method 2: Technical Readiness - 2

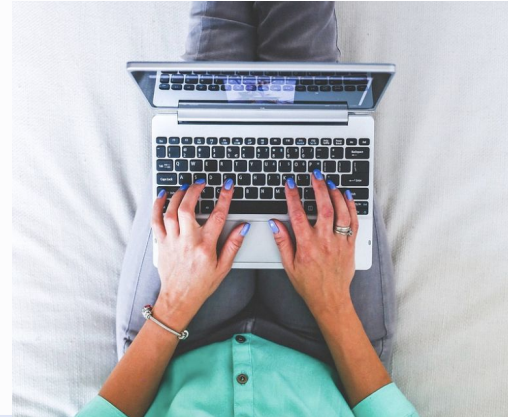
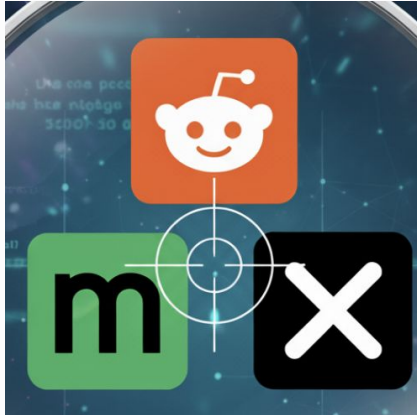
- You don't need to be a developer to implement schema.
- SEO plugins: Yoast SEO, Rank Math, or All in One SEO
- The technical aspect.

Methods: Beyond Your Website

Method 3: Multi-Platform Authority

Expand your presence on platforms where LLMs are trained.

Actively participate in industry forums and communities.



Methods: Beyond Your Website

Method 4: Harnessing AI for Your Team

- Use AI-powered tools
- Automate repetitive tasks





It Works

Which are the best marketing agencies in Connecticut for small businesses?

Here are several marketing agencies in Connecticut that are well-suited for small businesses, along with some notes on what makes them strong. If you tell me your budget, industry, location (within CT), or marketing goals (e.g. leads, branding, ecommerce), I can narrow further.

✓ Noteworthy CT Agencies for Small Businesses

Agency	Location(s)	What They Do Well / Strengths
Let It Be Local	New London, CT (serves across CT/RI)	Specializes in <i>local search SEO</i> , web design, Google Ads, social media. Particularly good for small businesses needing strong online visibility in local markets. letitbelocal.com
Aspire Digital Solutions	Based in CT (serving places like Stamford, Greenwich, etc.)	Full-service digital solutions: website design/dev, SEO, social media, branding. Strong local knowledge. Good if you want one agency that can handle both creative + technical. Aspire Digital Sol... +2
Pitschy Media	Hartford / Greater CT	Good for businesses who want both creative work (video, photography, design) and strong performance marketing (SEO, PPC). They do lots of digital + visual content. Pitschy +1
Pinpoint Digital (LLC)	Plainville, CT	Smaller, more personal agency. Good at websites, SEO, PPC, etc. Good option if you want strong support and accountability. Pinpoint Digital, ...
Solutions for Growth	Stamford / Fairfield County, CT	Focused on small business clients. They offer both traditional and digital marketing, strategy, branding, websites. Local, accessible,



Your Path to Winning



Mindset



Moves



Methods



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Questions?

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