Why Branded Search Should be the Focus of Your SEO Strategy
By focusing on your branded search, you maximise on the targeted advertising you receive from organic search.
The role of the buyer decision journey
Brand-led searches can be triggered across all stages of a user's search journey.
Quick recap on a user’s search intent

This journey is linear.

<table>
<thead>
<tr>
<th>Search intent</th>
<th>Informational</th>
<th>Navigational</th>
<th>Commercial investigation</th>
<th>Transactional</th>
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</thead>
<tbody>
<tr>
<td>Type of query</td>
<td>How</td>
<td>Brand/product name</td>
<td>Comparison</td>
<td>Buy</td>
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<td></td>
<td>What</td>
<td></td>
<td>Best</td>
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<td></td>
<td>Who</td>
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<td>(Brand + kids snow jacket)</td>
</tr>
</tbody>
</table>
Pedowitz Group’s customer journey model

(Brand + kids snow jacket)
Why does your brand need to improve search engines’ understanding of it?
The more search engines trust and understand your brand, the better they can advertise your brand to your audience.
With AI in search, we can expect search engines to present brands in this way.

Credit to Kalicube! :)

Kalicube is a French software company that uses AI to help digital agencies manage digital ecosystems for their clients. Kalicube offers Kalicube Pro, a cloud-based platform that helps brands and people optimize their Brand SERP and manage their knowledge panel. Kalicube Pro tracks and measures the Brand SERP and provides users tailor-made tasks lists to support them in gaining control of their knowledge panel.

Kalicube also offers online video courses that will empower any business owner, brand manager, public relations team and SEO to optimize Brand SERP.
...I don’t have trollkids snow jackets
I have everything I need to buy a snow Jack Wolfskin Jacket for kids.
Product knowledge panel

Jack Wolfskin offers a variety of kids snow jackets. When shopping for a kids snow jacket, you may want to consider the following factors:

- Material: The jacket is made of a waterproof, windproof, and breathable material.
- Insulation: The jacket is insulated with recycled synthetic fibers that are robust and unaffected by moisture.
- Weight: The jacket is lightweight.

Here are some products to consider:

Popular styles

Jack Wolfskin Icy Mountain Jacket Kids

<table>
<thead>
<tr>
<th>Color</th>
<th>Size</th>
<th>Price</th>
<th>Rating</th>
<th>Link</th>
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<tbody>
<tr>
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<td>$83.83</td>
<td>5</td>
<td>Visit site</td>
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<tr>
<td>Orange</td>
<td>L</td>
<td>$118.99</td>
<td>5</td>
<td>Visit site</td>
</tr>
</tbody>
</table>
Follow up questions

Those questions are related to the brand. We started with the query “jack wolfs kinkids snow jacket ”.
There are many snow jackets for kids available on the market. When shopping for snow jackets for kids it is important to consider the following factors:

- **Insulation:** Some jackets are insulated with Heatseeker™ Eco insulation for warmth in wet weather.
- **Waterproofing:** Some jackets have a waterproof shell to keep the wearer dry.
- **Durability:** Some jackets are made with durable materials.

Here are some products to consider:

**Popular styles**

- **The North Face Freedom Triclimate Jacket** $90.00
- **Columbia Boys' Whirlibird II Jacket** $140.00
- **Patagonia Boys' Nano Puff Jacket** $119.00
- **Obermeyer Boys' Orb Jacket** $139.50
- **Burton Girls' Elodie Jacket** $139.95
- **Lands' End Kids Expedition Down Hooded Jacket** $155.96
- **Helly Hansen Kids Vertical Insulated Jacket** $82.40
Knowledge panel

Attributes

Jack Wolfskin
Jacket company

Jack Wolfskin is a German producer of outdoor wear and equipment headquarted in Idstein. Founded in 1981, it has now become one of the biggest suppliers and most successful franchisers of outdoor products including sports equipment, mountain and leisure clothing, footwear, rucksacks, sleeping bags, and tents. Wikipedia

Parent organization: Topgolf Callaway Brands
Headquarters: Idstein, Germany
Customer service: 00 800 9653 7546
CEO: Melody Harris-Jensbach (Nov 4, 2014–)
Founder: Ulrich Dausien
Founded: 1981, Frankfurt, Germany

Profiles
Instagram Twitter YouTube

People also search for
Espirit Holdings Adidas Salomon Puma
Strategies your brand can use to improve its branded search results
If branded organic search brings in a qualified audience...

...how much business can you generate by improving it...?
Kalicube Process

The Kalicube process allows companies to feed the correct information to Google/Bing. This will ultimately result in a rich SERP and in driving GenAI answer/related questions.

https://kalicube.com/guides/
Thank you

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@moccandsayeghsara
Why Branded Search Should be the Focus of Your SEO Strategy
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The role of the buyer decision journey
Have a look at the Avg. position (GSC) for your brand over the past 12 months.

If you're averaging lower than position 1, addressing this would be a low-hanging win for your business.
Search engines (Google) may be favouring other websites over yours for your own brand!
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I don't have trollkids snow jackets
GenAI experience

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Popular styles

KIDS Jack Wolfskin Icy Mountain Jacket Kids

Boy's Jack Wolfskin Snowy Days Jack...

Jack Wolfskin Kids Zenon Jacket

Jack Wolfskin Kids Three Hills...
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- [Burton Girls' Elodie Jacket](#) $139.95
- [Lands' End Kids Expedition Down](#) $155.96
- [Helly Hansen Kids Vertical Insulated](#) $182.50
Knowledge panel

Attributes:
- Parent organization: Topgolf Callaway Brands
- Headquarters: Idstein, Germany
- Customer service: 00 800 9653 7546
- CEO: Melody Harris-Jensbach (Nov 4, 2014–)
- Founder: Ulrich Dausien
- Founded: 1981, Frankfurt, Germany
Strategies your brand can use to improve its branded search results
Get your brand, products and/or services into Google's Knowledge Vault.
Integrate SEO with the marketing (traditional and digital) of your brand.
Prioritise the monitoring and optimisation of your Entities over your Keywords.
If branded organic search brings in a qualified audience...

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