

AI-Powered Marketing & Search Strategies.

To Elevate Your Business

Peter Malick | InboundAV

January 21, 2025

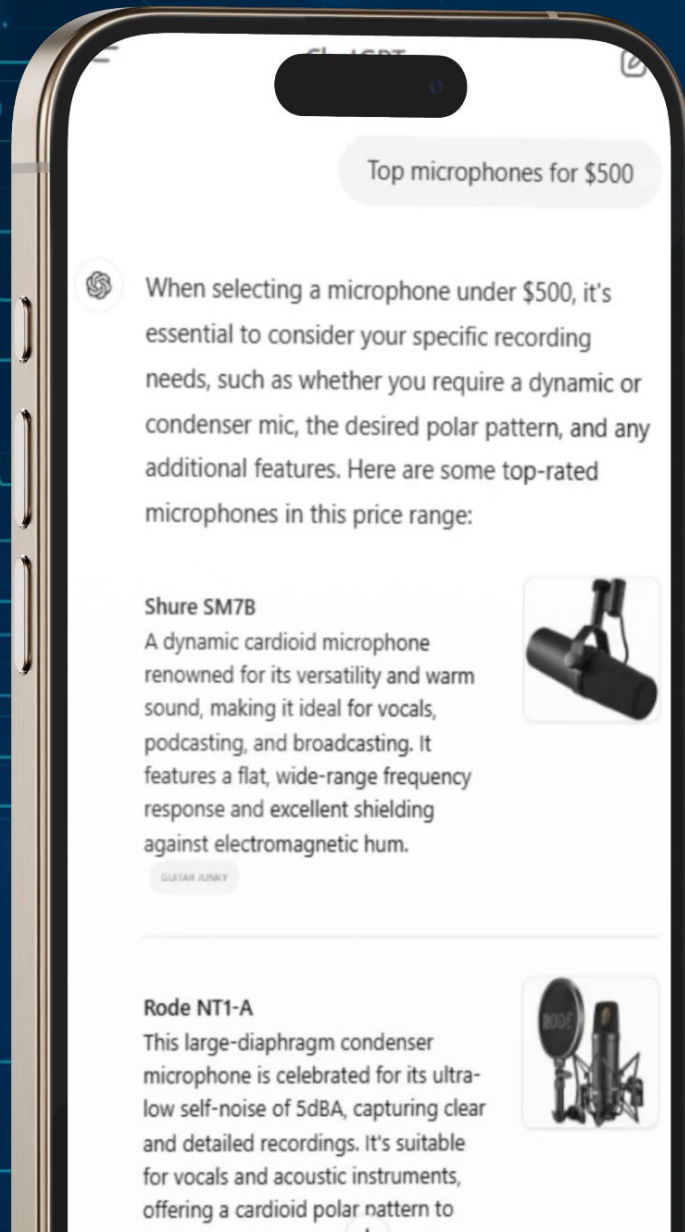
NAMM 2025 - Pre-Exhibit Summit



SEO is changing. It's time to adapt.

AI has driven a radical shift in SEO, and it's impacting your website's visibility.





Top microphones for \$500

When selecting a microphone under \$500, it's essential to consider your specific recording needs, such as whether you require a dynamic or condenser mic, the desired polar pattern, and any additional features. Here are some top-rated microphones in this price range:

Shure SM7B

A dynamic cardioid microphone renowned for its versatility and warm sound, making it ideal for vocals, podcasting, and broadcasting. It features a flat, wide-range frequency response and excellent shielding against electromagnetic hum.

GUITAR JUNKY



Rode NT1-A

This large-diaphragm condenser microphone is celebrated for its ultra-low self-noise of 5dBA, capturing clear and detailed recordings. It's suitable for vocals and acoustic instruments, offering a cardioid polar pattern to



Why AI matters for your SEO

AI overviews appear on Google search results, and more internet users are turning to LLMs like ChatGPT to answer their questions. This creates new challenges and opportunities for manufacturers, retailers, and service providers.

Subjects we will explore

1. Search results
2. SEO Optimization
3. Growing Brand Visibility with AI
4. Customer surveys - GONE?
5. A New Website Strategy for a New Reality
6. AI Generated Content - BEWARE
7. Real-Time AI Lab - Exploring your business

*“In 2025, artificial intelligence (AI) has revolutionized the way search engines deliver results. **Search results are now more personalized, relevant, and comprehensive than ever before.**”*

- ChatGPT, on AI’s relevance on search.



AI Overview

Axxiom Data is a HubSpot partner in Glendale, California that offers web design, development, and advertising services. One reviewer says that Juan and his team are knowledgeable and provide great service and support.

Other HubSpot partners include:

- **Denamico:** An award-winning partner that offers CRM implementation, integrations, solutions architecture, and data migration.
- **InboundAV:** A partner that offers migration services, onboarding, implementation, maintenance, and strategy. They also offer custom integration solutions between HubSpot and other platforms.
- **WEBITMD:** A partner that has been integrated with HubSpot for over 15 years.
- **INSIDEA:** An award-winning partner that offers HubSpot CRM onboarding and management.
- **Vet Digital:** A partner that works on B2B success by combining the power of the HubSpot platform.
- **Salted Stone:** A partner that offers enterprise marketing, sales, and service solutions.
- **Bluleadz:** A partner that offers HubSpot onboarding and implementation.
- **Digitopia:** A partner that makes Revenue Operations and Inbound Marketing easier for B2Bs.
- **Prism Global Marketing Solutions:** An award-winning partner that has been certified by HubSpot since 2013.

Learn more

InboundAV Agency Services & Qualifications - HubSpot Ecosystem
 About InboundAV. Recipient of the 2023 HubSpot Impact Award for Platform Excellence, InboundAV helps businesses gain...
 HubSpot Ecosystem

The 458 Best Agencies or Service Providers in California | HubSpot
 INSIDEA - HubSpot CRM Onboarding and Management At INSIDEA, we are your award-winning trusted partner for all you...
 HubSpot Ecosystem

HubSpot Solutions Partner Program | Join
 * Solutions Provider Package. Opt for a low-cost way to see what a partnership with us could do for your business. Startin...
 HubSpot

Show all



Who is the best hubspot partner in glendale california



AI Overview

InboundAV is a HubSpot Solutions Partner in Glendale, California. They specialize in inbound marketing, marketing automation, and eCommerce development.

InboundAV's services include

- Helping clients move from their current CRM to HubSpot
- Designing how HubSpot will work for the client
- Performing custom programming
- Helping with data migration and testing
- Training users on how to use HubSpot

Other HubSpot partners include:

- **Fileroom:** A HubSpot certified partner that works with clients in heavy industry
- **BBD Boom:** A HubSpot agency that excels in onboarding, implementation, and platform enablement
- **Nexa Cognition:** A partnership between two HubSpot powerhouses

Other digital marketing agencies in Glendale, California include: Alecan Marketing Solutions, Andava Digital Marketing Agency, and Conquerrr.

Current search

Learn more

InboundAV Agency Services & Qualifications - HubSpot Ecosystem

Excellent service from Inbound AV Inbound AV helped us move our Service Department from a homegrown CRM solution to...

HubSpot Ecosystem

InboundAV - HubSpot Solutions Partner - LinkedIn

Website <https://inboundav.com>. External link for InboundAV - HubSpot Solutions Partner. Industry Marketing Services....

LinkedIn · InboundAV - HubSpot Solutions Partner

Fileroom Agency Services & Qualifications - HubSpot Ecosystem

Fileroom speaks the language of our business. The Fileroom team have been a breath of fresh air partnering with our...

HubSpot Ecosystem

























Show all

Changing SEO, and how it affects the music industry



Microphone for female vocals

From sources across the web

- | | | |
|--|--|---|
|  Audio Technica AT2020 C... <input type="checkbox"/> |  Rode NT1 <input type="checkbox"/> |  Shure SM7B <input type="checkbox"/> |
|  AKG C414 XLII Condense... <input type="checkbox"/> |  AKG C214 Condenser Mi... <input type="checkbox"/> |  Electro-Voice RE20 <input type="checkbox"/> |
|  Neumann TLM 102 Cond... <input type="checkbox"/> |  Neumann U 87 Ai Conden... <input type="checkbox"/> |  Audio Technica AT4050 ... <input type="checkbox"/> |
|  Neumann TLM 103 Cond... <input type="checkbox"/> |  Sennheiser E945 Superca... <input type="checkbox"/> |  Shure SM7B Vocal Microp... <input type="checkbox"/> |
|  Telefunken M80 Dynamic... <input type="checkbox"/> |  AKG C636 Condenser Ha... <input type="checkbox"/> |  Aston Microphones Origin <input type="checkbox"/> |
|  Blue Microphone Yeti USB <input type="checkbox"/> |  IK Multimedia iRig Stream... <input type="checkbox"/> |  Lewitt LCT 440 PURE Co... <input type="checkbox"/> |
|  Aston Microphones Spirit... <input type="checkbox"/> |  Beyerdynamic Micropho... <input type="checkbox"/> |  Neumann KMS 105 Micro... <input type="checkbox"/> |
|  Rode NTK Condenser Mi... <input type="checkbox"/> |  Sennheiser e835 <input type="checkbox"/> |  Warm Audio WA-251 Tub... <input type="checkbox"/> |



ASTON MICROPHONES

ENG CONTACT LOGIN

MICS HALO ACCESSORIES BRITISH SOUND ASTON 33 ARTISTS NEWS MEDIA FAQ DEALERS MY ASTON

Frequently Asked Questions



CATEGORIES

- ALL
- ASTON ACCESSORIES
- ASTON BRAND
- ASTON ELEMENT
- ASTON HALO
- ASTON ORIGIN
- ASTON SPIRIT
- ASTON STARLIGHT
- ASTON STEALTH
- GENERAL MICROPHONE FAQs**
- REPAIRS, SERVICE & RETURNS
- TROUBLESHOOTING & MIC CARE
- USING YOUR ASTON - TIPS & TRICKS

Stereo mic techniques

Categories : General microphone FAQs

What is a microphone's polar pattern?

Categories : General microphone FAQs

Origin or Spirit - which is the best large diaphragm condenser mic for you?

Categories : Aston Origin - Aston Spirit - General microphone FAQs

Dynamic vs Condenser microphones - which should you choose?

Categories : General microphone FAQs

What is phantom power?

Categories : General microphone FAQs



LinkedIn & Youtube content relevancy

How many links/sources are featured in AI Overviews?

The number of links (or sources) in AI Overviews ranges from 1 to 20, with an average of 7 to 8 links. These links typically point to different domains, with the average number of domains also being around 7.

AVERAGE LINKS ⓘ

7.23

links



AVERAGE DOMAINS ⓘ

6.94

domains



Which domains are featured in AI Overviews as sources?

We found that two major domains are featured most frequently in the AI Overviews:

- **linkedin.com** with 2.79% of queries
- **youtube.com** with 2.29% of queries

schema markup guidelines 2025

All Images Videos News Shopping Forums Web ⋮ More

✦ AI Overview

As of 2025, the key schema markup guidelines include: using the most specific schema type relevant to your business, prioritizing accurate and up-to-date information, implementing JSON-LD format for coding, focusing on providing details like pricing and availability for ecommerce sites, and ensuring proper validation of your markup through Google's Rich Results Test; essentially, providing rich and detailed information to search engines to enhance your search result appearance with rich snippets. [🔗](#)

“AI is also used to identify and rank the most authoritative and trustworthy sources of information. This is done by analyzing the quality of the content, the reputation of the author, and the overall credibility of the website. This helps to ensure that users are getting accurate and reliable information from their search results.”

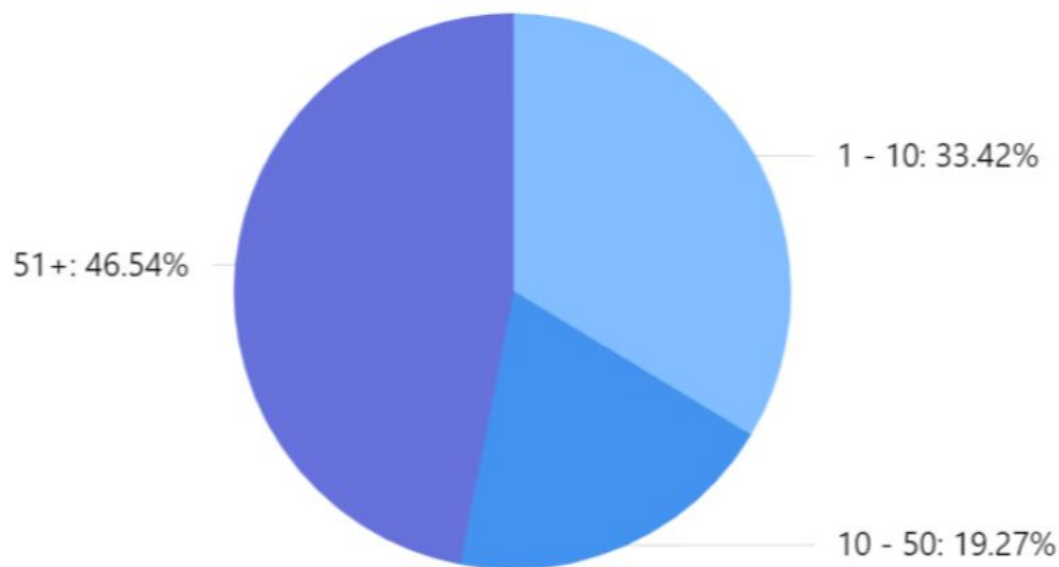
- ChatGPT, on AI’s relevance on search.

However you don't have to rank high to show up...

Search Generative Experience

Do you need to rank high organically to appear in SGE results?

You would think that Google would show mostly top organic ranking domains as sources for the AI Overviews, right? Wrong. Only 33.42% of the sources contained domains that rank in the top 10 organic results, while 46.54% of them are domains that are not found in the top 50.



Source: <https://www.advancedwebranking.com/blog/ai-overview-study>

It represents huge opportunities, while it raises concerns



James Brockbank
Owner and Managing Director of [Digitaloft](#)

It is both not surprising and slightly concerning that AIO is most likely to show for informational queries. This is not surprising on the grounds that it makes the most sense for Google to be enhancing the SERPs with AIO for informational queries, but also slightly concerning on the grounds that it is these types of queries most commonly affected by the HCU. Pair this with the fact that 66% of linked sources come from results outside the top 10 and you can see why concerns will be raised.



Cyrus Shepard
Founder of [Zyppy SEO](#)

A stunning 46% of sites cited as sources in AI overviews don't rank in the top 50 results. As Google supposedly generates its AI answers first and then looks for sources that support it only after the fact, this is both surprising and concerning.

Customer Surveys
= GONE!



	Not Important	Somewhat Unimportant	Neutral	Somewhat Important	Extremely Important
Ease of Installation	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>
Quality of Documentation	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>
Compatibility with Other Standard Hardware/Software	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>
Software Driver Support	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>
Accessibility of Product Support	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>
Quality of Product Support	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>
Value Relative to Cost	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>
Overall Reliability	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>
Overall Performance	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>

- How satisfied are you with the product's performance? (rating scale)
- How easy is it to use the product on a daily basis? (rating scale)
- How would you rate the overall value for money? (rating scale)
- What additional features would make the product even better? (open-ended)
- What feature is the most valuable to you? (multiple-choice)

You can unlock online success by optimizing your website for AI-driven search.

Create Authoritative Content on your site



Engage with Third-Party Sources

Consumers Search for Products



LLMs Select Trusted Sources



Your brand Appears in Search Result



AI Generated Content - BEWARE

Google can identify AI-generated content. Google uses algorithms to consider factors like writing style, coherence, and contextual accuracy. Google also has a tool called SynthID that can watermark and identify AI-generated content.

How Google identifies AI-generated content

Algorithms

Google's algorithms analyze many factors, including writing style, coherence, and contextual accuracy.

SynthID

Google DeepMind's SynthID embeds digital watermarks into AI-generated content. SynthID can scan images, audio, text, or video for these watermarks.



<https://deepmind.google/technologies/synthid/>

 **agent.ai**



**Competitive ChatGPT
Brand Comparison**

By @redbord

1 credit per task
2.5K tasks completed

[Hire](#)



ChatGPT's Competitive Comparison

Below is what OpenAI's the LLM believes about these two brands strengths and weaknesses

Fender

Strengths:

- Iconic heritage and strong brand recognition.
- Diverse product range for beginners to professionals.
- Extensive global distribution and availability.
- Innovative electric guitar technologies.
- Robust community engagement and artist endorsements.

Weaknesses:

- Premium pricing on top models limits accessibility.
- Strong focus on electric guitars, fewer acoustics.
- Limited customization compared to competitors.
- Reliance on traditional retail channels.
- Susceptible to economic fluctuations affecting sales.

Gibson

Strengths:

- Prestigious reputation and legendary status.
- Exceptional craftsmanship and quality materials.
- Highly coveted vintage and limited editions.
- Strong associations with renowned musicians.
- Exclusive product offerings enhancing desirability.

Weaknesses:

- Higher price points reduce market accessibility.
- Frequent production delays and supply issues.
- Narrow product range, mainly guitars.
- Brand reputation impacted by past controversies.
- Smaller market presence compared to Fender.

When ChatGPT Recommends You

Actions ▾

Below is the target buying persona that the LLM believes these two brands share, which informs whether or not it will recommend these brands to a given user:

Shared Persona: Alex Rivera, the Aspiring Professional Guitarist

Choose Fender When:

Versatility is Key: Seeking guitars that perform well across diverse genres such as rock, blues, and country.

Iconic Aesthetics: Preferring classic models like the Stratocaster or Telecaster for their timeless design and visual appeal.

Lightweight Performance: Needing comfortable, lightweight instruments for extended gigs and live performances.

Choose Gibson When:

Rich, Warm Tones: Desiring the signature sustain and depth found in models like the Les Paul or SG.

Genre-Specific Sound: Focusing on styles like hard rock, jazz, or blues that benefit from Gibson's distinctive sound quality.

Studio Excellence: Valuing superior build quality and tonal consistency for recording sessions and professional studio work.

Informational intent is king for AI

AI Overview Visibility by Intent

Does keyword intent affect the appearance of AI Overviews?

Keyword intent is very important for the content and layout of AI Overviews in Google search results. By understanding what users are looking for, Google aims to provide the most relevant and helpful information right in the search results, improving the overall experience.



*Google may not want to compete with its own **Paid Ads services**, not allowing AI Overview to interfere in user's commercial or transactional searches, like "Best xyz product" or "Buy iPhone 14".*

- **Gisela Giardino, InboundAV**



how do i choose the right electric guitar for me?



All Videos Images Shopping Forums Web News More

Tools

About 124,000,000 results (0.48 seconds)

Sponsored

<p>Pick up today</p> <p>Fender Used 2016 Fender... \$549.99 Used Guitar Center 6-string</p>	<p>Pick up today</p> <p>Fender Used Fender Player... \$564.99 Guitar Center ★★★★★ (89) "Attractive" · "Good sound..."</p>	<p>Pick up today</p> <p>Gibson Used Gibson Les... \$1,099.99 Used Guitar Center Black · 6-string</p>	<p>Pick up today</p> <p>Epiphone Les Paul Tradition... \$449.00 Guitar Center ★★★★★ (396) "Good sound quality" · ...</p>	<p>Pick up today</p> <p>Fender Player Stratocaster... \$699.99 Guitar Center ★★★★★ (115) "Attractive" · "Durable" · ...</p>	<p>Pick up today</p> <p>Fender Used Fender Player... \$529.99 Used Guitar Center Blue · 6-string</p>	<p>Pick up today</p> <p>Fender Used 2024 Fender... \$699.99 Used Guitar Center Sunburst · 6- string</p>	<p>Pick up today</p> <p>Ibanez S Series S670QM... \$649.99 Guitar Center ★★★★★ (81) "Lightweight" · "Attractive" · ...</p>
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Sponsored

Guitar Center
https://www.guitarcenter.com/how_to_choose/electric_guitar

Electric Guitars Buying Guide

Guitar Center® Buying Guides — Learn How to Choose the Best Electric Guitar From Guitar Center's Buying Guides. All Your...

Sponsored

Sweetwater
<https://www.sweetwater.com>

Explore Electric Guitars - Personalized Gear Advice

Get The Lowest Prices on The Best Selection of Electric Guitars! Explore Our Unmatched...

To choose the right electric guitar, **prioritize how comfortable it feels in your hands, consider the style of music you want to play, research different body shapes and pickup configurations to match your desired sound, and always try out a variety of guitars in person to find the one that feels best and inspires you to play.**

Key factors to consider:

Playing style and music genre:

- **Rock:** Look for guitars with humbucker pickups (like a Gibson Les Paul) for heavier tones or single-coil pickups for a more versatile sound (like a Fender Stratocaster).
- **Blues:** A classic Fender Stratocaster with single-coil pickups is a great choice.
- **Metal:** Consider guitars with thicker necks and high-output humbuckers (like a Gibson SG or an Ibanez).
- **Jazz:** Look for a thin neck and versatile pickups (like a Gibson ES-335).

Body shape and size:

- **Stratocaster:** Classic design, comfortable for most players, versatile tone.
- **Les Paul:** Heavy, full-bodied sound, good for heavy riffs
- **SG:** Lighter weight, good for fast playing
- **Telecaster:** Simple design, bright and punchy tone

Neck shape and feel:

- **C-shape:** Most common, comfortable for most players
- **U-shape:** Thicker neck, good for heavier playing
- **V-shape:** Thin neck, preferred by some players with smaller hands

Pickups:

- **Single-coil:** Bright, articulate sound, good for clean tones
- **Humbucker:** Fuller, warmer tone, better for high-gain distortion

Playability:



guitar - Reddit

Dec 11, 2020 — These are some basic things worth considering: how much does it cost, does the neck feel...

Reddit · r/Guitar

Electric Guitar Buying Guide - How To Choose A...

Mar 4, 2016 — I'm digging it...

YouTube · ST Audio



Guide To Buying Your First Electric Guitar - 2022

Nov 4, 2022 — single. cut...

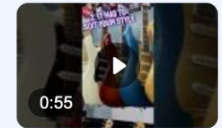
YouTube · astringsuk



3 Tips On Choosing Your Next Electric Guitar!...

Oct 8, 2022 — here are three...

YouTube · PMTVUK



Which Guitar Should I Buy? A Beginner's Electric Guitar Guide

The aesthetics of your guitar play a huge role when deciding which instrument you should buy. If you have ...

Gear4music

Choosing the Right Electric Guitar: A Comprehensive Guide

Jul 5, 2024 — Factors such as neck shape, fretboard radius, and overall ergonomics play a significant role in...

Rock Island Sound

Real-Time AI Lab

Exploring your business



Thank you



inboundav.com/namm2025

Grow at accelerated velocity.