SMX Next: How Milestone Platform Gets You Ready For AI-Search

About Milestone

Drive online customer acquisition by building discovery technology natively in our platforms

Digital Marketing Platform and Services
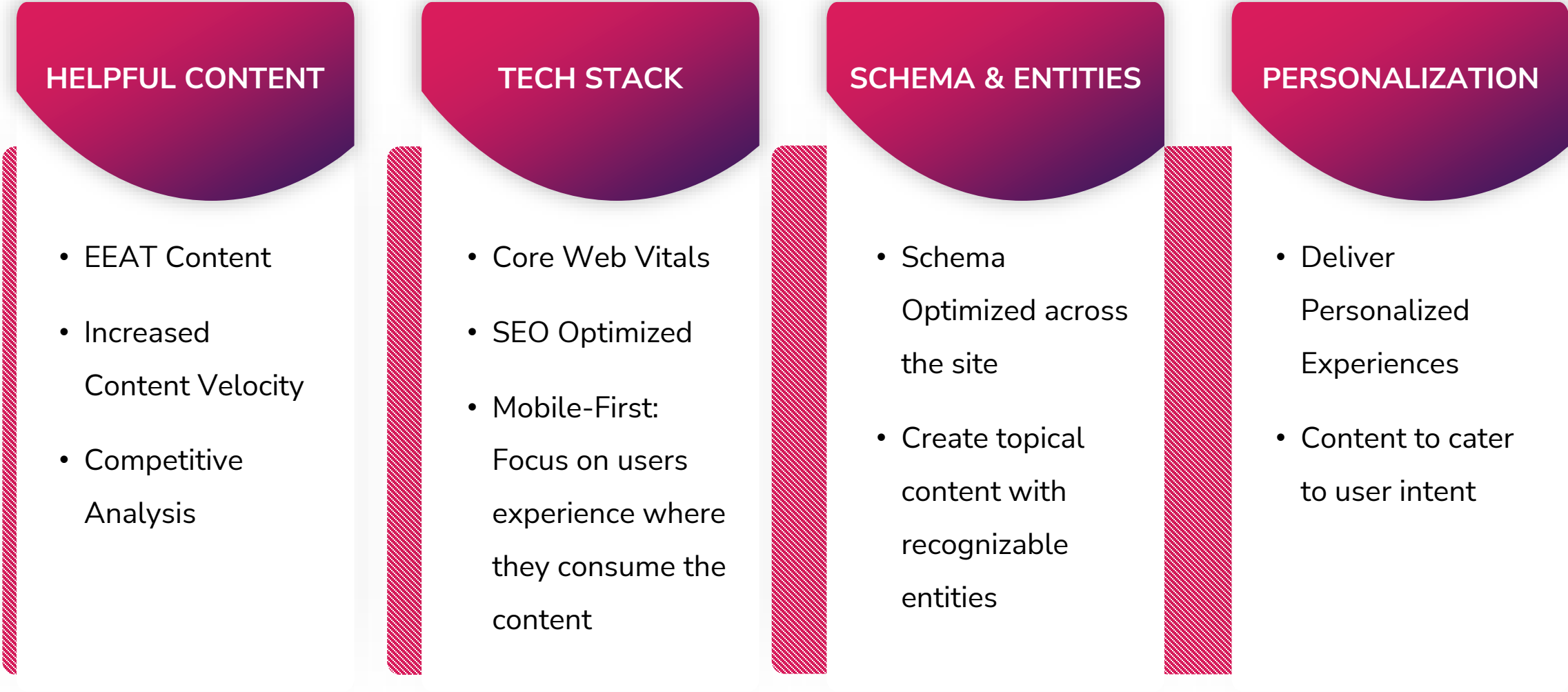
1997 Founded

2000+ Customers

Headquarters Santa Clara, CA

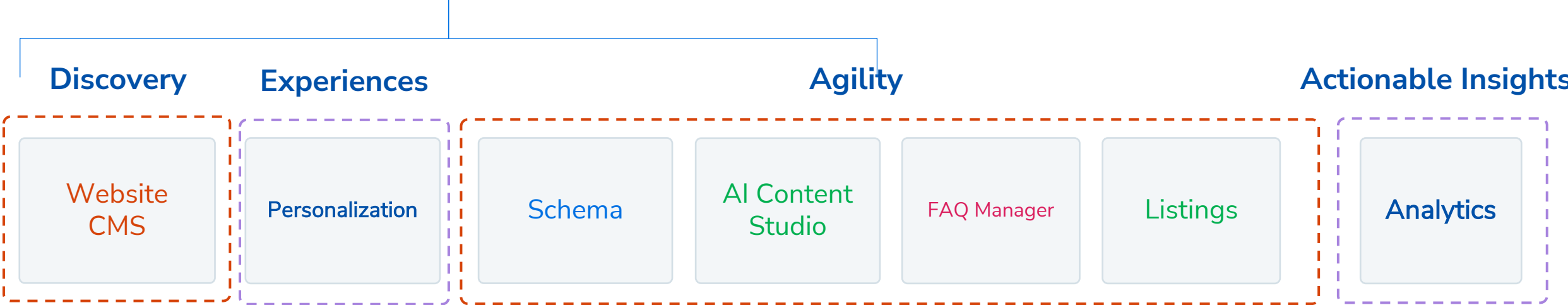# SGE is Transforming Natural and Voice Search

Build **identity** in GBP, Yelp & FB for your locations, as well as maximize the Knowledge Panel

Create pages that prioritize user intent, **experience and E-E-A-T**

Ensure clear and comprehensive **schema mark up** on your site with all Entities identified

Create **long tail informational content** that triggers direct answers in search, - FAQs, blogs

Local Identity

Experience Signals

Schema Markup

Web Platform delivering **personalized experiences** and performance

Helpful content

Tech Stack

Google Search Generative Experience

Business Needs To Adapt To New AI-Search

HELPFUL CONTENT

- EEAT Content
- Increased Content Velocity
- Competitive Analysis

TECH STACK

- Core Web Vitals
- SEO Optimized
- Mobile-First: Focus on users experience where they consume the content

SCHEMA & ENTITIES

- Schema Optimized across the site
- Create topical content with recognizable entities

PERSONALIZATION

- Deliver Personalized Experiences
- Content to cater to user intent

Milestone: The World's First & Only Content Discovery Platform

Today's Conversation

Discovery

Experiences

Agility

Actionable Insights

Website CMS	Personalization	Schema	AI Content Studio	FAQ Manager	Listings	Analytics

Content Management Platform

Business Information • Informational Content
Reviews • FAQs

Digital Asset Manager (DAM)

Customer Data Platform

Performance Data Platform

Integration with 3p Systems & AI

Milestone

# Typical Content Flow To Prepare For AI-Search
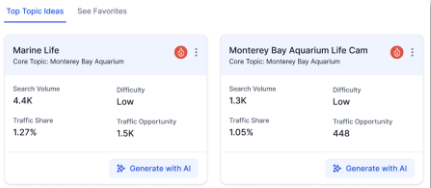
Recommends best topics and content ideas based on your brand's :Business objectives, website content, SERPS, and competition

Unique content based on Brand Voice, Tone, Target Personas, Customer Intent and Stage of Customer Journey

Content Intelligence

Content Generation

Content Analytics

Content Optimization

Content Publishing
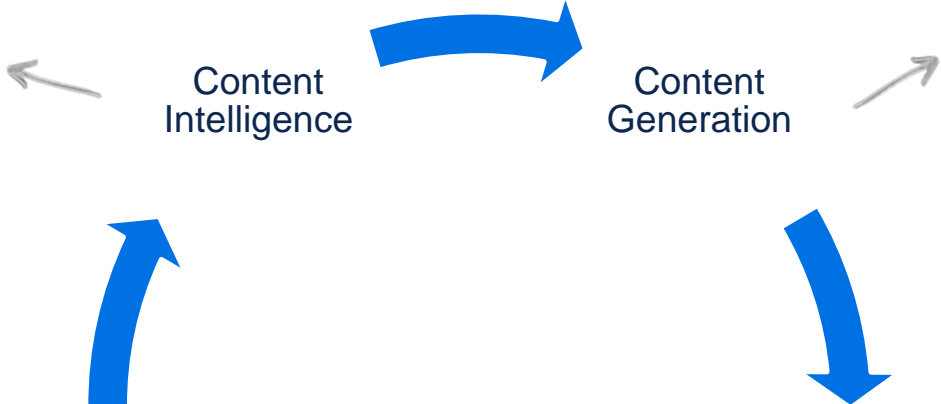
Search visibility for content generated Provide search visibility and traffic generated. Impressions and Clicks, Rich results visibility, Competitive keyword performance, User Engagement
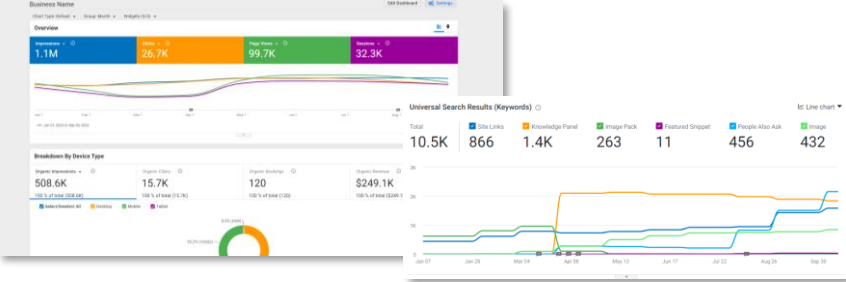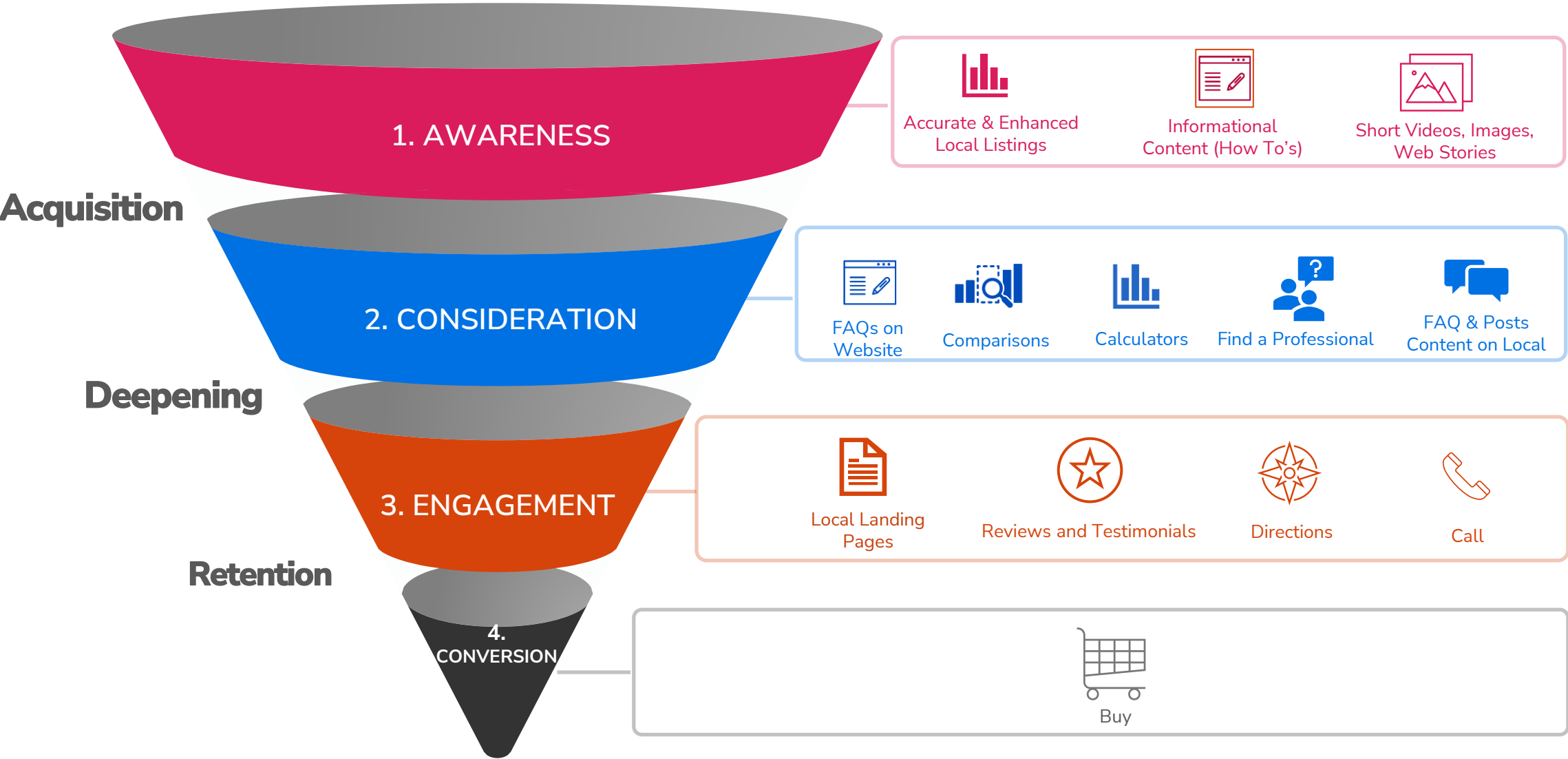
SEO Optimization, Image Optimization, Tags, Schema Markup, Entity Optimization
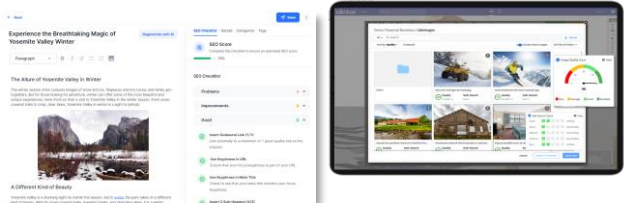
Publish Content to web platform, ensure indexability, discoverability, crawlability, page experience and personalized

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Content Optimization At Each Stage of Customer Journey

Acquisition

Deepening

Retention

1. AWARENESS

- Accurate & Enhanced Local Listings
- Informational Content (How To's)
- Short Videos, Images, Web Stories

2. CONSIDERATION

- FAQs on Website
- Comparisons
- Calculators
- Find a Professional
- FAQ & Posts Content on Local

3. ENGAGEMENT

- Local Landing Pages
- Reviews and Testimonials
- Directions
- Call

4. CONVERSION

- Buy

Milestone Solution To Future Proof For AI-Search

3rd Party Systems

Milestone Platforms

Consumer End Points

Milestone CMS

- Location Information
- Properties Information
- CRM
- Reservations
- Rates
- Market Data

- Content Platform
- AI Platform
- Performance Data Platform

- Content Aggregation
- Content Composer
- CDP
- Personalization
- Content Intelligence
- Content Generation
- Discovery
- Data Lake
- Metrics & Insights

- Website
- EEAT Content
- FAQ
- Blog
- Schema Deployment
- Local Identity (Google, Apple)

Demo

- Content Intelligence and Generation

- Schema Management at Scale

- Content Personalization

Key Takeaways

HELPFUL CONTENT

- EEAT Content
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Thank You