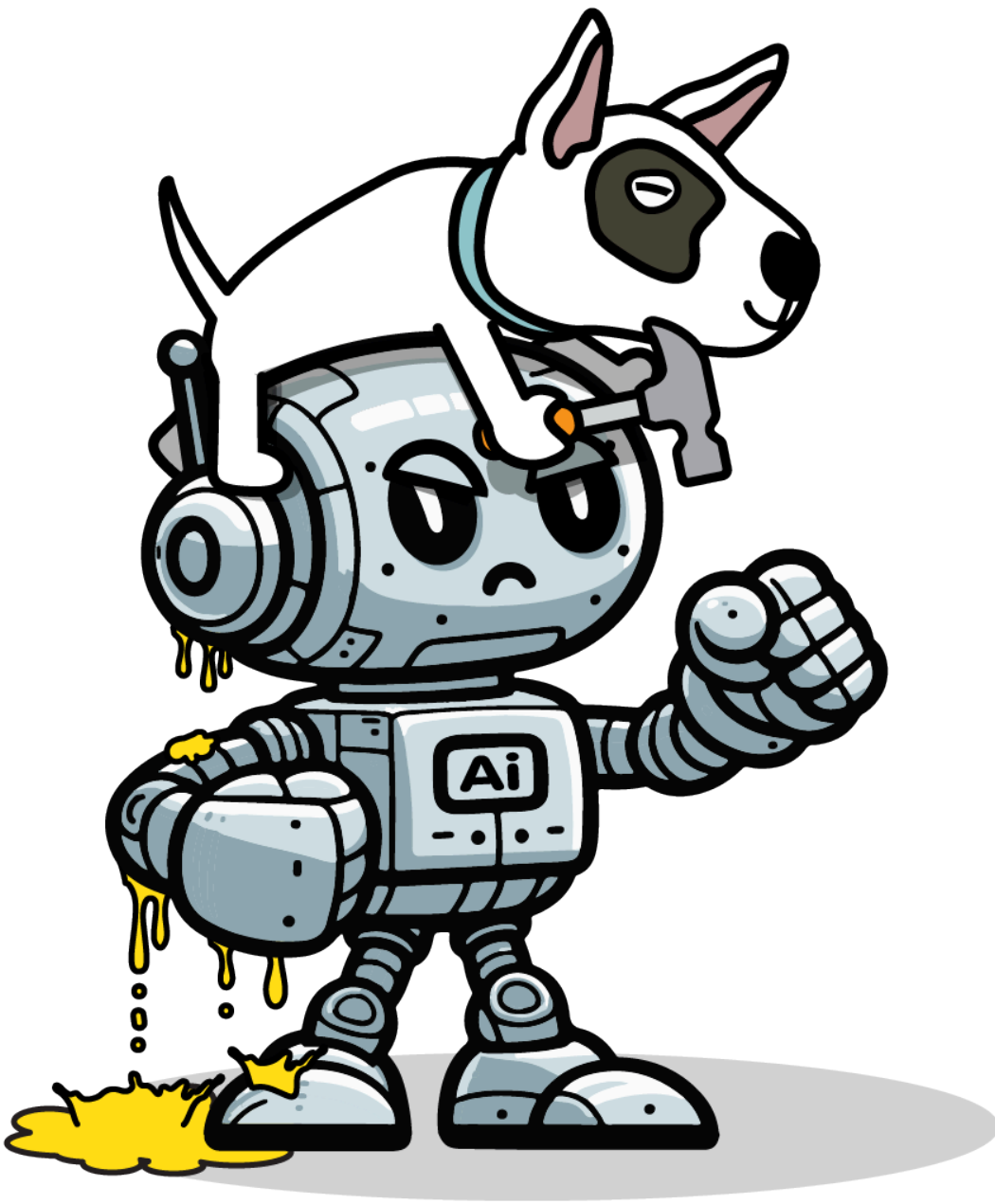


# Big Dog Digital Revival Package

Winning in the era of AI generative search.



Powered by neuroscience, driven by award winning marketing  
communication strategists and content creators.

# Ai Generative search; the biggest shift in search history.

What would we all give for a return to the glory days of key word stuffing and algorithms that weren't out to get you? Ranking was easy and the summers were hotter. It was bliss.

Fast forward 30 years and the digital world we now have to endure is nothing short of open warfare. Battling algorithms, social media that wants your money (or your life) and endless changes to the rules. It's exhausting, but for a lot professional service and B2B firms it's been possible to get by with the bare minimum as, in the main, their sites were only getting credential checks.

Those days are over.

## The Ai bot has landed.

Ai-driven search is changing how clients find and evaluate firms. Google's Ai-driven search prioritises websites that demonstrate Experience, Expertise, Authoritativeness, and Trustworthiness (E-EAT). If your firm isn't optimised for E-EAT, you risk losing visibility—even for direct searches.

## Three key Ai risks to your business.

### *AI is pushing your competitors forward—are you even in the race?*

If a rival firm has a stronger digital footprint, AI will prioritise them, not you. Every day you delay, you're making it easier for them to win your clients.

### *Invisible online? Then you don't exist.*

If you're not updating your strategy, search engines—and potential clients—are skipping right past you. Your competitors aren't just outpacing you; they're erasing you.

### *You're funding your competition.*

Every pound you invest in outdated tactics isn't just wasted—it's actively helping your competitors by making their choice the obvious one. Keep going as you are, and you may as well write them a cheque.

***OVER HERE!!***



# Digital Renaissance

Even if your website has been a priority, there's a good chance your visibility has dropped off a cliff in the past two years. The social channels have also bottomed out which leaves you throwing good money after bad. There's nothing new about Goggle's drive to reward quality over quantity, their EAT (Expertise, Authority & Trustworthiness) content programme came into being in 2014. However, in 2022 they added Experience to the mix and now EEAT is the standard by which ALL sites are assessed.

Two things have happened in the past year that have changed the game forever (and for the better). Google flicked the switch on EEAT and Ai generative search arrived.

## The bad news.

There's no way around it; change your approach or sleepwalk into obscurity.

The health of your site has never mattered more. It's time to get your meta together.

## The good news.

You have all the expertise and experience you need to kick butt.

You will get more from less - the better the content, the less you have to do.

Those competitors who pay for search (but aren't as good as you) can't win this game with cash. Money (finally) doesn't help, thanks to Ai generative search.



# Digital Revival

We've got you covered. When Google flipped the switch in the USA we got to work on testing a focused strategy for credential sites that would not only ensure the Ai bot always champions your site, but leverages the algorithm to transform your site into a lead generating machine.

## Our Strategy

Our proprietary strategy for credential sites combines behavioural design and a revolutionary approach to the creation and placement of optimised content. In short ...

- Authority-Boosting Content Placement – Every page is designed to increase EEAT scores.
- High-Quality, Engaging Content – Drives traffic and keeps visitors engaged for longer session times.
- Positioning for AI Search – Ensuring Google and AI-driven search never recommend a competitor over you.
- User Experience & Behavioural Design – Making it easier for prospects to trust, engage, and convert.

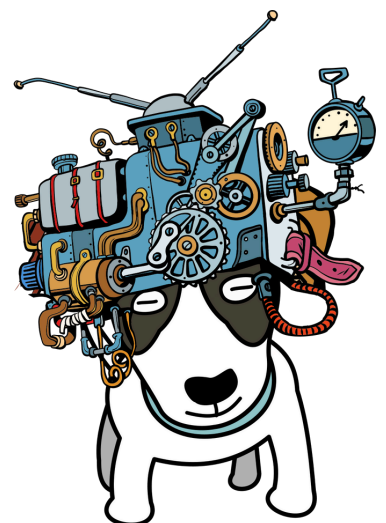
## Our Solution - The Big Dog Digital Revival Package

Our new web and content package is designed to get you in front of Ai generative search and make your competitors sad (very sad). EVERY business needs a website, and if your site isn't ready, you'll be invisible. We'll take your site, shake it up, and make it EEAT and Ai bot friendly. We'll optimise every inch of it and ensure that it is fully compliant.

We'll then work on creating content for your site, blog and social channels that positions you as a leader and gets insane amounts of traffic to your site. We will ensure that your site is always the first choice for the Ai bots. You'll never lose out to your competitors again. Guaranteed.

In addition to revitalising your web site, we'll create 3 months (the most intense in terms of volume) of content to ensure that you have what you need to stay ahead. At the end of that period you can either keep rolling with us on monthly content package, or we will ensure your internal team understand what they need to do in order to keep you out in front.

When we're done with your site, your competitors will be running to keep up. Here's the thing, once you get ahead (thanks to our friend the Ai bot) it'll be really hard, if not impossible, for them to catch you.



# What's included?

## Website Overhaul

Full technical audit of your site: everything from speed, to page tags, meta descriptions and everything between. We will leave no stone unturned. If it's broken we will fix it.

Design Review: we will review and update the design of your site to be both behaviourally and EEAT compliant.

Rebuild: we will rebuild the site ensuring every page is fully optimised, all images have the correct tags, and that page speed is compliant. When we're done you will have a site that is easy to maintain and packs a punch both visually and technically.

Rewrite: We will recreate the core content for every page on the site to ensure it is compliant and fits with the Revival Strategy.

Maintenance: During the term of our engagement we will maintain the site ensuring that it remains in tip-top condition.

Analytics: we will ensure that your Google account is properly connected to your site. We will also connect your site to Semrush (advanced analytics platform) and Hotjar (behavioural tracking software that helps us refine designs to match consumer behaviour on your site).

## Social Channel Overhaul

We will review and update your social channels so they are fully compliant with the respective algorithms and optimised for search.

We will develop an updated house style for social posts. This will include the creation of a full brand kit and suite of templates in canva which will be made available to your team at the end of our engagement.

## Paid Search

We will design and implement a short term paid promotion campaign on the most appropriate channel for your business. This will dovetail with organic content and build early reach for the site and new content.

## 12 Month Overview Content Plan

As part of the revival process we will produce an overview 12 month content calendar.

## 3 months of Content

In addition to rewriting the static content of the site, we will create 3 months of content (blog and social) designed around the 12 month overview content plan. The first 3 months are the most intense with approximately double the normal required content.

## Content Distribution

We use world class distribution and monitoring platforms to ensure that your content is uploaded and monitored (and we keep an eye on your competition too).

## Content Engagement

We keep the algorithms happy with timely engagement and social outreach where necessary.

## Digital PR

Digital PR is crucial for establishing your brand's credibility and authority. We will create a launch campaign to complement the updated content strategy and get some of those all important backlinks.

## Back Link Campaign

We will design and implement a custom backlink campaign to acquire high quality links in order to accelerate authority.



# Why choose Bark Like A Big Dog?

We've been in business for 29 years and as well as being a kick-ass good design and content agency, we are a highly experienced and successful strategic marketing consultancy. What makes us that little bit extra special is that we specialise in Neuromarketing (the application of neuroscience to marketing and design). This gives us an edge, most agencies don't have. Here's why.

Your brain can't read ...

We are ruled by our emotional brain, it is responsible for almost every decision we make; none of which are available to us on a conscious level. The emotional brain is incredibly fast, highly attuned to what it wants, and is miserly when it comes to devoting any kind of brain power to a making a decision.

Sadly, the decision making centre of your brain is illiterate. Yep, it can't read, which means if you're depending on words to pull your audience in, you're at a major disadvantage.

The brain works on a very simple cognitive equation. If it's simple to understand (emotionally) then it must be true, and if it's true, it can be trusted.

That translates into a very simple outcome. If you make it hard for the emotional brain to interpret your message it will discount you and move on.

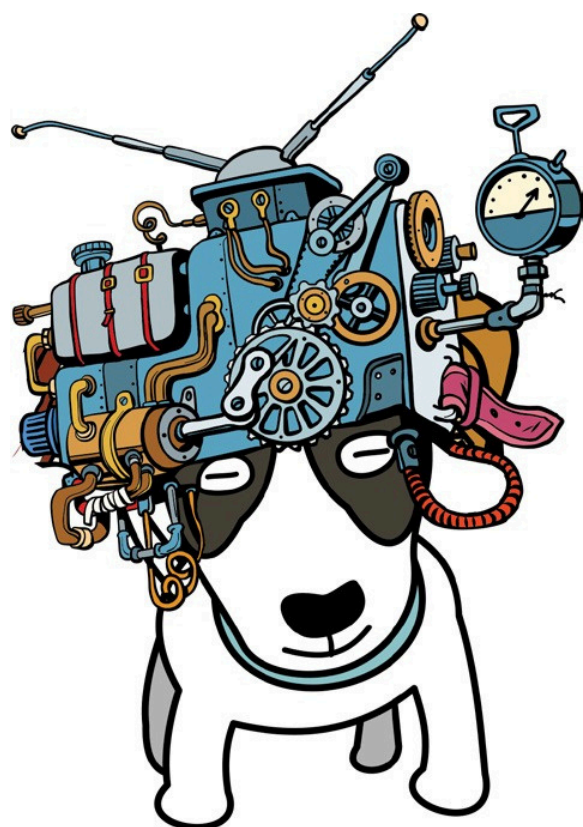
The application of neuroscience to our messaging ensures that we can deliver content that makes sense to the emotional brain, which in turn leads to a positive initial decision. Simplicity doesn't mean simplistic (quite the opposite) but it does mean emotional. If your reader can drop onto your page, or social channel, and immediately 'get' who you are (which is the overriding priority of the brain) it will decide to like you, and if it likes you, it might just hang around long enough to read you.

**SIMPLE = TRUE = TRUST**

We are focused on helping small businesses, having spent 25 years as a full service agency, supporting some of the worlds largest brands (and the smallest) we made the decision in 2020 to switch our focus to helping small business with content creation and branding support. Bark Like a Big Dog was born out of a desire to help the little guy compete with the big dogs. We've got the experience, the skill, and commitment, to help our clients succeed (and have great fun along the way).

We've made it our business to help small business.

We've got you covered.





UK - based in Hampshire offering National coverage.  
USA - based in Long Island, serving East Coast of America.  
Spain - based in Granada Province, offering National coverage.

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