

mondayclicks

THE SEARCH STRATEGY FRAMEWORK FOR THE NEW AI ERA

THE SEARCH-TO-REVENUE FRAMEWORK™

Capture. Convince. Commercial. Convert.

An easy-to-follow, practical workbook for building a multi-platform search strategy across Google, AI and social search.

By Monday Clicks

Search Experts for Challenger Brands

SEARCH HAS CHANGED

YOU DON'T NEED TO BE EVERYWHERE. YOU NEED TO BE IN THE RIGHT PLACES.

For years, SEO strategies were largely built around one objective: **rank on Google.**

But that's no longer how people search.

Today, a customer might:

*Discover a product on TikTok → Google the category → ask ChatGPT for recommendations → watch a YouTube review → check Reddit for honest opinions → visit your website → return to Google → **finally buy.***

Phew, what a journey!

Search isn't one channel anymore.

Search is a journey across multiple channels.

WE WATCHED. WE LISTENED. WE TOOK ACTION.

WHY WE BUILT A NEW SEARCH FRAMEWORK.

As search got bigger, we found search strategies got messier.
Businesses were trying to be everywhere.

Google

ChatGPT

TikTok

YouTube

Reddit

Everyone was doing more. Teams were running ragged, but very little was truly cutting through.

We also saw lines between SEO, Ecommerce and Marketing become increasingly blurred, which slowed and stalled implementation.

The best search opportunities need teams working together:

- SEO
- Content
- PR
- Social media
- CRO

But in many businesses, those teams have different budgets, different objectives and different measures of success.

This meant projects took far too long to get off the starting line.

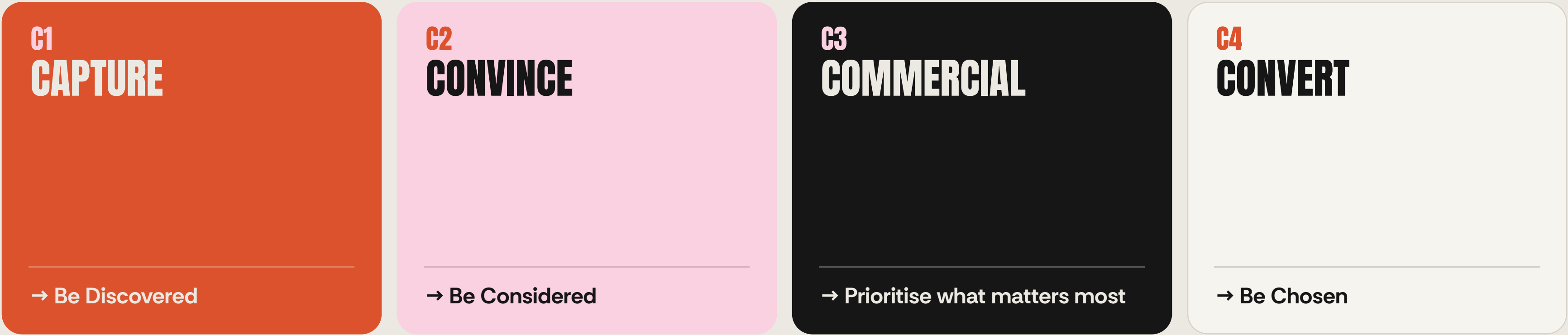
**The traditional search model didn't work anymore – for customers or businesses.
So, we built a new one.**

THE FRAMEWORK

THE SEARCH-TO-REVENUE FRAMEWORK™

This is a simple, commercially focused framework for Challenger Brands to win across Google, AI and social search.

Built around four areas of focus: The Four C's.



THE FRAMEWORK CONTINUED

FOUR C'S DELIVERED IN THREE LAYERS: DEFINES CLEAR ROLES + BUDGETS

Approaching your search implementation in three layers means you can clearly divide (and conquer!) roles and responsibilities, budgets and KPIs – less messy, and less room for slow or stalled implementation.

The Foundation Layer is your traditional search set up with your core search team → **The Growth Layer** is where you bring more teams together for focused campaign activity → **The Optimisation Layer** sits with search, UX and CRO.

THE FOUNDATION LAYER

FOUNDATION

1. CAPTURE & 2. CONVINC

Build a strong SEO and GEO foundation that maximises visibility whilst strengthening your brand's authority, credibility and content — so you're discovered by the right audience and customers have the confidence to choose you.

Responsibility + Budget:
TRADITIONAL SEO TEAM

THE GROWTH LAYER

GROWTH

3. COMMERCIAL

Focus activity on the highest-value commercial opportunities throughout the year. By prioritising key categories, seasonal demand and strategic campaigns, this layer accelerates visibility, market share and revenue where it matters most – this is where a multi-platform approach is a must.

Responsibility + Budget:
SEO + PAID + SOCIAL + PR + BRAND
JOIN TOGETHER FOR FOCUSED CAMPAIGN ACTIVITY

THE OPTIMISATION LAYER

OPTIMISE

4. CONVERT

Continuously improve performance by analysing user behaviour, search journeys and conversion data. Through ongoing refinement, continue to optimise the customer experience to increase enquiries, sales and return on investment.

Responsibility + Budget:
SEARCH + UX + CRO

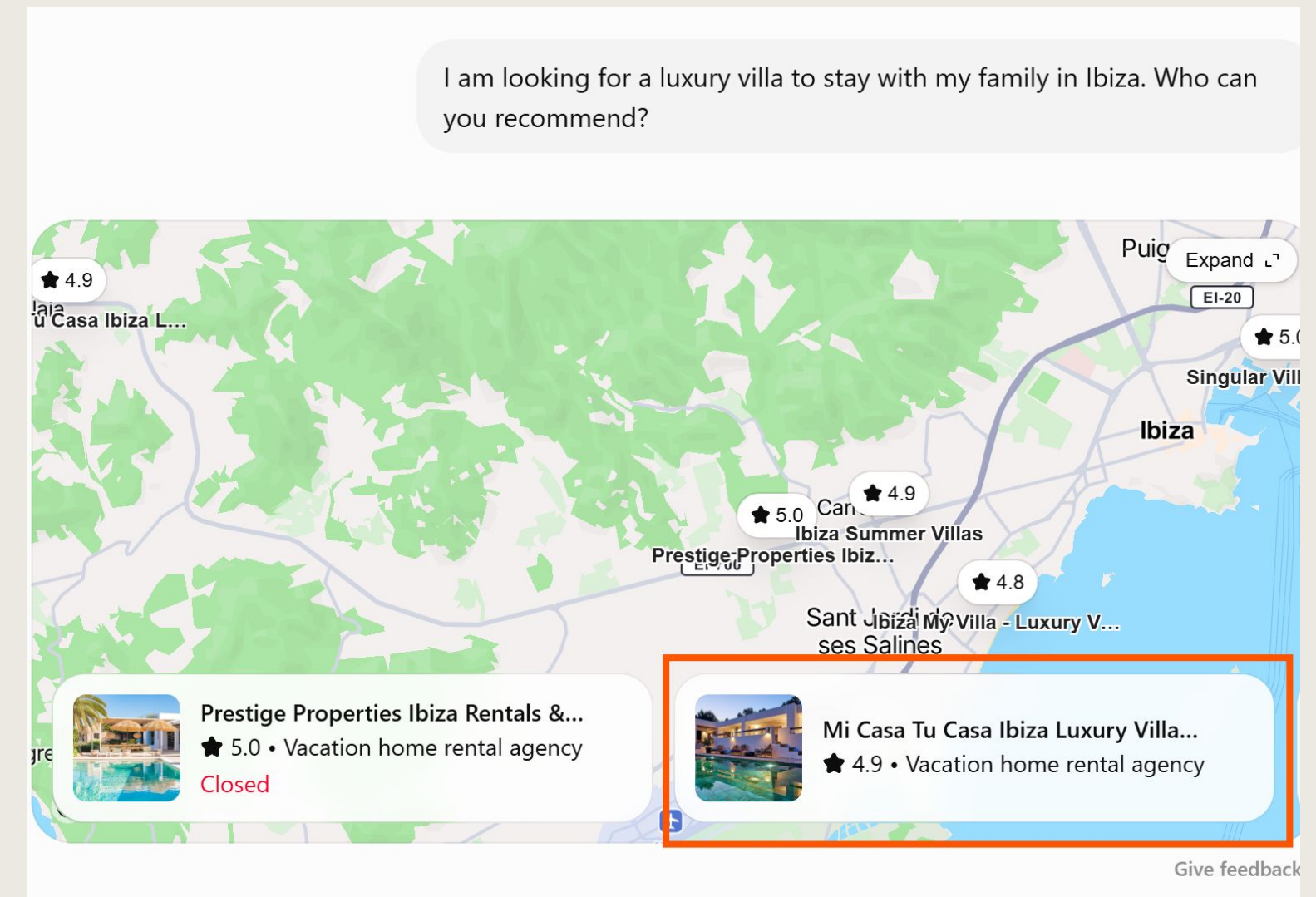
FRAMEWORK DELIVERY EXAMPLE: MI CASA TU CASA

Luxury Indie Villa Company Taking on Booking.com

The Challenge: For an independent luxury villa rental company, competing against big players like Booking.com, Airbnb, Vrbo and every large OTA in search was tough.

The Opportunity: By niching down into a genuine commercial opportunity — campaigns built around “luxury villas for families in Ibiza” — Mi Casa Tu Casa was able to cut through the noise.

The brief stopped being “rank for luxury Ibiza villas” and became:
How do we become the brand families discover when planning a milestone holiday?



Campaign Outcome: Mi Casa Tu Casa now outranks bigger competitors for local, high-intent search.

THE FRAMEWORK DELIVERY DETAILS FOR MI CASA TU CASA

THE FOUNDATION LAYER

1. Capture & 2. Convince

We built strong SEO and GEO foundations with traditional SEO activities and 'convincing' content — so the brand could capture demand and be considered by customers.

WHO?
TRADITIONAL SEO TEAM

THE GROWTH LAYER

3. Commercial

Developed and launched a commercial campaign built around “luxury villas for families” and “why families should go to Ibiza this summer” — the one journey worth winning.

Delivery was a focused **multi-platform campaign** with implementation across the website, social media, paid and PR channels.

WHO?
SEO + PAID + SOCIAL + PR + CONTENT TEAMS

THE OPTIMISATION LAYER

4. Convert. Don't lose the booking.

Understanding how customers use the site and tweaking lead generation funnels to improve the flow from visit to enquiry.

WHO?
SEARCH + UX + GRO TEAMS

THE JOURNEY WE ENGINEERED

How to make the most of Ibiza — with a family

Luxe villas on the White Island are no longer just a place to stay. Now they come with DJ lessons, private chefs and 'pretend' beaches



DIGITAL PR FAMILY TRAVEL FEATURES

The Sunday Times and The Telegraph — coverage in the publications families already trust.



GOOGLE SEARCH PLPS, PDPS, LONG-FORM

Landing pages, villa pages and long-form articles for “luxury family villas” and “family villas with pool in Ibiza”.



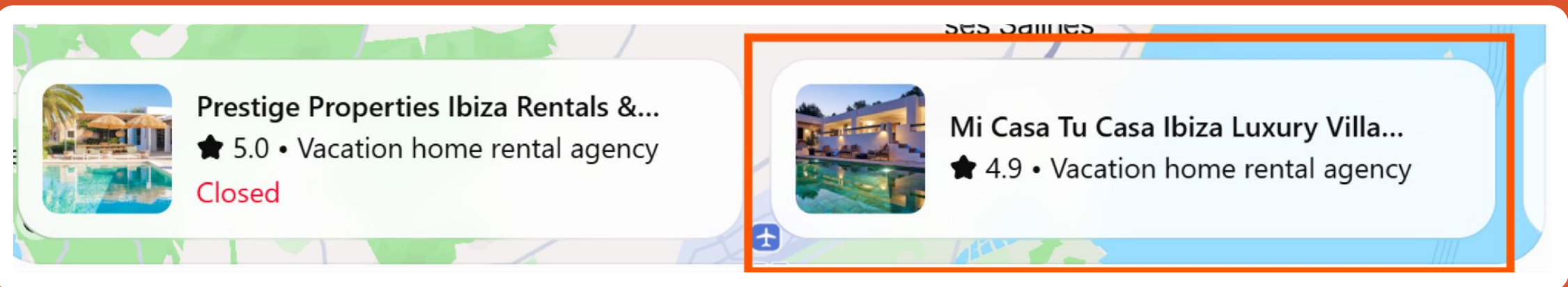
SOCIAL SEO INSTAGRAM & YOUTUBE

Inspirational content showing families the holiday they could actually have.

AND IT ALL LANDS HERE

EVERY CHANNEL SHAPED THE AI ANSWER

“I am looking for a luxury villa to stay with my family in Ibiza. Who can you recommend?”



+780%

Google impressions

+530%

Organic Leads

+590%

Visits from AI search

We stopped trying to be everywhere for everything, and started to publish **CONVINCING** content across multiple platforms for ONE highly **COMMERCIAL** journey.

In turn Google and LLMs rewarded us with extra visibility – which resulted in more high-quality leads that **CONVERTED**.

FOUR STEPS BEFORE YOU START

Don't jump straight to the checklists. Work through these steps first, in order — they set up the framework so the rest of the workbook actually gets delivered.

1

Copy the framework

Make your own copy of the Four C's Pillars split across the Three Delivery Layers — Foundation, Growth and Optimisation. This is your working document for the rest of the process.

2

Map your teams & people

Understand which teams and which people sit within each layer. Give every person a clear role and responsibility — no layer should be ownerless.

3

Define your goals + set KPIs

Agree what you're trying to achieve at each layer and for each C, so success is crystal clear before anyone starts delivering against it.

4

Work through the workbook

With the framework, teams and goals in place, go step by step through Capture, Convince, Commercial and Convert — using the checklists to support delivery.

MONDAY CLICKS

THE TEAM BEHIND THE FRAMEWORK

We're an SEO & GEO Agency for Challenger Brands that turns search visibility into sales. The Search-to-Revenue™ Framework is how we help marketing, digital and ecommerce teams stay focused in the AI search era. Our mission is to make search **SIMPLE**. When you know where to focus, search can and will become one of your biggest revenue drivers.

[Book a free consultation](#) →

[Visit our site](#) →



TRUSTED BY BRANDS INCLUDING

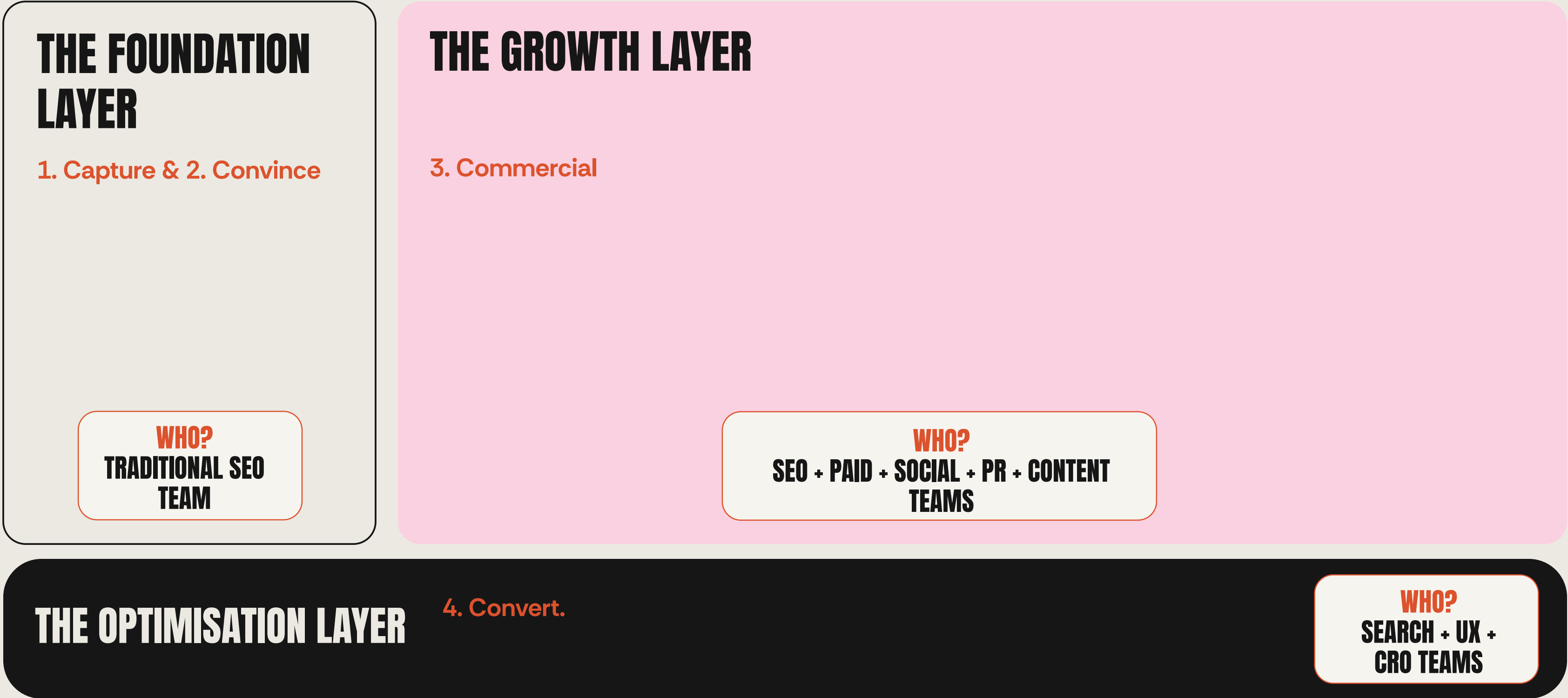


YOUR PRACTICAL HANDBOOK

**EASY-TO-FOLLOW
CHECKLISTS
TO DEVELOP YOUR
SEARCH STRATEGY FOR THE AI SEARCH ERA**

COPY THE FRAMEWORK TEMPLATE

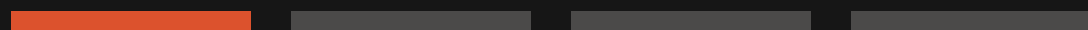
THE SEARCH-TO-REVENUE FRAMEWORK™



PILLAR ONE OF FOUR

CAPTURE **THE FOUNDATION LAYER**

Be there when your customers are searching.
In the places that matter.



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01. CAPTURE - BE FOUND

Capture demand wherever your customers are searching.

The first question isn't "Where do we rank?"

It's "Where are our customers searching, and are we there?"

Your audience may be searching through Google, AI assistants, YouTube, TikTok, marketplaces, Reddit or specialist publications.

Your job is to understand the search universe surrounding your customer.

Your Capture steps

- ☐ Multi-platform keyword & prompt research for products/services you sell
- ☐ Develop sitemap/landing page structure for search engines
- ☐ Launch optimised landing pages to capture customers (incl. PLPs, PDPs etc)
- ☐ Long-form content strategy to attract customers in buying journey (blogs/articles etc)
- ☐ Technical SEO audit & fixes, not forgetting hreflang if targeting international customers
- ☐ Knowledge of which social platforms your customers use, and the content they're searching for (share info with social team)
- ☐ Shopping feeds & Google Merchant Centre highly optimised, including image optimisation
- ☐ Local content optimisation where required

PILLAR TWO OF FOUR

CONVINCE THE FOUNDATION LAYER

You can be visible and still not be chosen.





02. CONVINCE - BE CONSIDERED

Convincing content gets you chosen.

Search engines, AI assistants and customers are all looking for signals that answer one important question: “Why this brand?”

Your content strategy needs to answer your customers’ questions, build trust and convince them to buy from you.

Dig into your customer database for frequently asked questions. Explore reviews and forums to understand what customers really think. Look at the long-tail searches appearing in Google Search Console...

Use these insights to create your “Convince” strategy and content that will turn visibility into genuine customer consideration.

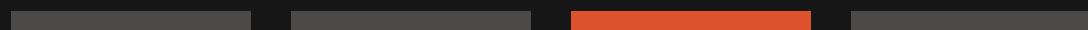
Your Convince steps

- ☐ Create long-form content that answers all the questions your customer has
- ☐ Turn high-value FAQs into short-form video content to share across all of your channels: website, social, email etc.
- ☐ Clear pricing that shows the value customers get vs competitors
- ☐ Customer proof — testimonials, case studies, pictures of customers using your products
- ☐ Author / bio pages connected to your content to create authority & trust
- ☐ Comparison content vs competitors, if your brand allows (check with legal first)
- ☐ Content that showcases products/services clearly — video, imagery, inspiration shots
- ☐ Understand customer opinions and sentiment, and address them through website content

PILLAR THREE OF FOUR

COMMERCIAL THE GROWTH LAYER

Invest in the biggest opportunities.



03. COMMERCIAL - GROWTH ENGINE

Not every ranking is worth chasing.

Prioritise three search journeys per year and nail them with a multi-platform approach across your website, paid, social, PR and content — don't get distracted. This creates a focused growth strategy, helping you compete where it matters most and turn high-value search journeys into revenue.

Work out your “commercial” campaign opportunities based on three things:

1 Brand

What do you want your brand known for?
Choose one thing and focus on it.

2 Volume

Is there a topic, product or category with huge search volume behind it? Go after it — if commercially viable — to get your brand in front of a high volume of potential customers.

3 Revenue

Look at commercially valuable opportunities: high-margin products sold in small batches, high conversion areas, or high-value services needing few customers.

Write your three chosen journeys here:

1) Brand — what do you want to be known for?

2) Volume — what topic/category gets you in front of a high volume of customers?

3) Revenue — what topic/category can bring you the most sales?

Confirm you have a multi-platform campaign plan in place for these journeys

Landing Pages

☐

Blog Content

☐

Social Media

☐

PR Campaign

☐

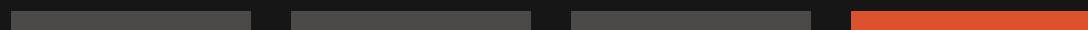
Reviews Programme

☐

PILLAR FOUR OF FOUR

CONVERT THE OPTIMISATION LAYER

Don't waste the click.



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04. CONVERT - BE CHOSEN

Winning the click is only half the job.

This is where most search frameworks stop. If your search strategy generates another 10,000 visitors but none of them buy or enquire, you've created traffic, not growth. Search strategy needs to consider what happens before AND after the click.

Your Convert steps

- ☐ Set up a conversion and/or heat mapping tool, such as Hotjar or Microsoft Clarity, so you know how users are interacting with your site
- ☐ Set up user journey funnels in GA4 so you can see where customers get stuck — and which funnels are converting
- ☐ Ensure tracking is set up accurately so you can measure the impact of all your organic channels and visibility, across Google, LLMs and social media, to name a few
- ☐ Analyse all conversion data on a monthly basis, gathering insights
- ☐ Take action every month to fix broken customer journeys and sales / conversion barriers

MEASUREMENT

**WHAT DOES SUCCESS
LOOK LIKE?**

**WHAT SHOULD YOU BE
MEASURING?**

MEASUREMENT

UNDERSTAND WHERE YOU'RE CURRENTLY AT, BEFORE YOU SET NEW TARGETS.

Document your current baseline:

- ☐ Blended organic revenue (all channels, plus broken down by Google, LLMs and social)
- ☐ Blended organic traffic (all channels, plus broken down by Google, LLMs and social)
- ☐ Impressions on Google and social channels
- ☐ LLM visibility — brand mentions and citations
- ☐ AI Share of Voice vs competitors in your industry space and for chosen priority journeys
- ☐ Conversion and purchaser rates — know what these are for your priority journey categories too

→ Then set yourself primary KPIs — don't pick too many, stay focused



Example Targets

WHAT GOOD LOOKS LIKE

A MULTI-PLATFORM SEARCH STRATEGY THAT CONNECTS VISIBILITY TO REVENUE.

01

Capture

We're visible when our audience searches.



02

Convince

We give customers and search engines a reason to choose us.



03

Commercial

We prioritise opportunities that can genuinely grow the business.



04

Convert

We turn that visibility into customers and revenue.

**Search success isn't about ranking everywhere.
It's about showing up in the right places, influencing the decision and converting demand into growth.**

WANT HELP IDENTIFYING YOUR BIGGEST REVENUE GROWTH OPPORTUNITY?

Book in a free consultation and we'll tell you where your focus needs to be to grow revenue.

[Book a free consultation](#) →

Alternatively, fancy a chat about search? Whether you want to pick the brains of our MD & Strategy Director, Abbie Dando, about a challenge you're facing or share feedback on the framework, drop her an email.

[Email Abbie Dando](#) →

BRANDS WE WORK WITH

