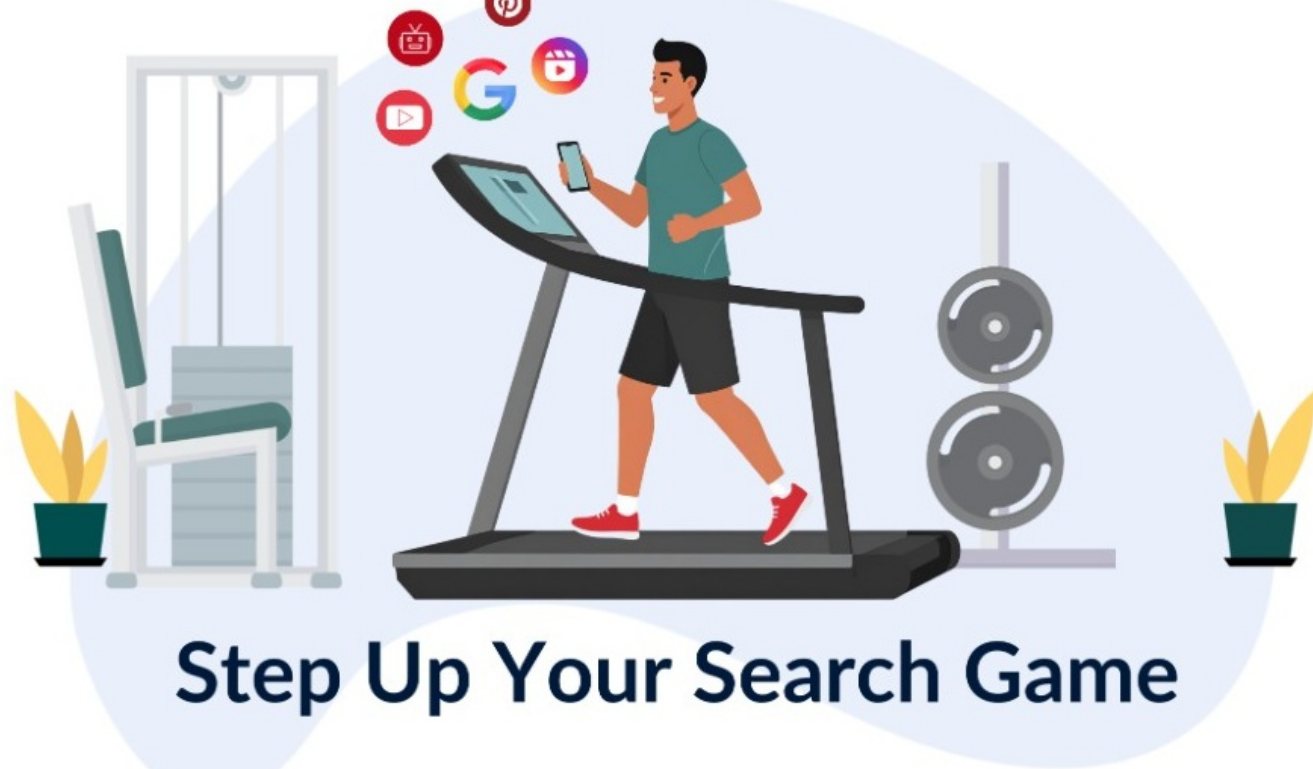


Berry Buzz



Step Up Your Search Game

Hello <<First Name>>,

From SEO to cardio — this month, we're flexing brains and muscles. Let's dive in.

SEO alone won't win the race

Think SEO is enough? Let's rethink that.

It may get you on Google, but today's customers are everywhere.

They ask Alexa, scroll Instagram, binge YouTube reviews, and debate on Reddit before trusting a brand.

If you're not present where they are, you're invisible.

That's where AEO (Answer Engine Optimisation) and SEO 2.0 (Search Everywhere Optimisation) step in.

What wins

- SEO: Blogs with "Top Eco-Friendly Soaps for Men"
- AEO: FAQs like "Do organic soaps work?"
- SEO 2.0: Reddit thread + demo reel

What wins

- SEO: Blogs with "Best Soaps for Sensitive Skin"
- AEO: FAQs like "Is herbal soap good for sensitive skin?"
- SEO 2.0: Insta carousel + YouTube Shorts

What wins

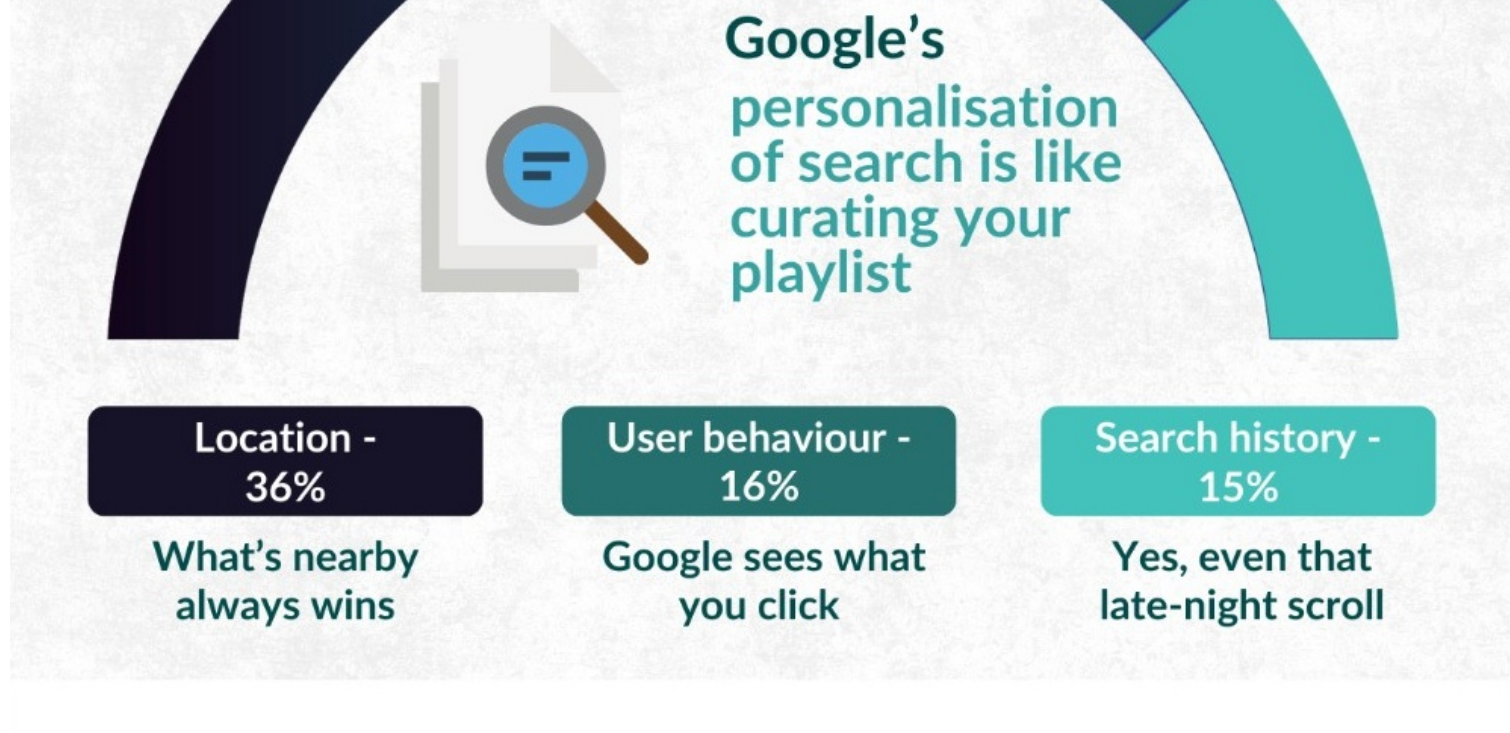
- SEO: Blogs with "Top Ayurvedic Soaps for Families"
- AEO: FAQs like "Is Ayurvedic soap safe for children?"
- SEO 2.0: YouTube long-form + Pinterest infographic

Need help showing up on all platforms that matter?

Talk to our content expert!

Search gets personal: Are you ready?

According to a survey by NP Digital, here's what 1500 marketers believe shapes your search results:



The takeaway? Don't market to everyone. Speak to your someone.

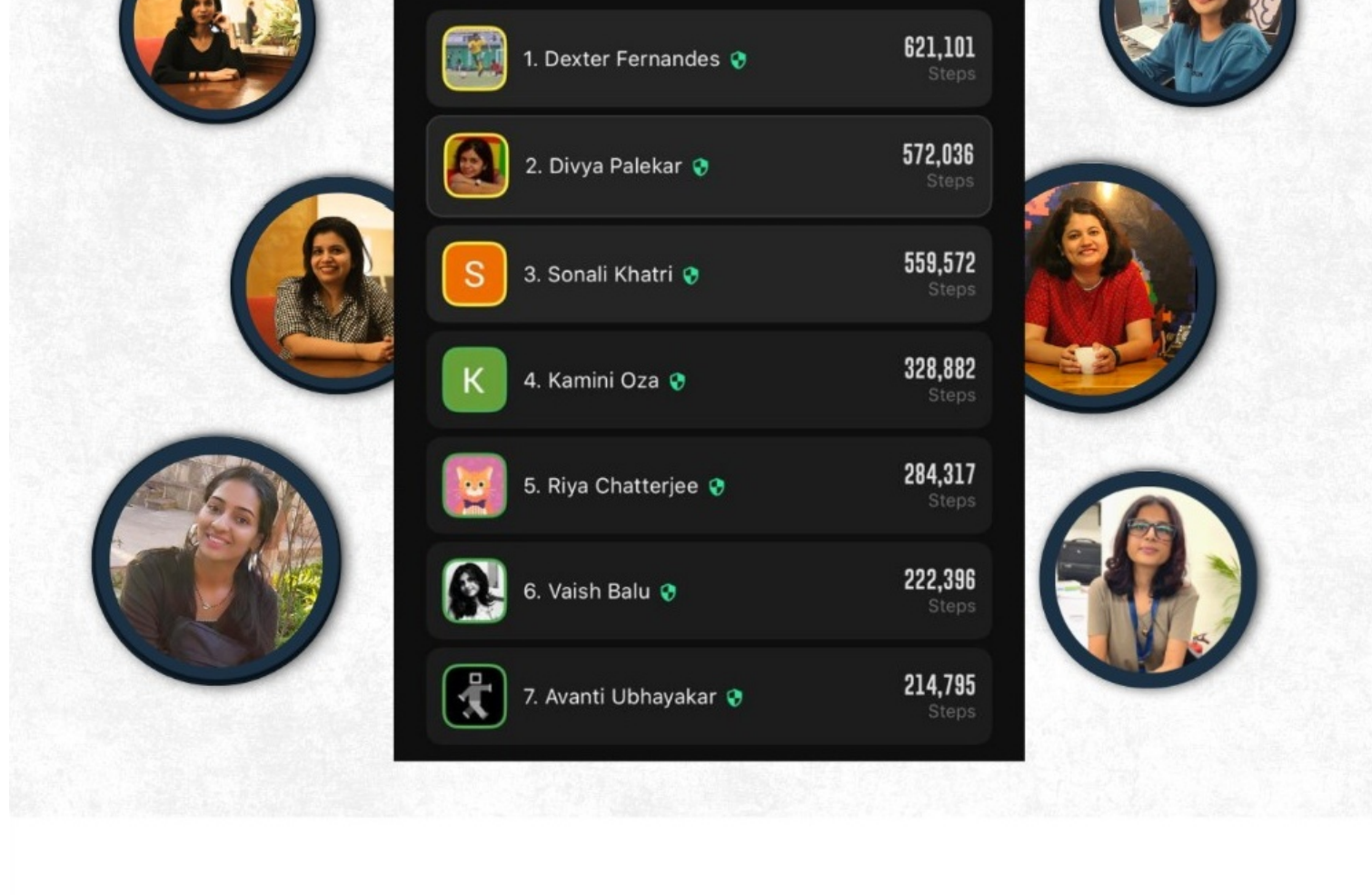
With Google doubling down on personalisation, your content needs to feel like it was handcrafted for the right audience, not the masses.

Source: NP Digital

Walk. Build. Repeat.

At WordBerries, we're not just building brands, we're building stamina.

The Steps Challenge:
455,000 steps in a quarter (just 5000 steps a day).

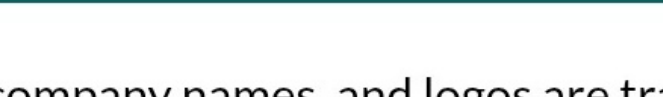


The prize? A mystery worth moving for.

With 21 days still to go, the whole team is on the move—but some are clearly chasing something bigger.

That's all for this month!

Until next time,
Team WordBerries



All product and company names, and logos are trademarks™ or registered® trademarks of their respective owners.



Copyright (C) 2025 WordBerries LLP. All rights reserved.

Our mailing address is:

Want to change how you receive these emails?
You can [update your preferences](#) or [unsubscribe](#)

