



Control and Grow your Personal Brand in Search and AI

The Kalicube Process for Personal Brands: The DIY Guide



ChatGPT



Microsoft Copilot

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Google and AI are quietly defining your personal brand - with or without your input. Are you prepared to surrender your most valuable marketing asset to the machines?



The Kalicube Process for Personal Brands: The DIY* Guide

What is The Kalicube Process?

The Kalicube Process is a three-stage-complete digital marketing strategy that allows brands to optimize their visibility, message, and acquisition funnel across their entire digital ecosystem. The process is simple, straightforward, and grounded in brand, marketing, and search engine optimization (SEO). The SEO is future-proofed because The Kalicube Process optimizes brands for AI Assistive engine outputs, such as Google's AI Overview, Bing CoPilot, and off-search assistive engines like ChatGPT and Perplexity right out of the box.



The Kalicube Process focuses on **understanding**, **credibility**, and **deliverability** for your audience and the BigTech algorithms so you get more clients and achieve your business goals. You can start building and implementing The Kalicube Process today.

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With The Kalicube Process, Your Personal Brand is the Focus

Your Brand is your most important asset.

Personal brands cannot dominate the search and AI results without optimizing their entire digital ecosystem and digital marketing strategies, which is why The Kalicube Process is so effective as a complete digital marketing strategy with SEO baked in.



The Kalicube Process positions your brand as trusted and credible with your audience and the Search Engine Algorithms by optimizing your complete digital ecosystem (your social media, your online reviews, your podcasts, your articles, and so on). So, whenever a potential consumer encounters your brand online (including Google and other AI assistive engines like ChatGPT), the message they see is clear, consistent, and appealing.



Your personal brand is the collective impression your business leaves with your audience. It's your values, your message, and your actions. Your brand sets you apart from the competition and allows your personal brand to build connections and trust. Your brand is what people say about you when you're not in the room. It's your reputation and credibility.



The Kalicube Process

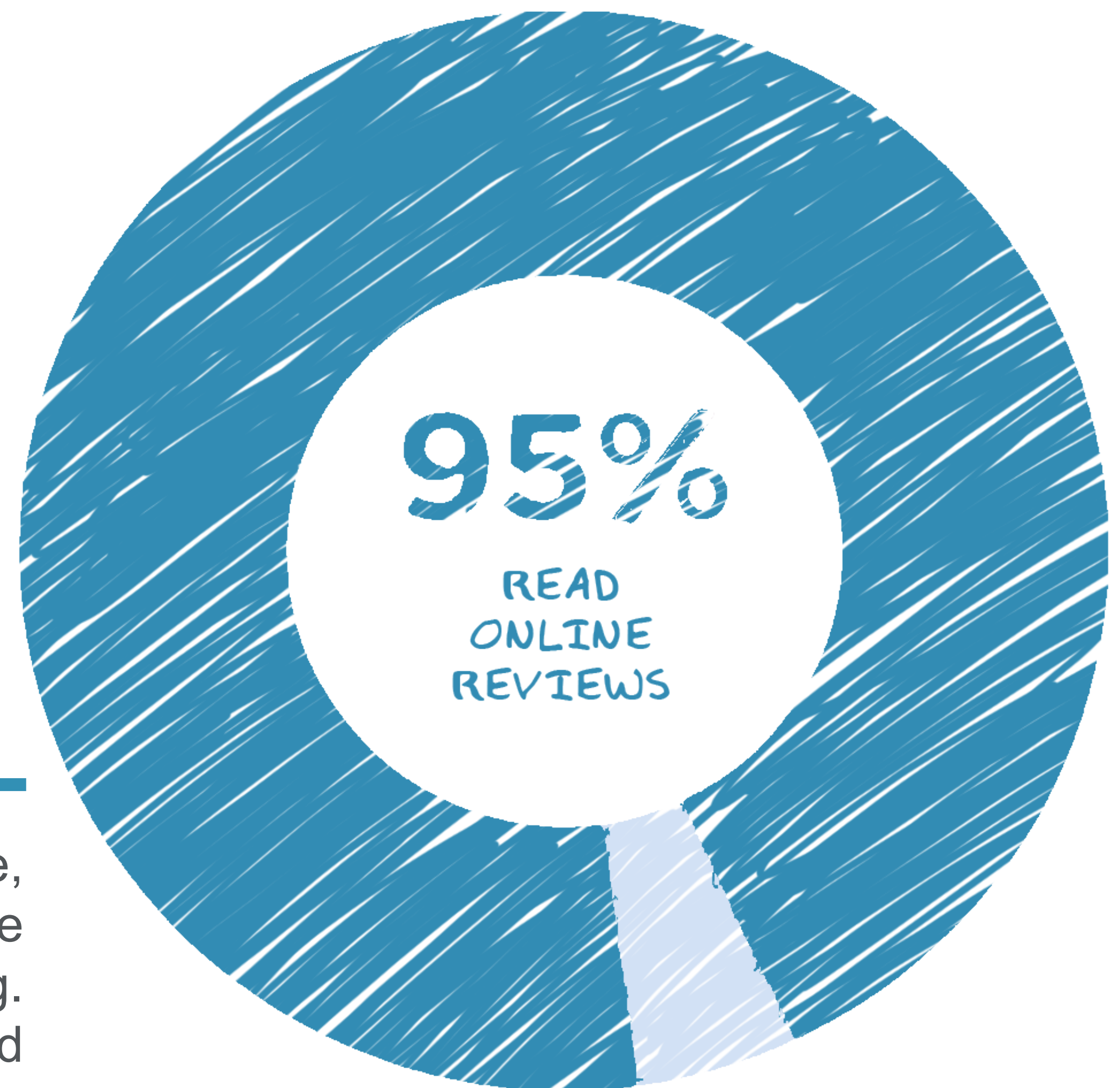
is a simple approach to marketing that helps businesses build a future-proof digital strategy where they dominate their niche.



Jason Barnard

PRO TIP

Without a solid personal brand, you have nothing to market, and without helpful, valuable, and relevant marketing material, you have nothing to convince your audience and feed the AI search engines.



According to Google, 51% of purchasers research online before purchasing. Brand Rated found that 95% of consumers read online reviews before buying.

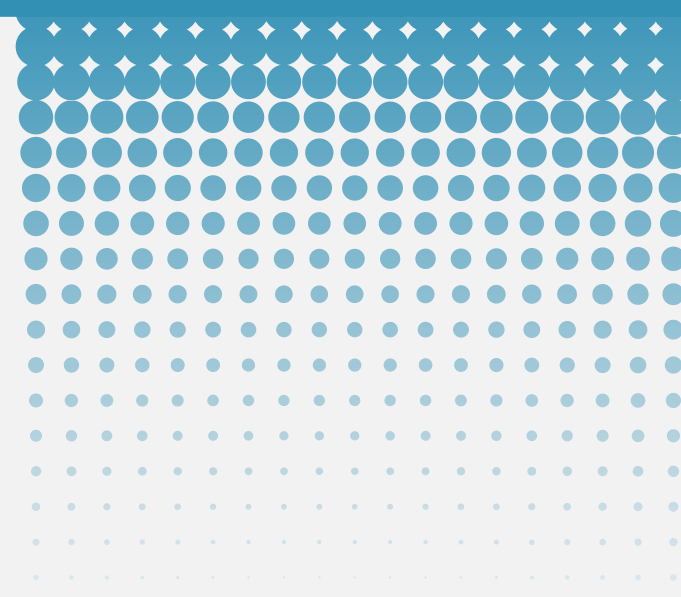
The Kalicube Process has solved digital marketing for personal brands. **40% of searches include a brand name. Are you leveraging yours?**

Note: [This Guide](#) is the Do-It-Yourself Version of The Kalicube Process. The DIY method is effective, although time-consuming and prone to human bias and errors. It is a great starting point, but it doesn't have the 2+ billion data points in Kalicube Pro or the expertise of the Kalicube Pro team. To get started yourself, follow the steps in this guide. For deeper instruction, buy Jason's [Brand SERP Book](#).

With The Kalicube Process,
Your Personal Brand is the Focus.



The Kalicube Process for Personal Brands:
The Do It Yourself Guide



Done With You Kalicube Process

The [Done With You Kalicube Process](#) leverages over 2+ billion data points collected from Google since 2015.

Our proprietary software, Kalicube Pro, collects data from Google daily and allows Kalicube to harness and analyze industry and niche-specific information to determine the fastest, most effective, and most efficient digital marketing strategy to reach your audience and grow your business. You get standard operating procedures tailored to your business for every strategy. There is no guesswork, no wasting time and money, and you get support from our team of experts. When the Kalicube Pro team implements The Kalicube Process, you can rest assured your digital strategy is agile and state of the art, and you can adjust to changes in your industry and search landscape at the drop of a hat.

Note: Your Brand SERP is the search results for your brand name.



What do Google & AI say about your brand when you're not in the room?



[Get your Free Audit >>](#)

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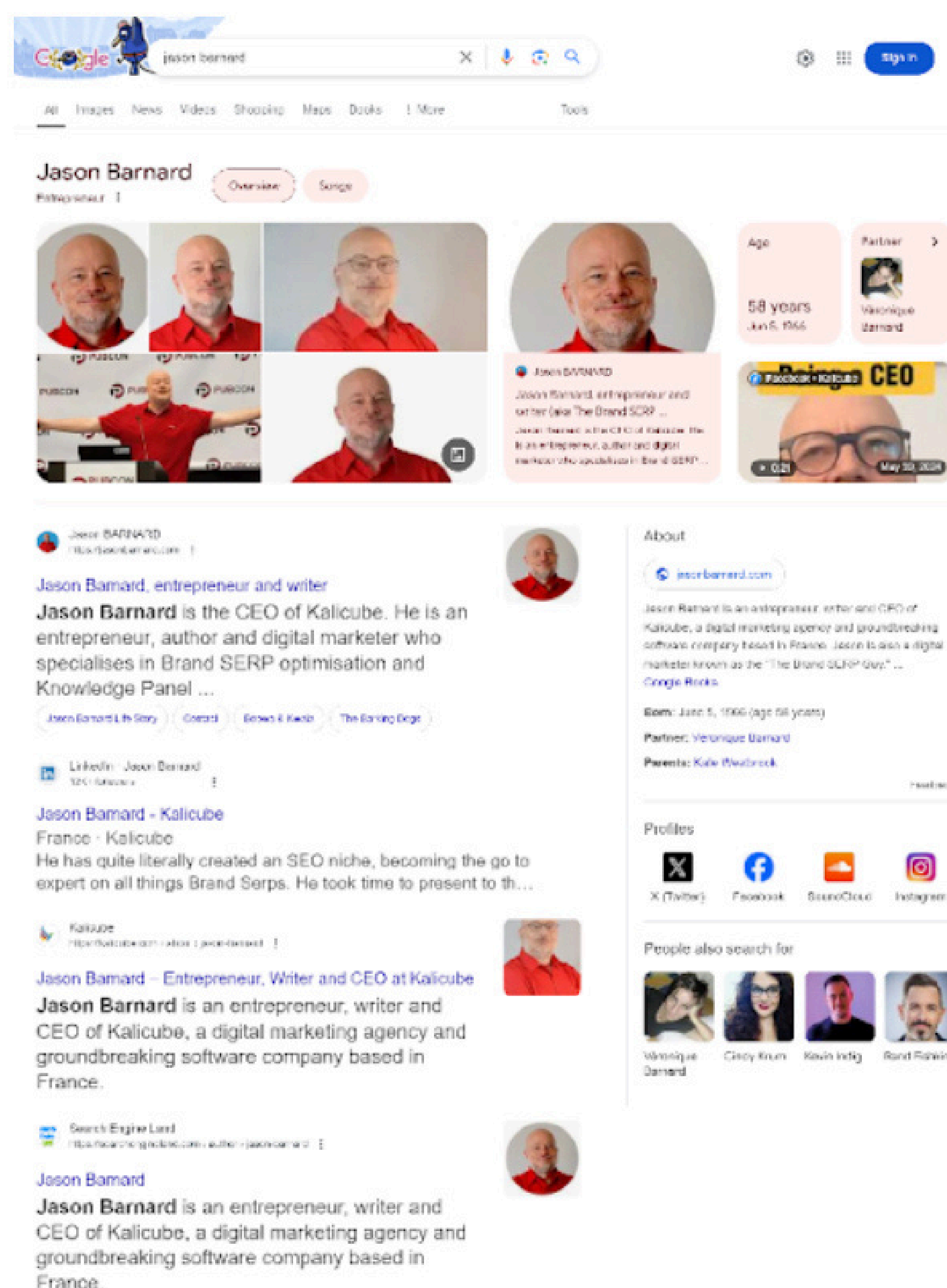
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How Does The Kalicube Process work?

Google knows more about your personal brand, your business, and your audience than anyone else (even you). The search results for your brand name provide a complete analysis of your digital ecosystem, the most accurate evaluation of your reputation, and the most insightful critique of the good and not-so-good aspects of your digital marketing strategy. The KPIs for The Kalicube Process are the search results for your personal brand.

PRO TIP

Done With You Clients receive monthly reports with detailed progress reports and more specific and granular KPI outcomes.



The Kalicube Process Do It Yourself guide allows you to analyze your competitors' Brand SERP for commonalities and your own Brand SERP to identify imperfections, missing elements, and irrelevant content based on your current strategy and industry knowledge.

The Kalicube Process leverages branding, marketing, and SEO



1

Branding: Communicate Your Brand Message Through the Content

Your audience determines which online platforms you use for your brand message. This includes YouTube, Facebook, (X) Twitter, TikTok, Medium, SoundCloud, LinkedIn, a news/media site, or even your website. Communicate a consistent, solid, clear brand message and brand image everywhere your brand appears on and offline.

2

Marketing: Create Content That Solves a Problem for Your Audience.

Ensure the content solves a real problem or answers a relevant question for your target audience. Provide content that aligns with your marketing funnel. Offer your readers a “next step” with additional content to keep them in your funnel.

Create the content in an appropriate format, publish it on platforms where your audience naturally gathers and consumes content, and promote it on those platforms.

3

SEO: Package Your Message for Google.

When you publish content on a second or third-party website, republish the content on your site. Whether you repurpose, post only a part of it, or republish it as-is depends on the content, its place in the acquisition funnel, and the original publishing platform.

Package all content on your website (and on second and third-party sites, where possible) to make it attractive to Google using traditional SEO techniques. Take the content you know is helpful and valuable to your audience, and make it simple for Google to find, understand, and use when its users are looking for solutions on Google Search.

The SEO techniques you use can be as simple as using headings properly or writing great meta titles and meta descriptions for your website pages. You can also use complex, geeky SEO such as Schema.org markup, Javascript SEO, HTML5, and more.

PRO TIP

The Good News? You Can Keep the SEO Simple.

Luckily, for 99% of marketers and brand managers, the geeky stuff is unnecessary to implement The Kalicube Process successfully.

Your work to optimize the results for your personal brand improves your communication with your audience, moves you closer to your audience (wherever they are online), and brings relevant people into your acquisition funnel.



The Kalicube Process leverages branding, marketing, and SEO in three phases




Optimize knowledge about your personal brand so that search and AI assistive engines and your audience see a clear and consistent message, enabling them to understand who you are, what you do, and who you serve.



Demonstrate your experience, expertise, authoritativeness, and trustworthiness in your niche to your audience and the engines.



Be everywhere your audience is looking with the right information, in the right format, at the right time so your brand is omnipresent and “The Representative” brand in your niche, in the eyes of your audience and the BigTech algorithms.



The Kalicube Process leverages branding, marketing, and SEO in three phases to empower your personal brand to:

- be THE Reference in the market,
- dominate the competition
- get more sales.

PRO TIP

The Kalicube Process leverages the search results for your name to help you build a bespoke digital marketing strategy. The search results are powerful Google insights about your competition, your audience, and what Google wants to see.





The Three DIY Steps to Kalicube Process Success

1 You 'ask Google' by analyzing the search results for your brand and the competition. Then, audit your brand's digital ecosystem and the entire niche.



2 You leverage the commonalities with your peers and competitors and the analysis of your own Brand SERP. Based on your current strategy and industry knowledge, you can identify and fix inconsistencies, find missing elements, add them, and remove irrelevant content. The process puts you in front of your audience, educates Google and the algorithms, and builds credibility in your brand; and when you package your marketing efforts on your Entity Home (more below), you package your marketing efforts in a way that the search engines can understand, digest, and deliver to your target audience.



3 You map your customer journey and create high-quality content that gives your ideal customers the solution to their problems. Package it for the relevant platforms how your consumers want to digest it and ensure that the content is on your website and easily accessible for the engines to serve your customers when researching and searching online.

PRO TIP

Search engines use fragmented information they find online and will display an unclear representation of your personal brand in the results UNLESS you are actively optimizing and educating the Search Engine Algorithms.

If a bespoke and effective marketing plan that simply works is important to you, please read on.

Optimize your Personal Brand in Search and AI

Done With You by Kalicube's Team of Digital Brand Engineers



Engineer Your Search and AI Dominance with Kalicube

Book a Call Now >>

 **Kalicube**
Digital Brand Engineers

<https://kalicube.com/book-discovery-call>

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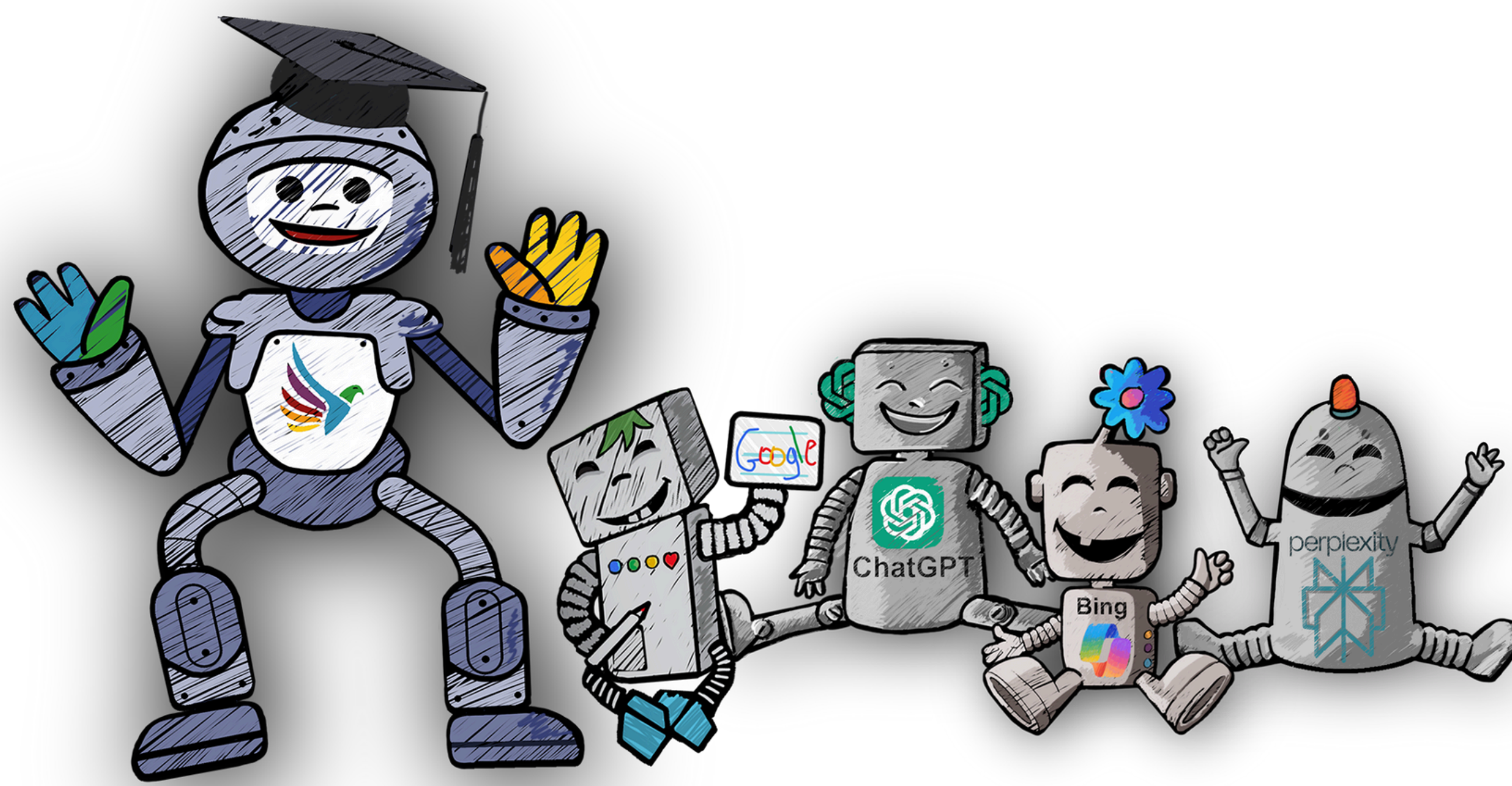
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Why Does The Kalicube Process Work

The Kalicube Process identifies the **right places** to build your personal brand presence in the digital landscape. The **right places** are where your audience, your competition and the BigTech algorithms are standing and expect you to be. You're always where your audience is researching solutions to their problems online, and the algorithms are joining the dots of understanding. The BigTech algorithms are confident they can recommend you as the recommended solution provider for your target audience.



You identify where you should be standing by auditing your competition (and the competitors you aspire to emulate) to see where they hang out and the results they get for their brand name. Then, you start building your digital presence in the same places.



The first goal of any digital marketing strategy is a **Knowledge Panel. A Knowledge Panel is the box on the right-hand side of the search results for your brand name. It differs from your Google Business Profile (a free listing). A Knowledge Panel is Google's visual representation of the facts it understands about your brand - and has stored against your KG MID (unique identifier) in its Knowledge Graph (or brain). It's a machine-readable encyclopedia of the facts about the world. If your personal brand doesn't have a KG MID, Google doesn't know you exist. And if Google doesn't know you exist, your digital marketing strategy will fail.**

Your personal Knowledge Panel shows the facts that Google understands about your brand and signals that your brand is an industry leader.



You lay the foundations for your Knowledge Panel in the Understanding Phase. The Credibility Phase augments the features in the Knowledge Panel because the algorithms build confidence about your brand and start introducing you into the conversation they are having with their users in the AI search features like AI Overview and CoPilot. Creating content that addresses every question your potential customers have at every stage of the buying process and presenting them in the places they hang out online completes the picture with a rich, positive set of results on the left-hand side of the search results. Those questions and answers give AI Overview and CoPilot an easy way to lead your target audience through your buying funnel and, ultimately, to your website.

PRO TIP

The Big Tech Algorithms, such as Google, Bing, and the large language models such as ChatGPT and Perplexity all work the same way. The Kalicube Process educates all the BigTech Algorithms if you implement it correctly. Get it right, and you'll get recommendations and leads from the AI platforms. Cool :)



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Why is Understanding, Credibility, and Deliverability Important in The Kalicube Process?

Understanding, Credibility, and Deliverability are the pillars of The Kalicube Process because they benefit you, your audience, search engines, and AI technologies.

What this means for you

- You **understand** what brand information you need to communicate and to whom.
- You know how to demonstrate the **credibility** of your brand.
- You have an efficient and effective process for **delivering** relevant marketing content in the right places to the right people in the ideal format.



What this achieves for your audience

- Your audience **understands** you and what you offer and that your offers are valuable to them.
- Your audience sees you as the most **credible** solution for them.
- Your content is placed front and center for your audience across the web and off-search interfaces like ChatGPT and Perplexity and is **delivered** how they want to consume it.





For Google, Bing, AI Search Features, and Off-Search Assistive Engines

- The AI platforms and search engines **understand** you, what you offer, and who your offers help.
- The AI platforms and search engines appreciate your **credibility** as a solution for the subset of their users who are your target audience.
- Your content is fit for purpose and can be **delivered** cost-effectively by the AI platforms and search engines.

PRO TIP

Understanding means communicating who you are, what you offer, and to whom. Credibility means demonstrating you are the most credible solution for your audience. Deliverability means creating valuable content in audience-relevant formats that search engines can easily access.

The Kalicube Process allows personal brands to leverage this simple set of pillars while using the brand search results to assess results and identify priorities.

What do Google & AI say about your brand when you're not in the room?



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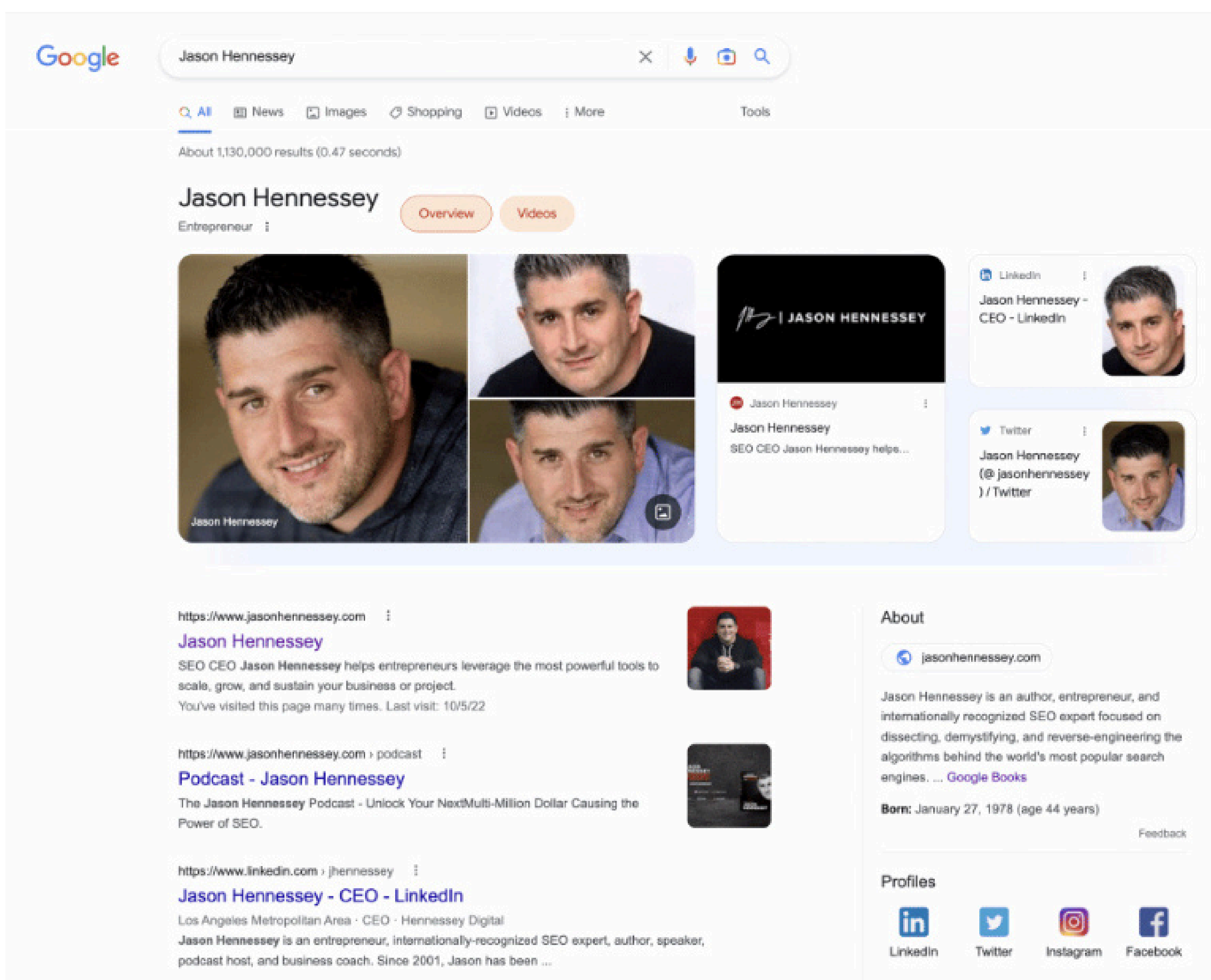
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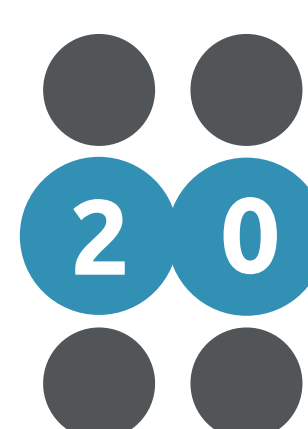
Your Brand SERP is Your Business Card, Guide, and Key Performance Indicator for The Kalicube Process

When a user searches your brand name, your Brand SERP displays what Google understands about your brand. Your Brand SERP is the guide that allows you to identify the weaknesses and strengths of your digital strategy and prioritize your actions, and it is the measuring stick for your success.



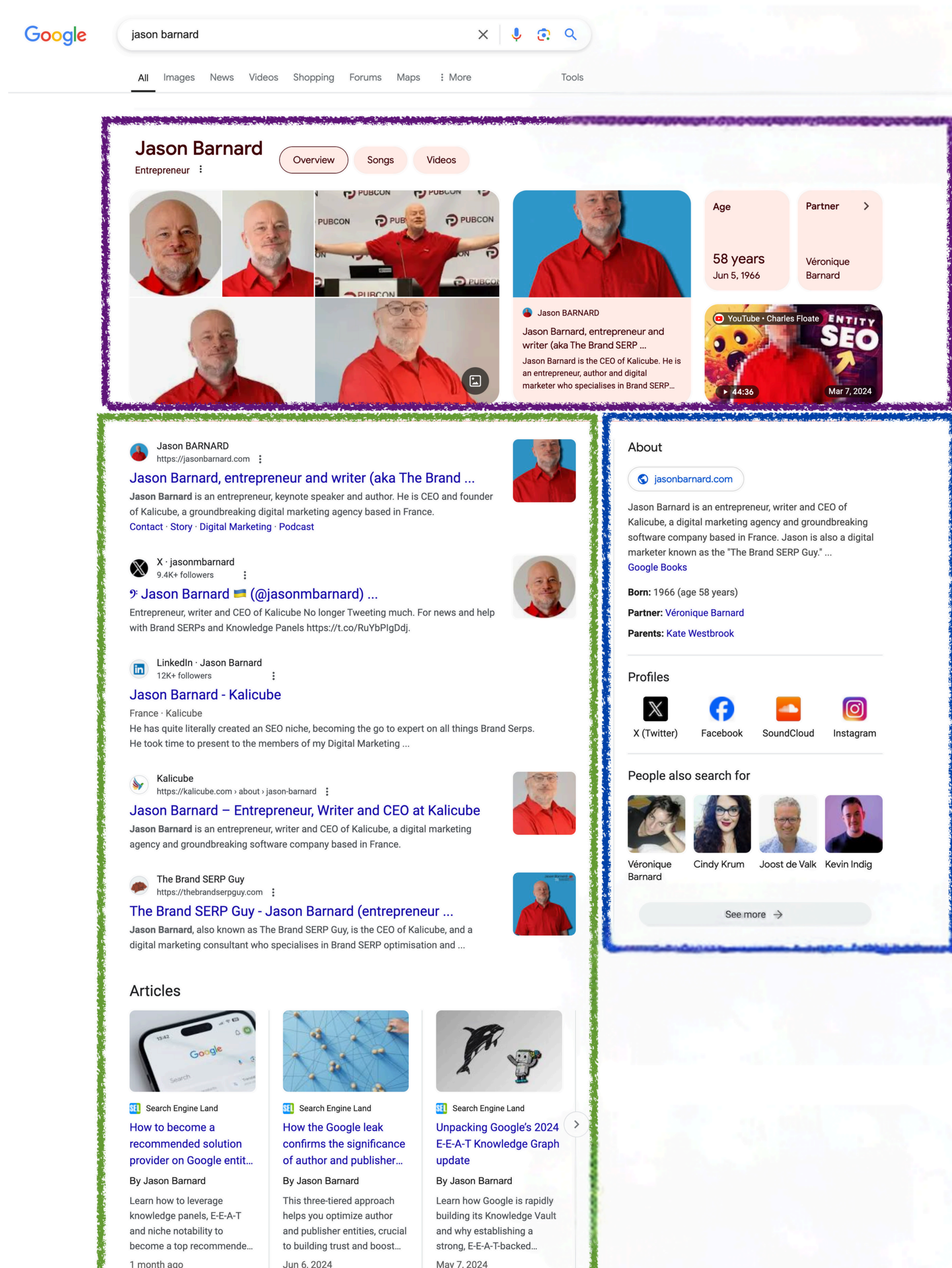
The Kalicube Process empowers you to tell your brand story how you want it. Why? Because The Kalicube Process educates the search engines so they trust you. You control your brand narrative when your digital footprint is consistent, trustworthy, and authoritative. And there's no need to fear the machine.

Your Brand SERP is Your Business Card, Guide, and Key Performance Indicator for The Kalicube Process.



The Kalicube Process for Personal Brands: The Do It Yourself Guide

Your Brand SERP is your online business card. An impressive Brand SERP is perfect for your audience, who will get a great impression of your brand at pivotal moments in their customer journey.

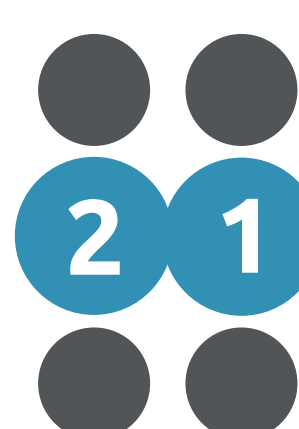


PRO TIP

Your Brand SERP reflects the authority and credibility you have established over the years.

When we talk about “Brand” at Kalicube, we refer to Entities: People, companies, products, software applications, services, podcasts, books, concepts, and topics. Kalicube specializes in companies and people.

Your Brand SERP is Your Business Card,
Guide, and Key Performance Indicator
for The Kalicube Process.



The Kalicube Process for Personal Brands:
The Do It Yourself Guide

Optimize your Personal Brand in Search and AI

Consultancy with Jason Barnard

CEO and Founder of Kalicube



Walk away with 3 months of actionable brand-building strategies.

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 **Kalicube**
Digital Brand Engineers

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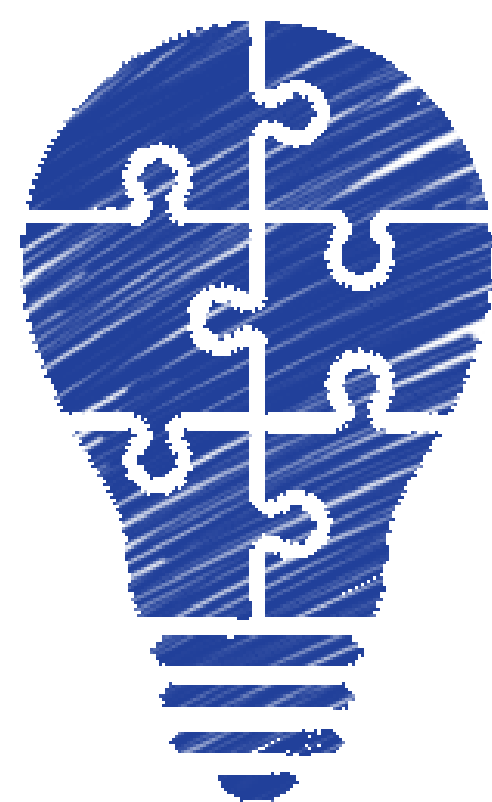
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Start Implementing The Kalicube Process



1 Phase One: Building Understanding

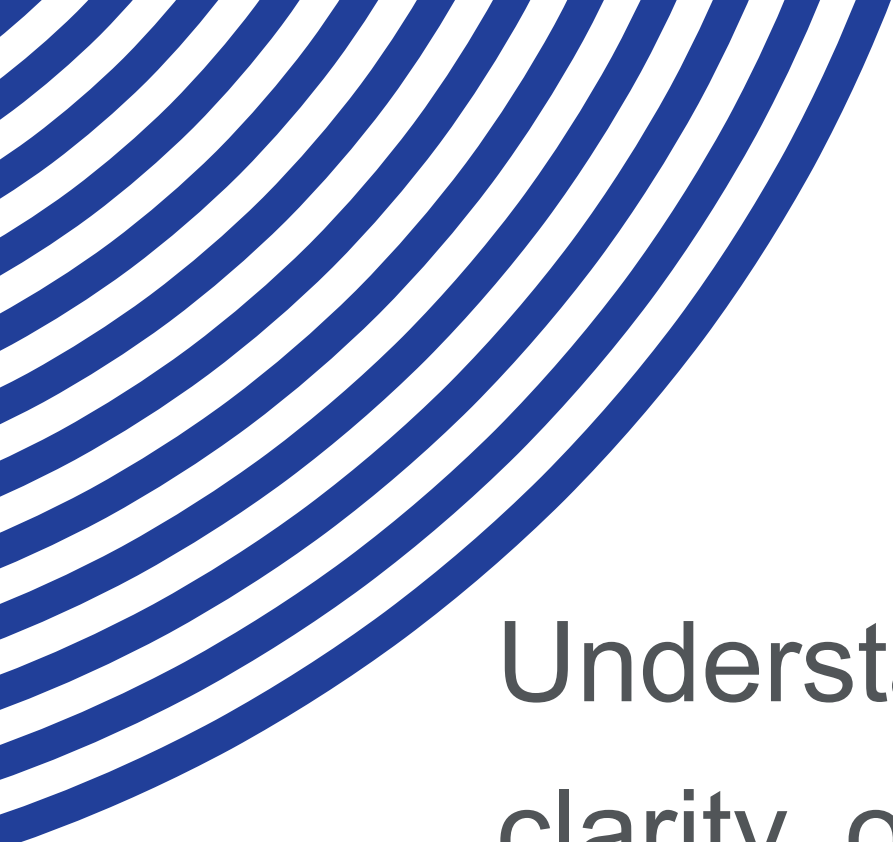
Take three months to work on [Understanding](#). This involves identifying your entity's home and auditing your personal brand's digital footprint and the competition's footprint. Then, create a clear and consistent brand statement that explains who you are, what you do, and who you serve. Put the message everywhere you appear online. Doing this will optimize knowledge, connect the dots, and amplify what you have now. The audit is a fundamental process ensuring your brand message is stable and aligned. A consistent message means your audience and the search engines understand who you are. You enhance the value of each interaction with potential customers and solidify your brand at the center of the search engines' comprehension.

The Kalicube Process works best after you optimize every relevant channel in your digital ecosystem: Social media, YouTube, forums, newsletters, websites, Knowledge Panels, videos, articles, and public relations.

Your brand then presents a clear, consistent, and positive message across every platform in its digital strategy.



The ultimate goal in Phase One is getting a KGMID (unique identifier) equaling a listing of the facts about your brand in Google's Knowledge Graph or Google's brain. Google represents its understanding of your brand in a Knowledge Panel. [Getting a Knowledge Panel and building its features is the foundation of every investment in your digital marketing strategy.](#)



Understandability in the Kalicube Process refers to the strategic alignment and clarity of your brand's message across all digital platforms where your ideal clients are active. This phase ensures that your target audience, AI engines like Google and Bing, and off-SERP AI Assistive Engines like Perplexity, Gemini, and ChatGPT can easily discover, comprehend, and engage with your brand's core message.



The digital marketing strategy crystallizes during the audit. Based on your current strategy and industry knowledge, you can identify imperfections, missing elements, and irrelevant content.

Here's how The Kalicube Process solves Understandability.

- 1 Audit Your Digital Presence:**
Conduct a thorough review of all digital assets to identify inconsistencies or inaccuracies in your brand messaging.
- 2 Optimize Content for Clarity:**
Refine the language on key pages such as your personal brand's About page (entity home), social media profiles, and articles to ensure they clearly communicate what you stand for. Use a semantic triple in your brand description and use it everywhere you appear online. For example, Jason Barnard is a digital marketer. Jason Barnard (subject) is (predicate/verb) a digital marketer (object). Algorithms understand this sentence structure.
- 3 Position Your Brand Strategically:**
Create a marketing plan to place your brand content where search engines and potential customers will find it.
- 4 Educate AI Algorithms:**
Put structured data on your Entity Home so the search engines understand the information on the page in their native language.

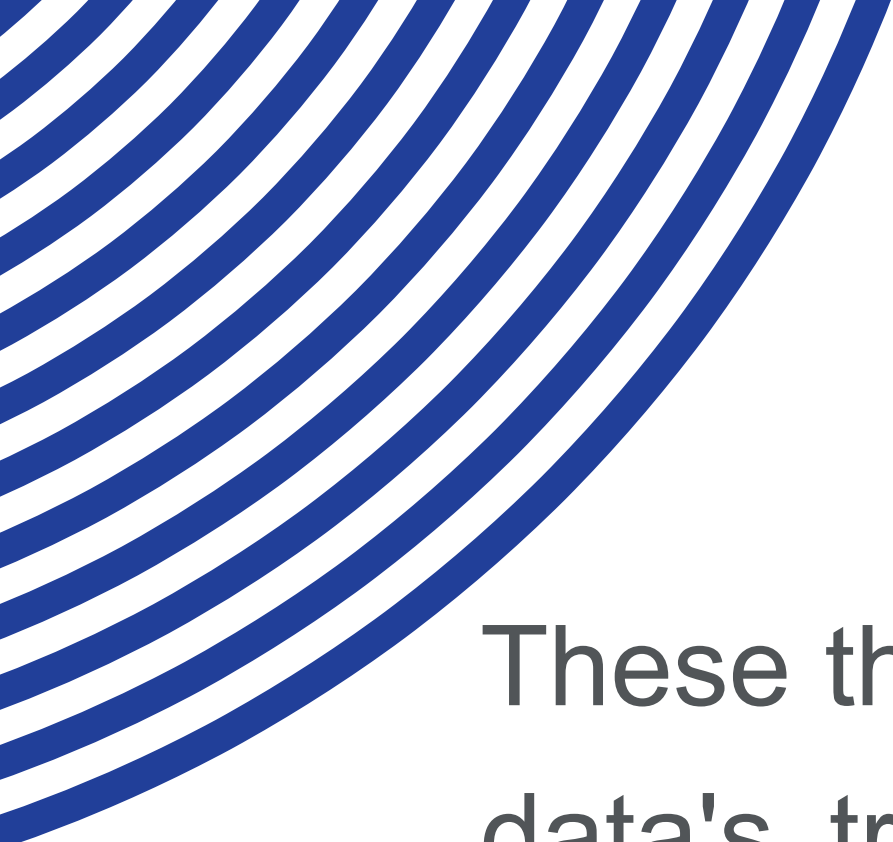
Once you've done the four steps above, work intentionally on your Knowledge Panel.

Kalicube's Three-Step Knowledge Panel Process



Kalicube has a simple 3-step process to [get and manage a Knowledge Panel](#) in Google.

- 1 Entity Home:**
Choose your [Entity Home](#) (i.e. the webpage where your personal brand "resides" online), and include a comprehensive brand description.
- 2 Corroboration**
Get significant corroboration on trusted, authoritative first-party, second-party and third-party websites, such as social profiles, media sites, and databases. Duplicate the description from your Entity Home (or close variants of it) on all corroborative sources, and then add links from those corroborative sources to the Entity Home.
- 3 Signposting:**
Create an [infinite self-confirming loop](#) by linking from the Entity Home to the corroborative sources and back.



These three simple steps feed Google with information and reassure it about the data's trustworthiness. The steps specifically aim to improve Google's understanding of your personal brand (the visible representation of this understanding is your Knowledge Panel).

Download the [free Knowledge Panel Manual](#).



The outcome of this process is twofold:

- For humans: When potential clients search for solutions you offer, they find a coherent narrative that resonates with their needs—positioning you as their go-to choice.
- For machines: Search engines have an unambiguous understanding of who you are, what services or products you provide, and who benefits from them—awarding you with a listing in their brain, meaning a unique identifier called a KGMID, which is visually represented in the search results as a Knowledge Panel, and confidence to recommend you for queries from the right audience.

PRO TIP

The team at Kalicube does 50% of the work for our Done With You Clients in Phase One. In 90 days, you'll present a clear and consistent personal brand message and stand where your audience and the algorithms expect you to be. You've laid the foundations for a Knowledge Panel and a future-proof online brand. There will be no wasted time and no guesswork. Cool bananas.

To get started, follow the steps in this DIY Guide. For deeper instruction, buy [The Brand SERP Book](#) by Jason Barnard.

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2 Phase Two: Establishing Credibility

In months four to six, you build on what you already have and establish **Credibility** in your industry. You spread your message more widely to build your brand's authority, credibility, and notability in your niche. **Expand your digital footprint in the places your competition and competitors you aspire to emulate.**



You will gradually forge a place as a leader in your market as Google and your audience will discover your brand. As Google grows confident in your brand credibility, you will gradually begin to dominate your market because Google understands your brand is the most credible in the market. The search results for your brand name will be positive and dominate the results when people search for your brand name.



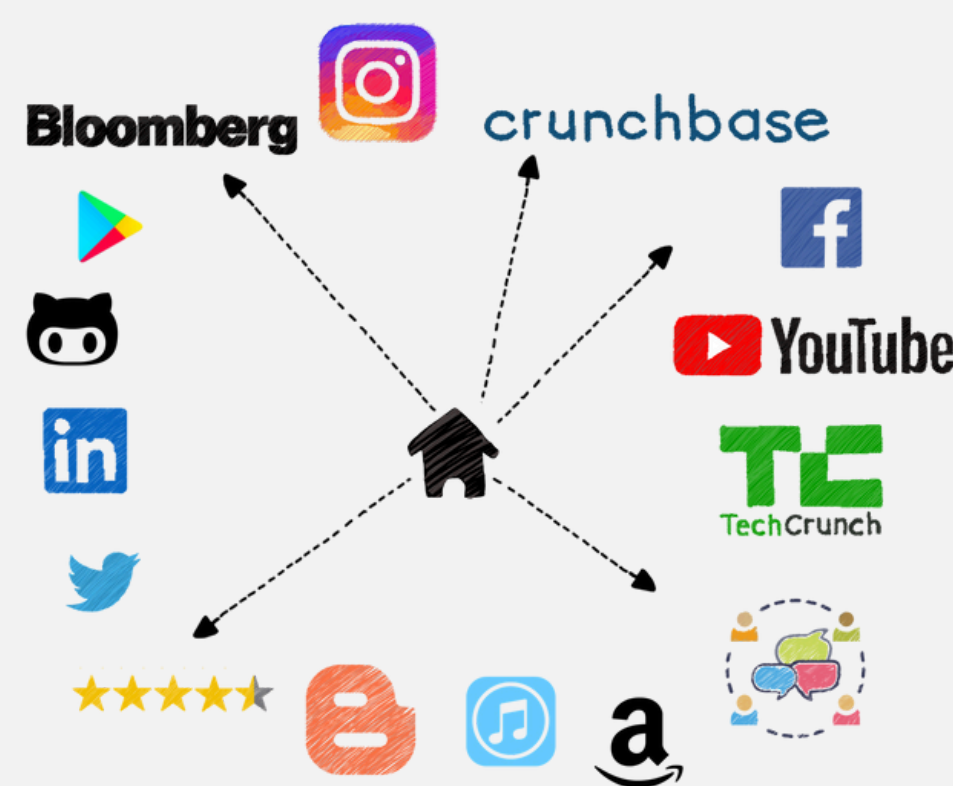
The **Credibility Phase** builds trust signals for people and ensures that those credibility signals are discoverable, digestible, and understandable for Google, Bing, and the other off-SERP assistive engines, like ChatGPT.



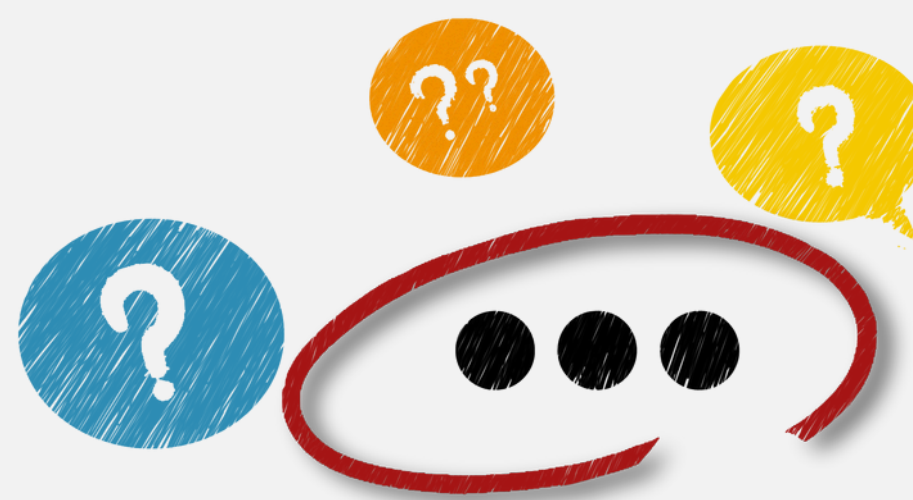
Done With You Clients get a roadmap and SOPs and work with the Kalicube Pro team to implement the Credibility Phase. The roadmap is grounded in data about your peers, the competition, the audience, and other data in Kalicube Pro.

If you're DIY'ing, follow the steps below to build Credibility and dominate the search results with positive and trust-building recommendations for your personal brand on the left-hand side of your Brand SERP (the traditional blue links).

- 1** Turn your website and digital ecosystem into a detailed and complete representation of who you are, what you offer, and what people expect when they do business with you.



- 2** Answer every conceivable question about your products, customer service, product support, and what your clients can expect from you and your products and services.



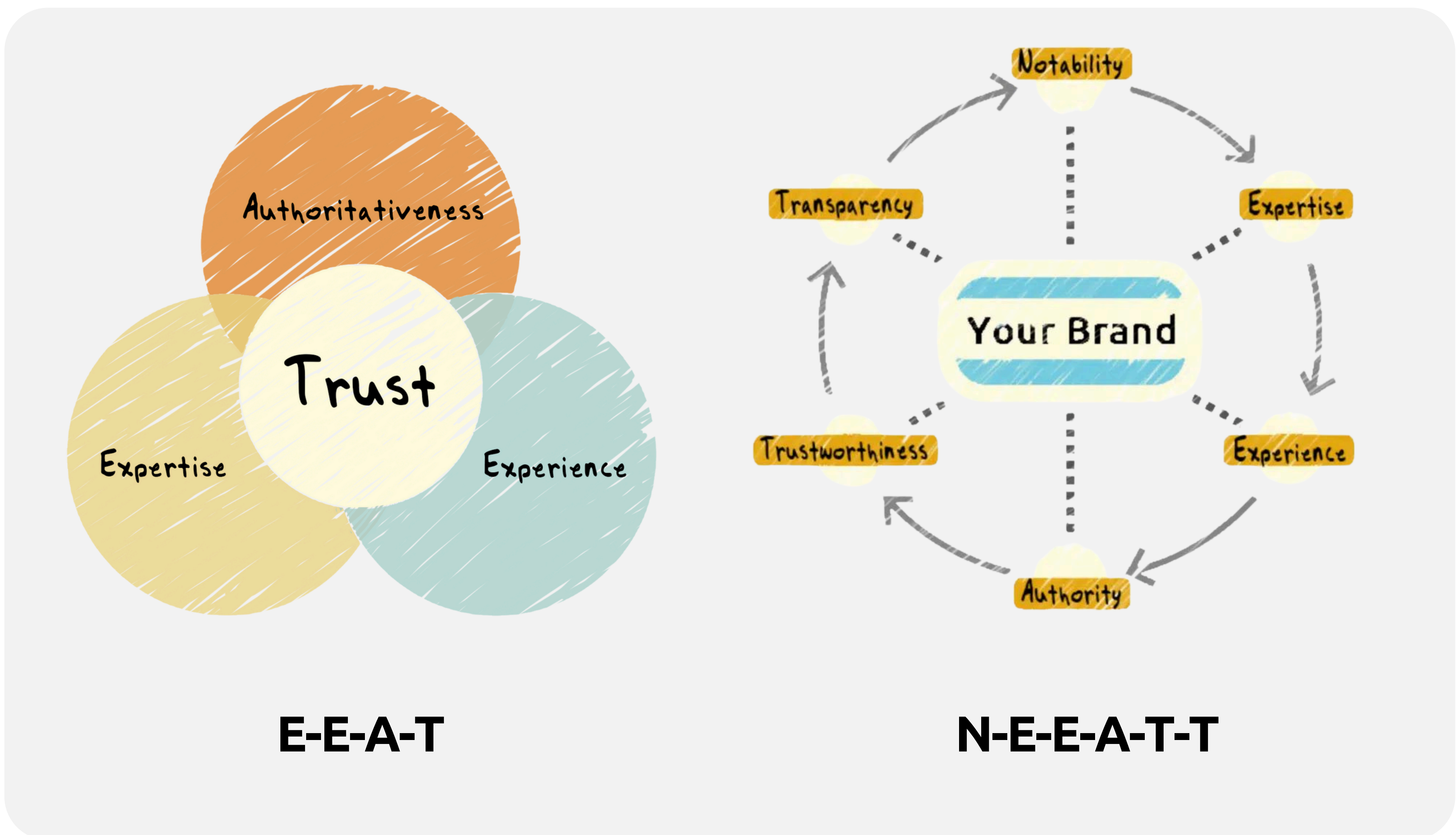
- 3** Demonstrate your credibility as a business without doubt. Google calls this EEAT (Expertise, Experience, Authority, and Trustworthiness).



In The Kalicube Process, we break Credibility into six parts (rather than Google's four) by adding Notability and Transparency: NEEATT.



What is the Difference between EEAT and NEEATT?



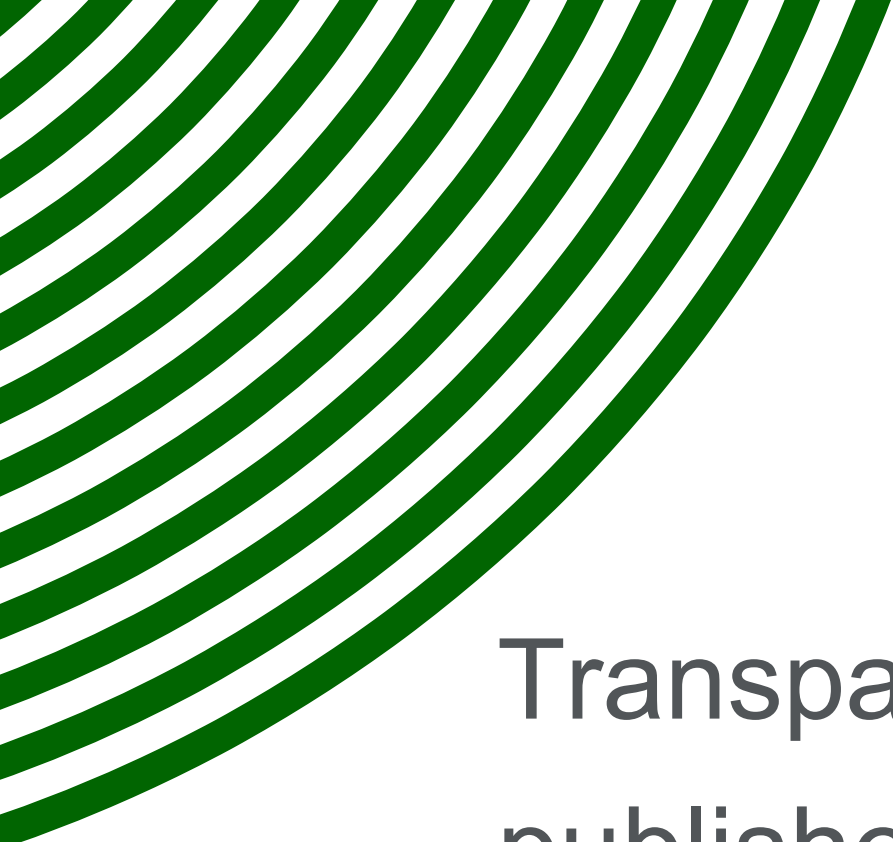
The difference between EEAT and NEEATT is fundamental. EEAT is about credibility. Google loves to say you are a credible personal brand if you demonstrate Experience, Expertise, Authoritativeness, and Trustworthiness.



Transparency in NEEATT

You can only demonstrate EEAT if you are Transparent. Transparency as a credibility requirement is so evident it's a shame not to highlight it.

And yet, many websites do not have an About Page for their personal brand. That is the absolute minimum requirement of Transparency: How many people who want to be trusted keep a low profile?



Transparency connotes openness, clarity, and honesty in presenting content, its publisher, and its author. Transparency significantly improves communication and interpretation both by people and machines. Without incorporating Transparency (represented by 'T'), the other components of Google's EEAT may not be fully valued, implemented, expressed, consumed, or experienced by people or machines.

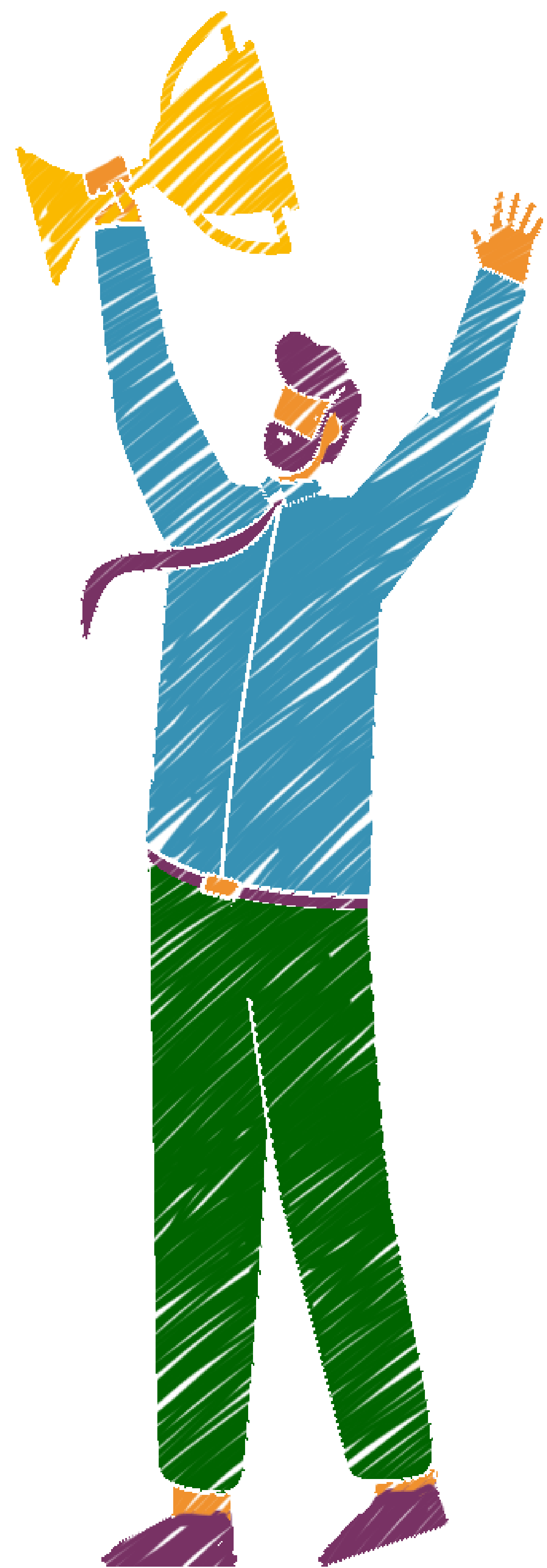
Kalicube sincerely thanks Jarno van Driel, Structured Data Consultant, for highlighting this vital element.

Notability in NEEATT

Notability means a personal brand has enough impact within a particular niche for a specific audience to warrant recognition. Notability signals vary significantly across niches. For example, in a community of poodle parlors in Paris, a place on the board of advisors in the Parisian Poodle Parlours Association and an article in Poodle Parlour Quarterly Magazine implies high Notability.

Notability is not about being famous.

Unlike Wikipedia (which defines Notability according to its business goals), Google can niche down to the very nature of the topic, the exact location, and the entity type. Thus a piece of content, a person, or a website publisher can be Notable in the context of NEEATT for Google and Notable and significant to their audience with signals that would not warrant Notability in other circumstances.



The Kalicube Process requires you to communicate your NEEATT to your audience and Google across every part of your digital ecosystem.



Establish your NEEATT Credibility

1. Notability
2. Expertise
3. Experience
4. Authority
5. Trustworthiness
6. Transparency



Explain how your business and personal brand, activities, and clients prove your notability, expertise, experience, authority, trustworthiness, and transparency on your website, covering all the credibility signals.



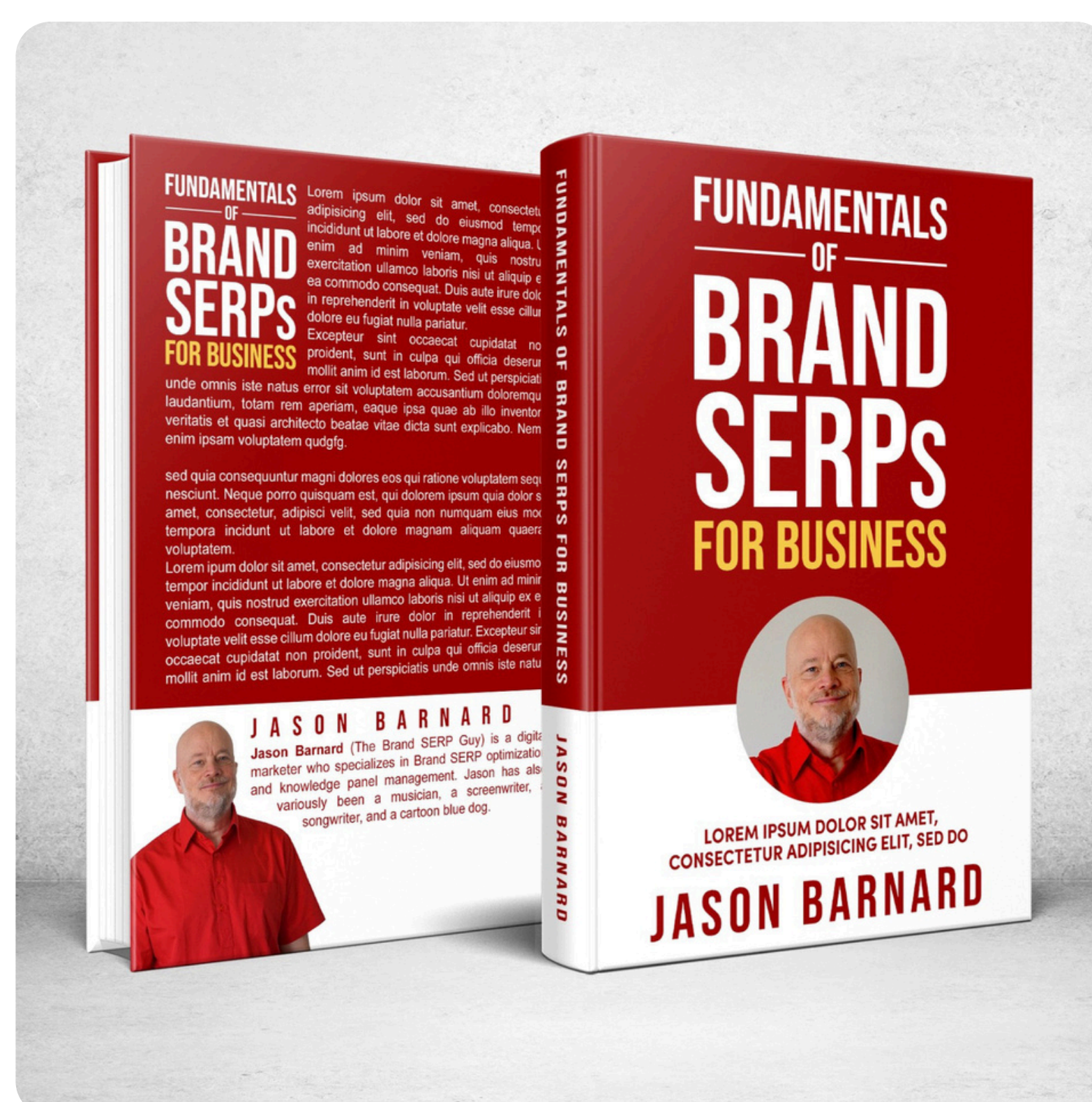
It's not enough for you to say on your website that you tick all the boxes of NEEATT. You must corroborate it by ensuring your clients, peers, and industry confirm your words. You can implement many strategies here. We recommend customer reviews, third-party articles, media appearances, mentions, links, and social approval.



The goal is for the ideal audience to view you as an industry reference—a market leader they trust above the competition—and for AI engines like Google to evaluate these N-E-E-A-T-T (Notability, Expertise, Experience, Authority, Trustworthiness, and Transparency) credibility signals favorably when compared your competitors. This increases the likelihood that search and AI assistive engines will recommend your personal brand to users who are your target audience.



Establish your NEEATT, and your personal brand is positioned within the correct peer group and among the respected “leaders” in the field. Your competition will see you win sales (and get worried). How lovely.



To get started yourself, follow this DIY guide. For deeper instruction, buy [The Brand SERP Book by Jason Barnard](#).



What do Google & AI say about your brand when you're not in the room?



[Get your Free Audit >>](#)

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3 Phase Three: Achieving Deliverability

(or Omnipresence)


Months 7 and beyond are dedicated to **Deliverability**. Deliverability means your personal brand provides valuable and helpful content that is readily accessible to your target audience across your digital landscape. It's about having the right content that solves problems and offers insightful solutions available on platforms where your audience naturally congregates.



Users have millions of conversations every day with AI Overview and CoPilot on millions of niche topics. The new AI interfaces are the ultimate influencers—and when they understand and are confident about your brand, they will actively introduce you into the conversation, recommend you as a solution, and become an excellent source of potential new customers.



To achieve **Deliverability**, your personal brand must create content that resonates with your audience's needs and preferences. This means crafting helpful material presented in a format that aligns with how the audience prefers to consume it. Whether through articles, videos, infographics, or podcasts, the goal is to cater to diverse consumption habits.



You must produce the right content in the right format in the right places at the right time.



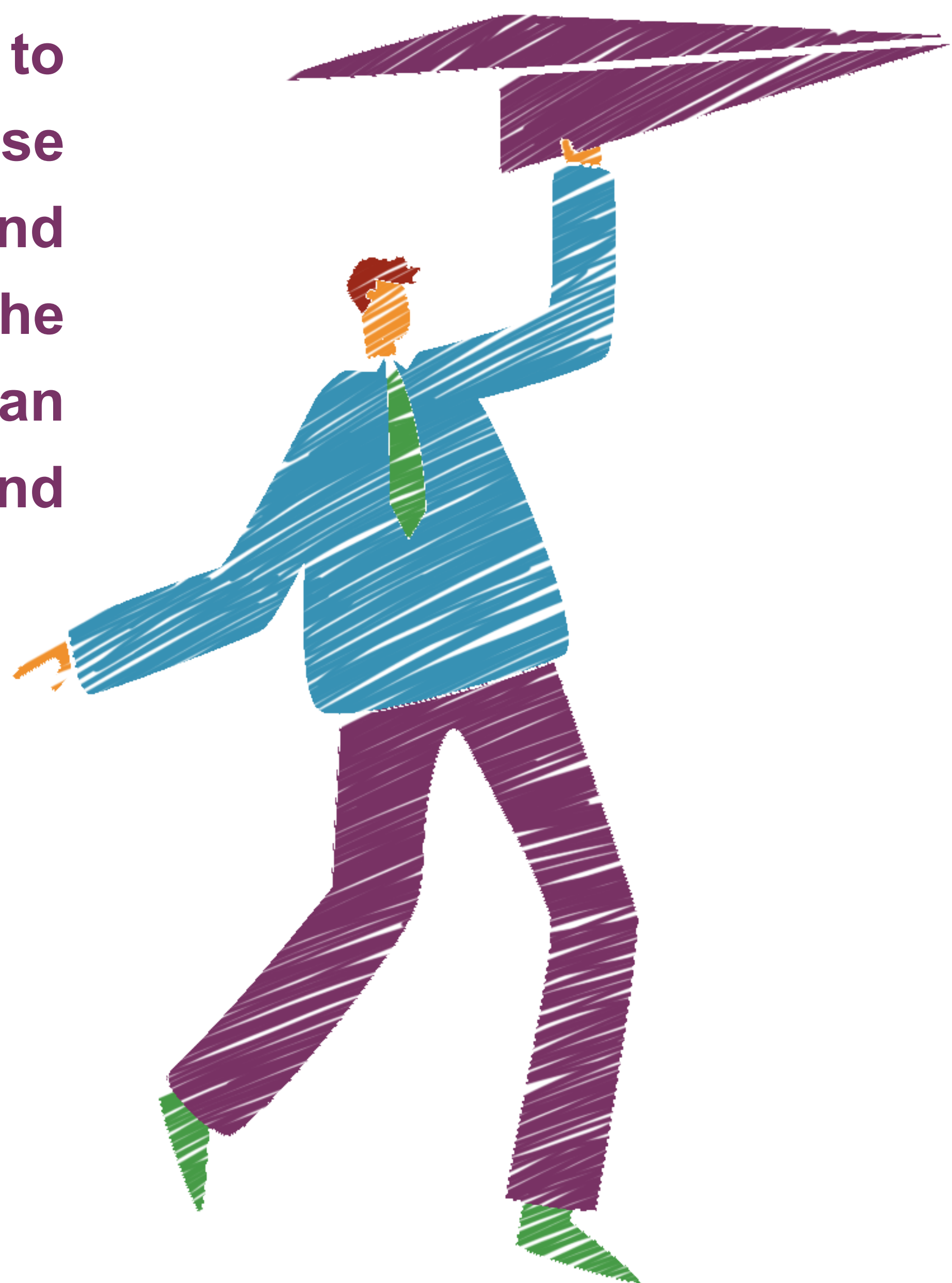
The ultimate aim of Deliverability is omnipresence—being visible wherever potential customers are searching and researching solutions online. You achieve Deliverability by strategically placing high-quality content across the channels and platforms your audience hangs out, such as Google searches and social media platforms like YouTube or Facebook.




Your target audience sees you wherever they look online. You're the irresistible solution.

Reminder: Your brand and competitor audit will show you where your audience hangs out online.

Done With You Clients don't need to worry about the audit because Kalicube does it for them and optimizes the knowledge for the audience and algorithms so we can move on to the Credibility and Deliverability phases.





Follow the steps below to build Deliverability and optimize AI assistive search such as AI Overview and CoPilot at the top of your Brand SERP.

1 Create Valuable Content:

Map your customer journey and create valuable content that addresses questions, concerns, and value at each stage. Produce content that solves problems and offers insightful solutions.

2 Strategic Placement:

Post the content across the platforms your audience looks for solutions online in a format they prefer. Formats include blogs, videos, reels, shorts, and posts, for example. Kalicube clients get a deliverability roadmap outlining where the competition and the audience are hanging out and SOPs for each platform.

3 Optimizing Content Delivery:

Ensure fast page speeds, structured websites for easy navigation (optimization), and make sure search engines can discover and crawl your site efficiently.

Cover the entire journey with interesting and engaging content that provides solutions and invites your audience to take the next step in your acquisition funnel, and your brand will achieve omnipresence. Your personal brand will be irresistible for your ideal clients because they see you everywhere online.

PRO TIP

When you have achieved the Deliverability KPI, it means Google has understood what you offer and to whom and has a detailed understanding of how you serve your audience. It understands you are the best in the market and can confidently recommend you. Your audience sees your brand everywhere and trusts you are the right solution provider.

To get started yourself, follow this guide. For deeper instruction, buy [The Brand SERP Book by Jason Barnard](#).

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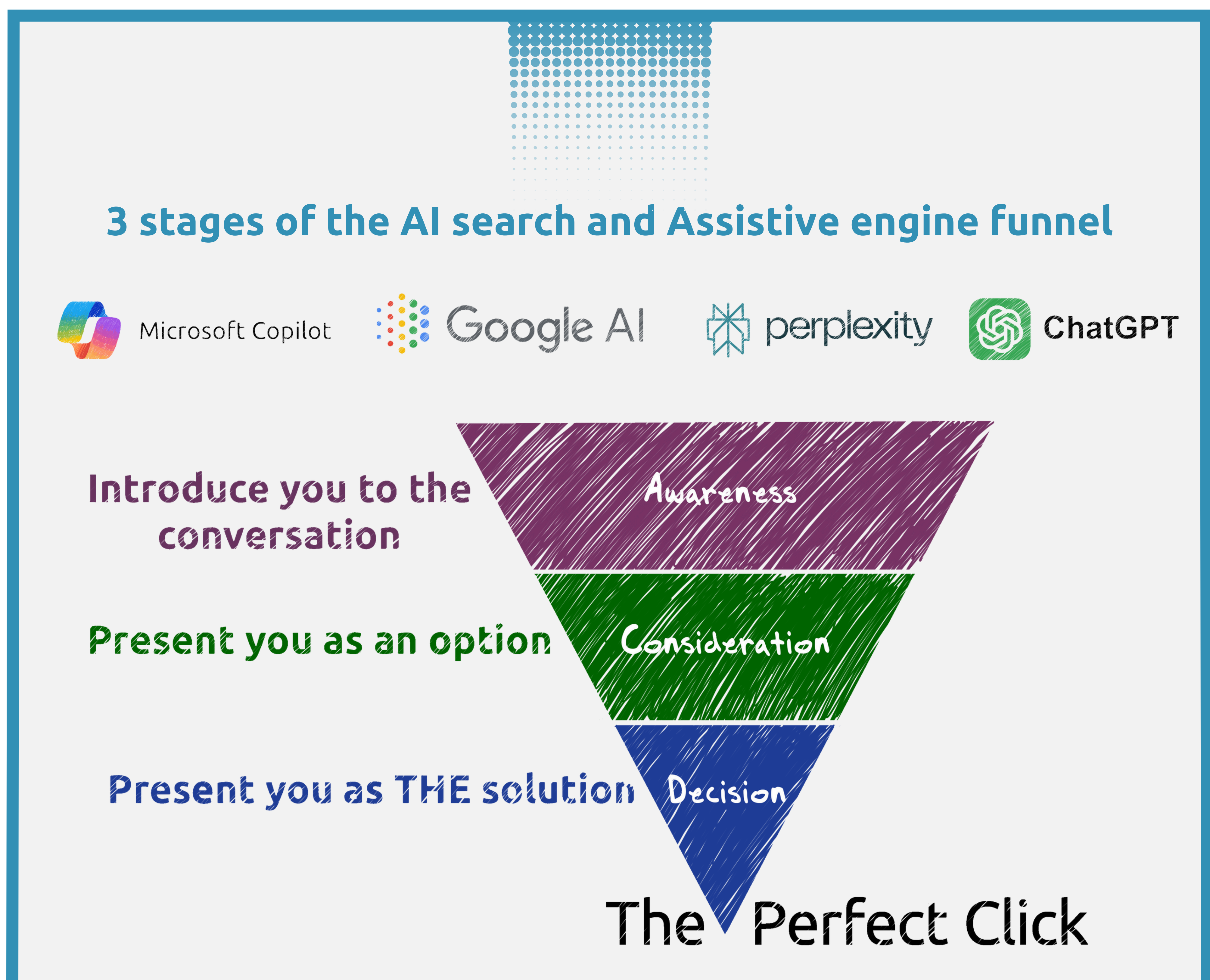
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What are the KPIs for The Kalicube Process?

The KPI for The Kalicube Process is a personal Brand SERP **you own**. Your personal brand dominates every result on the page and tells the story you want to tell. You control your personal brand narrative. The AI search features introduce or recommend your personal brand to their conversations with their users.



The off-search AI assistive engines like ChatGPT and Perplexity understand you, represent your personal brand how you want to be represented, and recommend you when users ask for solutions to their problems.



For example, Kalicube’s Brand SERP demonstrates that we have implemented a holistic digital strategy that achieves comprehensive omnichannel digital marketing. The Kalicube Process achieves the same outcomes for personal brands.

Google’s representation of Kalicube to our audience when they search our name, shows that our digital marketing strategy is:

- 1 Holistic
- 2 Relevant
- 3 Consistent



The results of the two-year strategy are below. We call it The Google Business Card.

- **Understanding and Knowledge:** The right-hand side features an information-rich, trust-building Knowledge Panel with everything our clients need to know about Kalicube at a glance. (The brand looks like a powerhouse.)
- **Credibility and Recommendations:** The left side (blue links) is positive and dominated by results for Kalicube rather than the competition.
- **Deliverability and AI:** Kalicube is clearly and accurately represented at the top of the search results in AI Overview answers and recommendations in Google AI Overview and Bing CoPilot.

PRO TIP

Get your Google Business Card. When you execute a digital marketing strategy within a framework that makes sense for your business and your competitor cohort and addresses the needs of your audience, your Brand SERP is the “Google Business Card” you need and the “Google Recommendation” you want.



jason barnard

All Images News Videos Shopping Forums Maps More Tools

Jason Barnard
Entrepreneur

Overview Songs Videos

Age: 58 years
Jun 5, 1966

Partner: Véronique Barnard

Jason BARNARD
Jason Barnard, entrepreneur and writer (aka The Brand SERP ...
Jason Barnard is the CEO of Kalicube. He is an entrepreneur, author and digital marketer who specialises in Brand SERP...

YouTube · Charles Floate
ENTITY SEO
44:36 Mar 7, 2024

Jason BARNARD
<https://jasonbarnard.com>

Jason Barnard, entrepreneur and writer (aka The Brand ...
Jason Barnard is an entrepreneur, keynote speaker and author. He is CEO and founder of Kalicube, a groundbreaking digital marketing agency based in France.
Contact · Story · Digital Marketing · Podcast

X · jasonmbarnard
9.4K+ followers

Jason Barnard (@jasonmbarnard) ...
Entrepreneur, writer and CEO of Kalicube No longer Tweeting much. For news and help with Brand SERPs and Knowledge Panels <https://t.co/RuYbPlgDdj>.

LinkedIn · Jason Barnard
12K+ followers

Jason Barnard - Kalicube
France · Kalicube
He has quite literally created an SEO niche, becoming the go to expert on all things Brand Serps. He took time to present to the members of my Digital Marketing ...

Kalicube
<https://kalicube.com/about/jason-barnard>

Jason Barnard – Entrepreneur, Writer and CEO at Kalicube
Jason Barnard is an entrepreneur, writer and CEO of Kalicube, a digital marketing agency and groundbreaking software company based in France.

The Brand SERP Guy
<https://thebrandserp.com>

The Brand SERP Guy - Jason Barnard (entrepreneur ...
Jason Barnard, also known as The Brand SERP Guy, is the CEO of Kalicube, and a digital marketing consultant who specialises in Brand SERP optimisation and ...

About

jasonbarnard.com

Jason Barnard is an entrepreneur, writer and CEO of Kalicube, a digital marketing agency and groundbreaking software company based in France. Jason is also a digital marketer known as the "The Brand SERP Guy." ...
Google Books

Born: 1966 (age 58 years)
Partner: Véronique Barnard
Parents: Kate Westbrook

Profiles

X (Twitter) Facebook SoundCloud Instagram

People also search for

Véronique Barnard Cindy Krum Joost de Valk Kevin Indig

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Articles

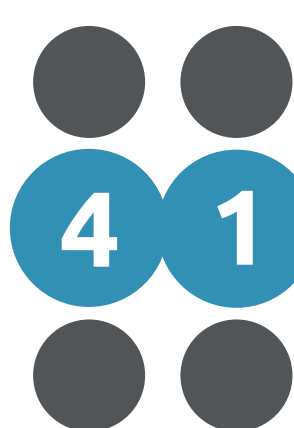
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By Jason Barnard
This three-tiered approach helps you optimize author and publisher entities, crucial to building trust and boost...
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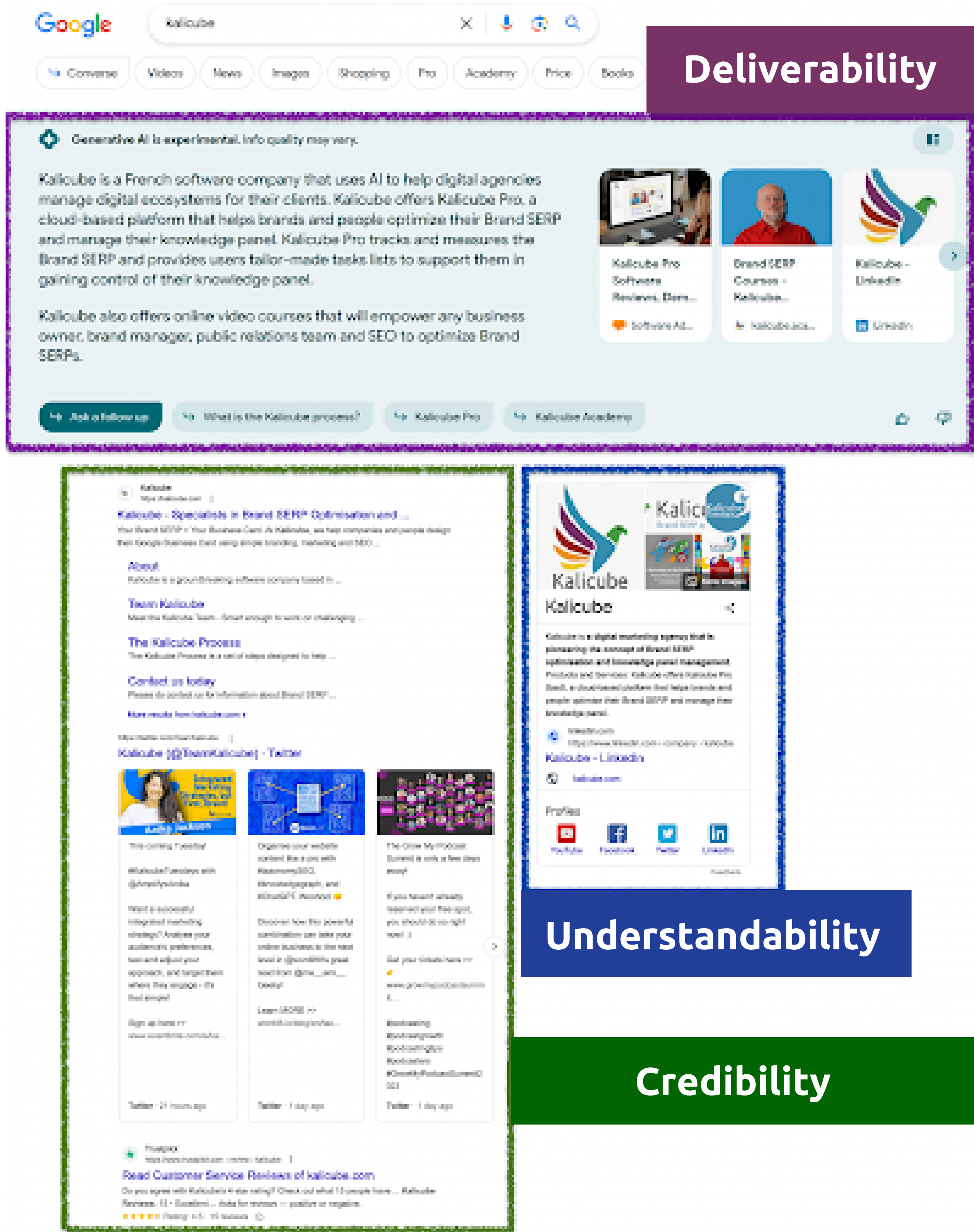
Search Engine Land
Unpacking Google's 2024 E-E-A-T Knowledge Graph update
By Jason Barnard
Learn how Google is rapidly building its Knowledge Vault and why establishing a strong, E-E-A-T-backed...
May 7, 2024

This is Jason Barnard's impressive Brand SERP, featuring a prominent Knowledge Panel. Kalicube can help your brand achieve the same level of search authority and build trust with your audience.

What are the KPIs for The Kalicube Process?



The Kalicube Process for Personal Brands: The Do It Yourself Guide



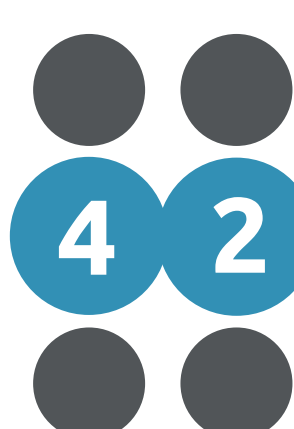
Kalicube's Brand SERP demonstrates what is possible when Knowledge, Recommendations, and Generative AI perfectly align. Kalicube was way ahead of the curve and ready for generative AI out of the box.

PRO TIP

Implement all three phases of The Kalicube Process and AI Overview, and CoPilot will prompt customers with more questions about their problems inside the AI interface, leading them down the buying journey to a conversion at your door. Groovy!

Note: We have many more KPIs we give to clients using the Done With You Kalicube Process service. The KPIs above are simple snapshots that give you an on-SERP indication of your progress.

What are the KPIs for The Kalicube Process?



The Kalicube Process for Personal Brands: The Do It Yourself Guide

Optimize your Personal Brand in Search and AI

Done With You by Kalicube's Team of Digital Brand Engineers



Engineer Your Search and AI Dominance with Kalicube

Book a Call Now >>

 **Kalicube**
Digital Brand Engineers

<https://kalicube.com/book-discovery-call>

Jason Barnard and Kalicube have worked with these prestigious brands





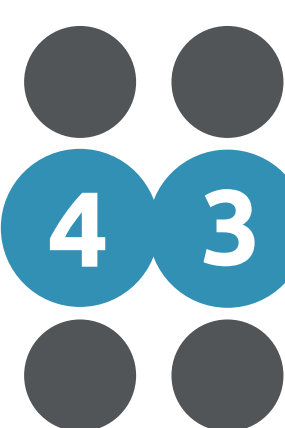
The natural outcome of building **Understanding**,
Credibility, and **Deliverability**
into your digital strategy using The Kalicube Process is:

- 1** Your personal brand stands where your audience hangs out online, bringing them down the sales funnel.
- 2** Your personal brand ensures your prospects understand that you are legitimate and trustworthy through consistent and convincing messaging across all the touch points.
- 3** Google is convinced your personal brand provides the solution your ideal audience is searching for. Because Google has your marketing and information about your solutions, it can easily introduce it into the conversation it has with its users.

PRO TIP

Stand where your audience is looking, show them your solution, and provide them with the next step.

What are the KPIs
for The Kalicube Process?



The Kalicube Process for Personal Brands:
The Do It Yourself Guide

KPI 1:

Understanding - Knowledge Optimization

You will see that you have succeeded in Phase 1 of The Kalicube Process when your personal brand has a Knowledge Panel on the right-hand side of the desktop when your audience googles your brand name. A Knowledge Panel proves that you stand where your audience is researching, that Google understands who you are, and that you have earned a place in Google's "knowledge brain."

Triggering and growing the Knowledge Panel is the foundation of every digital marketing investment you make.

KPIs for Understanding include



A Knowledge Panel with your name as a minimum feature - meaning you have a KGMID (timeline: 2-3 months)



A KGMID in Google's Knowledge Vault (timeline: 2-3 months)



A photo in the Knowledge Panel (timeline: 2-3 months)

If you take the [Done With You Kalicube Process](#), you'll achieve the above KPIs because we have the data and the experience, and you have the drive and determination to control and amplify your personal brand.



Other bonus KPIs you can expect to see as you move through the phases include:

- A Knowledge Panel for your personal brand triggering on the Brand SERP (timeline: 4-6 months)
- Your Entity Home is displayed in the Knowledge Panel (this represents control) (timeline: 4-9 months)
- A stable Knowledge Panel (when it reliably triggers on a Brand SERP) (timeline: 6-12 months - reliable is one week in a row)
- The description in the Knowledge Panel matches the Entity Description we wrote with you (timeline: 6-12 months)
- Highly relevant related entities are featured in the People Also Search For section of your Knowledge Panel. (timeline: 6-12 months)
- Specific attributes about you appear in your Knowledge Panel (4-6 months)
- Filter Pills about you appear in your Knowledge Panel (professions, books, education...) (6-9 months)
- The sentiment accuracy of the right rail/Knowledge Panel (timeframe is ongoing)
- Connections between the personal brand and their own “is reference” web pages (4-6 months)
- Identification of third-party pages Google’s Knowledge Algorithms use as reference sources for the personal brand (for example, the About Page on the company website, the company social media profiles, the company page on Trustpilot and other dedicated pages (timeline: 6-12 months)
- The confidence score in Google’s Knowledge Graph (timeline: continual ongoing)

If you work hard and finish the Understanding Phase, you are likely to achieve the KPIs in the timelines above.



If you continue with **Credibility**, the timelines will shorten, and the probability that you will achieve these KPIs increase because you are sustaining the personal brand message over time and continuing to add reassurance and building confidence in the understanding for the algorithms.

PRO TIP

When you have achieved this KPI, you have a consistent personal brand message across the web, and Google has confidently understood who you are and what you offer. Your personal brand is an Entity in the Google Knowledge Graph, and you are ready for the future of search.



At Kalicube, we track and report all of these KPIs, plus additional KPIs, for our Done With You clients, using our proprietary algorithms and dataset of over 2 billion data points we've been collecting from Google since 2015. Kalicube shows you how to take control and amplify your personal brand quickly, effectively, and efficiently.

KPI 2:

Credibility - Recommendation Optimization

You will see that you have succeeded in Phases 1 and 2 of The Kalicube Process when your personal brand dominates the left-hand side of the search results with a positive and accurate representation of your personal brand. You are positioned as a leader within the correct peer and competitor set and standing in the places your audience and the algorithms expect you to be.

KPIs for Credibility include:



The sentiment, accuracy, and control of the left rail of the Brand SERP (4-6 months)

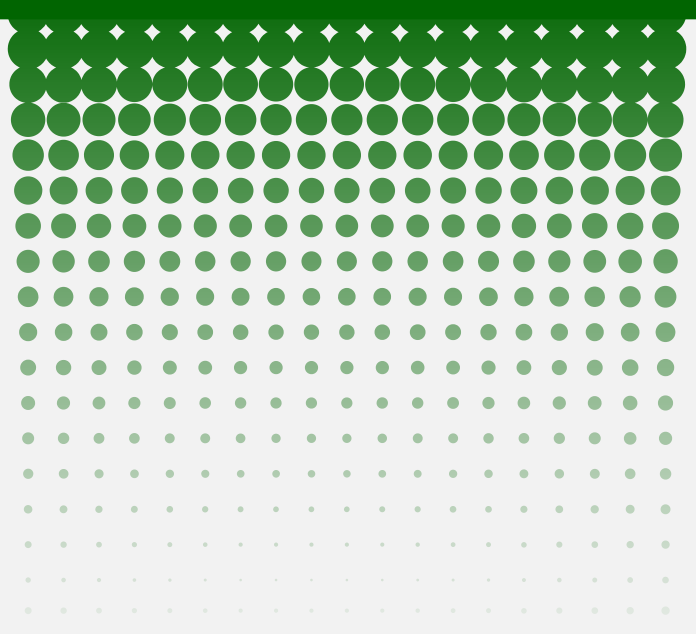


Rich elements in the left rail of the Brand SERP (videos, images, People Also Ask, Articles boxes) - Two or three (4-6 months)



A subtitle appears under your name in the Knowledge Panel (4-6 months)

If you take the [Done With You Kalicube Process](#), you'll achieve the above KPIs because we have the data and the experience and you have the drive and determination to control and amplify your personal brand.



Other bonus KPIs you can expect to see as you move through the phases include:

- People Also Search For (your peers' feature in your (Knowledge Panel) (presence and relevance in the correct competitor set) (timeframe 4-6 months)
- The quantity of correct information (information-richness) of your Knowledge Panel - companies founded, partner, date of birth etc (timeframe 4-6 months)
- Knowledge Panel Cards (you must have a (low) level of famousness for these) (timeframe 4-6 months)
- Filter Pills (Videos, Interviews...) (4-6 months)
- Connections between your brand and third party “is reference” web pages (timeframe 4-6 months)
- Presence in relevant Entity Lists in Google search, such as “best digital marketers.” (timeframe 7-12 months)
- Related entities (Connections) in the Knowledge Panel (7-12 months)
- A presence in the middle of the funnel queries on AI assistive engines (ChatGPT, Bing Copilot, Google Gemini, etc.) (9 to 24 months)




At Kalicube, we track our Done With You Clients’ entities in Google’s Knowledge Graph, Knowledge Panels, Brand SERPs, AI search features, and off-SERP AI assistive engines and use that data to provide ongoing timeline visibility of these additional KPIs.

KPI 3: Deliverability - Omnipresence/AI Optimization



You will see you have succeeded in Phases 1, 2, and 3 of The Kalicube Process when your personal brand increases its prominence in search and assistive results for your niche: appearing regularly in relevant search results, being introduced into the conversation, and being recommended as the representative personal brand—whether within search engines or off-SERP assistive engines.

Your work to achieve Deliverability improves your communication with your audience, moves you closer to them (wherever they are online), and brings your target audience into your acquisition funnel.

Your KPIs for Deliverability will be a combination of the following things.

-  The accuracy and positive sentiment of the AI assistive results for your brand name (9 to 24 months)
-  Visibility in topic-relevant search results (timeframe 7-12 months)
-  Appearing in the People Also Search For and Related Entities in the Knowledge Panels of your peers (timeframe 7-12 months)

If you take the [Done With You Kalicube Process](#), you'll achieve the above KPIs because we have the data and the experience, and you have the drive and determination to control and amplify your personal brand.



Other bonus KPIs you can expect to see as you move through the final deliverability phase include:

- Domination of the left, right, and top rails of the Brand SERP with owned and controlled websites (timeframe 9 - 15 months)
- Connections between your brand and third party web pages in the Knowledge Graph and in “about this result” as Author (timeframe 9-15 months)
- The Brand SERP real estate covered by your Knowledge Panel or generative AI results (timeframe 9 to 24 months)
- Presence in relevant Ranked Lists of Entities (Entity Lists) in Google search, such as “best sales coaches”). (timeframe 9 - 24 months)
- A brand presence in the top and middle of the funnel queries on search using multiple platforms (your website, social media, video platforms, third-party platforms) search and AI assistive engine results. (timeframe 9 to 24 months)



PRO TIP

When the algorithms have enough confidence in your personal brand, you will appear in your competition's Knowledge Panels in the "People Also Search" section. So, even when your potential customers aren't looking for you, they still see you.

PRO TIP

When you have achieved this KPI, it means Google has understood what you offer and to whom and has a detailed understanding of how you serve your audience. You've given Google content and material on every aspect of your business and solutions so it can easily serve your information to the audience you want to reach. Google understands you are the best in the market and can confidently recommend you.

At Kalicube, we track and report all of these KPIs, plus additional KPIs, for our Done With You clients using our proprietary algorithms and dataset of over 2 billion datapoints we've been collecting from Google since 2015.



What do Google & AI say about your brand when you're not in the room?



[Get your Free Audit >>](#)

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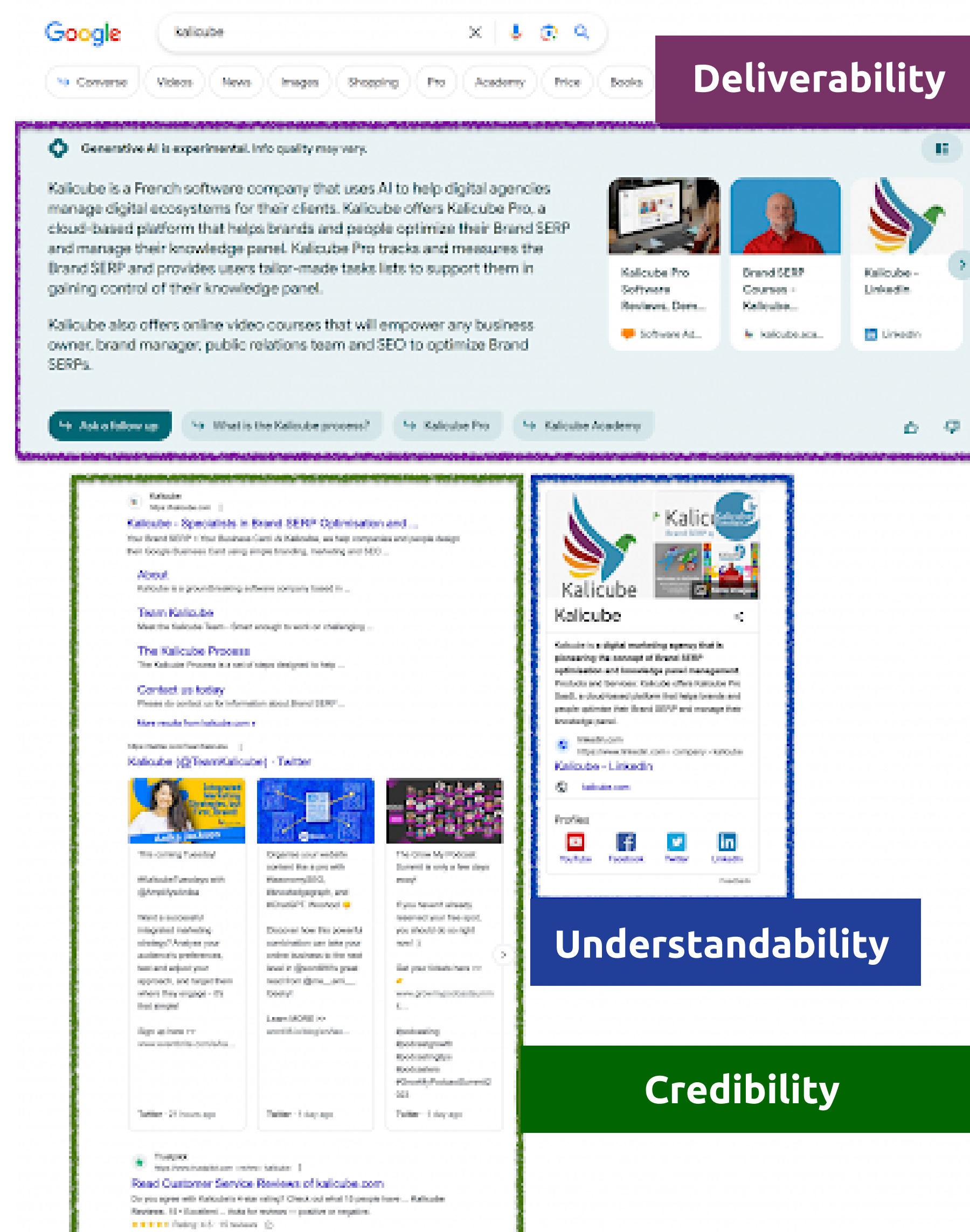
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Achieving All 3 KPIs For a Future-Proof Digital Marketing Strategy

When you have implemented all the strategies essential to your personal brand, your business, your audience, and market positioning, you've implemented the ultimate revenue-generating digital marketing strategy. Your personal brand has a powerhouse Google Business Card - a Brand SERP with perfectly optimized left, right, and top positions like this.



Your left-hand side displays your website with Rich Sitelinks, other Rich Elements, social media, podcasts, and other relevant content about your brand. Your personal brand has a complete Knowledge Panel showcasing Google's understanding of the facts about your brand (which are stored with your KGMID in the Knowledge Graph). And the experience your audience has with Google's smart assistant (AI Overview) is as smooth and seamless as if they were talking with you directly.



This perfect Brand SERP is your Digital Business Card and is **Google's Stamp of Approval**.

But that is just the surface. Because you have worked on both the left, right, and top positions (and continue to use The Kalicube Process), your personal brand has an impenetrable digital ecosystem where your clients get the exact representation of your brand, offers, and credibility at every touch point.



That means The Kalicube Process has delivered you an unignorable digital marketing strategy that leads customers from around the web down the acquisition funnel, makes you THE Reference in your industry at the expense of your competitors, and embeds your business in Google's Knowledge Graph, and traditional search results and AI assistive engines.



You've shapeshifted your existing marketing activities and are focusing on the right places, with the right content. when your audience needs it.

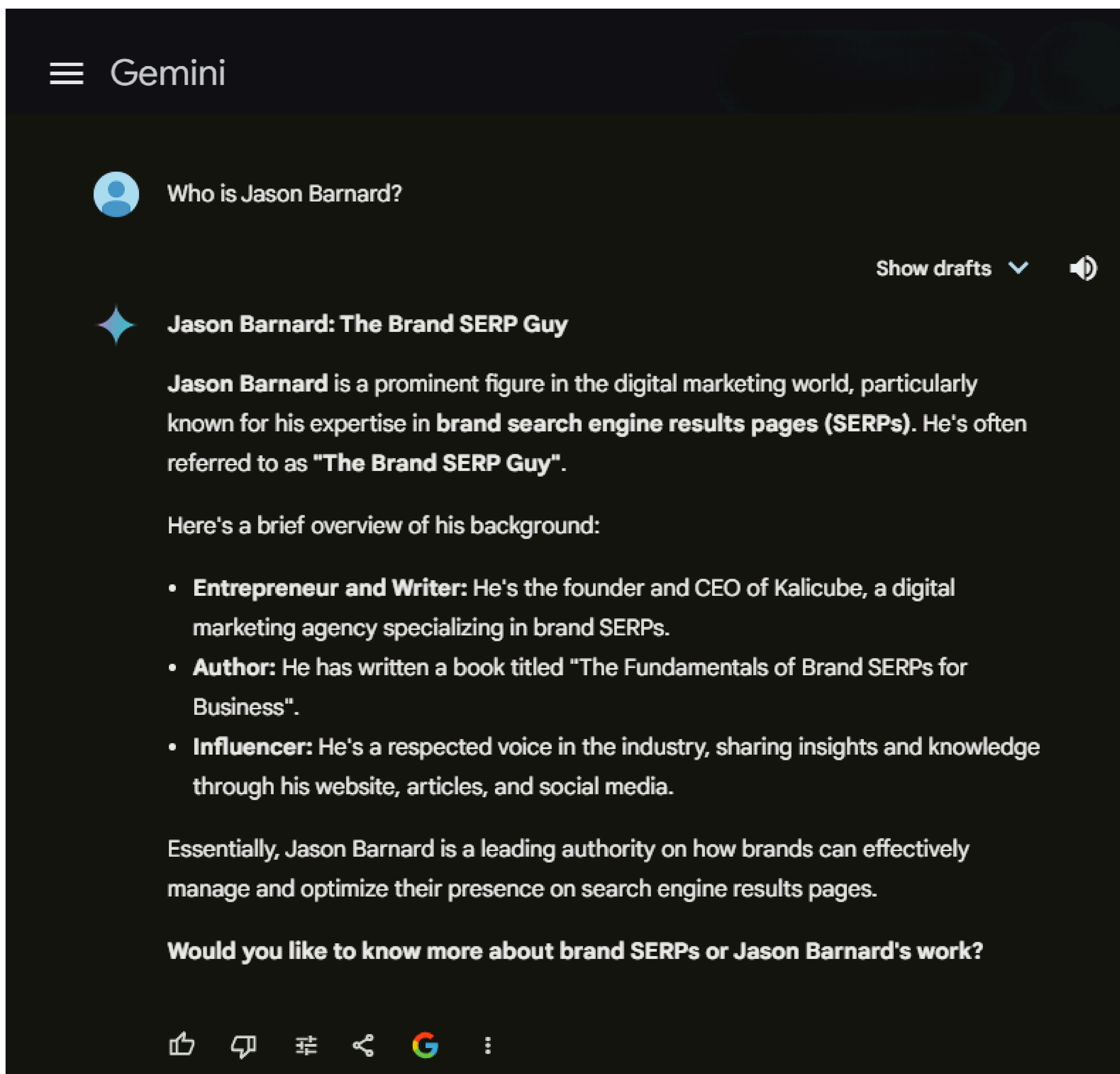
PRO TIP

Because The Kalicube Process starts with communicating effectively with your audience and then educating AI technology about who you are, what you offer, and why you are the most credible solution for your target audience, it ensures you are ahead of the game as Google and Bing evolve into proactive Answer Engines... and beyond.

And the off-search interfaces trust you, understand you and recommend you.

When the off-SERP engine recommends you as the best and recommended solution, you're the clear solution of choice,

and off-SERP representation, like the ones below.





Gemini



What do you understand about Kalicube

Show drafts



Kalicube is a digital marketing agency and software company specializing in entity optimization for SEO and AI. They help businesses manage their online presence and improve their visibility in search results.

Here's a summary of Kalicube:

- **Focus:** Entity-based SEO, Knowledge Panel management, Brand SERP optimization
- **Tools:** Kalicube Pro (proprietary software platform), Kalicube Academy (training courses)
- **Services:** Digital marketing strategies, online reputation management, consulting
- **Founder:** Jason Barnard (a well-known figure in the SEO community)

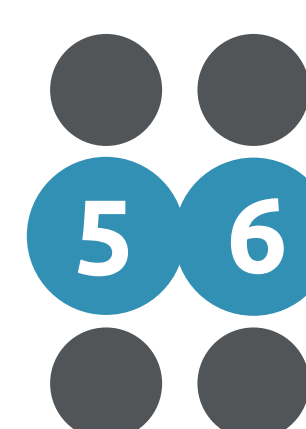
Kalicube's approach is based on the idea that Google's algorithm increasingly relies on entities (people, places, things, etc.) to understand and rank content. They aim to help businesses establish and control their entities online, ensuring accurate and positive representation.

Their software, Kalicube Pro, helps businesses track and manage their digital footprint, optimize their Knowledge Panels, and improve their Brand SERPs. They also offer consulting and training services to help businesses develop and implement effective entity optimization strategies.

Overall, Kalicube is recognized as a leader in the field of entity optimization. Their expertise and tools have helped many businesses improve their online presence and achieve better search rankings.



**Achieving All 3 KPIs For a
Future-Proof Digital Marketing Strategy.**



**The Kalicube Process for Personal Brands:
The Do It Yourself Guide**



Gemini



What do you think about Kalicube's credibility

Show drafts



Kalicube is considered to be a credible source of information and expertise in the field of entity-based SEO. Here's why:

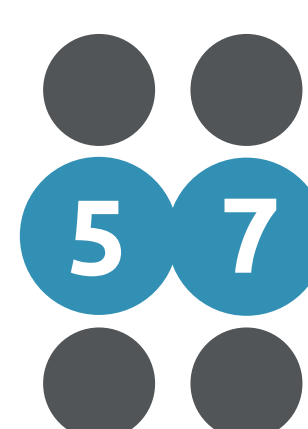
- **Expertise:** Kalicube's founder, Jason Barnard, is a recognized thought leader in entity-based SEO and frequently speaks at industry conferences. The company also employs other knowledgeable professionals in this field.
- **Focus:** Kalicube specializes exclusively in entity-based SEO, allowing them to develop deep expertise and targeted tools in this niche area.
- **Results:** Kalicube has a track record of helping businesses improve their online visibility and search rankings through their services and software.
- **Transparency:** Kalicube openly shares their knowledge and insights through their blog, webinars, and other resources, demonstrating a commitment to educating the SEO community.
- **Client Testimonials:** Kalicube's website features positive testimonials from clients who have seen success with their services.

Of course, it's important to note that entity-based SEO is still a relatively new and evolving field, and there can be differing opinions on the best approaches. However, Kalicube's focus on this area and their proven track record make them a credible source of information and expertise.

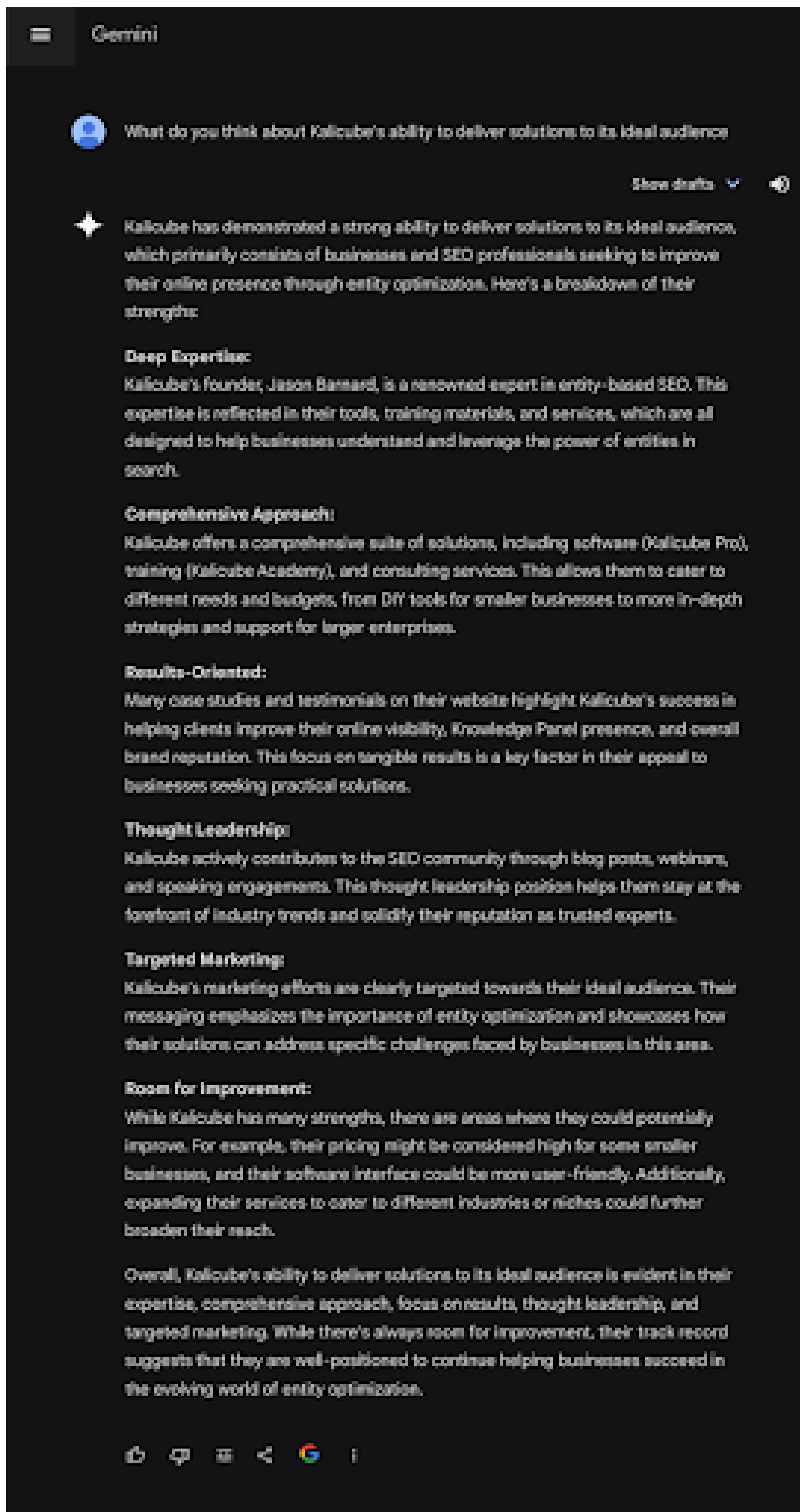
If you're considering working with Kalicube or using their software, it's always a good idea to do your own research and evaluate if their approach aligns with your specific needs and goals. However, their reputation and expertise in the field suggest that they are a credible option to consider.



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**The Kalicube Process for Personal Brands:
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Optimize your Personal Brand in Search and AI

Consultancy with Jason Barnard

CEO and Founder of Kalicube



Walk away with 3 months of actionable brand-building strategies.

[Book a Session >>](#)

 **Kalicube**
Digital Brand Engineers

<https://kalicube.com/consultancy>

Jason Barnard and Kalicube have worked with these prestigious brands



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With The Kalicube Process, Your Personal Brand is the Focus

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Why is Understanding, Credibility, and Deliverability Important in The Kalicube Process?

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Your Brand SERP is Your Business Card, Guide, and Key Performance Indicator for The Kalicube Process.

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You are here

At Kalicube, we track and report all of these KPIs, plus additional KPIs, for our Done With You clients using our proprietary algorithms and dataset of over 2 billion datapoints we've been collecting from Google since 2015. If implementing this seems daunting to do without our data and guidance, [book a call with Jason](#) to talk about how you can leverage your corporate brand and grow revenue.



The Kalicube Process
worked yesterday,
it works today
and already works for tomorrow.



Jason Barnard

What are the Benefits of The Kalicube Process?

PRO TIP

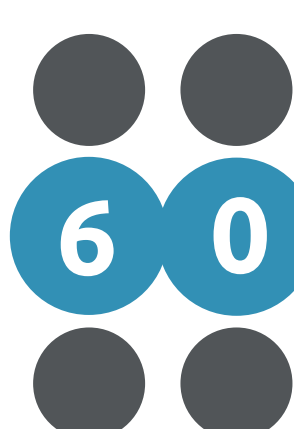
At Kalicube, revenues have grown every year for four years since we started implementing The Kalicube Process for our business. Between 2021 and 2024, revenues increased sixfold. [Read our case study.](#)

Read about how [Mark A. Preston](#) elevated his personal brand and revenue using The Kalicube Process.

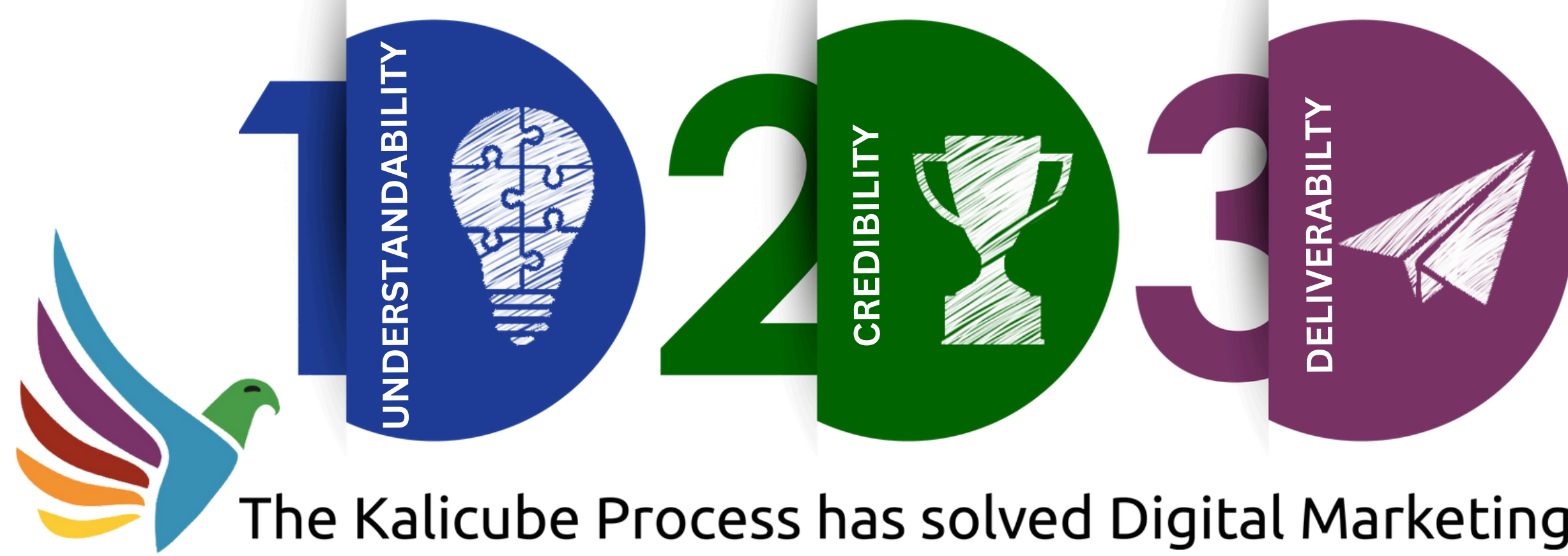


Read about how [Jonathan Cronstedt](#) repositioned his personal brand using The Kalicube Process when he made a career pivot.

What are the benefits of The Kalicube Process?



**The Kalicube Process for Personal Brands:
The Do It Yourself Guide**



Your Options for Implementing The Kalicube Process

If controlling your personal brand and revenue generation in the new era of search is important to you, The Kalicube Process is the solution you need.

Get started with The Kalicube Process using the options below:

1

Do it yourself.

Follow this DIY Guide, access our [free learning resources](#), or read Jason’s “The Fundamentals of Brand SERPs for Business” book for everything you need to optimize your brand for your audience and search engines.



2

Start a Done With You Service.

The team of Digital Brand Engineers at Kalicube works with you to implement The Kalicube Process for your personal brand, working within your existing resources and priorities and saving you valuable time and money. You can take control, reach the right audience, and grow your business using The Kalicube Process year-round. Every day that goes by is another day the machines control your brand online. [Book a call with Jason today.](#)



Optimize your Personal Brand in Search and AI

Done With You by Kalicube's Team of Digital Brand Engineers



Engineer Your Search and AI Dominance with Kalicube

Book a Call Now >>

 **Kalicube**
Digital Brand Engineers

<https://kalicube.com/book-discovery-call>

Jason Barnard and Kalicube have worked with these prestigious brands





Free Resources Page

Additional free resources to help you implement
The Kalicube Process yourself

Case Studies

[The Kalicube Process Grows Revenue Sixfold](#)

[Stand Out When You Have a Common Name Using The Kalicube Process](#)

[The Kalicube Process Puts a Personal Brand in Front of the Right Audience After a Career Pivot](#)

[Boost Credibility By Merging Duplicate Knowledge Panels](#)



More about The Kalicube Process

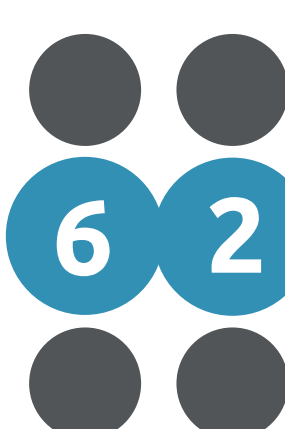
[The Kalicube Process has Solved Digital Marketing](#)

[How Does the Kalicube Process Work?](#)

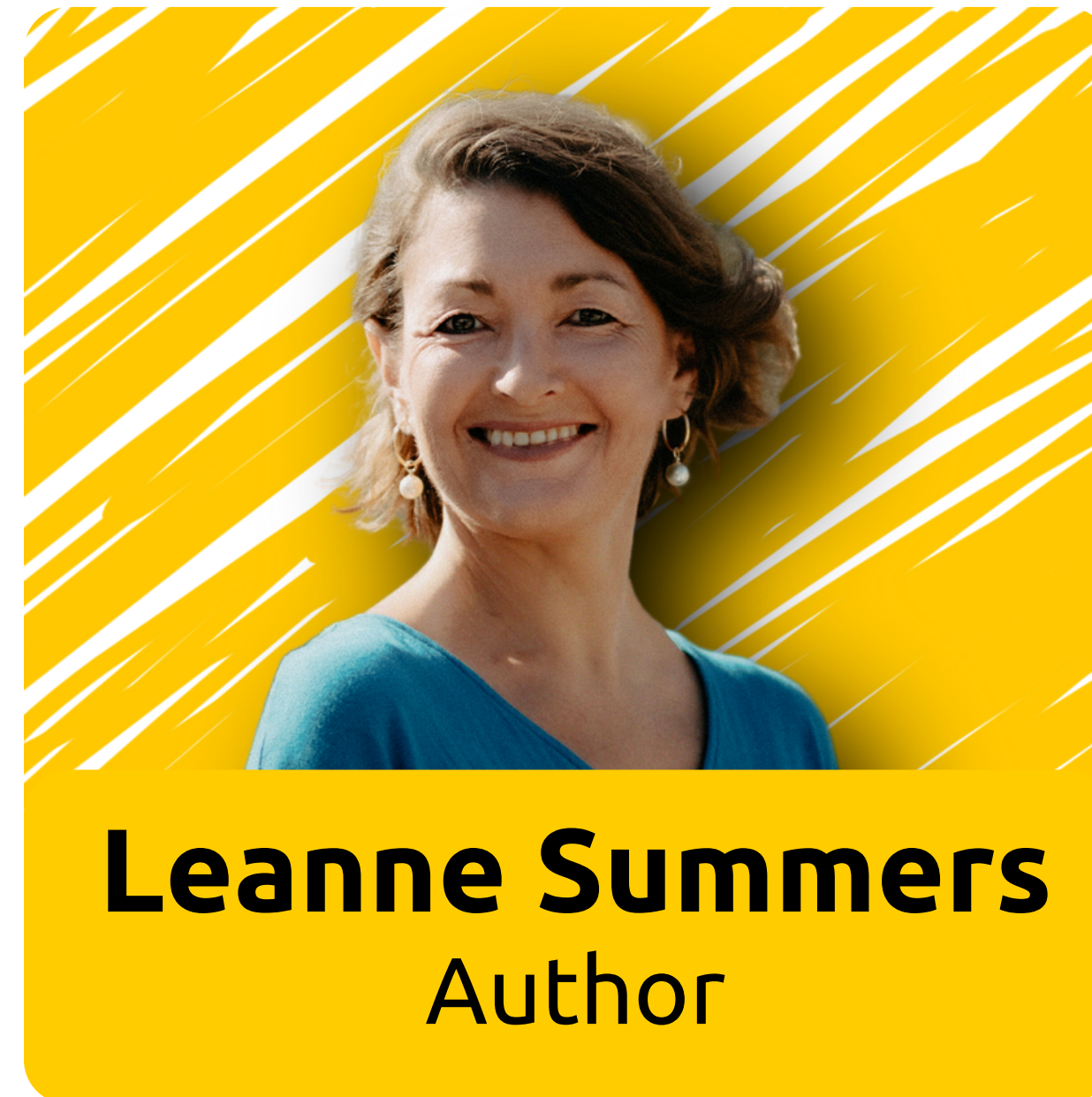
[How Kalicube Implements The Kalicube Process](#)

[What Are the KPIs for The Kalicube Process?](#)

[The 12 Concrete Results of Implementing The Kalicube Process](#)



Key contributors



Special Thanks to the Kalicube Team

