

HAPPY ANNIVERSARY!

10 YEARS TEACHING DIGITAL STRATEGY

WOW, SO MANY
THINGS HAVE
CHANGED SINCE
2014



I STILL LOVE
POLKA DOTS
& SHORT HAIR

RED CARPET IMAGE BY DALL-E 3

WHAT HAS CHANGED >

BLOGGING

2014

2024

I BLOG.
YOU BLOG.
WE ALL BLOG!!

STILL BLOGGING ...
BUT IF YOU COME
OVER TO MY NEWS-
LETTER, I'LL SHOW
YOU MY BEST
ETCHINGS.

BLOGGING IMAGE By DALL-E 3

SOCIAL MEDIA



2014

THE HOTTEST
WATER COOLER &
COCKTAIL PARTY
GOING. #FOMO

ALL SOCIAL:
JUSTIN BIEBER
LIKED MY
COMMENT!

2024

TWITTER (X):
WHERE TRUTH,
KINDNESS &
NETWORKING
GO TO DIE.

ALL MEDIA:
POST YOUR
EVENT (IF YOU
MUST), THEN
RUN FOR IT.

SEO & SEARCH

2014

GET ON PAGE #1 WITH
LONGTAIL KEYWORD
PLACEMENT FROM
H1 TO FINAL GRAPH.

CONTENT FARMS
FLOOD INTERNET
WITH CRAPPY
CONTENT

2024

CHAT ANSWERS & ADS PUSH
BLOG POSTS TO THE
BOTTOM OF SERPS.

GEN-AI FLOODS INTERNET
WITH CRAPPY CONTENT

SEO GIVES WAY TO "AIO"
(ARTIFICIAL INTELLIGENCE
OPTIMIZATION) #EAT

AI

2014

SIRI

ALEXA

AMAZON
RECOMMENDATIONS

2024

CO-PILOT AI EMBEDDED
IN EVERY MICROSOFT
APP YOU'VE ALWAYS
USED: WORD, EXCEL,
POWERPOINT, ETC.

SURELY THE YEAR
GOOGLE ANALYTICS
ADDS A NATURAL
LANGUAGE CHATBOT

THE YEAR YOU
DISCOVER AI'S
REAL SUPER POWER
IS STRATEGY

SMART HOME IMAGE BY DALL-E 3