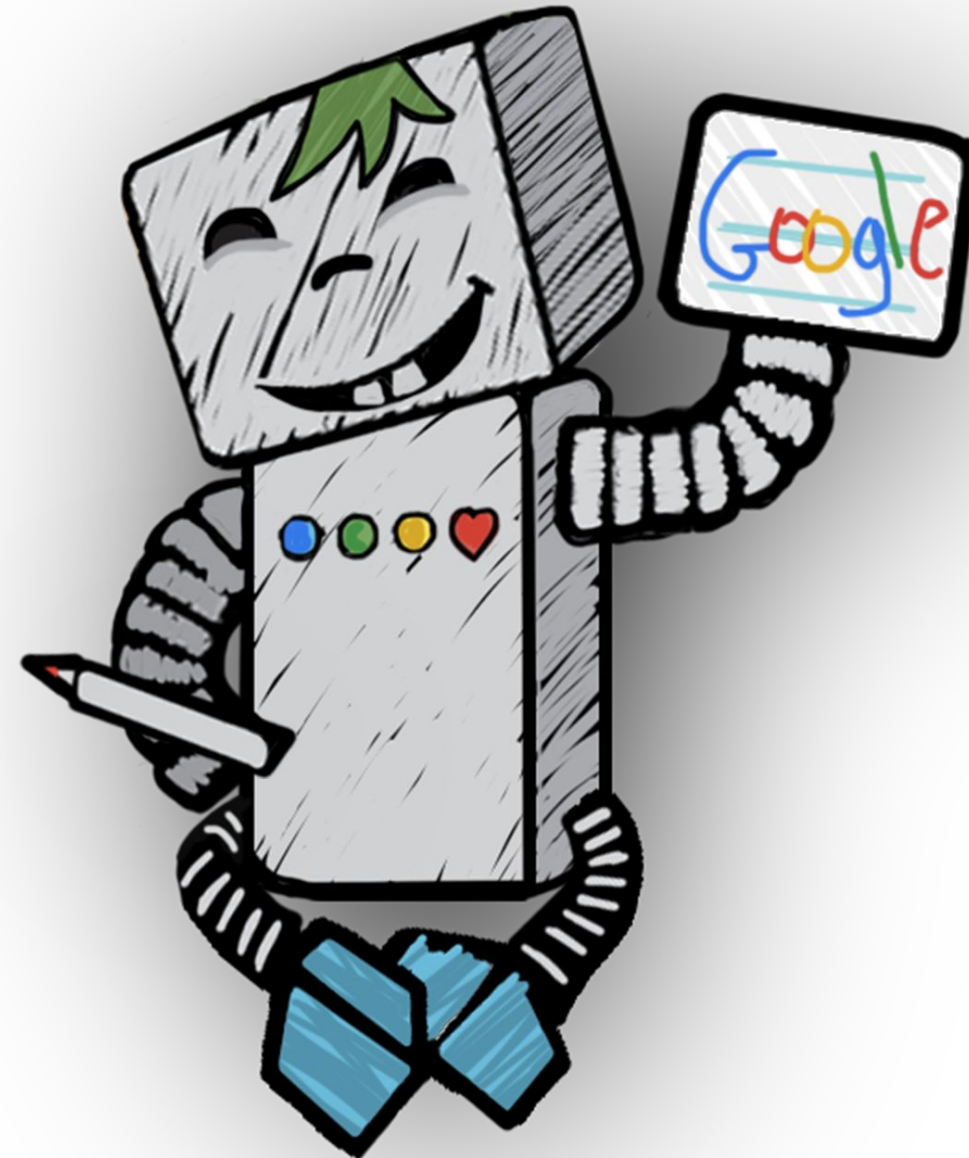




**Google is a child
thirsty for knowledge.**

**We need to
educate it**

Jason Barnard 
The Brand SERP Guy



“Brand SERP”

What your audience sees when they
Google your personal or brand name

Me





Google search results for "jason barnard".

About 6,280,000 results (0.51 seconds)

Jason Barnard (The Brand SERP Guy) : I'm an author and ...
 Jason Barnard : Screenwriter, Voice Actor, Blue Dog (2006), Boowa and Kwala, UpToTen ; Rock Musician (1990s), Double Bass Player and Singer; WTPJ Music, Boowa & Kwala - Boowa & Kwala (TV Series) - The Barking Dogs - Song Recordings

Jason Barnard - Kalicube
 The Brand SERP Guy: He is founder and CEO at Kalicube - a groundbreaking digital marketing agency that pioneered the concept of exact match Brand SERPs ...

People also ask

- Who is the brand SERP guy?
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Jason Barnard - The Brand SERP Guy - LinkedIn
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 Company: I am founder and CEO at Kalicube - a groundbreaking digital marketing agency that pioneered the concept of exact match Brand SERPs (what your audience ... Paris, Île-de-France, France - Kalicube

Jason Barnard (@jasonmbarnard) · Twitter

- Who wants to buy the book at 61.99 euros???? Takers? @KalicubePro @DavidAmerland @cyberandy @Giridja @anton_shulke
- To check what Google shows in their #SERPs, many people use a VPN to spoof their location. However, VPN is both pricey and slow. Check this groovy clip for VPN alternatives ;) #KalicubePro The podcast link is in the YouTube description :)
- Something woke me up at 4am with a thought... COuldn't stop myself digging into the data From the @KalicubePro database: Of 1000 #KnowledgePanel ATributes that cite a reference, one third are from the company's own website That is a ma-BIG-sive proportion. I am surprised.

With Jason Barnard Podcast - The Smartest People in Digital ...
 Jason Barnard (The Brand SERP Guy) is an author and digital marketing consultant. He specialises in Brand SERP optimisation and Knowledge Panel management. Read ...

Jason Barnard - Biography - IMDb
 Jason has over 2 decades of experience in digital marketing, starting in the year Google was incorporated with a site for kids that he built up to become one of ...

Jason BARNARD - YouTube

- Boowa & Kwala Rhymes with Santa (if you are a messiah with your ...)
- Boowa & Kwala - Children's Music by Jason Barnard
- The Cavern Club and Stanley the Counting Man in 1.5mmol

Related searches

- jason barnard linkedin
- jason barnard twitter
- jason barnard podcast

Some results may have been removed under data protection law in Europe. Learn more

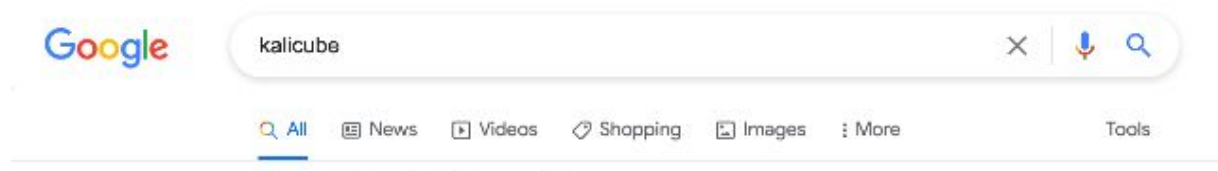
Googoooooooooogle >
 1 2 3 4 5 6 7 8 9 10 Next

Jason Barnard

The Brand SERP Guy



My Company



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Your Brand SERP = Your Business Card. At Kalicube, we make companies and people design their Google Business Card. Learn more >>

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https://twitter.com/KalicubePro

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Learn more about @DigitalOlympus #linkbuildingservices with a five-step process that enables them to secure high-quality links that meet 100% of client expectations. Check it out here ;)

#linkbuildingagency #linkbuilding

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Nudge on this ;)

@writeformeio

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Kalicube.pro = Tools to Help You With Your Brand SERP

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Knowledge Graph Explorer · Sign Up · Free Tools · Pricing

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Online Courses

Company Slogan

Visual Identity

Social Voice

SaaS Platform



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Brand SERP Courses - Kalicube Academy (Your Tutor - Jason ...

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Videos

Managing Your Knowledge Panel: Brief run-through of the ...

YouTube · Kalicube

3 May 2021

10 key moments in this video

Managing Your Knowledge Panel: Full run-through of the ...

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22 key moments in this video

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Kalicube is a digital marketing agency that is pioneering the concept of Brand SERP optimisation and knowledge panel management.

https://www.crunchbase.com/kalicube-sas

Kalicube - Crunchbase Company Profile & Funding

Kalicube is a digital marketing agency that is pioneering the concept of Brand SERP optimisation and knowledge panel management.

Company Type: For Profit

https://www.softwareadvice.com/kalicube-pro-profile

Kalicube Pro Reviews, Demo & Pricing - Software Advice

Kalicube Pro tracks and measures the Brand SERP and provides users tailor-made tasks lists to support them in gaining control of their knowledge panel and ...

★★★★★ Rating: 5 · 3 reviews



Google search bar with 'kalicube' entered

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Kalicube - Brand SERP and Knowledge Panel Specialists

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Kalicube (@KalicubePro) · Twitter

Twitter post content: 'Learn more about @DigitalOlympus #linkbuildingservices with a five-step process that enables them to secure high quality links that meet 100% of their specifications. The first impression counts. When your Brand SERP shows a positive first impression about you, to your prospects that means: 1 - Shorter paths to conversion 2 - Higher conversion rates 3 - Better client retention Google your brand name, both on desktop and on mobile :)

Kalicube.pro = Tools to Help You With Your Brand SERP

Kalicube - YouTube

Online Courses

Company Slogan

Google shows

Visual Identity

Kalicube's



SaaS Platform

as we intended



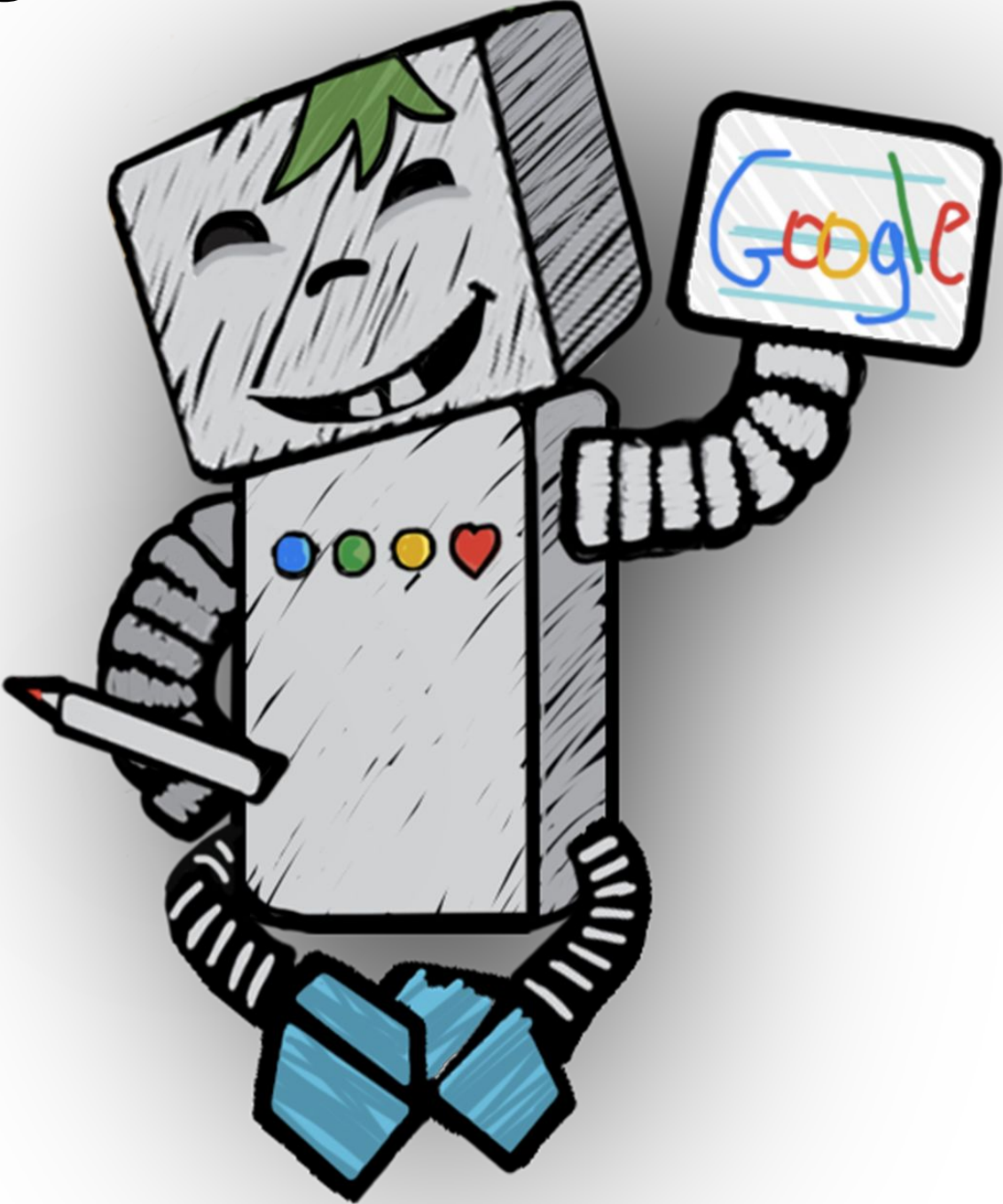
Search results for 'kalicube' including: Brand SERP Courses - Kalicube Academy, Videos (Managing Your Knowledge Panel), Kalicube - LinkedIn, Kalicube - Crunchbase, Kalicube Pro Reviews, Demo & Pricing - Software Advice, and Related searches.



How **do** we do that?

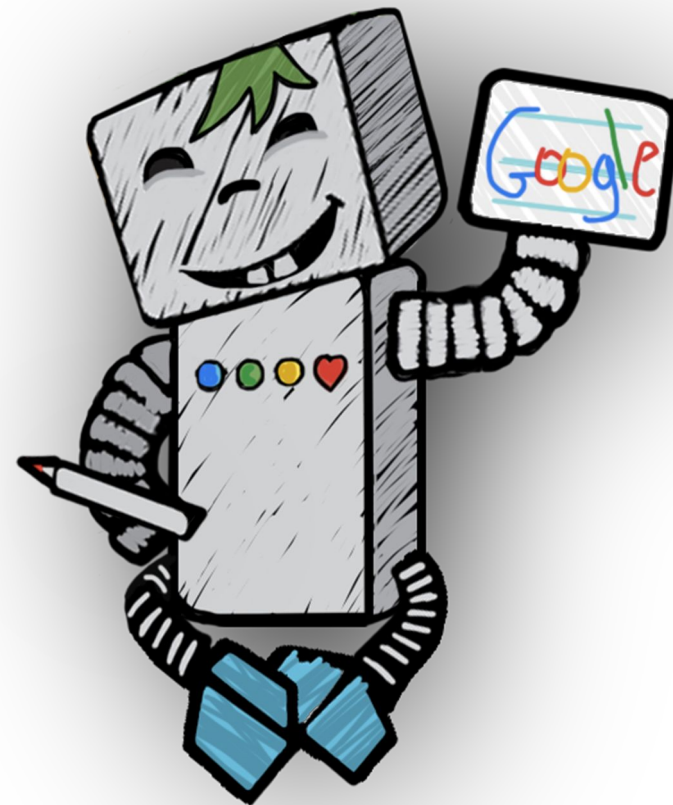
We educate Google

How do we do that?



How do we
do that?

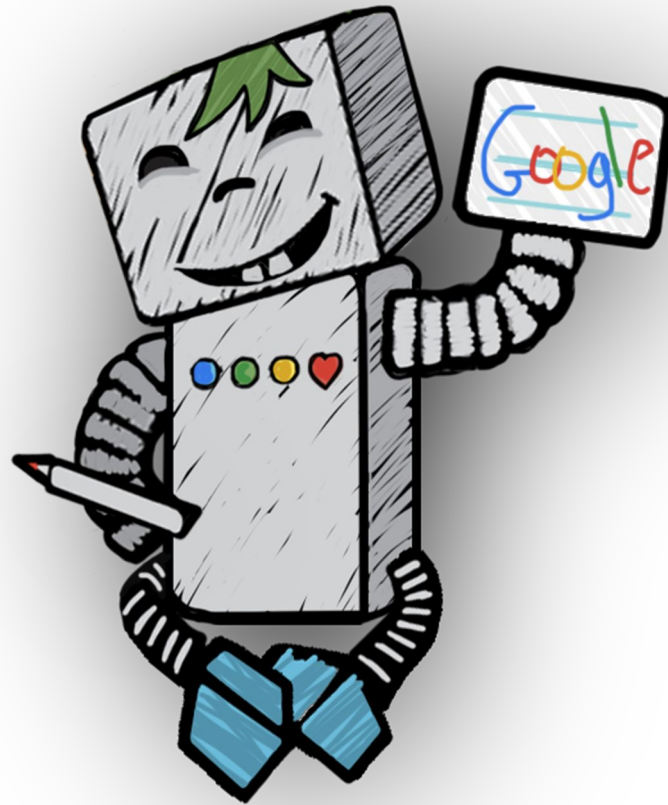
We educate Google



1. Who we are

How do we
do that?

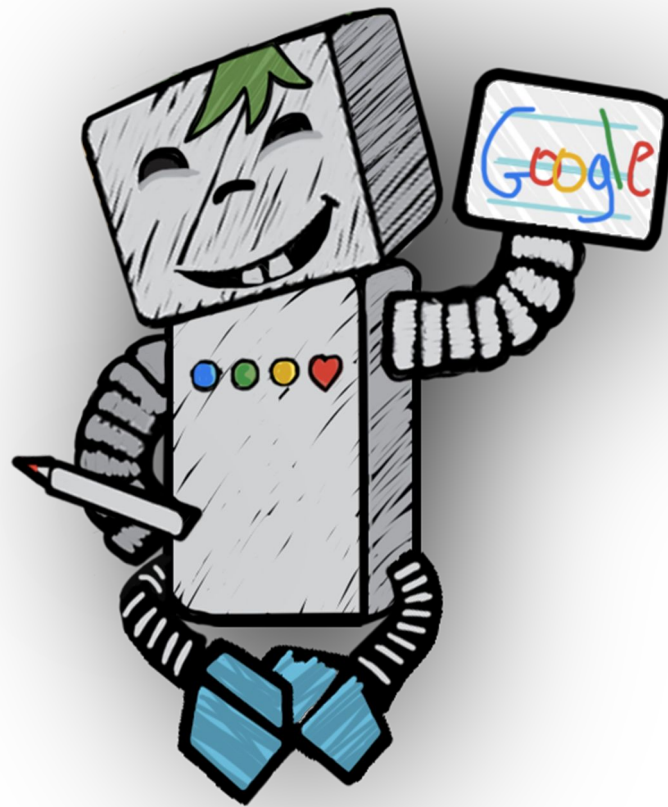
We educate Google



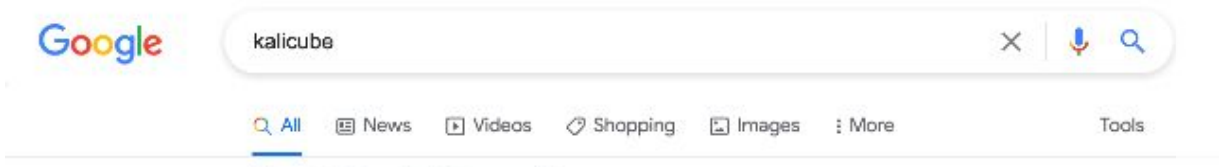
1. Who we are
2. What we do

How do we
do that?

We educate Google



1. Who we are
2. What we do
3. Which audience we serve



https://kalicube.com

Kalicube - Brand SERP and Knowledge Panel Specialists

Your Brand SERP = Your Business Card. At Kalicube, we make companies and people design their Google Business Card. Learn more >>

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Online Courses

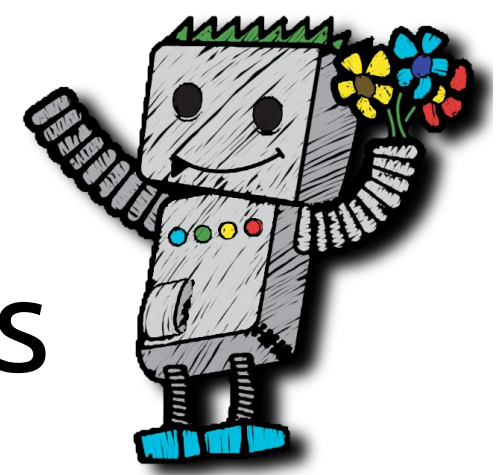
Company Slogan

Visual Identity

Social Voice

SaaS Platform

It Understands



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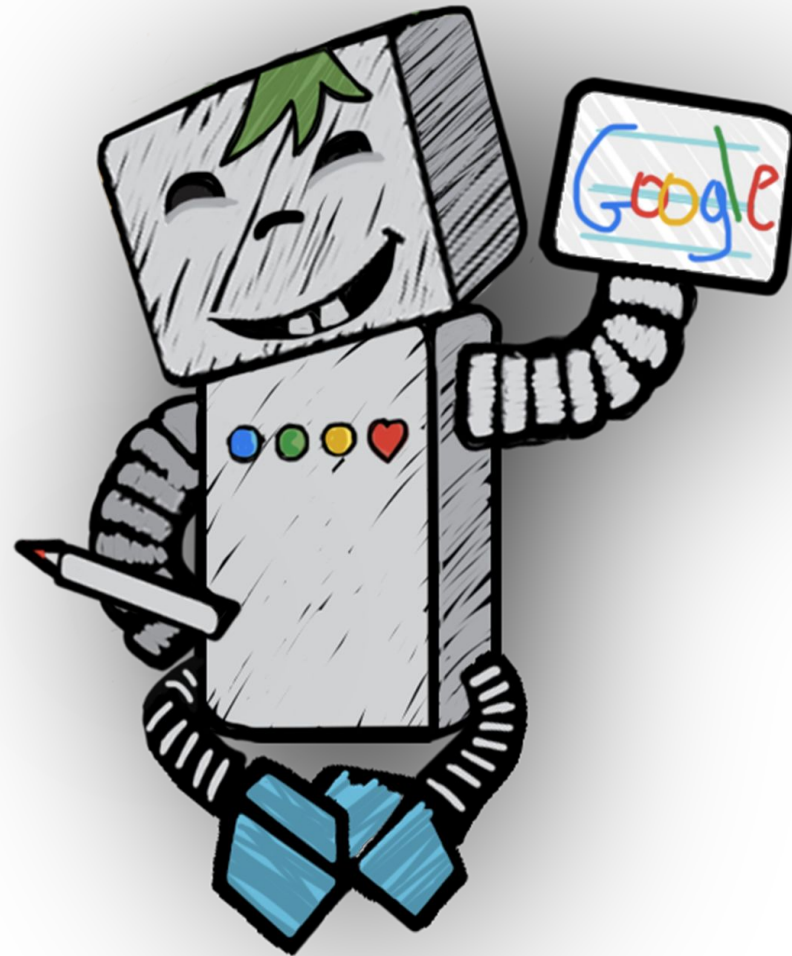
Kalicube Pro Reviews, Demo & Pricing - Software Advice

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★★★★★ Rating: 5 · 3 reviews

Google is still just a child
Thirsty for knowledge

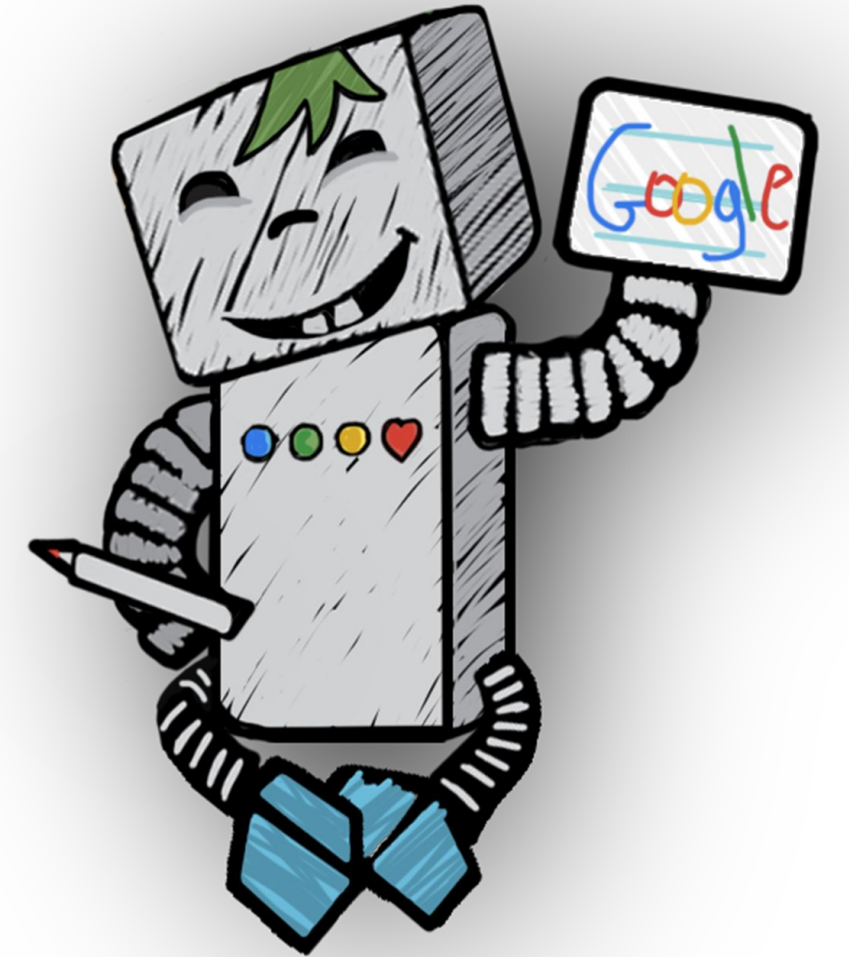
We need to learn to teach it



How do we teach Google?

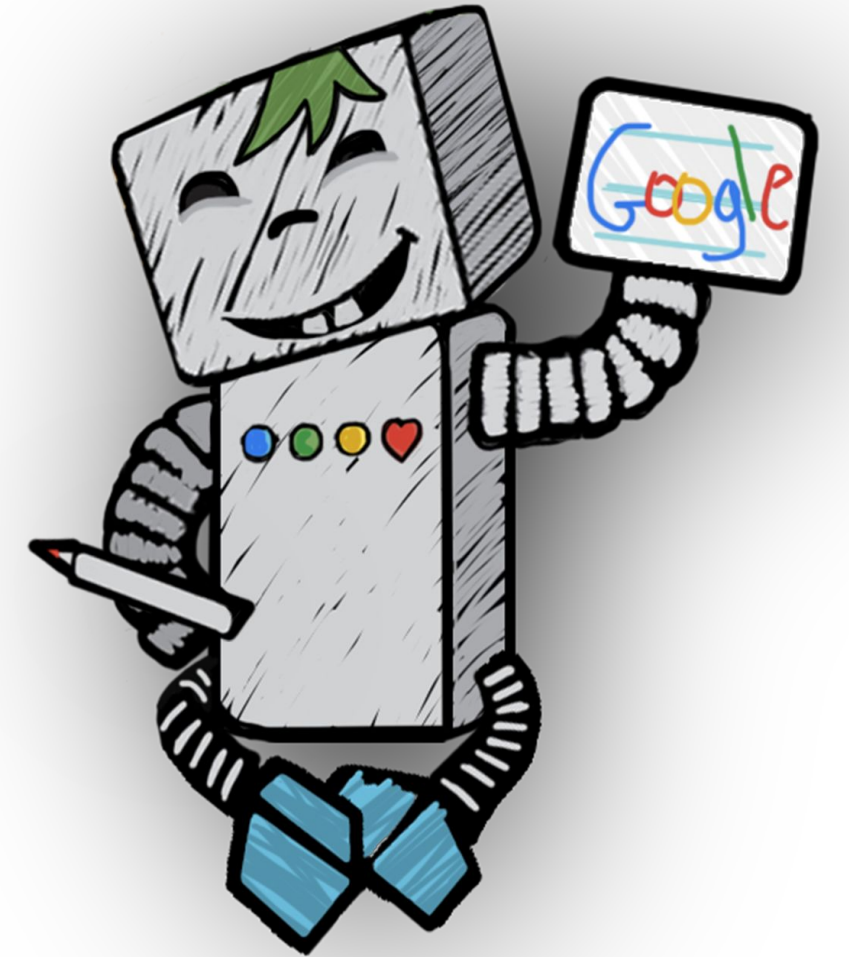
This child learns

1. Through clear explanation
2. By repetition
3. From authoritative sources



We are the responsible adults

1. Give the child a reference
(reconciliation)
2. Guide the child
3. Consistent Corroboration
(on authoritative sources)

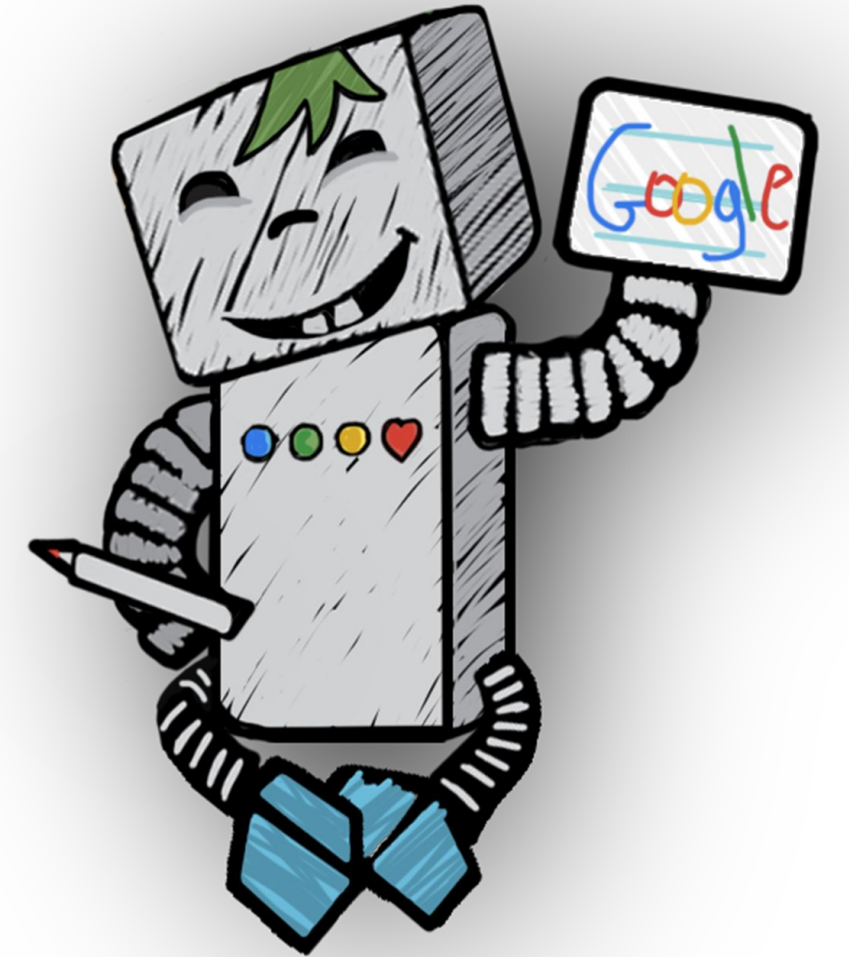


But it faces a huge problem

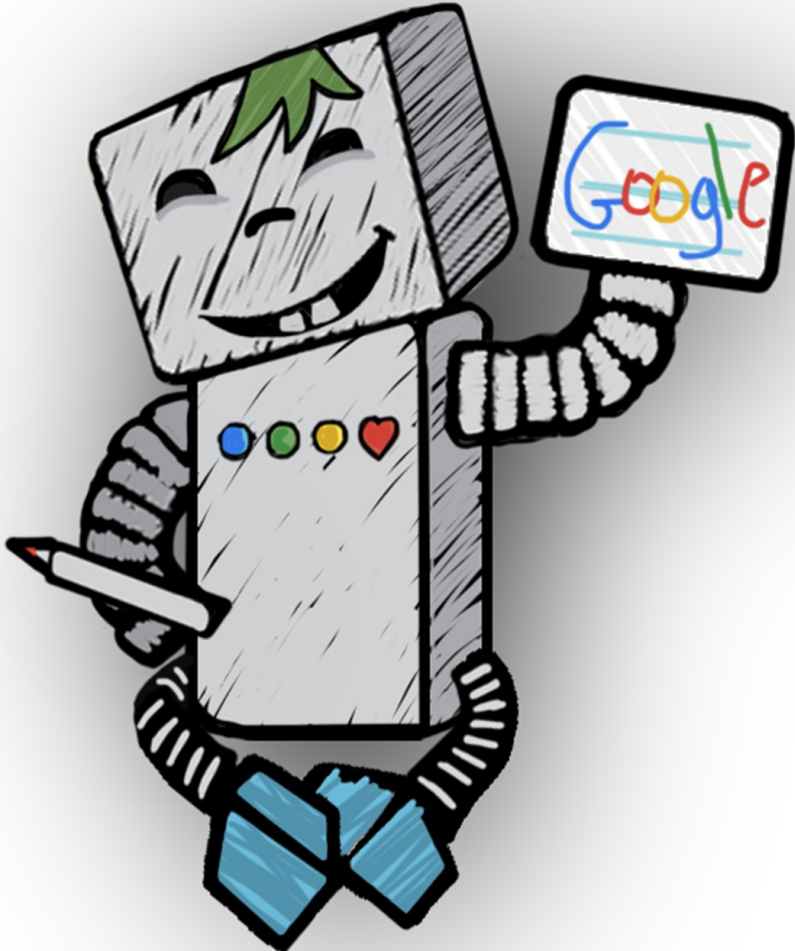
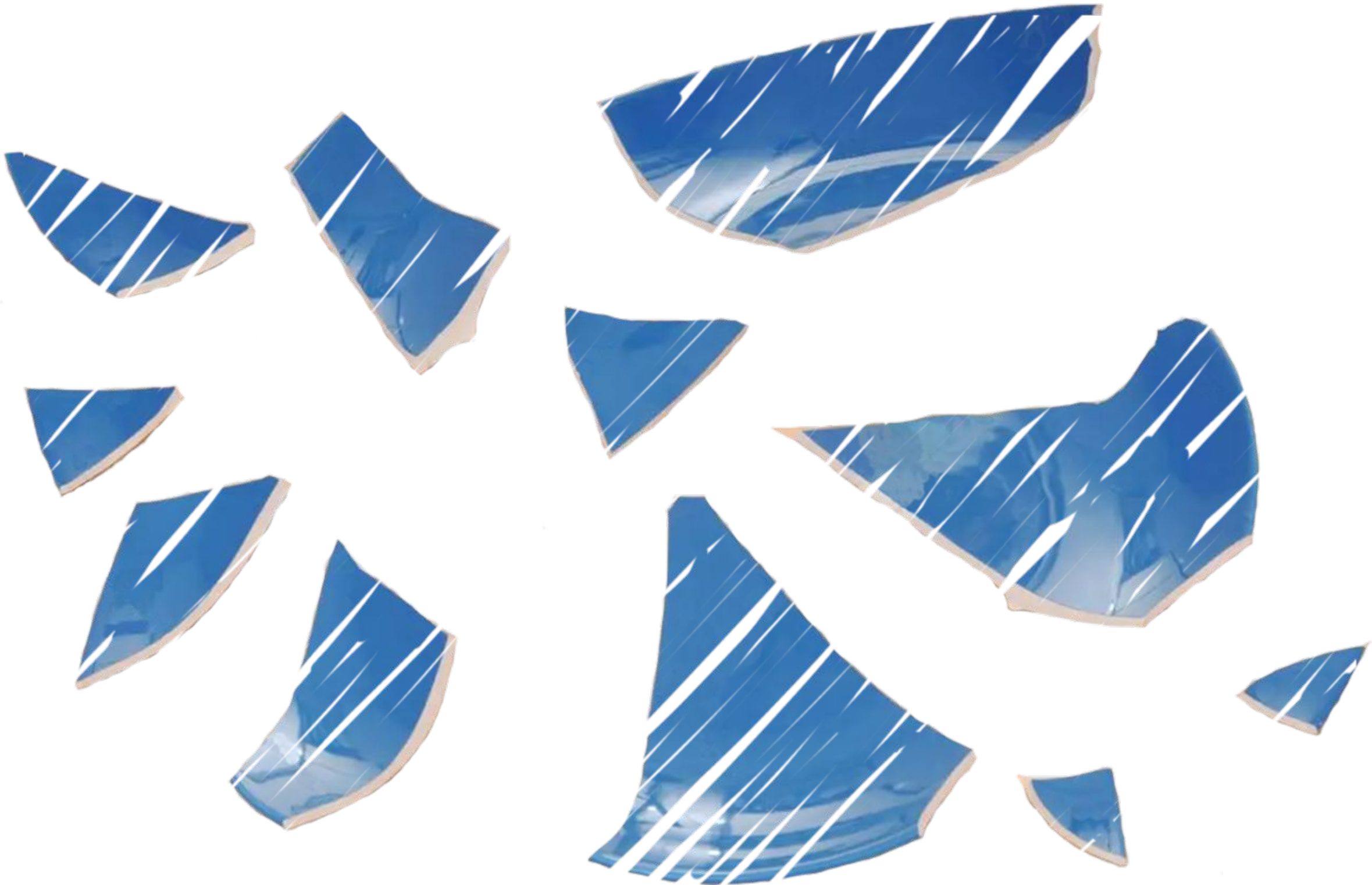


Google is faced with

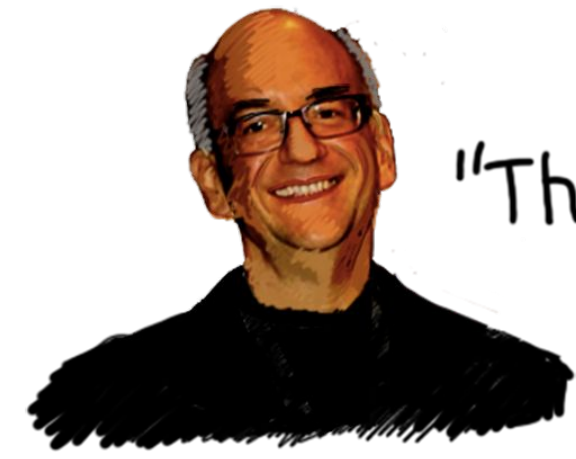
1. Fragmented information
2. Contradictory information
3. Badly organised
(the www is a jumbled mess!)



Child Faced With Broken Plate Analogy



What do we need to do?

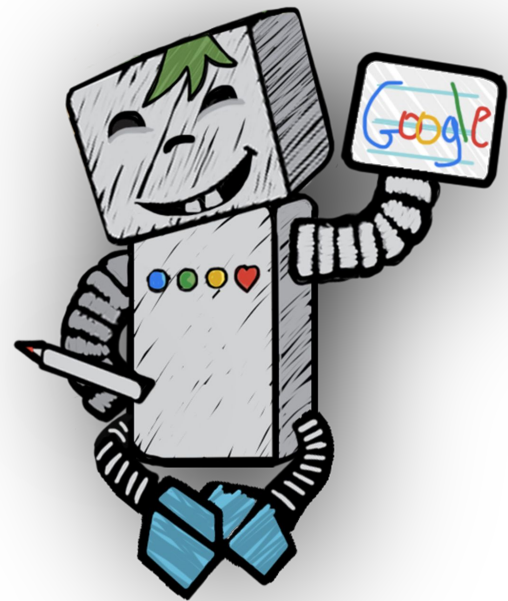


"The Googly Guy"

@johnmu

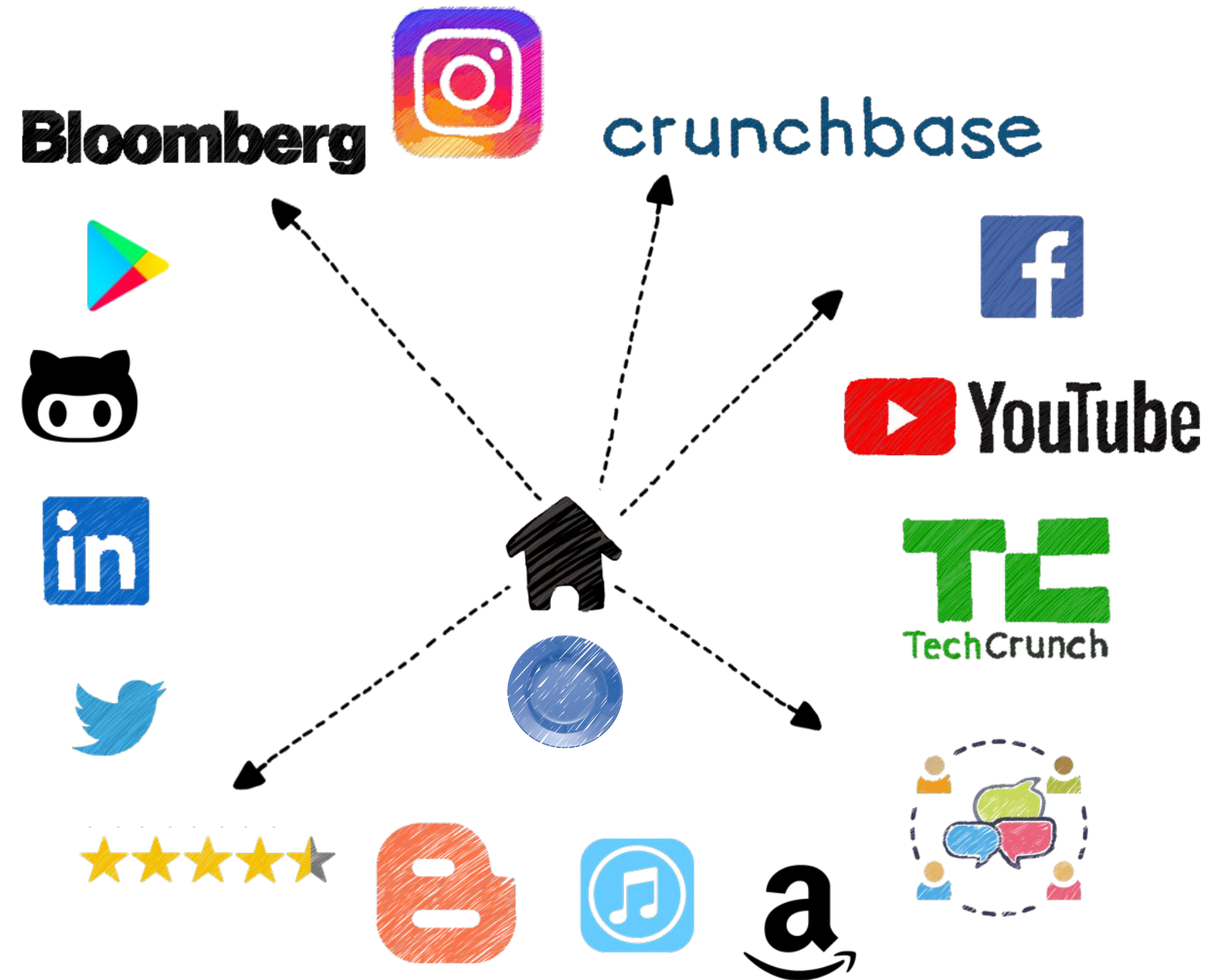
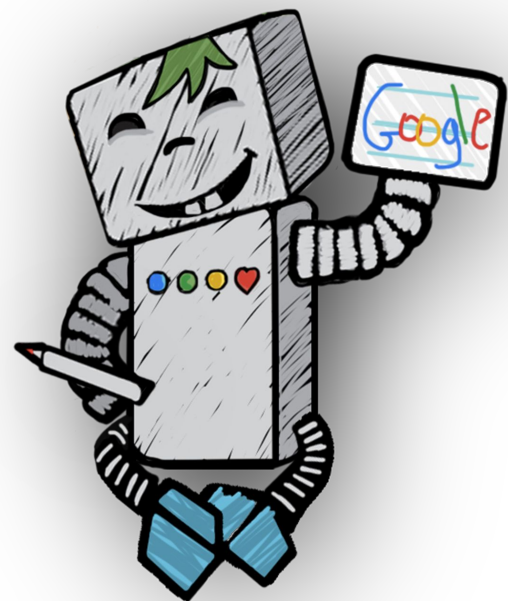
So simple

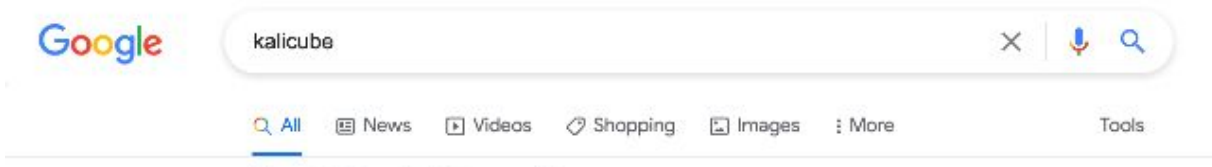
A process of Reconciliation



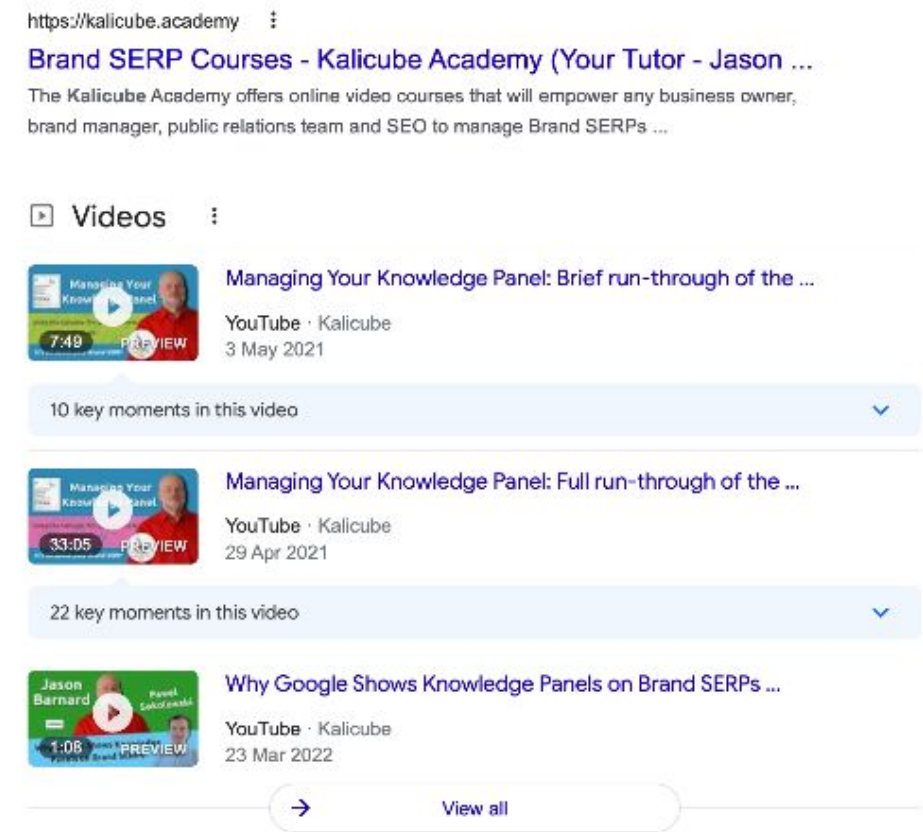
So, for Google, I have Figured it Out :)

Entity Home (point of reconciliation) on your website
Consistent Corroboration across your digital ecosystem

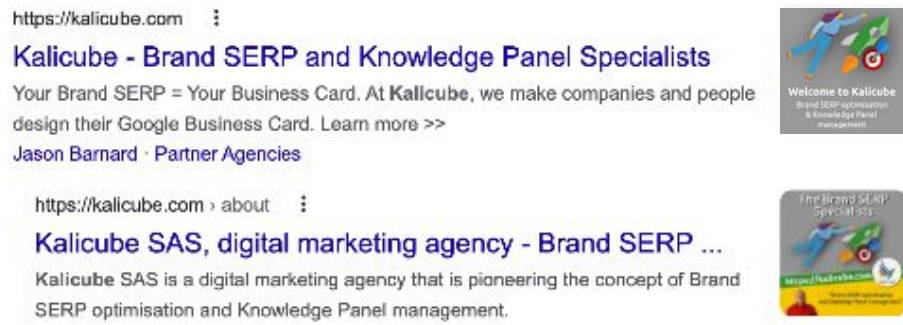




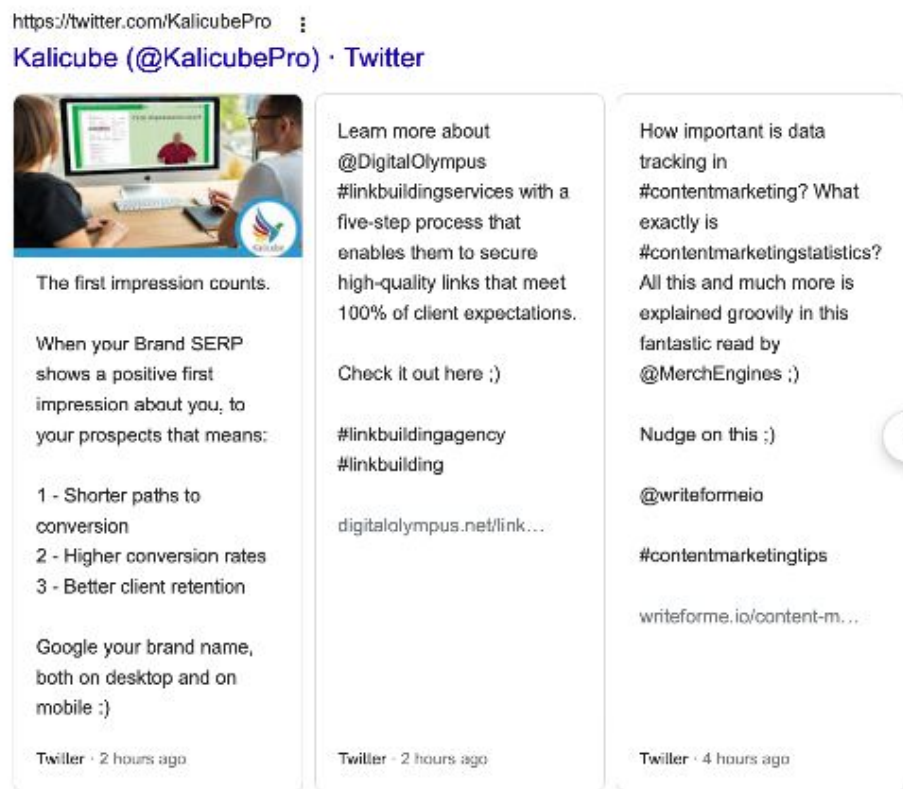
Online Courses



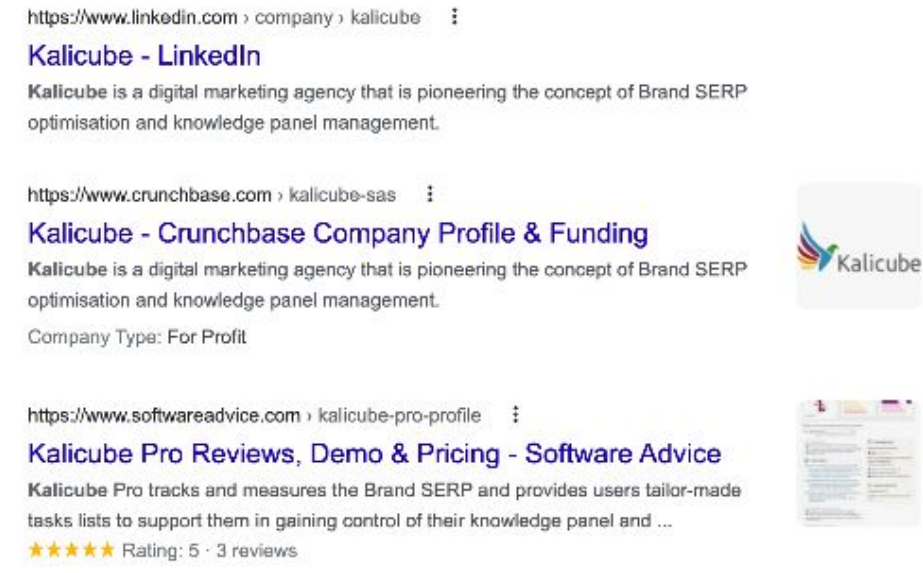
Company Slogan



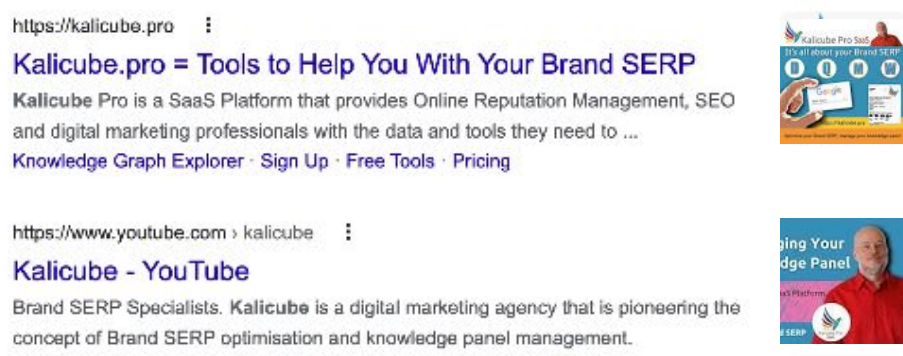
Visual Identity



Social Voice



SaaS Platform

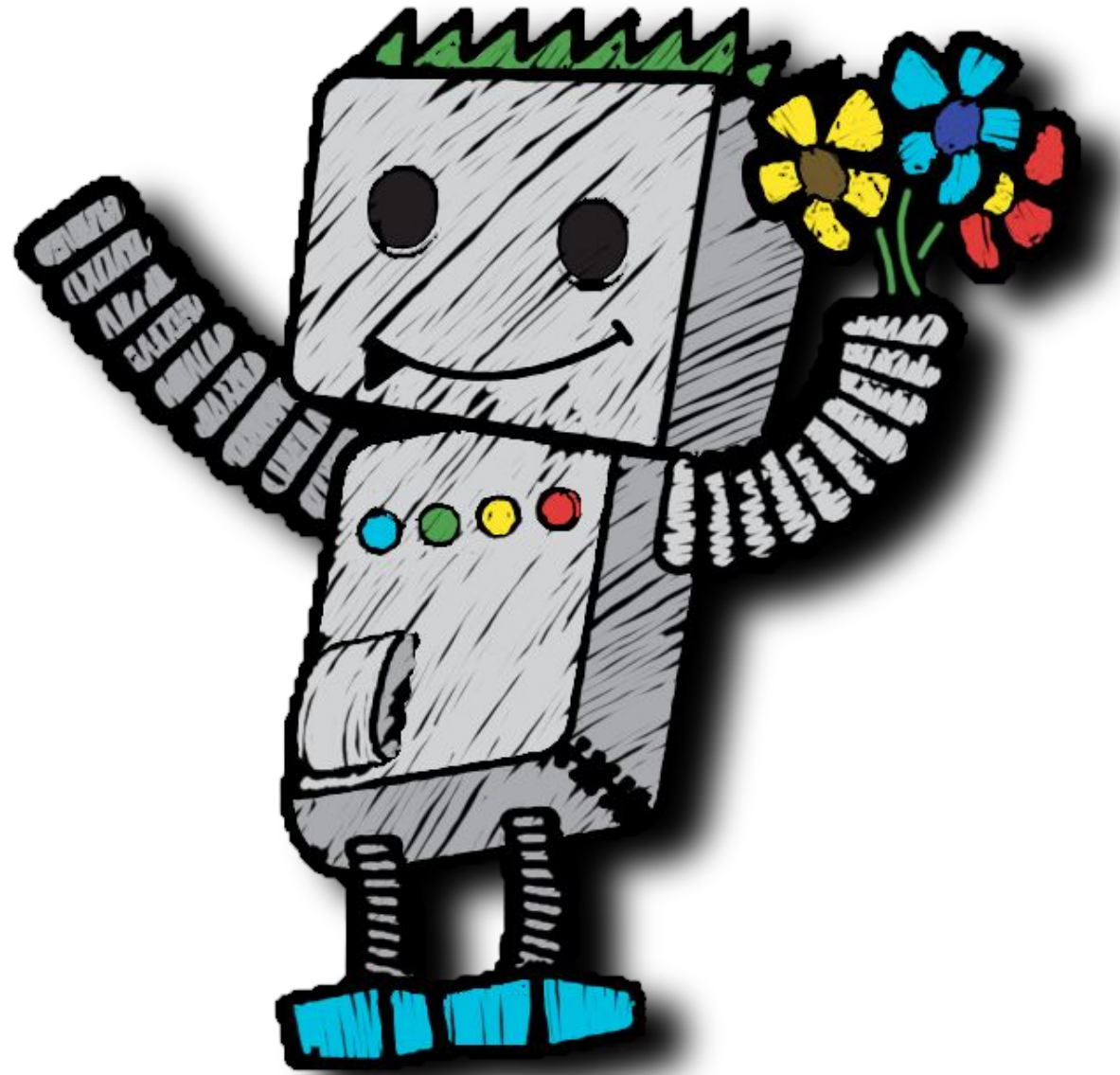


You have Control

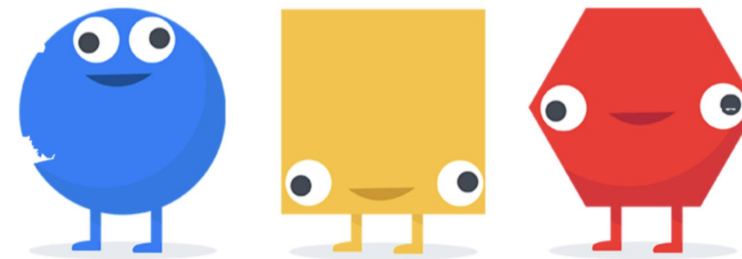


Google Understands your brand message

Because we educate it



Kalicube Pro
SaaS



Design Your Own Google Business Card





Google search results for "jason barnard".

Jason Barnard (The Brand SERP Guy) : I'm an author, screenwriter, voice actor, musician, and cartoonist.

Jason Barnard - Kalicube
The Brand SERP Guy: He is founder and CEO at Kalicube - a groundbreaking digital marketing agency that pioneered the concept of exact match Brand SERPs...

People also ask:
Who is the brand SERP guy?
What is a brand SERP?

Jason Barnard - The Brand SERP Guy - LinkedIn
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Jason has over 2 decades of experience in digital marketing, starting in 1997 when he incorporated with a site for kids that he built up to become one of the most successful...

Jason Barnard (the Brand SERP Guy), CEO and Founder of Kalicube
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Jason BARNARD - YouTube
Boowa et Kwala Rhymes with Santa is that a coincidence? Boowa et Kwala was the 1000th biggest site in the world in 2007

Related searches:
jason barnard linkedin
jason barnard podcast

Jason Barnard Knowledge Panel

Author

Jason Barnard (The Brand SERP Guy) is a digital marketer who specialises in Brand SERP optimisation and knowledge panel management. Jason has also variously been a musician, a screenwriter, a songwriter and a cartoon blue dog.

https://jasonbarnard.com

Jason Barnard (The Brand SERP Guy) : I'm a digital marketing ...

jasonbarnard.com

Available on
Deezer

Born: 5 June 1966 (age 55 years)
Partner: Véronique Barnard
Parents: Kate Westbrook

Songs
Boowa et Kwala
12 chansons joyeuses... (musique...)
Manger, manger, manger
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Munchie, Munchie, Munchie
12 Sing Along Songs · 1999

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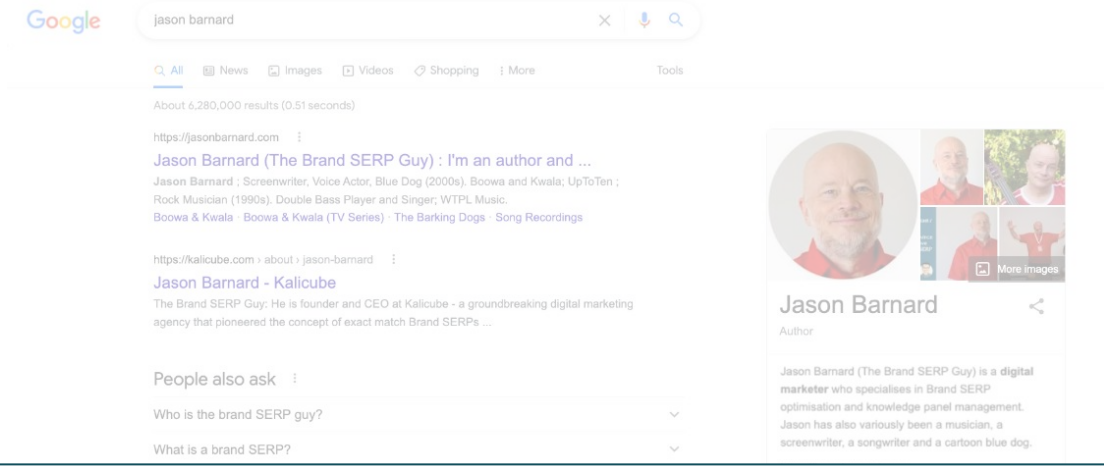
The Brand SERP Guy "Mr Knowledge Panel"

John @JohnMu · Oct 29
Replying to @ReubenYau
"Paging" Mr. Knowledgepanel, @jasonmbarnard (don't let us interrupt your weekend though)

2 replies 5 likes

Jason Barnard
The Brand SERP Guy

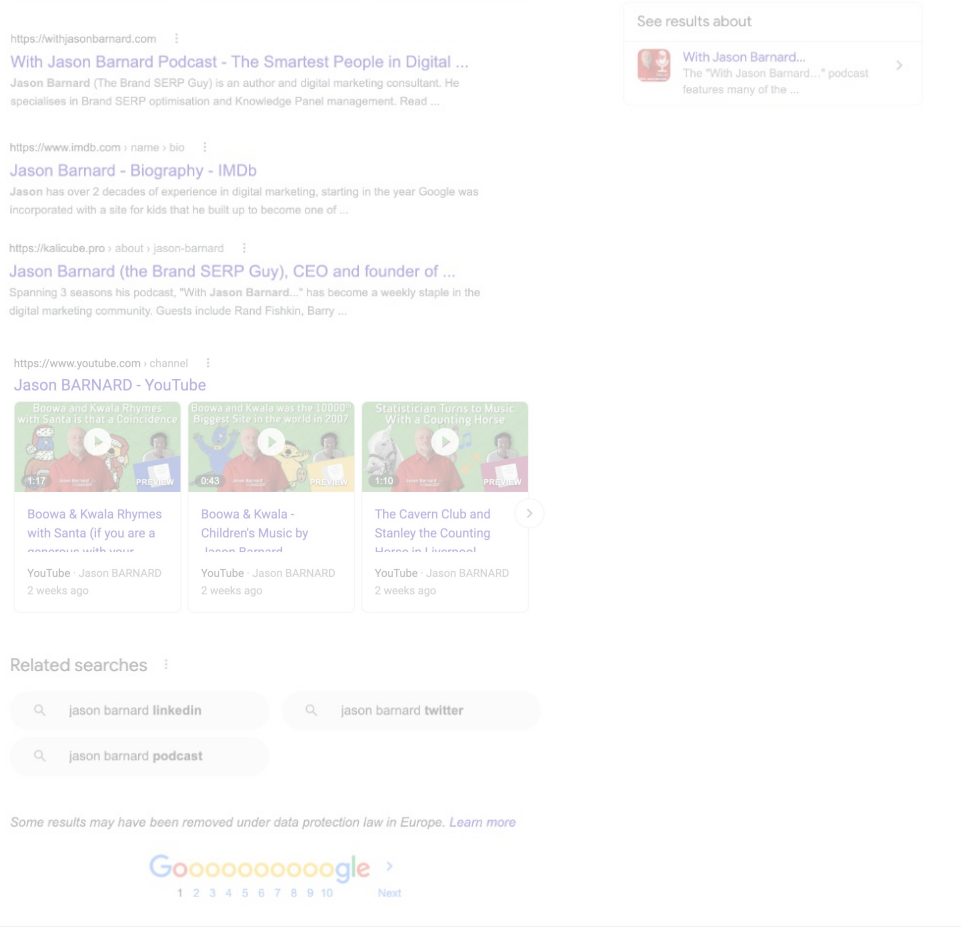




The Brand SERP Guy
"Mr Knowledge Panel"
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Jason Barnard 
The Brand SERP Guy





Google search results for "jason barnard".

Results include:

- Jason Barnard (The Brand SERP Guy) : I'm an author and ...
- Jason Barnard - Kalicube: The Brand SERP Guy: He is founder and CEO at Kalicube - a groundbreaking digital marketing agency that pioneered the concept of exact match Brand SERPs ...
- Jason Barnard - The Brand SERP Guy - LinkedIn
- Jason Barnard - Life Story in 7 Chapters - YouTube (23 Aug 2021)
- Jason Barnard (the Brand SERP Guy), CEO and founder of ...

People also ask:

- Who is the brand SERP guy?
- What is a brand SERP?

People also search for:

- Jason Barnard linkedin
- Jason Barnard twitter
- Jason Barnard podcast

The Brand SERP Guy
 "Mr Knowledge Panel"
 Currently Living in Paris
Voice Actor
(Cartoon Blue Dog)

Life Story in 7 Chapters

9:51 PREVIEW


Jason Barnard, a Life Story in 7 Chapters - from punk kid with...

YouTube · Jason BARNARD
23 Aug 2021

Songs

Boowa et Kwala
12 chansons joyeuses... (musique...)

Manger, manger, manger
12 chansons joyeuses... (musique...)



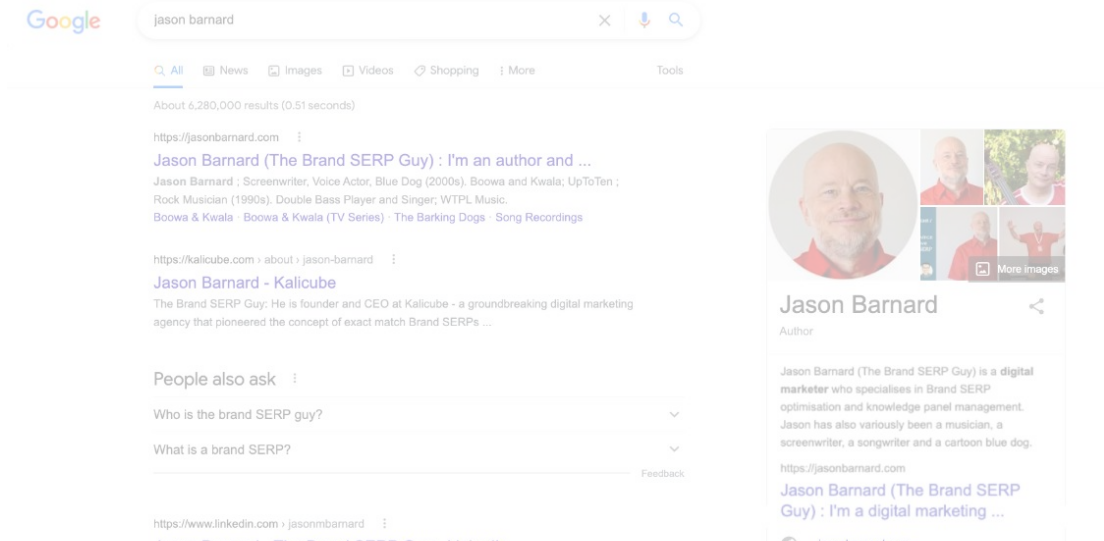
Jason Barnard 
 The Brand SERP **Guy**

[https://www.imdb.com > name > bio](https://www.imdb.com/name/bio)

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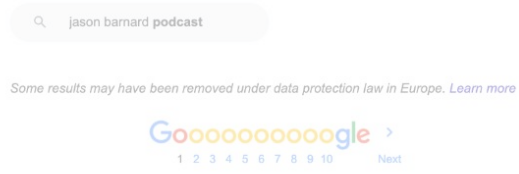
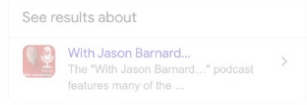
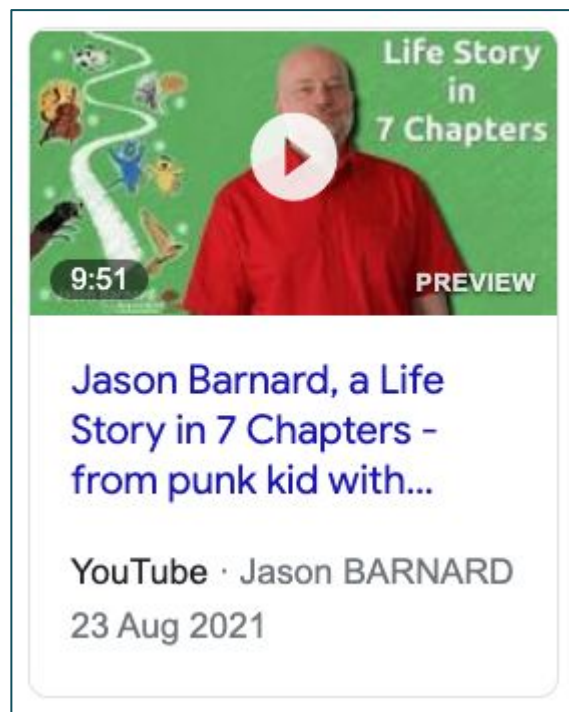


The Brand SERP Guy
"Mr Knowledge Panel"
Currently Living in Paris
Voice Actor (Cartoon Blue Dog)
Punk Folk Musician

<https://jasonbarnard.com>

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Boowa & Kwala · Boowa & Kwala (TV Series) · The Barking Dogs · Song Recordings

Jason Barnard
The Brand SERP Guy





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- Jason Barnard - The Brand SERP Guy - LinkedIn
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- With Jason Barnard Podcast - The Smartest People in Digital ...
- Jason Barnard - Biography - IMDb

Related searches: jason barnard linkedin, jason barnard twitter, jason barnard podcast.

The Brand SERP Guy
 "Mr Knowledge Panel"
 Currently Living in Paris
 Voice Actor (Cartoon Blue Dog)
 Punk Folk Musician
Groovy Podcast
 (intelligent, interesting and fun)

See results about

With Jason Barnard...
 The "With Jason Barnard..." podcast features many of the ...

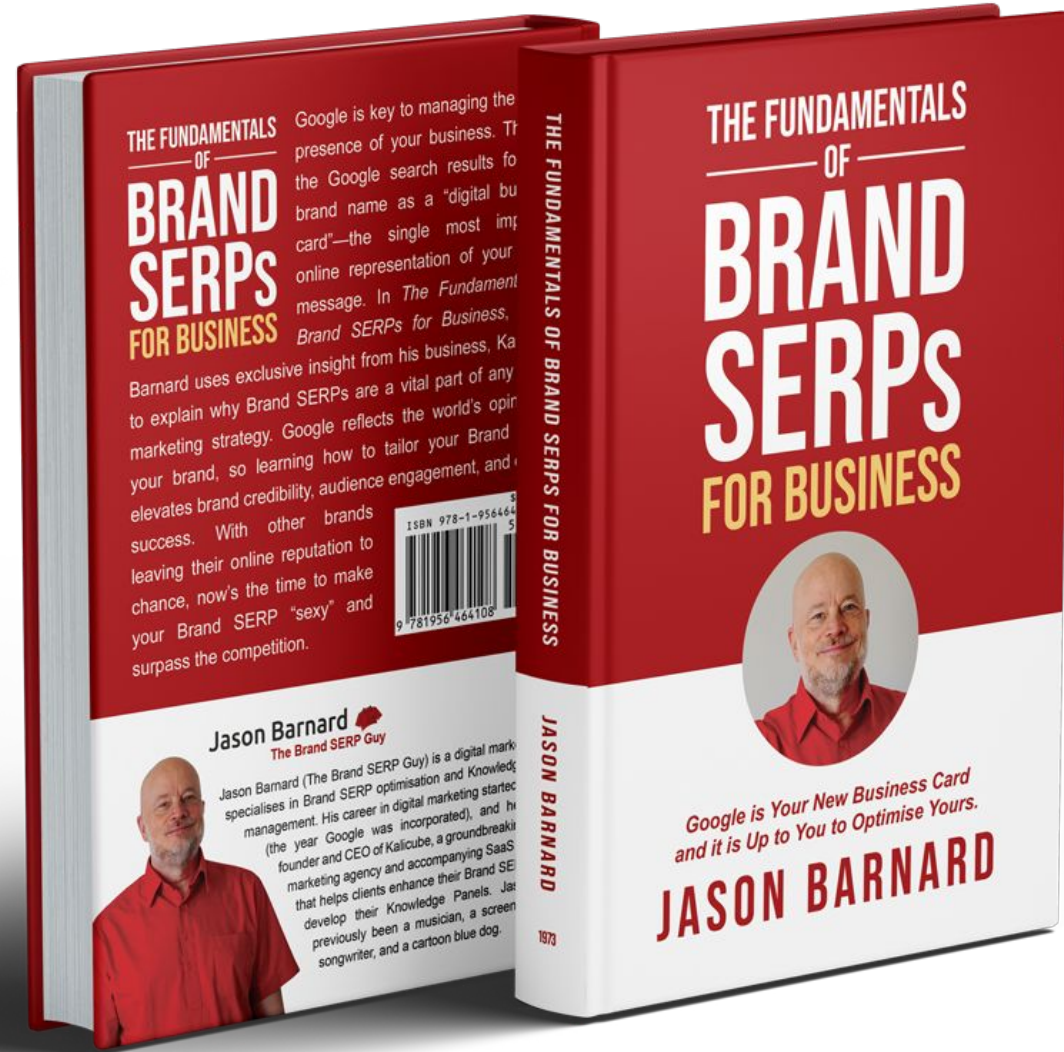
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Who wants to buy the book at 61.99 euros???? Takers? @KalicubePro @DavidAmerland @cyberandy @Giridja @anton_shulke

To check what Google shows in their #SERPs, many people use a VPN to spoof their location. However, VPN is both pricey and slow. Check this groovy clip for VPN alternatives ;) #KalicubePro The podcast link is in the YouTube description :)

Something woke me up at 4am with a thought... Couldn't stop myself digging into the data From the @KalicubePro database: Of 1000 #KnowledgePanel ATRIBUTES that cite a reference, one third are from the company's own website That is a me-BIG-saive proportion. I am surprised.

<https://withjasonbarnard.com>
With Jason Barnard Podcast - The Smartest People in Digital ...
 Jason Barnard (The Brand SERP Guy) is an author and digital marketing consultant. He specialises in Brand SERP optimisation and Knowledge Panel management. Read ...

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 Jason has over 2 decades of experience in digital marketing, starting in the year Google was incorporated with a site for kids that he built up to become one of ...

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Boowa & Kwala Rhymes with Santa (if you are a musician with your
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 Voice Actor (Cartoon Blue Dog)
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The Brand SERP Guy
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 Groovy Podcast
 Author
**CEO & Founder: Kalicube
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The Brand SERP Guy (even Google says so :)

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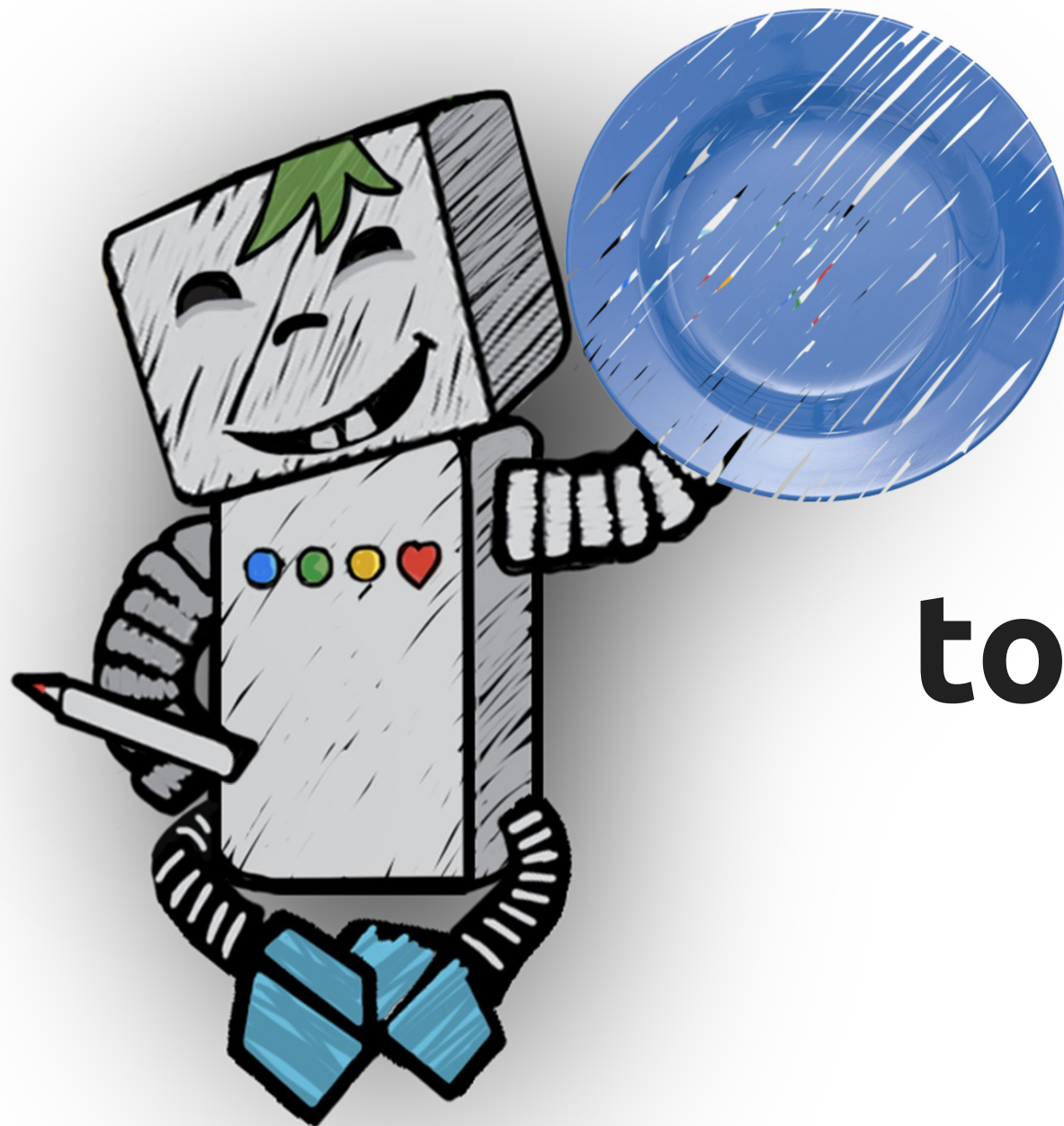
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