

SmartSignal: An Editorial Authority Network

Build the kind of authority that search engines, AI systems, and buyers recognize.

The Problem

- Most companies rely on press releases and owned content to tell their story. What's missing is consistent representation across independent publisher sites and industry trade sources.
- Search engines, Wikipedia, and AI systems validate your brand based on where you appear, not just what you say.

What SmartSignal Does

- **Transforms:** Develops a data-driven, editorial-style story aligned with your narrative
- **Creates:** Journalist-style article crafted to meet publisher standards
- **Distributes:** Submitted across a network of ~3,000 publisher websites
- **Validates:** Your story appears across multiple independent, authoritative sources

Why This Matters

- **Sustained Visibility:** Visibility continues beyond the initial announcement
- **Trusted Reinforcement:** Message reinforced across independent, trusted sources
- **Third-Party Credibility:** Brand gains credibility through third-party validation
- **Multi-Source Story:** No longer relying on a single source to represent your story

What to Expect

Editorial Reach

- *Article considered by ~3,000 publisher websites*

Placement Range

- *Typical placements: 50–200 sites*

Methodology

- *Editorial consideration at scale, not automated distribution*

Per Engagement

\$4,500 / article

- Editorial development
- Publisher network distribution
- Multi-source authority validation

Introductory Rate

\$4,000 / article

- Limited availability for early partners

→ The companies that win in this environment are the ones that show up everywhere that matters.