

SmartSignal

An Editorial Authority Network

Presented by:

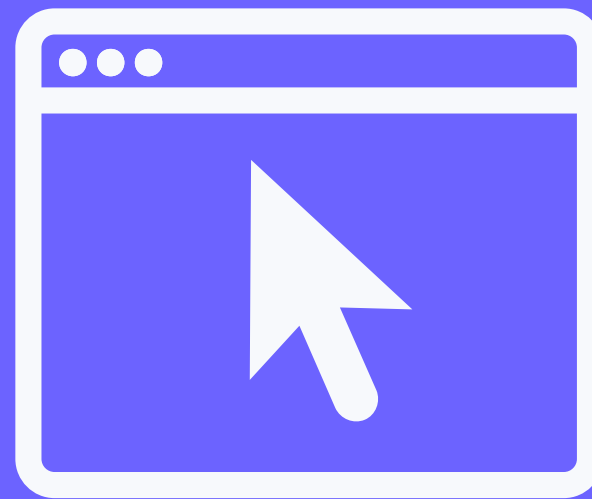
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The Problem

Most companies rely on a limited number of sources to tell their story



a press release



a website



a controlled
narrative



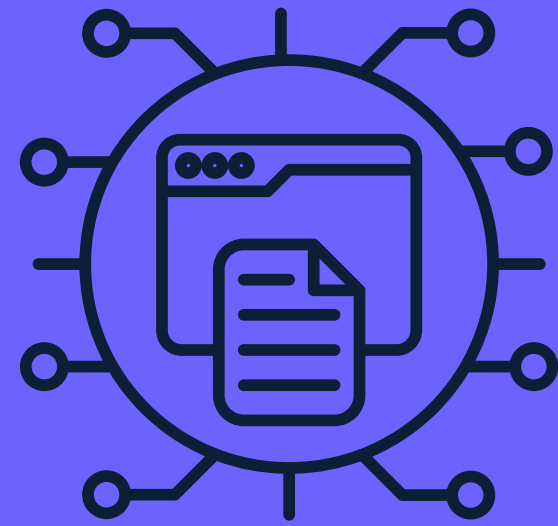
That is not how authority is built today.

What's Changed



- **Search engines, AI systems, Wikipedia, and media platforms no longer rely on a single source**
- **They validate information across multiple independent, authoritative publisher sites**
- **Visibility now depends on brand consistency across sources, not just presence**
- **Being present on notable, trusted websites is now essential**

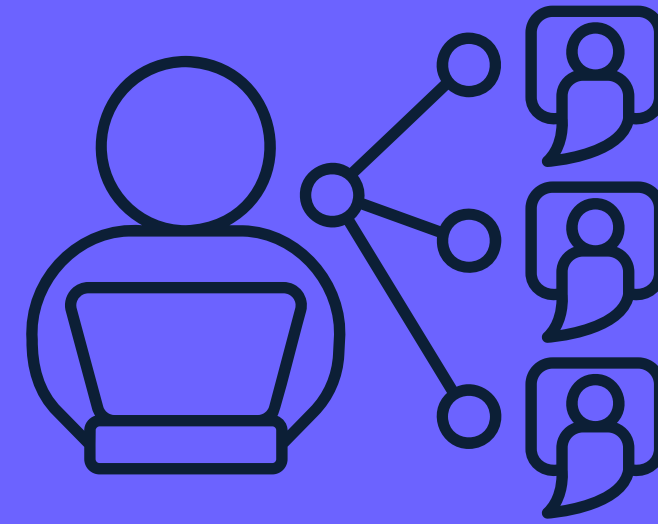
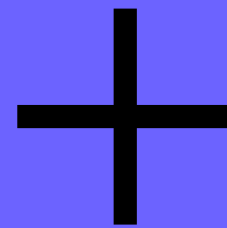
How SmartPress & SmartSignal Work Together



SmartPress



Creates your press release



SmartSignal



Builds validation layer through distribution

Result:

Designed to generate multi-site visibility and validation through independent placements

What SmartSignal Does

Transforms

- Develops a data-driven, editorial-style story aligned with your narrative

Creates

- Creates a journalist-style article aligned with your narrative

Distributes

- Disseminates that coverage across a network of publisher websites

Validates

- Enables your story to appear across multiple independent publisher sites



What This Creates

Multiple Independent Sources

- Your message appears across multiple independent publisher websites

Authoritative Third-Party Presence

- Your brand is represented on trusted, notable publisher sites—not just your own

Market-Wide Visibility

- Your message is reinforced across the market, not isolated to one channel



The Authority Model

- 1. Announcement**
Your press release establishes the messages
- 2. Validation**
Editorial placements reinforce the message across independent, authoritative or notable sources
- 3. Amplification**
Your owned content extends the narrative
- 4. Discovery**
Search engines, AI systems, and Wikipedia recognize consistent signals across sources



Why This Matters



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

- ✓ **Sustained Visibility**
Your visibility continues beyond the initial announcement
- ✓ **Trusted Reinforcement**
Your message is reinforced across independent, trusted sources
- ✓ **Third-Party Credibility**
Your brand gains credibility through third-party validation
- ✓ **Multi-Source Story**
You are no longer relying on a single source to represent your story

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