

steve/rob - final site - 2025/01/22 09:57 EST - Transcript

Attendees

Rob White, Steve @AI-Minded, Steve @AI-Minded's Presentation

Transcript

00:05:00

Steve @AI-Minded: Rob, how are you doing?

Rob White: Hey, Good.

Steve @AI-Minded: right, what's going on? Yeah. How's business down there?

Rob White: Nothing. Just trying to stay busy. Been slow. it's been really slow down here. So, it's been cold and nasty. So,...

Steve @AI-Minded: How does that impact your tours?

Rob White: snowbirds aren't back. So, We're slow.

Steve @AI-Minded: What they've been looking like? Yeah. Okay.

Rob White: The snowbirds that we should be busy with snowbirds right now and we're not you do it first.

Steve @AI-Minded: Would you like to go first and give me an update here? I'm just getting the pen and then I'll go ahead and give you mine. But it's good that we're okay.

Rob White: Jump in and

Steve @AI-Minded: So I have everything on name sheet about ready to go.

Steve @AI-Minded: You should have be stopping getting any type of updates on emails all the add-ons and everything. and then I see what my notes are on the two things that you sent me which were SEO based.

Rob White: Yep. ...

Steve @AI-Minded: I wanted to get your perspective on did you come across those when you were on your courses you were taking or you can give me a little bit of backdrop on where those came from or what made you pick those.

Rob White: the AEO that was from our class and...

Rob White: they're talking SEO is going to go by the wayside with AI and AEO. So, it's going to be all ask aspir.

Steve @AI-Minded: It's going to be all ...

Rob White: What's that?

Steve @AI-Minded: you're saying that SEO is going by the wayside because it's going to be all AI

Rob White: Yep. It's all gonna be AI based with So, searching and I just searched out and that looked like there is a snippet that you could put on our page and the AI will pick it up. so how do you know if you ever heard of that or what it is?

Steve @AI-Minded: and whatnot. and...

Rob White: Yep. That's correct.

Steve @AI-Minded: AI is looking, I do agree with that because the research I've been doing is how do you get recommended within AI because a lot of for my search engine usage, I was visiting my mom in the hospital. She's, has some health issues and she's, googling stuff and I said, I Google a tenth of what I used to Google. and she was blown away by that. And I was saying I have a multiple different tools, but it serves instead of you going through every single blue link and she clicks on all the ads and she doesn't know she's clicking on the ads at the top. I said,...

Steve @AI-Minded: this is how I do it and I showed it to her. It's kind of like this productivity layer between sifting through everything and typing it in.

Steve @AI-Minded: And so, what I've been trying to do is figure out for people how do you get recommended by AI? And it is SEO in a sense, but you have to be cited and credible on credible sites to be able to be pulled up.

Rob White: Yep. Yeah.

Steve @AI-Minded: And it takes a little bit longer. You can't just buy your way to the top because I Hubards

Rob White: Because Hubards is the only one that comes up with boat tours in St. Pete. Yep.

Steve @AI-Minded: What's Hubard's Hovers are your competitor.

Rob White: John's pass. They're the only ones. and I can't remember what prompt I put in there. best tour in Huberts is the only one that comes up.

Steve @AI-Minded: Were you using Chat GPT for that?

Rob White: And I know chat GPT goes back to 2021,...

Steve @AI-Minded: And ...

Rob White: but they advanced a little more now, but I know Google Gemini is they scrape the web everything they have.

Steve @AI-Minded: So it depends because do you use the paid version or the free version for chat GBT.

Rob White: I'm just using the U free version. Yeah, let me take a look.

Steve @AI-Minded: You should at the bottom I wonder if the free one has this. It's got an icon of the globe right where you type in your message.

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Steve @AI-Minded: Do you see that?

Rob White: Yeah, I know. I got a globe. Yep. Yeah. Yeah.

Steve @AI-Minded: So, it's trained on a database up and they move the data up every six months or so, but it's like a two-year lag behind. So, it's trained on all the internet data up to a certain point, but you click that globe and it'll be all the internet's data that it's trained on plus searching.

Steve @AI-Minded: So, type in that, hit that search button, and then type in I'll do it, too. Dolphin boat tours, New St. Petersburg. So,...

Steve @AI-Minded: I got Pier Dolphin Cruises. Do you know I got Island Boat Adventures. I can show my screen if you need to. St. Pete Boat Tours, the Pelican St. Pete. Is that you?

Rob White: Yeah. Yep.

Rob White: Yep. No,...

Steve @AI-Minded: Is that No.

Rob White: that's downtown.

Steve @AI-Minded: Salty Water Tours.

Rob White: That's my other company. Yeah. Yeah,...

Steve @AI-Minded: St. Pete dolphin snorkeling sunshine. yeah. So, I got about 10 now.

Rob White: I got him here. Yeah.

Steve @AI-Minded: There's just so many tools, and so have you ever done a Google search where it's say so I have you can Chrome extensions.

Steve @AI-Minded: Are you familiar with those?

Rob White: Yeah. Yep.

Steve @AI-Minded: So, I have some where the right sidebar of Google, it will assist me in searching, but it will be running an AI and kind of be grabbing more information. there's one called Perplexity, which is a tool that I use. Have you tinkered with that yet?

Rob White:

Rob White: No, I have not. they were in my class. A lot of people were using that. Yep.

Steve @AI-Minded: People in your class were all right.

Steve @AI-Minded: So, dolphin boats perplexity is my replacement for Google. If I'm going to search something like I typically would, why don't I just go ahead and see if I can share my screen here.

Rob White: Yep. Good.

Steve @AI-Minded: Okay, you see my screen? Okay. So, if I go back, it starts out like this. I can see dolphin boat tours St. Petersburg, Florida. It's got a little bit different of experience. It's more of a dialogue, but I have found things that you just can't find.

Steve @AI-Minded: I mean really in-depth things where I've only ever found it through here. so it's got my sources up here. and then some pictures here I can click into.

Rob White: Sure.

Steve @AI-Minded: But then it's more of like a dialogue. So top dolphin tours, some prices. So versus my chat GBT response, it was just a list of 10 when I clicked the globe and what so here it's got little citations.

Steve @AI-Minded: So, I can click those. You didn't see it, but it opened up travel buddies, and then I can do ask follow-ups and it gives me related questions. has the highest rating. Let's see which do. So, you can keep going and going and going and narrow it down. So, this is my replacement for it. But, the question is, and sounds like AEO tool might be what you guys are talking about is how do you get recommended by these?

Steve @AI-Minded: So what is the best one pick for me? And this is a little bit different because it's going to be pulling off of let's see power traveler pier dolphin cruises it seems to be popping up a lot.

Rob White: They're downtown.

Steve @AI-Minded: Do you know that? so I just asked it what's the best one to pick for me. It says guaranteed dolphin sightings. Coastg Guard certified, blah blah blah. Price point. Okay, you get the idea. But there's so many different ones. I wonder if I used, a competitor to OpenAI, which is Claude. I want to just try that one on the side here.

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Steve @AI-Minded: Let's try this. best doen Bo tours St. Petersburg. All right.

Steve @AI-Minded: So, this one says the recommended dolphin watching St. Petersburg. The dolphin quest by Dolphin Landings Charter Boat Tour. You know them?

Rob White: Which one?

Rob White: What's it? I know.

Rob White: I know. Dolphin Landing.

Steve @AI-Minded: the do.

Steve @AI-Minded: This is strange because it says the dolphin quest and that's ...

Rob White: Dolphin Quest is Dolphin Quest.

Steve @AI-Minded: but ...

Rob White: The company Dolphin Quest is up in John's Bass. Yeah, my boat's name is Dolan Quest...

Steve @AI-Minded: Dolphin Quest. Okay, great.

Rob White: because it was the boat that they sold along homefield.

Steve @AI-Minded: But by Dolphins Landing Charter Boat Center.

Rob White: That's the sailboats that run out of St. Pete Beach. Yeah.

Steve @AI-Minded: Okay. Yeah.

Steve @AI-Minded: So, it's kind of like using Bing search versus Google. I just went over to a company called Claude and used theirs. U the results aren't nearly as good.

Steve @AI-Minded: It only gave me three. The Shell Key Shuttle and then the Tampa Bay Watch Discovery Center tours. so it's all over the map, it's really is. So what is the goal for are you just want to check kind of make sure that you are not falling behind if Google is falling behind.

Rob White: I think in the year and a half, a lot of people are going to turn to AI more than Google.

Rob White:

Steve @AI-Minded: I mean and Gemini like you said is stepping in to be kind of that interface.

Rob White: So, Yeah. Yep.

Steve @AI-Minded: tell me about salty pelican boat tours in St. Petersburg. All right. So it says 139 reviews. Is that accurate as of now? Wheelchair accessible parking lot tours offered by tour highlights unique selling point an educational familyfriendly. Yes. and then there's this followup question. What makes it unique? I'm just kind of seeing if it's up to date and then I asked it where it's sourcing from.

Steve @AI-Minded: Silicon St. Pete. Do you know the Pelican St. Pete? That's a big boat.

Rob White: Yeah, that's a huge boat.

Steve @AI-Minded: Okay. I'm wondering...

Rob White: See that? The capacity is not right on that one. wherever they pulled that one out of ours,...

Steve @AI-Minded: if it's starting to pull from I'm seeing one of the sources here is the Pelican St. Pete. Wow.

Rob White: ours used to be 24 guest and we have a 40.2 boat.

Steve @AI-Minded: ...

Rob White: That changed year and...

Steve @AI-Minded: when did that change publicly?

Rob White: a half ago. Two years ago.

Steve @AI-Minded: Two years ago. Everything.

Rob White: It was two years ago. Yep.

Steve @AI-Minded: So, that's the 40 foot pontoon.

Steve @AI-Minded: what year and from what source is this information? So telling you so it's saying one for your site doesn't have that on there. so then it could be pulling some sources like the cruisers forum and date back 2009 Hilton Head tours. Okay.

Rob White: I don't know.

Steve @AI-Minded: So yeah.

Rob White: It's still a little off.

Steve @AI-Minded: Yeah. So It's inaccurate in terms of...

Steve @AI-Minded: what information it's grabbing. It might be Yes.

Rob White: Yeah, because the salt pelican,...

Rob White: you see their boat. it's huge.

Steve @AI-Minded: Yeah, I have it pulled up, and then with Google Analytics, we have to put in the cookie agreement as well because if you're going to have what's Okay.

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Rob White: We understand. Yep. Okay.

Steve @AI-Minded: So I looked into a couple forum add-ons for Web Flow has cookie add-ons and so there's a cost of I don't know what it is, but it's like a single dollar amount per month or something.

Steve @AI-Minded: But I do have a pathway to get that on there and I'll give you the exact kind of what it's going to be. I have an agency account with web flow and so what I have to do is set you up with an account and then appoint the work that's ready to be pushed but then also the landing page so it's in your email account. So, what I'm thinking about doing because it would be, the back and forth and if you got tours and stuff like the two factor authentication, send me the code like we did with namesheep.

Rob White: Yep.

Steve @AI-Minded: I could just set up a Gmail account that is, Rob Salty Pelican at find something that doesn't exist, create that for the two of us, then I have full access to that account. Then I appoint the web flow to it.

Steve @AI-Minded: you have access to that Gmail account. and then when we're you in then we then take Rob your email account and add it as a user. So it's you and that standup Gmail account that I'll create and then that gets my hands out of it and then what I'll do is I'll create a web flow account with that Gmail

account. So I'll create two one is a web flow account and one is a fresh Gmail and then I can appoint the web flow to the Gmail account that I stand up and to the web flow account that I create for That makes web flow, create a Gmail and then assign everything that I have to that web flow account and you'll use that Gmail to sign in.

Rob White: That's mine.

Rob White: I think I have one we could use already that I don't really use.

Steve @AI-Minded: I have ...

Steve @AI-Minded: you can, but that I'm hesitant to ask you for access. I have to be able to get into it. okay.

Rob White: I understand.

Steve @AI-Minded: If you're okay with that and you do have a lot of emails. I understand you wouldn't want another one. This one we could close down.

Rob White: Yeah. I don't ever use that one.

Rob White: I had to use it for the business profile for salty water tours.

Steve @AI-Minded: As long as I can avoid the two factor authentication kickbacks,...

Steve @AI-Minded: so...

Rob White: Then I'll just create a new one.

Steve @AI-Minded: if you're gonna I can do it for you,...

Rob White: That'll be done.

Steve @AI-Minded: but you want to go ahead and...

Rob White: That's fine. Go ahead and do it for me. Yeah. Yep.

Steve @AI-Minded: Yeah, that would be just you can give me the same thing, but at least I can get in there create something that's for the two of us.

Steve @AI-Minded: It'll serve a purpose and you can close it down so you don't add a 24th email to your list of email addresses. But I'll go ahead and do that so that's what I'll do is I will create that Gmail. I will stand up your Web Flow account with that Gmail. None of this will be sending you notifications at all. I'll give you the password to web flow and the password to the Gmail and you'll be using that Gmail to log into web flow and then I will appoint the website and all the updates and everything to that web flow account and I'll be able to log into that and push live from there. Then things like the cookie consent, the cost of that. Right now I have everything running through my account from a page standpoint.

Steve @AI-Minded: So, I will push things over to you, set you up with the right Web Flow account, which is got a cost to it just like WordPress would. and then we will, figure out, for the cost accrued and everything. So far, for me, I'm less worried about that. but we'll stand it all up and you can go in and put your card on

file. I think you may have given me one. I wouldn't have saved it though. for probably what did you give me a card for when I asked for it though?

Rob White: Yep.

Steve @AI-Minded: Yeah, I forget what it was, but to go in there and assign it to Web Flow so I can set you up on the right tier. but I'll give you a rundown of what the cost is and everything. And it's a bit higher than what WordPress is. And the reason that it's higher is it includes hosting.

Steve @AI-Minded: So unlike WordPress, you'd have to go out and get hosting from Blue Host or HostGator or so this is less accounts. It's only one account web flow. It handles your hosting and everything. it should from based on what I've read and whatnot. I don't think we'll have to be doing the namecheap DNS repointing again. I believe because I'm keeping it within Web Flow, the way it's set up, if you're an agency account like mine, it's designed to slide over and...

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Steve @AI-Minded: hand off without having to do that stuff. But either way, it'll be good. And your email's good, right? Okay.

Rob White: My email's working fine. Yep. So flow is just like web flow is what?

Steve @AI-Minded: So, that's set up in GoDaddy. We'll keep that there. I'll take care of the transfer from web flow to another.

Steve @AI-Minded: And then when we're in that environment I'll give you a tour kind of walk you through stuff. but also we'll take a look at the updates. We flow is like you're familiar with WordPress.

Rob White: Yeah. Yeah. That's our last

Steve @AI-Minded: I remember early on when we were talking about WordPress and I said hey kind of like you were talking about Google dying. WordPress is if sites are built on it, and it's hard to move big sites, they're still on it. but if you're building a site from ground up now, you're building it on, one of two or three ones that are not WordPress. it's drastically falling behind.

Rob White: Yeah. Yeah.

Steve @AI-Minded: would think of it as WordPress. But unlike WordPress where WordPress to host your site, you have to go and get a hosting account somewhere because WordPress does not offer hosting. does Godaddy is principally for domains.

Rob White: Code. Yep. Yeah,...

Steve @AI-Minded: They ...

Rob White: that was based off a word.

Steve @AI-Minded: that's right. they do have hosting and I was the one who was advocating don't do your hosting ever word through GoDaddy...

Rob White: Yeah. Yeah.

Steve @AI-Minded: but they have an integration into WordPress where they try to capture people at the point of domain purchase to say get your hosting get your WordPress and then it's easy to get caught up in that but if you don't do that then you have to get hosting somewhere and that requires another site and so it will be higher

Steve @AI-Minded: than WordPress in terms of cost, but it will include very fast hosting. so it's all kind of in one. But I'll summarize which plan and all of that before we pull the trigger, but I'll get this stood up. I can do all that.

Rob White: Yeah. Yeah.

Rob White: I just looked at the web flow plans. I don't need there's a starter free...

Steve @AI-Minded: You'll see plans for CMS, which is content management. You don't need that. Yeah. probably it should say something like a starter page or...

Rob White: then there's a basic 14 bucks a month starter is free web flow domain two pages 20 CMS collections 50 CMS items hosting 50 form submits lifetime 1 gigabit bandwidth.

Steve @AI-Minded: what's the starter and that's a two-page restriction. Okay.

Rob White: It's two pages. Yeah. Which we're pages and...

Steve @AI-Minded: We can,...

Rob White: that right you sent me the site map.

Steve @AI-Minded: but the way I have two dirt versions,...

Rob White: It looked like there was a bunch of

Steve @AI-Minded: but I consolidated them because it goes back to our original conversation about doing that. If that's a restriction, I've got a version where it's heavy on the homepage and less broken up. if we're talking about five years ago with SEO, it paid to have some extra sites or some extra pages. and it's shifting now and so it has shifted. So, I'm a big advocate for consolidating and if it's a two-page restriction or we have to move up, then I'll make it two pages.

Steve @AI-Minded: The nice thing is with the blog, certain things,...

Steve @AI-Minded: I got to think about how I want to do that. what's the, jump up to the next tier?

Rob White: It's \$14.

Rob White: It goes to custom domain, 150 pages, zero CMS collections, zero CMS items,...

Rob White: hosting, unlimited for form, submits, 10 gigabend width, and surge protection. 14. Yeah. Yeah.

Steve @AI-Minded: What's that cost?

Steve @AI-Minded: All is that in the wheelhouse? Because if you were getting So, If you're getting hosting, you're looking at six to 10 bucks a month. And then, probably WordPress doesn't have tiers Web Flow, but

it has costs because you're building you got to go out and buy a template or you got to do this, you gotta do that.

Steve @AI-Minded: So, all that's already, handled on my end. you're good there. So, it'll shake out to be about the same, but it's much better. And I'll give you a walk through just to get yourself familiar with,...

Steve @AI-Minded: quick things to jump in and do. I know you're getting more hands-on with SEO and all these different things, too. So, that'll be good to do that. I do so I have other stuff that is the original site map in terms of the designs or...

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Rob White: So what I have now the landing page that's...

Rob White: what I have or you have other stuff that you're putting in or no?

Steve @AI-Minded: this or that can be pushed into web flow but I'm going to push it into your web flow u because it kicks mine over into another tier of costs.

Rob White: No, I get it.

Steve @AI-Minded: Yeah.

Rob White: I don't have a problem with that.

Steve @AI-Minded: So we'll review it when we stand up web flow. I have today clear. So, once I get off the phone with you, I'm going to stand up your Gmail. I'm going to stand up your Web Flow and...

Steve @AI-Minded: I'm going to work to move the designs over which are getting finalized now to push into Web Flow. and then we can talk as early as tomorrow morning if you like.

Rob White: Yeah. Or afternoon.

Rob White: Also I got one other thing that I'm going to add to the website is a chatbot.

Steve @AI-Minded: ...

Rob White: Any issue with that?

Steve @AI-Minded: that's principally what I do. so,...

Rob White:

Rob White: Okay. What program do you use?

Steve @AI-Minded: the AI mind and what we do is really high-end, I'll tell you I'll take it to the extreme. we custom build up everything. ...

Rob White: I've been using Amos.

Steve @AI-Minded: I'm sorry.

Steve @AI-Minded: How do you spell that?

Rob White: I've been using Yep. A M I N OS.

Steve @AI-Minded: A I M O.

Rob White: M I N OS. Yep.

Steve @AI-Minded: M A I MOS. Okay. I'll look them up. Yeah, there are stuff. I mean, hey, I'll just give you a background, but yes, chat bots are doable. there's lots of things like Amos or a whole host of and Webflow may have them where you can get an account with Ammonos and Amos might have a integration into Webflow.

Rob White: Yeah, I think it does because that's one reason why

Steve @AI-Minded: Yeah, you always chat. So let's see if it has a web flow

Steve @AI-Minded: integration chatbot with website. You typically need to access One second. I'm just going to check. Yeah, I'm always going to build your tech stack around the integrations that exist. So, Amos chatbot, does it have integration with Webflow? Yeah.

Steve @AI-Minded: So we build second brains for mid midsize companies 10 million revenue to probably about 50 million I mean we lower go higher doesn't matter but tend to be tech companies some insurance and what we do is build second brains repositories we call them repos but essentially internal data so everything from standard operating procedures to

Steve @AI-Minded: code bases to everything onboarding material, all types of different things that we can essentially embed into a knowledge base structured in a way that AI can access it and AI can surface to an employees desktop and walk them through onboarding walk instead of paying a outside consultant to come through for instance or helping let's say there's a lot of code snippets or certain frameworks that they want their developers to be using. our bots kind of get them to 40% before they start. it's pulling from an internal database that's growing over time. and it creates if you have Google Drive for your organization essentially we can't Gemini is terrible. we duplicate that as things get added to it.

Steve @AI-Minded: we're duplicating what's getting added to it in a side repository and an AI is organizing all of that information and embedding it and then there's a multiple different AIs that then surface that information back to users based on their permissions of what their job title is or what they're doing. So you can't access everything and so we permission it all and we'll brand it internally or whatnot. We do...

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Steve @AI-Minded: then have it where it operates for internet So people interact with their internal websites with a chatbot but we have also put it on external facing for chat support customer support that kind of stuff.

Rob White: Yeah. Yep.

Steve @AI-Minded: So it's trained on Q&A but the difference is it's not decision tree chat bots.

Steve @AI-Minded: So that is an option.

Steve @AI-Minded: So a decision tree chatbot is you basically give it all the Q&A and then that. So if it asks this question it's going to get five buttons and then if it clicks the user you're going to get a response. you're familiar with right?

Rob White: Yep.

Rob White: Amos has the same thing. you can kind of give them guide them with the answer then it'll go or amos that you give them your website and it'll crawl through your website and it'll extract the information also you can do it two ways you can do the AI approach that it'll crawl through the website and...

Rob White: and get the answer for them or you actually just put all the information in and you kind of go through the questions, answers.

Steve @AI-Minded: Okay.

Steve @AI-Minded: So, you're building a version of a knowledge base it's called or we call a second brain, but you're preloading it. And typically these companies will have a limit of how much you can load it with. and the difference is that I could ask it the same questions as you do, and it'll give the same information, but it'll be worded differently. Even like if you ask chatbt the same question one day and then the next day,...

Rob White: Yep.

Steve @AI-Minded: it's going to give you the same information, but phrased different because it's natural language processing. and so that's what this is. Now, that requires training.

Steve @AI-Minded: AI it's takes a little bit of time and especially is running around the clock to train if it's a lot of data because you want to make sure that people are getting consistent answers but now if you ask this bot who won or for a recipe some people will say how do I know it's not going to give weird answers or anything it's the difference is that you're taking the same technology that chat GPT is built on and instead of putting it on the world's internet data, you're putting it on your small little drop in the bucket of data and if you ask it for a recipe, it won't know the answer. and so it's a little bit more custom.

Steve @AI-Minded: What's your one we have one that's really successful where it's actually closing it's qualifying a customer for a buyer B2B service but it's taking them now to where there's an even this chatbot can close about a \$2,000 a month contract without a salesperson coming on and so it has their bottom tier option as a call to action at a certain point in the conversation,...

Steve @AI-Minded: but if it's not getting there, it will trigger human in the loop. and if a human is not available, it will collect contact information for a call back. And so, with yours, the goal would answer questions and then prompt for the call to action.

Rob White: Yeah. Book now.

Rob White: Yep. Yes.

Steve @AI-Minded: Book now or if it's private, contact us, right?

Rob White: Yep. zero...

Steve @AI-Minded: Because they can book private but how many people book private without talking to

Rob White: because we're really not pushing anything from the website yet. I'm getting a lot of my privates through get my vote. yeah, but if I get phone calls, mostly everybody calls. But now with u the CRE, you can book private from the website now where before you couldn't you had to call me.

Steve @AI-Minded: And get my boat.

Rob White: Get my boat's a third party. but...

Steve @AI-Minded: Yeah. What was the one?

Rob White: if you go to Harbor right now, you can book our private tour. it's from 425 through,300 Fair Harbor.

Steve @AI-Minded: If you go to Fair Harbor. Yeah. Yeah.

Rob White: Yeah. ...

Steve @AI-Minded: Yeah. The code on the website for you guys.

Rob White: yeah, they can before they would have to call.

Steve @AI-Minded: Have you had anybody come through that?

Rob White: Nothing through Fair Harbor yet. No, that's like we just posted prices. I never posted prices before.

Steve @AI-Minded: Have you made any adjustments in Fair Harbor?

Rob White:

Rob White: No. Yeah. Yeah.

Steve @AI-Minded: And it's working on for the single tours. People are going through it.

Rob White: The Fair Harbor is working fine.

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Steve @AI-Minded: So it's get my vote.

Steve @AI-Minded: I'll just check that one.

Rob White: It might third party, they're like Vio Trip Advisor. but it's mostly you rent big boats out. so...

Steve @AI-Minded: And you guys have your boat posted there, but they're not grabbing your boat and turning the key. You're chartering it.

Rob White: because we're a COI boat, it comes with a captain and crew, so nobody can boat,...

Steve @AI-Minded: Yes. Okay. Yes. Got it. Okay. ...

Rob White: but I get a lot of my bachelor parties and bachelor repette parties from there.

Steve @AI-Minded: got that books through them.

Steve @AI-Minded: That doesn't then integrate with Fair Harbor.

Rob White: that books through.

Rob White: Every time I get a hit on that, I have to give them a price and then either they accepted it or decline it.

Steve @AI-Minded: So, you log in, you get a notification, you give a quote.

Rob White: Yep.

Steve @AI-Minded: They're about getting multiple quotes.

Rob White: Then I have to manually book it into the Fair Harbor site.

Steve @AI-Minded: Really?

Rob White: Because Get My Boat doesn't want them to know who we are. I can't even until they pay get my vote. I can have a text message to get my vote only,...

Steve @AI-Minded: Right. Right.

Rob White: but you can't put a phone number. You can't put your name. they have AI that really if you try to do something like that, it automatically flags it and won't let it go through.

Steve @AI-Minded: It's kind of similar to Airbnb.

Rob White: Yep. I don't know.

Steve @AI-Minded: Don't get all the info until afterwards. All right. I'm on that one.

Steve @AI-Minded: And so when it's booked though, there's no integration between Get My Boat and Fair Harbors to avoid the manual work.

Rob White: I don't know. I have to see if Fair Harbor does that. We asked about that. I don't think it does. because the pricing is all different.

Steve @AI-Minded: That would make sense...

Rob White: I think that's the issue.

Steve @AI-Minded: because it's always going to you don't so you don't have five quotes that you typically give that we could keep off of the website.

Rob White: I have a bit out of price.

Steve @AI-Minded: But how variable are the quotes that you give?

Rob White:

Rob White: Shoot. It all depends on how slow we are, how busy we are. And ...

Rob White: a basic fourhour charter, I try to get \$800, then they take their cuts out of it, so I only get 6.9700 out of it.

Steve @AI-Minded: the payment goes through get my boat.

Rob White: And I don't see that money till after the trip.

Steve @AI-Minded: But the detail is what we want in fair.

Steve @AI-Minded: I'm just thinking about how to I mean if you could come up with 10 quotes that then you could go No,...

Rob White: Yeah, but I don't think they'll even go send them to Fair Harbor.

Steve @AI-Minded: no. Yeah, I know that. I was just thinking about Okay. I was thinking out loud.

Rob White: Yeah, it works for right now.

Steve @AI-Minded: I got it.

Rob White: I have no problem putting it in. so I haven't really even promoted Groupon right now.

Steve @AI-Minded: Where are you getting any other private tours from? Groupon is just the public tours.

Rob White: ...

Steve @AI-Minded: Where else do you get private though?

Rob White: that's the market basically.

Steve @AI-Minded: Okay.

Rob White: Again, we can finish this website so I can start really promoting and...

Rob White: pushing stuff. I don't know.

Steve @AI-Minded: Do you want a p a page for just private?

Steve @AI-Minded: Yeah, I think and...

Rob White: I don't see

Steve @AI-Minded: I have that design. I think we go to the \$14 a month thing with the 50 pages or whatever.

Steve @AI-Minded: So we don't have that two-page restriction...

Rob White: Yep.

Steve @AI-Minded: because with your legal stuff that I have and all that stuff, I'd like to have, expanded landing pand the also too is that, when you really start to run ads, we could talk about this too is you're

going to be spinning up landing pages that are for just the private. And I don't know if you guys have talked about landing page strategy that is ad specific where you're not if you were to click on let's say you see an ad and it takes you to I'm trying to think let's say a software right and so these companies go out and they build landing pages

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Steve @AI-Minded: on these platforms that are built for landing pages that aren't your domain.

Rob White: Yeah. Heat.

Steve @AI-Minded: And you'll see that the domain in the URL bar is this long thing. because they're buying their keywords that are rich with a niche with a niche and then they're paying for those hits, but then they're not sending them to their homepage because the homepage has way too much information. there's building a landing page that has the call to action above the fold line. there's no real scrolling down or not much and it's one decision and it speaks to that person who clicked it. if they're targeting 60 year old people, they're paying for those clicks. They want to send them to a landing page that's for 60 year old people. and so they're building landing pages based on the campaigns that they're running.

Steve @AI-Minded: and then there'll be a call to action button that will be the same Fair Harbor code as your homepage. So, when you get into buying ads, you're not going to be sending them to your homepage. That's the rookie mistake. and so what I say is that to not have the restriction on the two pages means that we can start off by creating these pages as a those salty pelicanour.com backprivate tours we can start to send them to landing pages that we build as extension of your site but you'll see okay so let's go ahead

Rob White: And I think we need to do that. on the web page, there's one thing I need you to fix. It says private charge charters aboard the Pelican. You probably just want to remove the Pelican. Just put private charters either aboard the Dolphin Quest or...

Rob White: the Pelican.

Steve @AI-Minded: Whoops. So effect.

Rob White: But yeah, I think we need to get into a little more detail on where the private charters go to because right now it's very vague. yeah, you can see our tours, but Yeah,...

Steve @AI-Minded: There's no detail. yes.

Rob White: because the last website we had, I had a dolphin tour page is Sunset Dolphin Tour and a Shell Key and Eggmont. ...

Steve @AI-Minded: Push. So, we're going to have the variety back.

Rob White: yeah. It's just Yeah.

Steve @AI-Minded: Besides the variety that's just in the code for Fair Harbor.

Rob White: And where do I, from what I have right now, there's not much keywords that I can really pull from. So,

Steve @AI-Minded: No, no, no. Yes, there's not. So, that's the next phase.

Steve @AI-Minded: Okay. let's get on the Can you do tomorrow for 11 o'clock?

Rob White: Yeah.

Steve @AI-Minded: All So, tomorrow we'll review it from your WordPress. We'll go through where we'll see the added keywords and all the different text that's not just a headline and then code snippet. I'll take the AEO tool to a certain point so I can speak to cost implementation get it on the doorstep.

Steve @AI-Minded: I'll also do Google Analytics and the cookie stuff as well.

Steve @AI-Minded: by the Google Analytics. I'm going to need to get into your Google account.

Rob White: It was fine.

Rob White: Let me see.

Steve @AI-Minded: Do you have a p you're not on Gmail for your primary email,...

Steve @AI-Minded: are you? It's No.

Rob White: Not for any of the business.

Rob White: I have Gmail for all the other s*** I have.

Steve @AI-Minded: So, maybe it might be worthwhile just to use the Gmail account that I'm going to serve unless you have one but then it would be simpler for me to set one up that is your salty pelican boat tours for the website for web flow and then back for Google Analytics because that's where you have to have a Google account to set up Google Analytics.

Steve @AI-Minded: Okay. ...

Steve @AI-Minded: if you have a Gmail account, you can All right.

Rob White: Yeah, I do.

Rob White: Yeah, I have.

Steve @AI-Minded: Are you okay with me...

Rob White: Let me Yeah,...

Steve @AI-Minded: instead of having those Gmail accounts is to set one up for our purposes and for the Google Analytics purposes? and just tie it all into that one.

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Rob White: we'll just have to change it over, And the ads, it'll point to there, too, I guess. Or no. Google Ads is totally we have been...

Steve @AI-Minded: Are you running What do you mean ads? are you running those now?

Rob White: but I shut it down till I get the website.

Steve @AI-Minded: right.

Steve @AI-Minded: Yeah, I would say and what email address were you using to log in?

Rob White: I'm trying to load it.

Steve @AI-Minded: I'd recommend standing up a fresh one.

Rob White:

Rob White: So, Google Analytics I have under let's see here it spins to you that one it's fs the number two yamail.com...

Steve @AI-Minded: I'm sorry. What is it? Yeah, you can.

Rob White: but we can change it I can move that right I don't Okay.

Steve @AI-Minded: I think the best bet is to let me get into a fresh environment off of a Gmail that I create for all these purposes.

Steve @AI-Minded: And there's no need to transfer any historic campaign information over to the new one.

Rob White: No, no, the analytics there's nothing really much in there that I just open it up through this course basically. so,...

Steve @AI-Minded: Okay. I can,...

Rob White: so I'm not going to miss much information if it's and...

Steve @AI-Minded: you can let me in later after I get this set up and I can take a look at it and see if there's anything.

Steve @AI-Minded: The only benefit would be is if they had rich historic campaign information that allowed me to then Okay.

Rob White: I don't want to go back through that. So, I got the analytical count in Google. Yeah, just I guess go ahead and create a new name.

Steve @AI-Minded: All right. So, I'm going to create new web flow when appropriate. Not now, but if I hit a point where with the web flow, probably today, this afternoon, I might call you to get the blow stood up for the 14 bucks. I'd rather just call you and do that over the phone.

Steve @AI-Minded: I mean you can yeah let's it' be safer than sending it. So go ahead.

Rob White: You want to know?

Rob White: It's 4342 9202.

Steve @AI-Minded: 4342 9202 2289 2067 and...

Rob White: 2289 2067 127 224 is the security code and...

Steve @AI-Minded: so it starts with four.

Steve @AI-Minded: Okay.

Rob White: it's under Robert White.

Steve @AI-Minded: Robert White,...

Steve @AI-Minded: any minute initial just Robert White. All right. I will, not just run that. I will let you know what I'm doing before I press anything. and, if I shoot you a text, I don't hear anything and I need to move it fast, I'll call you, but I'll text it to you just so you have it. But, ...

Rob White: Yeah. Yeah.

Rob White: And so do you think I should move all my domains over?

Steve @AI-Minded: okay. ...

Rob White: Get out of go.

Steve @AI-Minded: the get out of GoDaddy to name.

Rob White: Yeah. What do you think?

Steve @AI-Minded: What are you going to do with those?

Rob White: I have a lot of them that are just redirected to salt salty pelican boat tours.

Steve @AI-Minded: But the redirect strategy is kind of mute because there's no traffic or nobody would find a link to those to get redirected, right?

Rob White: Yeah. Yeah.

Rob White: Those links don't go anywhere. they're not live except Nope. s***.

Steve @AI-Minded: Yeah, they don't.

Steve @AI-Minded: If someone did go to the website, it would redirect and I saw that in there, but there's nowhere out there that those links exist. So, it's just kind of doesn't matter if you have them redirected if there's nothing out out there. you didn't have any of them that were immediately renewing, right? I mean, are coming up for renewal in the interim.

Steve @AI-Minded: There is a cost to it. I think it's 10, 20 bucks or something to transfer one. You can do a bulk like a batch transfer with namecheap.

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Rob White: Yep. That's fine.

Steve @AI-Minded: Let's back burner and because I've gone through the transfers, I can help you with it or guide you on it, but I wouldn't jump in and do it right now. I don't think it's a priority because if you...

Steve @AI-Minded: if you get stuck on something and then I pull off of this to do that to help, then we're losing traction in the time we have. So, I would say hold off on that. but do plan for, when everything looks good, everything stood up and you want to get on NameCheep, which has been a really good experience, then I'm glad it has been because we both saw what GoDaddy was like. So, yes, plan to do that as our last step. All right. and you got a dozen or...

Rob White: Nothing. Yeah.

Steve @AI-Minded: You have good ones, too.

Steve @AI-Minded: I mean, probably don't want to sell them, but they're probably, pretty decent but anyway, I'd keep them if I were It's not worth it. So, I will move forward with the Gmail, the Web Flow. I'll look into Amos. I've done a lot of chatbot stuff. it can be a big project. It can be a plugin within word within Webflow. and...

Rob White: Yeah. ...

Rob White: that's what it is once I've been playing around with it and creating the bot and getting all the information, but yeah, then it's just a code that you just put on.

Steve @AI-Minded: yeah, it's a code snippet and it doesn't Yeah,...

Rob White: They give you that. So, you just Okay.

Steve @AI-Minded: so with that nowadays you don't even need the integration because of the code snippets just like fair harbor and web flow. yeah, so it should be pretty seamless.

Rob White: I think It was cheap.

Steve @AI-Minded: So I'll look in Amos.

Steve @AI-Minded: Did you have a free account?

Rob White: I just bought it.

Steve @AI-Minded: Yeah, I do that too just to try things out. if you give me that login information when email to me or give it to me now, I can log in and at least put it in as a prototype onto the pages that we have.

Rob White: Okay. ...

Steve @AI-Minded: I won't make it live, but we'll Okay.

Rob White: All I'll get it over to you.

Steve @AI-Minded: Okay. So, you're going to send me the Minos.

Rob White: Okay.

Steve @AI-Minded: I will keep you updated today and today's what, Wednesday? This week is great for me. I'm settled now and you'll hear from me today. We'll get on the phone tomorrow at 11. We'll go through the other pages on your Web Flow site. and we'll make a lot of progress here. So, Thanks for your patience. All right. Thanks, Rob.

Rob White: Talk to you later.

Steve @AI-Minded: All right.

Meeting ended after 00:57:40 🖐️

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