

MARCO BRAMBILLA

DIGITAL POSITIONING STRATEGY

DEAR MARCO,

After conducting extensive research into your current digital footprint and the unique challenges of artist entity disambiguation, I've developed a specialized strategy to align your online presence with your current artistic standing, emphasizing your transition from filmmaker to the internationally recognized multimedia artist.

UNDERSTANDING YOUR POSITION

Search engines still heavily associate you with your film director identity, despite your 20+ years as a celebrated visual artist. This isn't uncommon - the entertainment industry's SEO authority runs deep - but it's solvable with the right technical and strategic approach.

STRATEGIC APPROACH

THREE-TIERED SYSTEM

OPTION 1: FOUNDATION FIX

€2,500

THE TECHNICAL RESET (NO NEW CONTENT REQUIRED)

This addresses the core entity disambiguation problem through machine-readable signals that help Google understand you're primarily a visual artist, not a film director.

WHAT WE'LL IMPLEMENT (3-4 MONTHS):

SCHEMA MARKUP STRATEGY

(Non-technical summary: We'll add invisible code that tells Google you're an artist, not a filmmaker)

- Person schema emphasizing "Visual Artist" as primary occupation
- VisualArtwork schema for major pieces (Heaven's Gate, Approximations of Utopia, Megaplex trilogy)
- ExhibitionEvent schema connecting you to MoMA, Guggenheim, SFMOMA, and recent exhibitions
- VideoObject schema for art documentation

SITE ARCHITECTURE OPTIMIZATION

(Non-technical summary: We'll reorganize your website structure so art content appears first in search results)

- XML sitemap restructure prioritizing art content over film legacy
- Internal linking strategy connecting Works ↔ Exhibitions ↔ Institutional Recognition
- Meta descriptions rewritten with art-world terminology and institutional credibility

PERFORMANCE & VISUAL OPTIMIZATION

(Non-technical summary: We'll make your site faster and ensure all images are labeled as artwork, not film stills)

- Core Web Vitals improvements for better search performance
- Image optimization with art-specific ALT text
- IPTC metadata on all exhibition photography

EXPECTED RESULTS

You'll see early improvements within **4-6 WEEKS**. Full repositioning as a visual artist typically takes **3-6 MONTHS** - this accounts for competing with decades of film industry presence online.

ADD-ON: PROFILE ALIGNMENT

€500 THIRD-PARTY PLATFORM COORDINATION

(Non-technical summary: We'll update your profiles across all major platforms to consistently present you as a visual artist)

(see the third party dependencies page under)

Wikipedia Talk page request (neutral, well-sourced) to emphasize current artistic focus

Wikidata occupation restructure: "video artist" primary, with museum sameAs links

IMDb bio adjustment emphasizing art career transition

Social media bio standardization across platforms

OPTION 2: COMPLETE AUTHORITY STRATEGY

€6,000

FOR DEFINITIVE MARKET POSITIONING

Everything in Option 1 and Profile Alignment, plus strategic content development to compete directly with entertainment industry authority.

I CHARGE €1,000 FOR THE STRATEGY if you prefer to handle the implementation in another way.

INSTITUTIONAL CONTENT STRATEGY

- Comprehensive artist biography (2,000+ words) emphasizing museum relationships and artistic innovation
- 8 in-depth project analyses focusing on your major non-branded works
- Technical innovation documentation (3D video art pioneering, LiDAR mapping)
- Art movement positioning content connecting you to contemporary video art history

LINK AUTHORITY BUILDING

- Direct outreach to museum partners for official artist page links
- Gallery and institutional press release coordination
- Art criticism and scholarly analysis placement in high-authority art publications

CURRENT EXHIBITION INTEGRATION

- Time optimization around Fotografiska Berlin and Bitforms NYC show promotion
- Coordination with museum PR departments for maximum institutional authority transfer

EXPECTED RESULTS

Complete digital transformation within **6-8 MONTHS** - establishing you as a contemporary artist across all search contexts

WHY GENERIC REPUTATION SERVICES WON'T WORK

You may have encountered services like RhinoRank or similar reputation management companies. Here's why they're wrong for your specific challenge:

THE PROBLEM WITH GENERIC APPROACHES

- **ALGORITHM CHANGES:** Google's 2024 updates reduced low-quality content effectiveness by 40%
- **WRONG TOOL FOR THE JOB:** Generic link building can't compete with 30+ years of IMDb and Wikipedia authority
- **DELIVERY FAILURES:** Documented cases show promised domain authority metrics falling significantly below what was ordered

GOOGLE OPENLY ADMITS THEY ARE PRIORITIZING INSTITUTIONAL CONNECTIONS

Google's June 2024 Knowledge Graph update eliminated 3+ billion low-quality entities while prioritizing legitimate institutional connections - exactly what your museum relationships provide.

THE BOTTOM LINE

Your transition from film director to visual artist recognition requires specialized museum partnership integration and schema-driven entity optimization, not generic suppression services.

MY RECOMMENDATION

START WITH OPTION 1 (€2,500) TO ESTABLISH THE TECHNICAL FOUNDATION. This represents excellent value for specialized entity disambiguation work - comparable corporate reputation management typically runs €5,000-€15,000 monthly.

WHAT YOU CAN EXPECT:

- **MONTH 1-2:** Your website starts signaling "visual artist" to search engines
- **MONTH 3-4:** Museum and gallery results begin appearing higher in searches
- **MONTH 6:** Most people searching your name find your art career first

- Profile Alignment (€500) ensures consistency across Wikipedia, social media, and databases

IF DEEPER AUTHORITY BUILDING BECOMES NECESSARY, we can transition to Option 2's comprehensive content strategy.

THIRD PARTY DEPENDENCIES

WHAT I CONTROL: on-site SEO retrofits, schema, internal linking, content drafts, press materials, outreach, link asks, YouTube/image optimization, submission to GSC, reporting.

THIRD-PARTY DEPENDENCIES (NOT GUARANTEED):

- Wikipedia/Wikidata edit acceptance (volunteer moderation, neutrality policy).
- Institution/galleries making changes or adding links (their timelines/policies).
- Press pickup and headline/snippet choices.
- Google indexing/ranking volatility and Knowledge Panel updates.

NEXT STEPS

If this approach resonates with your vision for positioning your artistic career, I'll prepare a detailed implementation timeline and technical access checklist to begin immediately.

The art world recognizes your institutional standing and innovative contributions to video art. My job is ensuring search engines and the broader public do the same.

CHEERS,
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FROM KÜR AGENCY