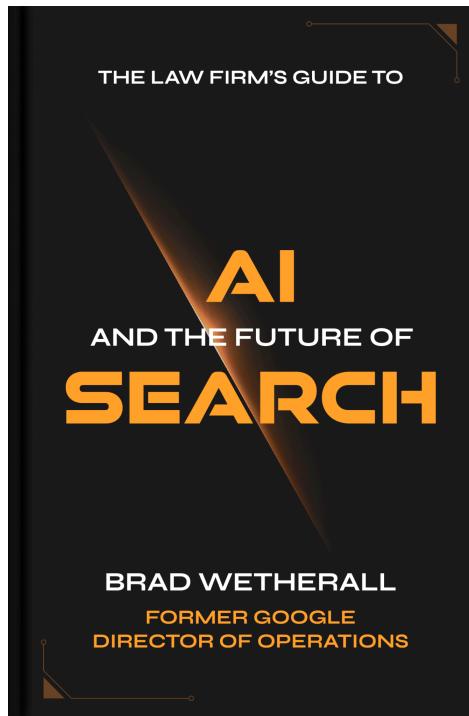


AI and the Future of Search

Media Kit



SYNOPSIS:

AI is rewriting the search engine playbook, and most businesses are playing catch-up.

In this eye-opening guide, former Google exec Brad Wetherall pulls back the curtain on how AI is transforming Google Search, what it means for your brand, and how to stay relevant in an era of zero-click results and AI-driven brand discovery.

Search has changed, and now, your brand is whatever AI says it is.

ABOUT THE AUTHOR:

Brad Wetherall

Esquire Digital COO & Amazon Bestseller



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As Esquire Digital's Chief Operating Officer, Brad Wetherall is a recognized authority in local SEO and the intricacies of Google's search ecosystem. With over a decade of experience as a former Director of Operations at Google, Brad offers an unparalleled insider's perspective on maximizing online visibility for businesses, especially in the evolving landscape of AI-driven search.

During his extensive tenure at Google, Brad directly managed operations for the Google Business Profile (formerly Google My Business) for over a decade, overseeing its interaction with Google Search and Google Maps. This hands-on experience means he truly understands the platform's capabilities and the best practices for optimizing a local online presence. He also held leadership roles across other major Google products, including Google Payments (Google Wallet), Google Shopping (Merchant Center), and Google Domains.

A charismatic and sought-after public speaker, Brad shares his unique "behind the curtain" knowledge on critical topics such as influencing Google's algorithms, navigating Google Business Profile support, and adapting to the rise of AI in search. His presentations, including "Navigating the Minefield: Advanced Google Business Profile Issue Resolution for Agencies" and "Influencing the Algorithm, Brand Strategies for the AI Age," provide actionable strategies for businesses looking to thrive in today's digital environment.

Brad's deep understanding of Google's operations and his passion for helping businesses succeed make him an exceptional partner for law firms aiming to dominate their local markets and future-proof their digital strategies.

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