



Jake Ward

Rank #1 in ChatGPT and AI Search: My next LIVE AI SEO session on 8th April. Co-Founder at Contact (and 3x SaaS companies).

189k followers • [View Profile](#)

2

POSTS / WEEK

1 PM, UTC

MAIN POSTING TIME

490

AVG REACTIONS
175 comments

40%

CALL-TO-ACTION
FREQUENCY

#1 SUCCESS FACTOR

He makes a scary, fast-changing topic feel simple by turning it into easy-to-save lists and diagrams, then repeats that same promise everywhere people look (posts, headline, banner, and Featured). Because the content gives people a clear "map" they can share, the selling feels like the natural next step: "If you want this implemented, come to the live session or book a call."

FORMAT BREAKDOWN

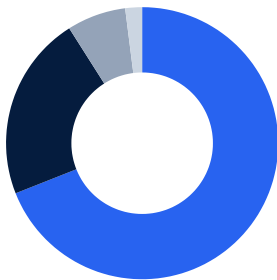


Image	69%	530 avg reactions
Carousel	22%	430 avg reactions
Text Only	7%	370 avg reactions
Video	2%	370 avg reactions

7 Tactics You Can Steal

01 [Teach with "levels" or "steps" and one simple picture](#)

02 [List the scary myths first, then calmly explain what's true](#)

03 Use real quotes people say, then show the messy truth list

04 Start with one shocking number, then explain the "so what"

05 Repeat your best post idea, but update one detail each time

06 Say the loud opinion, so people can't stop commenting

07 Make one main offer, and point to it the same way every time

7 Tactics You Can Steal

1 Teach with "levels" or "steps" and one simple picture

He takes a confusing topic and turns it into a numbered path (levels, steps, or tips), then uses a matching image so people can understand it in seconds. This works because lists feel doable and the picture makes it easy to share without rewriting the whole idea. It matches the wider pattern that image posts are the top format (about 1.61x relative engagement), and that checklist-style AI posts outperform news-style posts (about 1.70x vs 1.38x). To copy it: pick one problem, write 6–10 steps in order, and design one clean diagram that mirrors the steps.

[Example 1 →](#)

[Example 2 →](#)

[Example 3 →](#)

2 List the scary myths first, then calmly explain what's true

He starts by naming the exact fears people already have ("this will kill your industry"), often as a long, punchy list, then flips to a simple reality and a couple memorable numbers. This works because people feel understood before they're taught, and the numbers give them something to repeat in the comments. It lines up with a bigger pattern in his SEO content: simple, bold takes beat tool-heavy posts by a lot (about 2.48x vs 1.22x). To copy it: write 8–15 "things people worry about," then add a short "here's what's actually happening" section with two stats and one clear takeaway.

[Example 1 →](#)

[Example 2 →](#)

[Example 3 →](#)

3 Use real quotes people say, then show the messy truth list

He opens with the exact dumbed-down lines people hear at work, then hits readers with a long "here's what it really takes" list. This works because readers instantly recognize themselves (or their boss/client), and the long list triggers comments like "you missed X" or "this is so true." Several of his highest-performing posts use this same contrast setup, and it fits the broader theme that bold simplification posts beat tool lists (about 2.48x vs 1.22x). To copy it: collect 5–7 real quotes, then write your "truth list" with 15–30 short items and end with one punchy conclusion.

[Example 1 →](#)

[Example 2 →](#)

[Example 3 →](#)

4**Start with one shocking number, then explain the “so what”**

When he does news-style posts, he doesn't just summarize—he leads with a huge number and immediately ties it to a business consequence (money, traffic, risk). This works because the number earns attention fast, and the “so what” makes it feel relevant even to people who don't follow the topic closely. Most news/research posts are weaker than playbooks on average (about 1.38x vs 1.70x), but this format is how he makes “news” perform anyway. To copy it: open with one extreme metric, add one real-world outcome, then explain the simple cause in plain words and end with a question people can argue with.

[Example 1 →](#)[Example 2 →](#)[Example 3 →](#)**5****Repeat your best post idea, but update one detail each time**

He doesn't treat each post as a one-time thing—he re-ships the same winning “core idea” with small updates like a new year, a new threat, or a fresh example. This works because the structure stays easy to read (so it keeps performing), but the update makes it feel current and worth sharing again. You can see this in his feed with repeated framework concepts and updated versions of the same theme. To copy it: keep a folder of your top formats, then re-post the same structure every 6–12 weeks with one new detail, one new stat, and one new line that reflects what changed.

[Example 1 →](#)[Example 2 →](#)[Example 3 →](#)**6****Say the loud opinion, so people can't stop commenting**

Sometimes he writes a post that's designed to split the room—strong words, clear sides, and a “love it or hate it” point of view. This works because people comment when they agree and when they disagree, so it drives discussion fast (one of his top posts pulls hundreds of comments with this approach). He also uses it to make his product feel like the obvious “new way” compared to the old way. To copy it: pick a popular belief, argue the opposite in one sentence, give 3 reasons, and then tie it back to a clear alternative you offer.

[Example 1 →](#)[Example 2 →](#)[Example 3 →](#)**7****Make one main offer, and point to it the same way every time**

He keeps the “next step” simple: one main action (usually a live session) that matches the promise in his profile. This works because people don't have to think—if they like the content, they already know where to go next, and the profile repeats the same message for anyone who clicks through. CTAs show up in about 40.21% of posts, and they're usually placed at the end so the value comes first. To copy it: choose one main offer for the month, mention it in your profile headline/banner/Featured, and only add the CTA after you've taught something useful in the post.

[Example 1 →](#)[Example 2 →](#)[Example 3 →](#)[Profile →](#)

PART 2

Profile Breakdown

HEADLINE FORMULA

Rank #1 in ChatGPT and AI Search: My next LIVE AI SEO session on 8th April. Co-Founder at Contact (and 3x SaaS companies).

[Very specific outcome people want] in [new/trending channel] + [time-bound next step with a date] | [role/company] + [credibility stack]. It works because the promise is instantly clear, the date creates urgency, and the founder/operator proof lowers doubt ("this is from someone doing it, not just talking about it").

BANNER STRATEGY



Big, direct promise + clear date/time + one obvious action (the live session) + brand tie-in ("Powered by Contact") + friendly photo for trust. It works because it turns the top of the profile into a simple decision: you either want the promised result and click, or you move on—no confusion.

Content Strategy

PILLAR	%	WHAT CRUSHES	EXAMPLES
AI visibility + "rank in ChatGPT" how-to content	39%	Step-by-step playbooks and checklists win here: framework-style posts average about 1.70x relative engagement (25 posts) vs news/research/terminology commentary at about 1.38x (13 posts). The best ones feel like a short "do this in order" plan and are easy to save. Format matters too: simple image posts are the default winner overall (about 1.61x relative engagement across 67 posts), so pairing the checklist with one clear visual is a repeatable edge.	Post 1 Post 2 Post 3
SEO strategy for real businesses (simplify the messy reality)	24%	Big, simplifying takes outperform tool lists in this category: contrarian "here's the real truth" posts average about 2.48x relative engagement (11 posts) vs tactical tooling/prompts/stacks at about 1.22x (12 posts). The winning posts usually name the common bad assumption, then replace it with a clearer mental model people can repeat to their boss or client.	Post 1 Post 2 Post 3
Building products + offers (stories beat promos)	28%	Within product/business updates, story-based build and launch posts average about 1.27x relative engagement (15 posts) vs hard-sell promos at about 0.80x (12 posts). The posts that win show a clear "before → after" arc (setbacks, limits, milestones, decisions) and only then ask for sign-ups or early access.	Post 1 Post 2 Post 3
Personal stories + simple lessons	9%	Lesson-based personal stories do better than "history/trends" posts here: personal/lesson posts average about 1.33x relative engagement (4 posts) vs history/trends at about 0.76x (5 posts). The strongest ones share a specific moment, then end with a single takeaway that's easy for readers to apply to their own work.	Post 1 Post 2 Post 3

Conversion Strategy

Their Offer(s)

Contact (AI-era SEO / AI visibility strategy and execution services for SaaS companies)

Mentions.so (LLM visibility tracking tool)

Kleo.so (LinkedIn writing/workflow tool)

Free live sessions/webinars (lead capture)

Free resources/templates via registration links

How They Promote in Posts

CTAs appear in about 40.21% of posts (39 of 97). They're usually a final line or PS after the main value, and they're mostly external actions (register, join a waitlist, book a call) plus some "comment to get it" offers. On average, posts with CTAs perform slightly worse than posts without (about 1.41x vs 1.47x average relative engagement), which suggests the CTA works best when it's attached to a strong value post—not when the post is mainly promotional. He also runs a roughly 65/35 authority-to-promo mix (63 authority vs 34 promotional posts), so selling is frequent but interleaved.

[Example 1 →](#)

[Example 2 →](#)

[Example 3 →](#)

How They Promote in Profile

The profile is built like a landing page: the headline promises a specific result and includes a date-based live session hook, the banner repeats the same offer with date/time and branding, and the Featured section is the click-to-register asset. The About section then stacks proof (products, experiments, client/team scale) to justify why the offer is worth attention, even though it doesn't rely on a direct About CTA link.

[View Profile →](#)

Top 10 Posts

1



"I don't know how to do SEO in 2025"

He reframes modern SEO as a simple "levels" game and walks through a numbered path from basic SEO work to newer areas like AI search visibility, brand authority, and community-driven distribution. Each level has short bullet points that feel like a checklist someone can follow. He ends by offering help implementing the full system.

♡ 4166 💬 432 ↻ 828

2



SEO has been dying since 1997.

He lists many "SEO is dead" moments over the years—new platforms, new ad products, new search behaviors, and now AI—and then argues that SEO keeps evolving instead of disappearing. He anchors the argument with a couple big numbers to show the channel's scale. The ending message is motivational: adapt and you win.

♡ 3712 💬 479 ↻ 493

3



SEO?

He opens with the oversimplified things non-experts say about SEO, then contrasts that with a long list of what SEO work actually includes. The core message is that checklists and surface-level tweaks don't create results. It lands as both a vent for practitioners and an education piece for everyone else.

♡ 2405 💬 358 ↻ 355

4



Reddit just lost 82% of its AI citations overnight.

He claims a sharp drop in Reddit's citations inside AI answers, ties it to a market reaction, and explains a simple mechanism that could have caused it. He uses the story to argue that a new "AI visibility" dependency is emerging for companies. He ends by asking a provocative question to spark debate.

♡ 2410 💬 461 ↻ 228

5



SEO has been dying since 1997.

He revisits the "SEO is dead" narrative, adds a newer fear about AI replacing parts of search, and then argues SEO is still a major and growing channel. He supports the case with comparative numbers and a growth-rate claim. He also uses a historical quote to show that doomsday predictions have been wrong for decades.

♡ 2317 💬 386 ↻ 339

6



"I don't know how to do SEO in 2026"

He republishes the same "levels" roadmap, updating the framing to the next year and tweaking a few examples for what's changing. The post again turns SEO into a progression that includes AI visibility and multi-channel distribution. It ends with an offer to help execute the strategy.

♡ 2209 💬 277 ↻ 382

