TEAM EMPATHY · SEARCH & AI STRATEGY

Brandkit: the positioning decision, answered with data

Niche the message. Keep the domain. Test tourism where you already rank.

PREPARED FOR DAVID VAASSEN · BRANDKIT.COM · 24 AUGUST 2026 · CONFIDENTIAL

The short version. Search data cannot make the tourism call for you, because search does not deliver the tourism market to anyone. CrowdRiff ranks number one for "tourism marketing" and earns nothing from it, and all three tourism players are losing organic traffic while both DAM players hold or grow. What the data can tell you is where your leverage sits: Brandkit already beats a DR 81 competitor on most contested brand-management keywords, the retainer's growth is now entirely non-branded, and the tourism test can run on pages you already own, several of which already sit at positions 5 to 12. So treat this as two separate decisions. Niching the message is low risk and the commercial logic is yours to weigh. Splitting the domain is the one move the search data argues against.

1. Executive summary

Three things to know

- **Nobody in this category acquires meaningfully through search.** Organic is 3% to 18% of total site visits across every competitor measured. Growth here comes from demos, conferences, partnerships and referrals. That means weak tourism search demand is not a reason to avoid the tourism market, and strong DAM search demand is not by itself a reason to stay broad. AHREFS + SEMRUSH, AUG 2026
- **Brandkit already holds a winning position, and it lives in the broad category.** You outrank Canto (DR 81) on 15 of 25 shared commercial keywords and MediaValet (DR 77) on 12 of 27. Your core commercial cluster is 19% of your organic traffic, roughly double Canto's 10%; only MediaValet, with about half its traffic on commercial DAM terms, runs more commercially concentrated. You share zero keywords with

CrowdRiff and zero with Simpleview, so a tourism move extends nothing: it starts from scratch. AHREFS, AUG 2026

- **The retainer is working, and the growth is all non-branded.** Non-branded clicks crossed above branded clicks in February 2026 and have held there since, while branded stayed flat. The next phase is about converting a very large impression footprint (3.5M impressions a year at average position 14.6) into clicks, using the 462 queries already sitting in striking distance. SEARCH CONSOLE, 12MO TO 21 AUG 2026

The decision, split the way the data splits it

Niche the message: low risk

Positioning, sales copy and the pages people land on after a demo can lead with place brands and brand intelligence today. No ranking depends on your tagline.

The bifurcated homepage you have already drafted (a selector into two audience journeys) delivers the two-story experience on one domain, with zero authority cost.

Split the domain: high risk

A second site divides the authority that currently holds your position 1 to 3 rankings, and it starts a new domain at zero in a category where nobody wins through search anyway.

Every reversible version of the tourism test can run on brandkit.com first. Hold the split until those pages have data.

What we recommend, in one paragraph. Make the positioning call on commercial grounds, where a 60% place-brand revenue base is a real argument. On the search side, run one domain with two front doors: keep and defend the brand-management cluster you already win, close the 462 striking-distance queries (the cheapest growth available anywhere in this plan), claim the brand intelligence territory early with a definitional content layer while only Brandfolder contests it, and test tourism by upgrading the place-brand pages you already own rather than building a second site. Underneath all of it, fix measurement, because demos are not yet attributable by channel, and that is the one number this decision actually wants.

2. What the market actually searches for

Every volume below is triangulated across three sources: Google Keyword Planner and SEMrush (both pulled 24 August 2026) and Ahrefs (8 August 2026, from the opportunity-keywords tab of the master sheet). Where all three exist we take the median; the full three-source table is in Appendix A. Two things to hold while reading: the tools disagree materially on several terms, so treat these as working volumes rather than gospel, and Keyword Planner lumps close variants together, so "dam software" and "digital asset management software" partly share one bucket.

17,325 US monthly searches, DAM and brand asset management cluster (9 terms)	**3,930** US monthly searches, core commercial cluster: the terms you already win (15 terms)	**1,480** US monthly searches, brand intelligence and AI cluster (9 terms), largely uncontested	**1,845** US monthly searches, tourism and place-brand cluster (12 terms), thin and low intent

Cluster	NZ / mo	AU / mo	US / mo	Read
Core commercial (brand portal, brand management, brand system, brand toolkit, brand hub...)	135	880	3,930	Your home ground. You rank top 3 on much of it and it carries the highest buying intent per search.
DAM and brand asset management	165	1,075	17,325	The big pool, and the brutal one: your positions today sit at 24 to 36 against DR 77 to 81 incumbents. Worth presence, not worth being the strategic focus.
Library terms (media, visual, image, asset library)	125	475	2,855	Small but real, and you already rank 5 to 9 on several. The audit answers below settle the keep-or-drop questions.
Brand intelligence and AI (brand intelligence, AI DAM, AI brand management...)	35	165	1,480	Small, growing, and open. Only Brandfolder ranks. This is the one territory where moving early buys something.
Tourism and place brands (destination marketing platform, DMO software, place branding...)	100	530	1,845	Thin everywhere, and the biggest term in it ("tourism marketing", 755 US) is proven low value: CrowdRiff ranks 1 and gets nothing.
Vertical pages (DAM for government, DAM for nonprofits)	0	15	105	Tiny volume, high intent. MediaValet ranks 1 on these shapes and they attract people with a reason to buy.

Working volumes: median of Google Keyword Planner, SEMrush and Ahrefs where all three exist, otherwise the mean of the two available. NZ volumes are near zero across the board, and three-quarters of Brandkit's own category-term impressions come from the US and UK (117K of 156K, Search Console, 12 months), so the US column is the one that matters. Cluster totals sum working volumes and the Keyword Planner lumping means the DAM cluster total is modestly inflated. Full table: Appendix A.

The keyword audit questions from the 19 August call, answered

Question	Answer	Evidence
Do we still target "image library"?	No, correctly dropped.	Zero top-100 rankings for any "image library" term in any market. AHREFS
Drop "media library"?	**No. Keep it, reversing the call from the meeting.**	Search Console shows the media library cluster delivering 28 clicks from 6,820 impressions at position 8 over six months, with "media library software" at position 4.3. It outperforms visual library 5.6 to 1 on clicks. SEARCH CONSOLE
Keep "visual library"?	Yes, with low expectations.	Confirmed ranking (position 12.1 average) but only 5 clicks from 561 impressions in six months. The 1,300 global volume is not translating. SEARCH CONSOLE
Are the winners protected?	Yes.	"online brand portal" position 1, brand system cluster position 1 to 1.6, "brand management software" position 3.3, brand toolkit position 3.3. These stay in the tracked set and every recommendation in section 5 is built around not disturbing them. AHREFS + SEARCH CONSOLE

Rank sources differ by design: spot ranks in this table and in Appendix A are Ahrefs and tracker checks in a single market. Search Console positions quoted elsewhere in this document are 12-month weighted averages blended across every market and SERP feature, so the same term can read several places lower there. Both are real; they measure differently.

3. Who you are really competing with

Eight domains measured. The five from the brief were covered in depth in our 21 August competitor report; Frontify, Bynder and Brandfolder are added here from SEMrush (US database, pulled 24 August). All of them on one scale:

Estimated US monthly organic visits, SEMrush, 24 August 2026. Simpleview (64.1K measured) is left off deliberately: roughly half of that is consumer destination content hosted for client DMOs on its subdomains, not its own demand. SnapSea is too small to chart (their complete keyword export is 15 keywords and 139 monthly visits, 112 of which are people typing "snapsea"). Tools disagree on absolutes (Ahrefs reads Brandkit at 2,344 worldwide against SEMrush's 4,742 US), so read the ratios, not the numbers. Third-party estimates, directional only.

The five findings that matter

- **The tourism group is declining, the DAM group is not.** Six-month organic trend: CrowdRiff down 44%, Simpleview down 32%, SnapSea down 29%, while Canto is flat and MediaValet is up 19%. Three independent companies moving the same direction is hard to dismiss. `AHREFS DAILY DATA, FEB TO AUG 2026`
- **CrowdRiff, specifically: a decade of content and no search business.** DR 74, 3,500 referring domains, and their entire tourism keyword cluster produces roughly 62 visits a month. Half their remaining traffic is people searching their name, and 39% is a social-media-trends blog on a separate subdomain with no connection to their product. Their competing-domains list in Ahrefs contains Hootsuite and Sprout Social, not a single DAM or tourism platform. Whatever makes CrowdRiff the category leader, it is not search, which also means their position is not defensible in search.
- **Rankings in this category are earned by editorial pages, not product pages.** Between 61% and 95% of every competitor's ranking positions sit on blog, guide and glossary content; product and pricing pages earn 0% to 3% at every pure DAM or tourism platform (Simpleview reads 12%, inflated by partner and hosted-client pages). The new SEMrush pulls say the same thing about the big three: Frontify's second-biggest keyword is "automated branding" (18,100 monthly searches) via a guide page, and Bynder's single biggest traffic source is a glossary entry for "customer journey" ranking third on a 1.83M-volume term. If the goal is organic acquisition, the asset that works is a page that answers a question.
- **MediaValet is the model worth copying, not Canto.** Canto's volume comes from free file-converter content ("jpg to png", 39,000 searches) that brings visitors with no reason to buy. MediaValet, the only competitor growing, built three things: a best-of comparison page ranking on 233 keywords, a definitional dictionary, and vertical solution pages that rank number one for "digital asset management for nonprofits" and "digital asset management healthcare", plus a head-to-head page at /vs-brandfolder. All three shapes transfer directly to Brandkit, and the vertical page is exactly the shape a tourism test takes.
- **Brandfolder has quietly started on brand intelligence, and nobody else has.** Brandfolder ranks 2 for "brand intelligence" and 4 for "brand intelligence software"; no other company in this study ranks for any intelligence term at all. Frontify uses the language ("brand intelligence for the AI era") but does not yet rank for it. The territory is being claimed, slowly, and it is still cheap.

The AI answer layer shows a sharper split than search does. In AI visibility data, Canto is mentioned in AI answers roughly 1,300 times against MediaValet's 416, Simpleview's 54, CrowdRiff's 35 and SnapSea's 1. The DAM platforms are being cited at 10 to 40 times the rate of the tourism players, and the gap behind Canto is still open. Brandkit is unusually well set up to contest this: your llms.txt is live, your /ai-digital-asset-management page already sits in striking distance on a 4,734-impression query, and 1,432 sessions arrived from AI assistants this year, on a rising run rate. Given the brand intelligence direction, this layer is likely worth more than classic SEO over the next two years, and it rewards exactly the definitional content in section 5.

AHREFS AI DATA, AUG 2026 · GA4

4. Where Brandkit stands today

Your own Search Console and GA4 data, twelve months to 21 August 2026. This is real click data, not tool estimates.

29,928
organic clicks in 12 months, from 3.51M impressions (0.85% CTR, average position 14.6)

3 ways
clicks split roughly in thirds: your brand, the generic "brand kit" design term, and true non-branded category demand

Feb 2026
the month non-branded clicks crossed above branded, and they have held there since

462
non-branded queries in striking distance (positions 4 to 20, 200+ impressions)

You win where you own the language, and lose where the giants are. Brand system: position 6.3 and 795 clicks, your best non-branded earner. Brand toolkit: position 9.8, 247 clicks. Media toolkit, media library, the branding glossary terms (logotype at position 4.2, logomark at 7.7): all working. Meanwhile the big categories show huge visibility and almost no clicks: digital asset management terms produced 174,000 impressions and just 67 clicks at average position 35.5, and your /digital-asset-management page alone collected 211,000 impressions at position 32. Page two of Google is where impressions go to die, and that is exactly why the 462 striking-distance queries matter: they are the ones already on page one or the top of page two.

Your audience is global, which changes what the NZ and AU volume numbers mean. New Zealand is 4.5% of your clicks and Australia 4.8%; the US is 19.8% and the UK 7.9%, with the rest spread worldwide. The near-zero NZ volumes in section 2 are therefore not a problem, because NZ was never where your organic business comes from. Decisions should be made against the US and UK columns.

The tourism evidence

The tourism and destination theme generated 30,198 impressions and 21 clicks this year at average position 20. Inside it, though, are the only encouraging tourism signals in this entire study: "destination marketing tools" at position 4.8, "tourism marketing tools" at 11.3 (your /tourism-marketing-tools page holds 39,000 impressions), "destination marketing software" at 11.7 with 3,989 impressions, and "tourism new zealand visual library" at position 4.9. These are small numbers. But they are yours already, they sit on pages that already exist, and they are precisely where a tourism test starts without touching the domain.

The asset nobody is counting: your clients' search demand

brandkit.io, the portal domain your clients run on, earned 3,540 clicks and 335,000 impressions this year, and the top queries are your clients' brands: "fenz logo", "dunedin logo", "vuw logo", "momorangi bay". Roughly one click in every ten across the whole Brandkit click universe is someone searching for your customers' brand assets and landing in a Brandkit-hosted portal. Brandfolder has industrialised exactly this: their biggest organic keywords are "zoominfo logo", "techcrunch logo" and "ace hardware logo", ranking through the public brand-guide portals they host for clients. For place brands in particular, whose media libraries exist to be found by journalists and trade, this is a moat Brandkit is already standing on. Section 5 turns it into a deliberate play.

> **One thing is genuinely broken: measurement.** GA4 has no demo-booking, signup or contact key event configured, only page views and clicks, and the Zapier calendar flow double-counts demo bookings. So today, nobody can say which channel produces demos, and the positioning decision is being made without the one number that would settle several of its arguments. This is a configuration fix, not a tooling purchase, and it should happen before anything else in this plan. `GA4, PROPERTY 445894135`

5. The strategy: one domain, two front doors, six moves

Everything below runs on brandkit.com as it stands. Nothing risks the current winners, nothing requires a domain split, and each move is reversible if the data says stop.

> ### 1 Protect the winners `defend`
>
> Brand system, brand toolkit, the brand portal cluster, media toolkit, brand management software: these positions took years and beat DR 81 domains. They stay in the tracked set, their pages keep their targeting through any messaging rework, and any homepage redesign preserves the internal links that feed them. "Media library" comes back into the set (per the audit in section 2), "image library" stays retired.

2 Close the striking distance `quickest wins`

462 non-branded queries sit at positions 4 to 20 with real impressions, and moving a query from position 12 to position 4 typically multiplies its clicks five to eight times. The priority list, by what the impressions say: the brand management system and brand asset management system variants (28,000 combined impressions at positions 17 to 20; /brand-management-software carries the first, and the second currently ranks only through a blog post, so it needs a page of its own), brand hub (9,560 impressions, position 10.9), the AI DAM cluster ("ai dam" 6,510 impressions at 16.3, "ai digital asset management" 4,734 at 11.2, your /ai-digital-asset-management page already exists and already ranks 2 on one variant), marketing portal, brand portal software, and media library software at position 5.7. This is on-page and internal-linking work inside the existing retainer shape, aimed at the exact queries in Appendix C.

3 Claim brand intelligence before it costs anything `build early`

The intelligence cluster is small (roughly 1,480 US searches a month across nine terms) but it is David's chosen story, it is growing, and only Brandfolder ranks. The play is the definitional layer every winner in this category uses: a /brand-intelligence page that does not currently exist (the URL 404s today), a "what is brand intelligence" explainer, and glossary entries connecting intelligence, knowledge library and AI DAM language to the product. Messaging leads, rankings follow: keep the sales story on brand intelligence everywhere, keep the ranking pages on brand management language where demand actually sits today, and let the new layer catch the territory as it grows. Your /knowledge-library page already frames "for people and AI", which is the right instinct; it needs siblings.

4 Test tourism on pages you already own `the niche test`

The vertical-page pattern MediaValet rides to number one rankings already exists on your site: /brandkit-dam-for-place-tourism-destination-marketing, /dam-for-destination-marketing, /place-branding, /place-brand-toolkit, /tourism-marketing-tools, plus six place-brand case studies including Dunedin, The Coromandel and VisitScotland. What they need is what the striking-distance data prescribes: consolidated targeting (several pages overlap), proper on-page work against "destination marketing software" (position 11.7 today) and "destination marketing tools" (4.8), and internal links from the case studies. The homepage selector from section 1 covers the two-audience experience. Decision gate: if 90 days of focused work moves this cluster meaningfully, the niche has search legs worth more investment; if not, you have your answer for the cost of a content cycle, not the cost of a domain migration.

5 Turn client portals into the moat `the Brandfolder play`

Your clients' brand searches already deliver 3,540 clicks a year into Brandkit-hosted portals, and Brandfolder proves the industrialised version works at scale: client logo searches are their biggest organic keywords, inside a 27,000-visit-a-month US footprint. The play: for consenting clients whose portals are meant to be public anyway (media centres, press kits, destination libraries), make the public asset pages properly indexable and rich, with real titles, descriptions and Organization schema (the schema.org type), so "their brand + logo / images / media kit" searches resolve to Brandkit-powered pages. Every public portal becomes both a ranking asset and a product demonstration, and for the place-brand audience this doubles as the product pitch: their job is being found. Opt-in only, client by client. On the same logic, the 1,412 /asset-page URLs in your sitemap (88% of its 1,605 URLs, crawled 24 August) deserve a curation pass: the editorial ones are your best-performing content, the leftover graphics and test posts dilute the crawl, so enrich or de-index accordingly.

6 Measure what the decision needs `foundation`

Configure real GA4 key events (demo booked, trial started, contact) so demos become attributable by channel, replacing the Zapier count that double-fires. Keep the AI assistant referral segment (1,432 sessions this year and rising) as a standing monthly number alongside the Plausible LLM line, and add the competitor comparison queries to tracking: 12,300 impressions of "brandfolder vs canto" style searches currently produce 3 clicks because you sit on page 2 to 5 of them, and a MediaValet-style comparison page converts that visibility into the highest-intent traffic there is. From this point, every monthly report can carry a demos-by-channel line, which is the number the positioning decision actually wanted.

6. The 90-day sequence

Cycle	Work	What it proves
September	GA4 key events fixed and demo tracking verified. Keyword set updated in the tracker (media library in, winners confirmed). /brand-intelligence page and the first definitional pieces live. On-page pass one: brand management system and brand asset management system variants.	Measurement exists before the work it needs to measure. The intelligence territory is claimed while it is free.
October	Striking-distance push: AI DAM cluster, brand hub, marketing portal, media library software. Tourism test begins: consolidate and optimise the place-brand vertical pages against destination marketing software and tools, interlinked from the case studies. First comparison page.	Whether page-one positions convert the impression footprint into clicks, and whether the tourism cluster responds to real effort.
November	Editorial layer: glossary and definitional pieces on the MediaValet pattern. Portal flywheel pilot with two or three consenting public-portal clients. Review: striking-distance movement, tourism cluster movement, demos by channel, AI referral trend.	A data-backed read on the niche question before any messaging or site rebuild locks in, plus the first attributable demo numbers this account has had.

All of this fits the current engagement shape: on-page work, content direction David writes to (or we spec page by page), internal linking, technical tidy-ups and the monthly backlink cycle pointed at the pages above. Where a piece needs more than the retainer covers in a month, it queues rather than expands.

Appendix A: the triangulated keyword table

Working volume = median of Google Keyword Planner (24 Aug), SEMrush (24 Aug) and Ahrefs (8 Aug) where all three exist, otherwise mean of two. Sources shown as GKP / SEMrush / Ahrefs. A dash means the tool returned nothing. Keyword Planner lumps close variants: rows marked ◆ share one GKP bucket, so do not sum them naively.

Keyword	US working	US (G/S/A)	AU working	NZ working	Spot rank (Ahrefs / tracker)
brand portal	700	720 / 480 / 700	100	20	9 (head term) · 1 on "online brand portal"
brand management software	1,200	320 / 1,300 / 1,200	30	20	3.3, beats Canto
brand management platform	295	110 / 480 / –	30	5	3
brand management system	185	50 / 320 / –	20	5	17.7 striking distance
brand system	235	260 / 210 / –	30	5	1 to 1.6, best earner (795 clicks/yr)
brand toolkit	260	260 / 260 / –	40	5	3.3
brand hub	390	880 / 390 / 200	480	40	10.9 striking distance
marketing portal	125	110 / 140 / –	25	5	12.4 striking distance
media toolkit	90	90 / 90 / –	15	5	1 to 2
digital toolkit	170	170 / 170 / –	35	5	2 to 8
brand asset management	800	260 / 1,300 / 800	90	20	42
brand asset management software	310	140 / 480 / –	25	10	7.3
brand asset management system	230	70 / 390 / –	15	5	19.2 striking distance
digital asset management	5,100	3,600 / 8,100 / 5,100	350	40	not top 100 (Bynder 3)
digital asset management software ◆	3,600	3,600 / 3,600 / –	245	20	page 3+

Keyword	US working	US (G/ S/A)	AU working	NZ working	Spot rank (Ahrefs / tracker)
dam software ◆	3,250	3,600 / 2,900 / –	155	30	dropped out (US)
media asset management	1,110	320 / 1,900 / –	50	15	page 2+
media asset management software ◆	2,600	3,600 / 1,600 / –	130	20	20 (US), 3 (AU)
best digital asset management software	325	170 / 480 / –	15	5	MediaValet owns the shape
media library	1,450	1,600 / 1,300 / –	90	25	9.0 theme average
media library software	150	30 / 210 / 150	40	10	4.3 to 5.7, keep
visual library	290	320 / 260 / –	30	25	12.1, keep, low expectations
image library	600	720 / 480 / –	235	30	dropped, correctly
asset library	320	320 / 320 / –	60	20	untargeted
brand intelligence	480	110 / 480 / 600	50	0	not ranking (Brandfolder 2)
brand intelligence software	300	90 / 320 / 300	0	0	not ranking (Brandfolder 4)
brand intelligence platform	70	20 / 70 / 200	10	0	not ranking, open
brand iq	320	320 / 320 / 100	30	20	not ranking, ambiguous intent
ai digital asset management	200		20	10	

Keyword	US working	US (G/ S/A)	AU working	NZ working	Spot rank (Ahrefs / tracker)
		50 / 260 / 200			2, defend (page exists)
ai dam	40	40 / 140 / 20	10	0	16.3 striking distance (6,510 impr)
ai brand management	30	10 / 30 / 90	20	0	not ranking, Frontify loose
ai brand assistant	20	10 / 20 / 30	10	0	not ranking
brand infrastructure	20	20 / 20 / -	15	5	positioning language, no demand yet
destination marketing platform	110	0 / 110 / 150	110	0	6 to 21 by market
destination marketing software	75	10 / 140 / -	80	5	11.7, the tourism testbed
destination marketing organization	355	390 / 320 / -	20	5	definitional, SnapSea's whole footprint
dmo software	15	10 / 20 / -	15	5	near-zero demand
tourism marketing software	15	10 / 20 / -	55	0	thin
tourism marketing	755	210 / 1,300 / -	120	20	CrowdRiff ranks 1, earns zero: proven low value
place branding	215	260 / 170 / -	70	15	page exists (/ place-branding)
city branding	170	170 / 170 / -	35	15	untargeted
destination brand	85	140 / 30 / -	5	15	untargeted

Keyword	US working	US (G/ S/A)	AU working	NZ working	Spot rank (Ahrefs / tracker)
dam for tourism / DAM for tourism variants	0-10	10 / 10 / -	0	0	no head demand; long-tail only
digital asset management for government	25	10 / 40 / -	0	0	vertical-page shape, tiny + high intent
digital asset management for nonprofits	80	20 / 140 / -	15	0	MediaValet ranks 1 on it

Context terms tracked but not targets: "brand kit" (3,000 US working volume, roughly position 6 on the 12-month weighted average, mostly Canva-intent design searches that nonetheless deliver 4,363 clicks a year) and "brand guidelines" (7,350 US working volume, an informational cluster your explainer already earns 497 clicks a year from). Ahrefs column blank on many rows because the API allowance was exhausted this cycle; it resets 29 August and the blanks can be backfilled then. Raw data: outputs/brandkit-research/.

Appendix B: competitor notes beyond the 21 August report

- **Frontify** (14,736 US organic visits, 7,260 keywords): brand traffic plus a guide library. Top non-brand keywords: "automated branding" (18,100 volume, position 2), "rebranding" (6,600, position 3), "brand guidelines examples", "brand tone of voice", "digital asset management" (position 8). They also buy roughly 1,651 visits a month of paid search. Their playbook is high-volume guide content feeding a broad brand platform story, which is exactly the game a small company should not try to outspend.
- **Bynder** (114,332 US organic visits, 17,744 keywords): the glossary flywheel at industrial scale. 56% of their US organic traffic comes from one glossary entry ranking third for "customer journey" (1.83M searches a month). High volume, low buying intent, same pattern as Canto's file-converter play. Their genuinely commercial rankings ("digital asset management" position 3, "brand management" position 8 via glossary) ride on the authority the glossary built.
- **Brandfolder** (27,142 US organic visits, 8,151 keywords): two things worth stealing. First, the hosted-portal flywheel: their biggest keywords are clients' logo searches ("zoominfo logo" 27,100, "techcrunch logo" 33,100) resolving to Brandfolder-hosted brand guides. Second, the early brand intelligence rankings (2 and 4). They run no paid search at all.

- **Ahrefs depth on these three** (DR, referring domains, six-month trend, page-level attribution) lands when the API allowance resets on 29 August; nothing above depends on it.

Appendix C: the striking-distance target list

Non-branded brandkit.com queries, positions 4 to 20, 200+ impressions, 12 months to 21 August 2026. The full 462-row list is in the research folder and includes long-tail noise the theme classifier lets through; this table is hand-picked for commercial intent, grouped by the move each target belongs to.

Query	Impressions / yr	Position	Belongs to
branding kit	25,547	7.7	Move 1, protect and lift
brand guidelines	24,542	12.8	Editorial layer
brand management system	12,246	17.7	Move 2, on-page pass
brand asset management system	12,204	19.2	Move 2, on-page pass
brand toolkit	10,897	11.3	Move 1, protect and lift
brand system / brand systems	18,411	5.5 to 5.8	Move 1, defend
brand hub	9,560	10.9	Move 2
brand identity system	7,752	12.1	Move 2
ai dam	6,510	16.3	Move 2 + 3, AI DAM cluster
brand dam	5,363	10.4	Move 2
marketing portal	4,809	12.4	Move 2
ai digital asset management	4,734	11.2	Move 2 + 3, AI DAM cluster
brand portal software	4,125	18.9	Move 2
destination marketing software	3,989	11.7	Move 4, tourism testbed
media library software	3,974	5.7	Move 1, keep (decision reversed)
digital asset management ai	2,855	17.9	Move 2 + 3, AI DAM cluster
tourism marketing tools	2,017	11.3	Move 4
destination marketing tools	1,654	4.8	Move 4

Appendix D: where the numbers come from

- **Search Console and GA4**: Brandkit's own properties, read via Team Empathy's authorised access, 12 months to 21 August 2026. This is real click and impression data and it wins wherever a tool estimate disagrees. The visible query export caps at 25,000 rows, and 53.7% of clicks sit in queries Google anonymises, so theme-level click counts understate the true totals.

- **Keyword volumes**: Google Keyword Planner and SEMrush pulled 24 August 2026 (archived in outputs/brandkit-research/); Ahrefs from the master sheet's opportunity-keywords tab, pulled 8 August 2026. Current-rank spot checks come from the same tab and the ranking tracker. Median of three where available. Keyword Planner groups close variants into shared buckets, flagged ◆ in Appendix A.
- **Competitor data**: the 21 August competitor and positioning report (Ahrefs and SEMrush, five competitors at full depth, pulled manually from the web interfaces), plus fresh SEMrush US domain pulls for Frontify, Bynder and Brandfolder on 24 August (archived as semrush_domains.json in the research folder). All third-party traffic figures are estimates and are treated as directional; SEMrush root-domain traffic includes product subdomains, so a share of competitor "visits" is existing customers logging in.
- **What is still to come**: Ahrefs depth on Frontify, Bynder and Brandfolder (DR, referring domains, trend) when the API allowance resets 29 August, and demos-by-channel once GA4 key events exist. Neither changes the recommendations above.

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