

Rev Up Your Brand!
Unlock Discoverability
from Long-Form Content
with Asset Remix
And Crush It in SEO/AI Search!



Clicks and pageviews are awesome.
And they're not going away
any time soon.

But a site visit isn't the
only thing that connects
people with your brand.

In the future, it likely won't even be the *main* way.

Good news ...
The core of discoverability
hasn't changed:

Make content that
provides the answers people want.
Share it where they're
looking for it.

**Yes, schema markup is a BIG DEAL too!
Let's have that conversation soon. 😊**

Here's a story of how thinking "beyond the click" enhance your brand discoverability.

- MedBlog article
- Doctor's Notes video
- Social media posts

Is intermittent fasting right for you?

September 24, 2025



[Melissa Shoemaker, M.D.](#)
[Internal Medicine - Endocrinology](#)

Celebrities are often the template for summer diet trends, and this summer's theme was intermittent fasting.

Actor Orlando Bloom revealed a dramatic 52-pound weight loss over a short period of time for an upcoming movie role. The already-trim Bloom shed pounds through extreme calorie restriction and intermittent fasting, which he says caused mood changes that made him "a horrible person to be around."

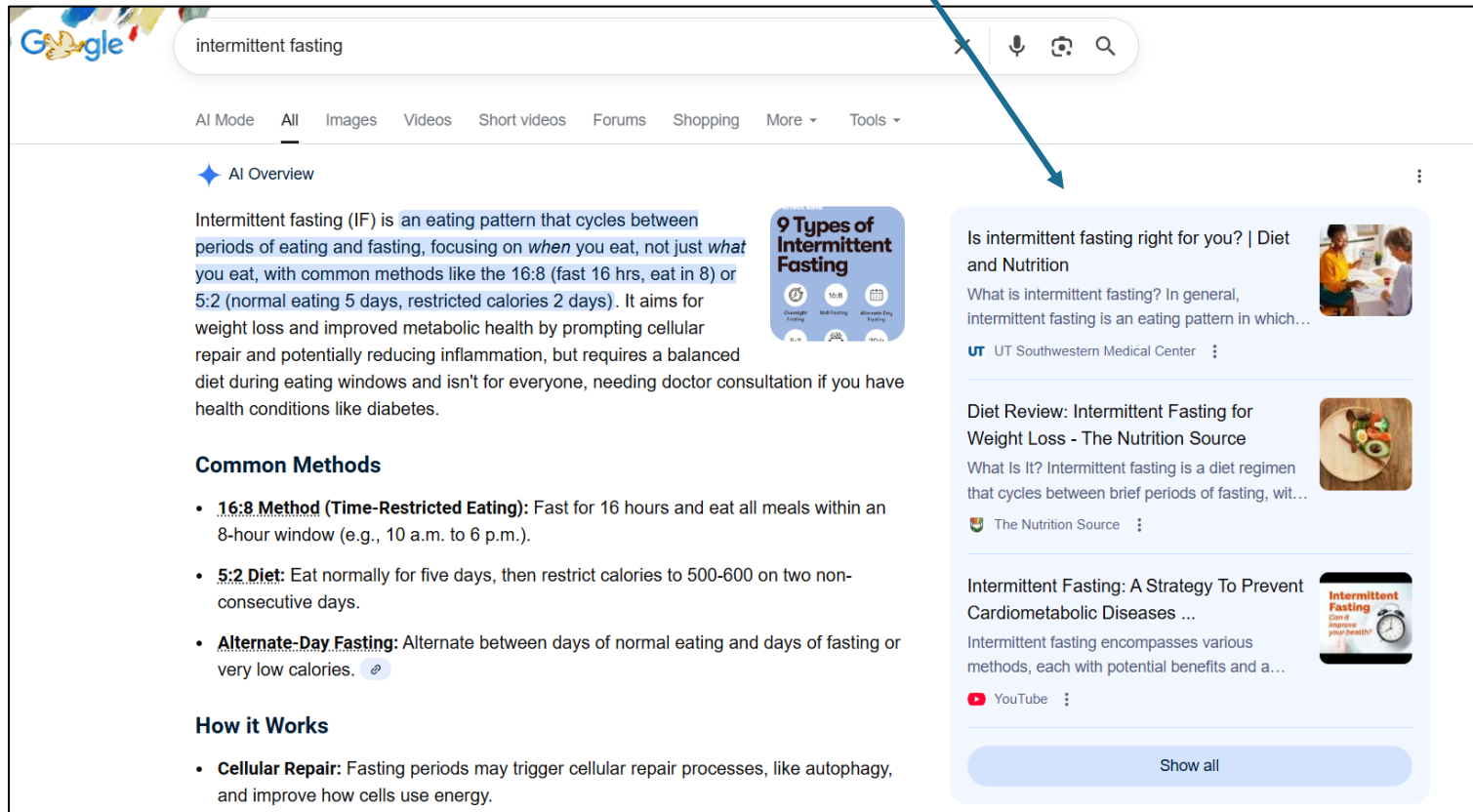


Timely topic.
Multimedia options.
Answers specific questions.

And it WORKS!

Google Sandwich!

Blog Earns AI Snippet Mention



intermittent fasting

AI Mode All Images Videos Short videos Forums Shopping More Tools

AI Overview

Intermittent fasting (IF) is an eating pattern that cycles between periods of eating and fasting, focusing on *when* you eat, not just *what* you eat, with common methods like the 16:8 (fast 16 hrs, eat in 8) or 5:2 (normal eating 5 days, restricted calories 2 days). It aims for weight loss and improved metabolic health by prompting cellular repair and potentially reducing inflammation, but requires a balanced diet during eating windows and isn't for everyone, needing doctor consultation if you have health conditions like diabetes.

Common Methods

- 16:8 Method (Time-Restricted Eating):** Fast for 16 hours and eat all meals within an 8-hour window (e.g., 10 a.m. to 6 p.m.).
- 5:2 Diet:** Eat normally for five days, then restrict calories to 500-600 on two non-consecutive days.
- Alternate-Day Fasting:** Alternate between days of normal eating and days of fasting or very low calories.

How it Works

- Cellular Repair:** Fasting periods may trigger cellular repair processes, like autophagy, and improve how cells use energy.

9 Types of Intermittent Fasting

- Overnight Fasting
- 16:8
- Alternate Day Fasting

Is intermittent fasting right for you? | Diet and Nutrition

What is intermittent fasting? In general, intermittent fasting is an eating pattern in which...

UT Southwestern Medical Center

Diet Review: Intermittent Fasting for Weight Loss - The Nutrition Source

What Is It? Intermittent fasting is a diet regimen that cycles between brief periods of fasting, wit...

The Nutrition Source

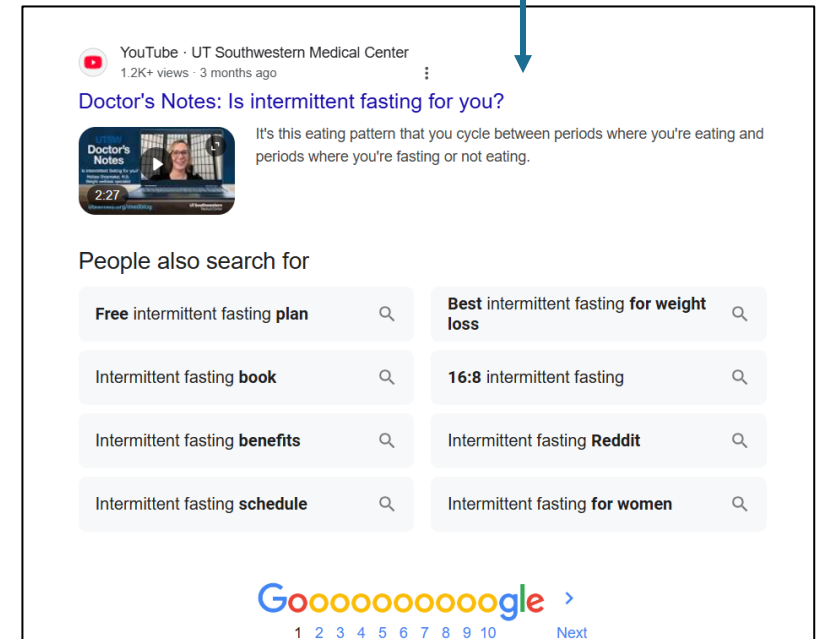
Intermittent Fasting: A Strategy To Prevent Cardiometabolic Diseases ...

Intermittent fasting encompasses various methods, each with potential benefits and a...

YouTube

Show all

Video Wins Page 1 Organic Listing



YouTube - UT Southwestern Medical Center
1.2K+ views · 3 months ago

Doctor's Notes: Is intermittent fasting for you?

It's this eating pattern that you cycle between periods where you're eating and periods where you're fasting or not eating.

2:27

People also search for

- Free intermittent fasting plan
- Best intermittent fasting for weight loss
- Intermittent fasting book
- 16:8 intermittent fasting
- Intermittent fasting benefits
- Intermittent fasting Reddit
- Intermittent fasting schedule
- Intermittent fasting for women

Googooooooooooooole >


1 2 3 4 5 6 7 8 9 10 Next




where do i get help with intermittent fasting

It's a smart move to seek professional guidance before starting intermittent fasting (IF). Because fasting affects blood sugar and metabolic rates, it is best to consult experts who can tailor a schedule to your specific health history.

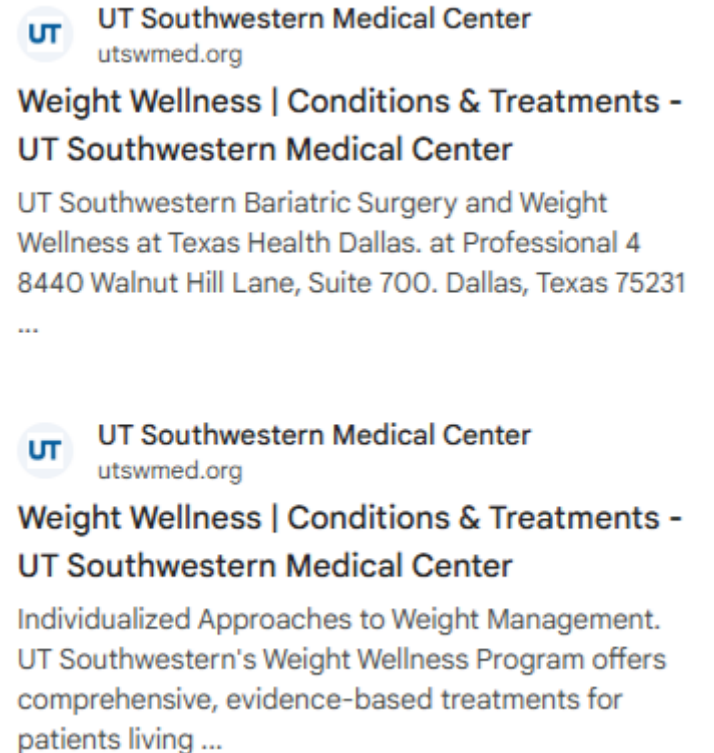
In the Dallas area, you have several high-quality options ranging from major medical centers to specialized nutrition clinics.

1. Medical Weight Management Programs

These clinics offer physician-led supervision, which is especially important if you have underlying conditions like diabetes or hypertension. 

- **UT Southwestern Weight Wellness Program:** Located at West Campus Building 3, this program is staffed by board-certified endocrinologists and registered dietitians. They specialize in "Medical Weight Management" and use evidence-based approaches.  +1
- **Prime Internal Medicine Associates:** They offer a specific **Intermittent Fasting Program** as part of their physician-guided weight loss services. 
- **Methodist Dallas Medical Center:** Their "Weight Loss & Wellness Program" requires a physician referral and provides monthly one-on-one nutrition counseling and body composition analysis. 

Top Mention x2
in Gemini



UT Southwestern Medical Center
utswmed.org

Weight Wellness | Conditions & Treatments - UT Southwestern Medical Center

UT Southwestern Bariatric Surgery and Weight Wellness at Texas Health Dallas. at Professional 4 8440 Walnut Hill Lane, Suite 700. Dallas, Texas 75231

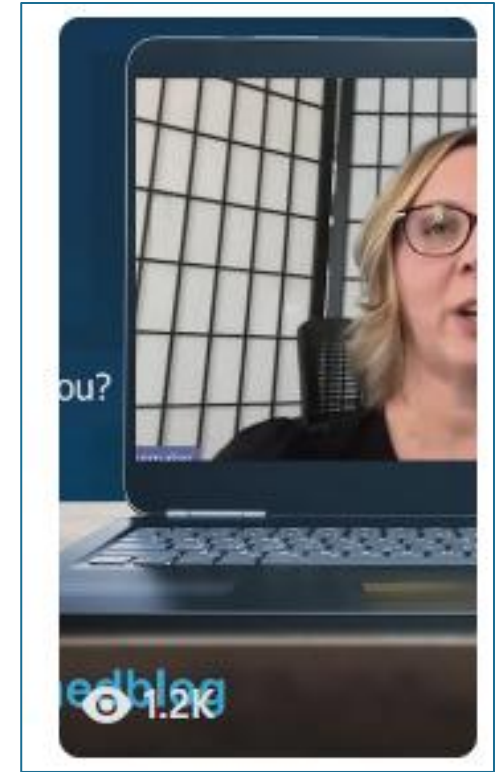
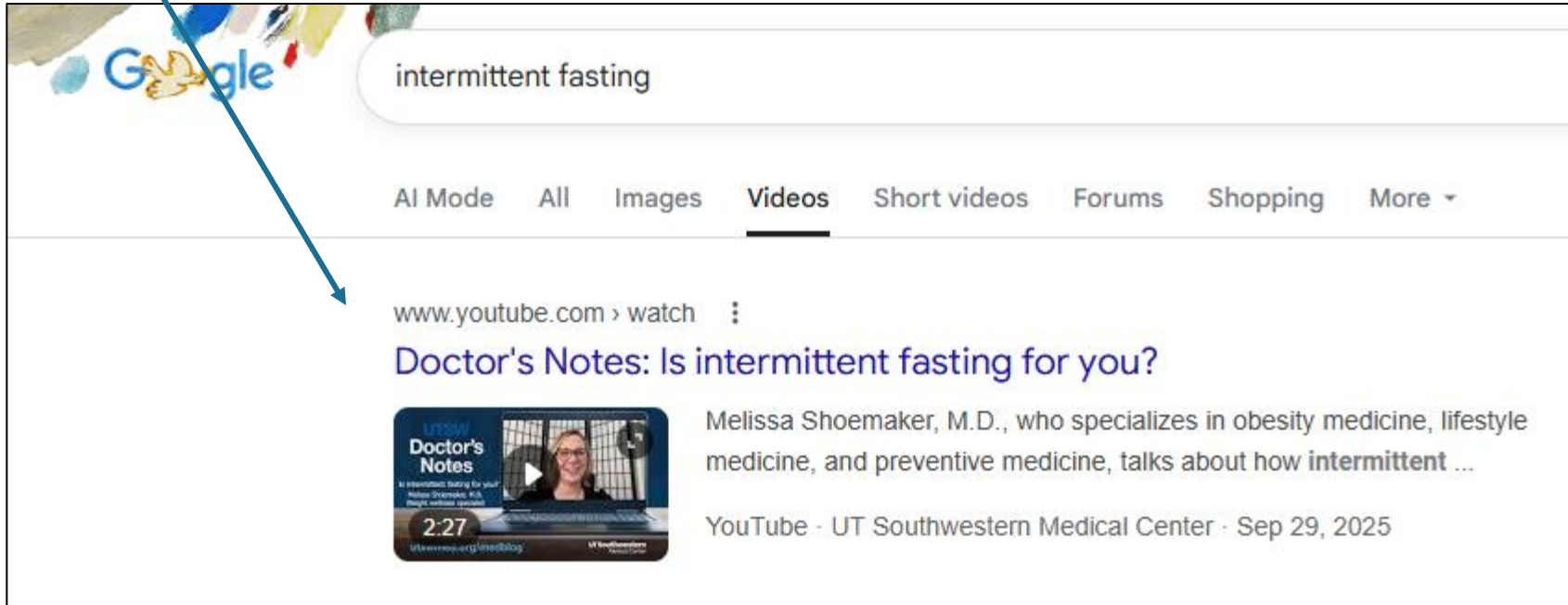
...

UT Southwestern Medical Center
utswmed.org

Weight Wellness | Conditions & Treatments - UT Southwestern Medical Center

Individualized Approaches to Weight Management. UT Southwestern's Weight Wellness Program offers comprehensive, evidence-based treatments for patients living ...

Top Video in Google



1.2K Reels Views on Facebook

1.2K Video Views
on YouTube



Doctor's Notes: Is intermittent fasting for you?

1.2K views • 3 months ago

 UT Southwestern Medical Center

Melissa Shoemaker, M.D., who specializes in obesity medicine, lifestyle medicine, and preventive medicine

CC

Storytelling strategy is crucial.

Intentional content
+
Smart distribution
= Discoverability



Search is multichannel
& multimedia.

So, your content strategy must be, too.

What does this mean for you?

Shift to earning the share of **Answers**, not just **Clicks**.

- Showing up in citations
- Being cited
- Brand mentions on social
- Views/listens on YouTube

Show up with answers
WHEREVER people look,
not just your on website.

**Without doubling your
workload.**

You can achieve this by using the
Asset Remix strategy.

Asset Remix maximizes
your content & stories
through proactive,
audience-first strategy.

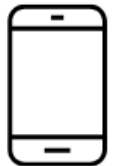
VIDEO INTERVIEW



**BLOG
STORY**



**BRAND
SUCCESS!**



**SOCIAL MEDIA
POSTS**



**EMAIL
CONTENT**



**AUDIO
SNIPPETS**



**SHORT
VIDEOS**

Short and long content
serves distinct, important purposes
for your business goals
and audience needs.

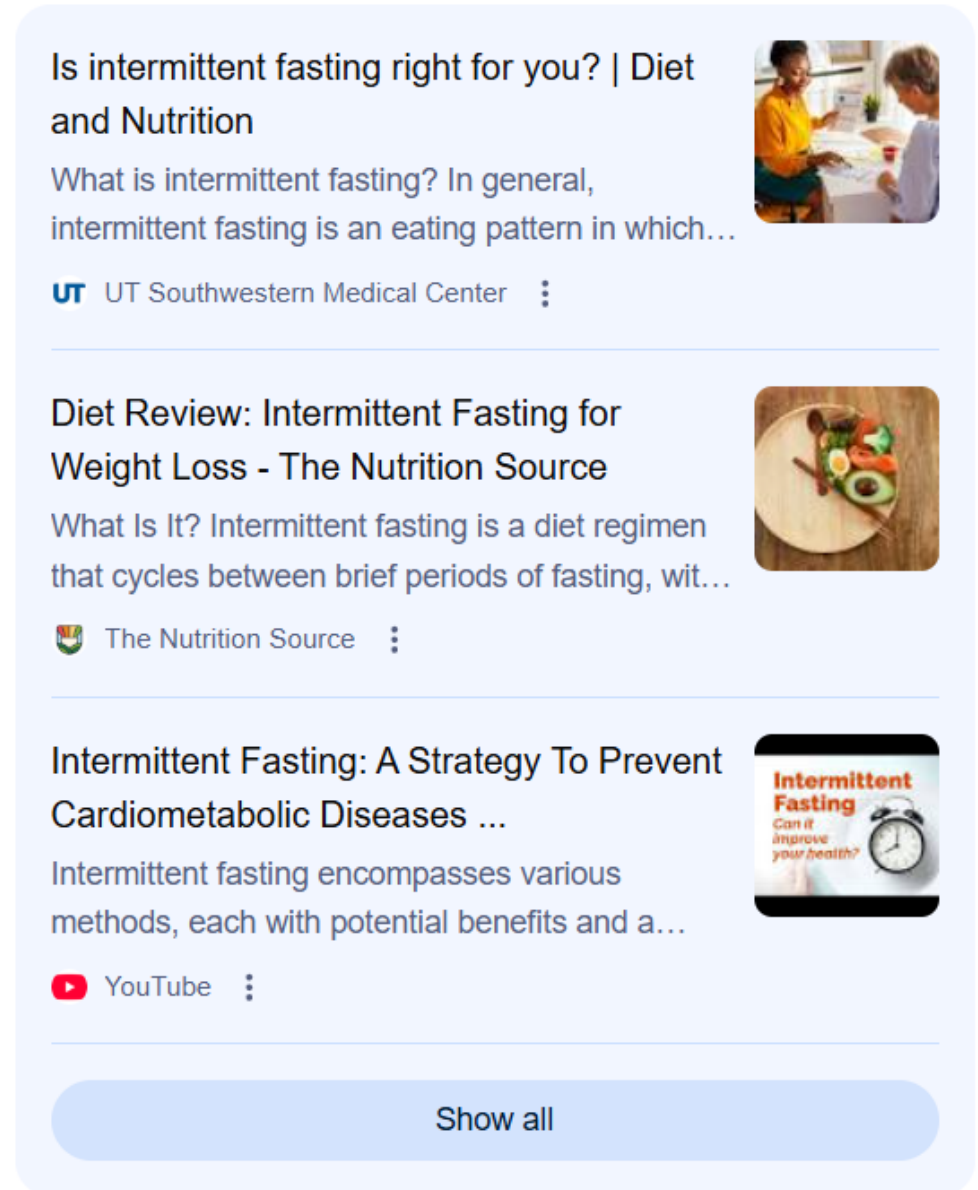
Long-form content is
the foundation.

What you do next
generates the impact.



Google & AI Favor Longer, Intent-Based Content

- **Blog stories** surface in AI search more than any source after Wikipedia
- **Media mentions** often beat brand sites in AI search results



The screenshot displays three search results for the query "Intermittent fasting". Each result includes a title, a snippet of text, a source name with a logo, and a thumbnail image. The first result is from "UT Southwestern Medical Center" with a thumbnail of two people at a table. The second is from "The Nutrition Source" with a thumbnail of a plate of food. The third is from "YouTube" with a thumbnail of an alarm clock and the text "Intermittent Fasting: Can it improve your health?". A "Show all" button is located at the bottom of the results list.

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YouTube

Show all

Long-form content speaks to user intent

Long-form can be blog articles,
videos longer than 3 minutes, feature stories...
anything that requires more than a quick engagement.

A blog story can answer
multiple variations
of users' questions,
no matter how they ask.


Hub & Spoke Concept: One main idea, multiple niche topics

- Each question was covered in the article
- Each could then become its own:
 - Short video
 - Infographic
 - Audio soundbite

[< MedBlog](#) *Diet and Nutrition*

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What is intermittent fasting?

Does intermittent fasting work?

Are there any health risks with intermittent fasting?

How much protein do you need in a day?

Hub & Spoke Concept: Lends itself to content “chunking”

Setting up headers as
questions “chunks” content in
a way that is:

- **User-friendly:** The brain loves to scan
- **Easy to read** (for humans and AI chatbots)
- **Positioned** for headless CMS-style repeatable content elements

< [MedBlog](#) *Diet and Nutrition*

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How much protein do you need in a day?

Asset Remix makes serving those answers manageable.

It's your Total Brand Narrative: How all the content your brand creates:

- Connects together
- Answers users' questions
- Engages across platforms



But Mariah, this sounds like a lot of work!

- With a good plan and good partners, it is actually a lot LESS work than doing all this from scratch
- And not doing it means you are left in the dust.

Image from [Did I Say That Out Loud? Podcast](#) *like and subscribe* 😊



Asset Remix helps you
speak to all journey points
without having to
start from scratch for
each audience and platform.

Long-form content: Start big and go small!

Trimming a long video or article is easier than building short pieces from scratch (& without doing rework).

Long-Form: Lets the Story Unfold

- Pulls the heartstrings
- Erin tells her story:
 - Dropped out of high school
 - Parents gave her tough love
 - Found success at SCC because the faculty don't give up on students
- 1:41 run time



There is power in long form content at the top of the funnel: Brand awareness and brand lift.

Mid-Length: Personable, Yet Conversion-Adjacent

- Reveals some emotion
- Notes Erin's faculty experience
- Emphasizes her personal message: I learned a lot about myself at SCC
- 0:31 run time

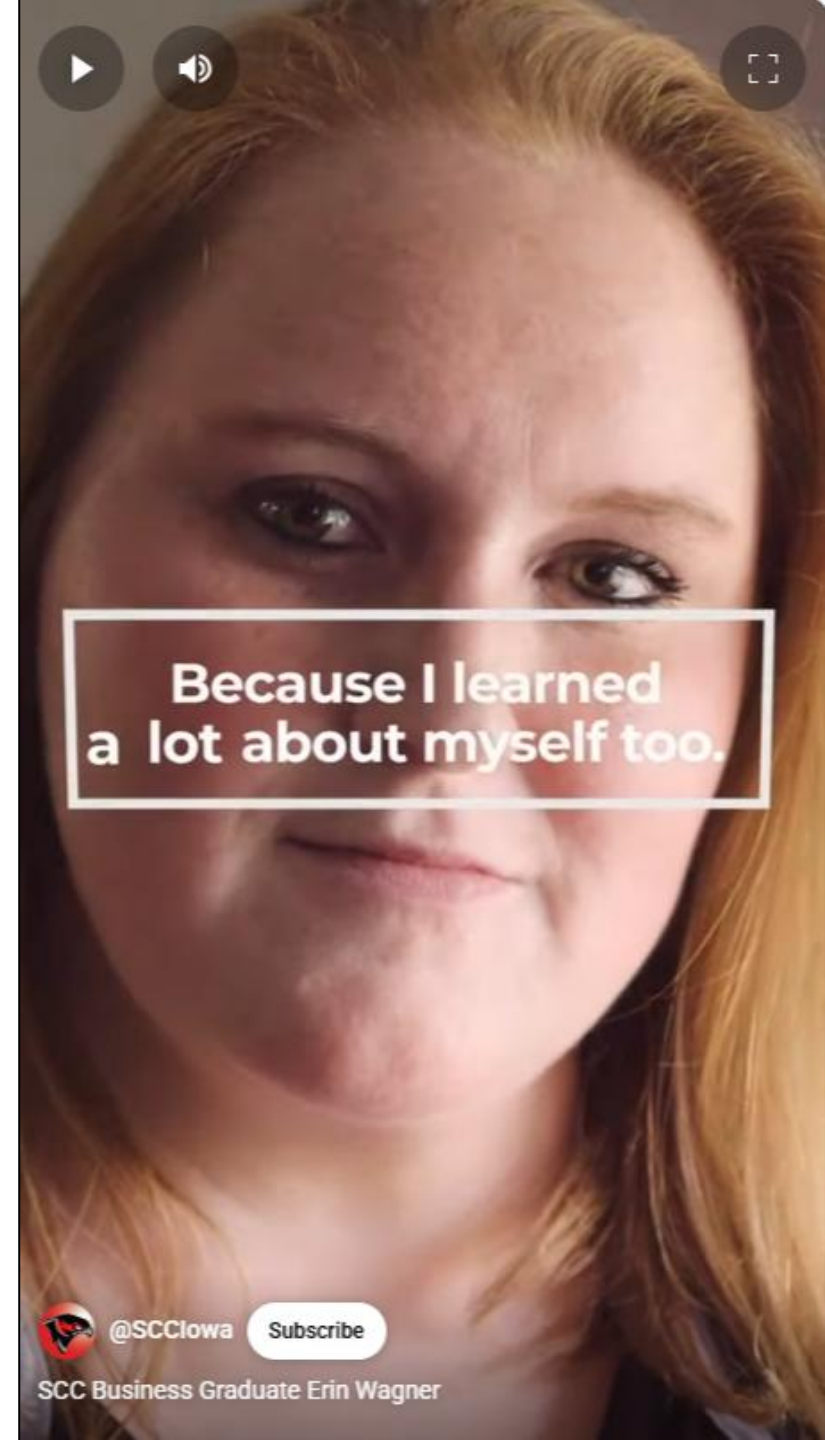


More Mid-Funnel: Researching, What's In It For Me?

Short: Pointed & Conversion-Centric

- Omits the emotional backstory
- Leads with the faculty experience
- Emphasizes WIIFM
- Here Is the Way: SCC
- Subscribe to SCC's YouTube
- 0:12 run time

Lower Mid-Funnel,
Almost the pointy end:
This is what's in it for you.



Tips to Streamline Your Asset Remix Strategy

Plan Assets Based on Your Audience & Goals

- Where do they look for answers?
- Where do they spend time?
- What's the goal of your content?
 - Long-form
 - Short-form



If You Have an Awesome Long Video or Blog Story, Repurpose It!

- Create a LinkedIn carousel
- Record a Short Video
- Share quote cards on social
- Send a synopsis + link in an email
- Host a lunchtime webinar



The enrollment cliff is real. 🤔
Now is the time to nurture every prospective student from day one of inquiries to when they are deposited into your enrollment.
Here are 5 tips that actually work!

👁️ Watch [Lisa Starkey-Wood's](#) webinar on The Art of Effective Prospect Nurturing: <https://lnkd.in/gbH-kttC>

📖 Read our article for more details: <https://lnkd.in/gVCBqP3A>



Measure KPIs Beyond Clicks



Volume of Stories

Are we telling enough stories at the right speed and length?



Conversions

Appointments, subscriptions, media responses



Brand Sentiment

Do more people know about us? And love us more?



Reach & Impressions

Are our storytelling and outreach tactics effective?



Relevant Site Traffic

Who visited? What did they do on our platform?

Discoverability goes to the content
that answers the questions.

Questions also indicate intent.

Gemini or ChatGPT: Social Media Starters

- Ask for social text based on your article
- Edit to make the text less Robo-Dorky and more human

give me five social posts that will work for instagram and bluesky based on the text at this link:
<https://www.scciowa.edu/paying/scholarships/tips-for-...>

give me five social posts that will work for instagram and bluesky based on the text at this link:
<https://www.scciowa.edu/paying/scholarships/tips-for-...>

◆ Here are five social media posts for Instagram and Bluesky based on the tips for writing scholarship essays:

Post 1
✦ Scholarship Essay Tip #1: Make it personal! ✦
Don't just list your accomplishments. Tell a "slice of life" story that shows who you are and why you're passionate. A unique perspective will help you stand out from the crowd!
#ScholarshipTips #EssayWriting #CollegeApplications #StandOut

Post 2
Did you know your scholarship essay should have a thesis statement? 🔥
Just like a research paper, your essay should make a clear point. Use a thesis to guide your writing and show the reader exactly what you want them to know about you.
#ScholarshipEssay #WritingTips #CollegeLife #Academics

Post 3
Ready to write that winning scholarship essay? Before you start, make sure your essay fits the donor's theme. 📖 This shows you've done your research and are a perfect fit for their support.
#FinancialAid #Scholarships #CollegePrep #FutureStudent

arship essay, focus on your strengths! 🧡 Instead of a "sob story," share challenges and what you've accomplished despite hardship. Keep your message authentic!
#ScholarshipHunter #Motivation #Proofreading

Scholarship essay: Proofread, proofread, and proofread again! 🧐 Then, have a friend read it for a fresh perspective. A polished essay shows you're dedicated to your future.
#ProofreadingsKey #EssayHelp #FinalDraft #CollegeBound

CapCut: Long to Short & Script to Video

Long video to shorts

Turn long videos into snackable social media clips. AI picks the best moments so you can share them quickly and easily.





Canva: Screen recording, video edits, branded templates for social, print, and digital.



Try these video editing tools


Convert, edit and more. All the video editing tools you need!


 AI voice generator

 Online video recorder


 Video trimmer


 MP4 converter


 AI video generator


 AI video editor

 Video editor

 MP4 to Gif

 Video background remover

 Gif maker

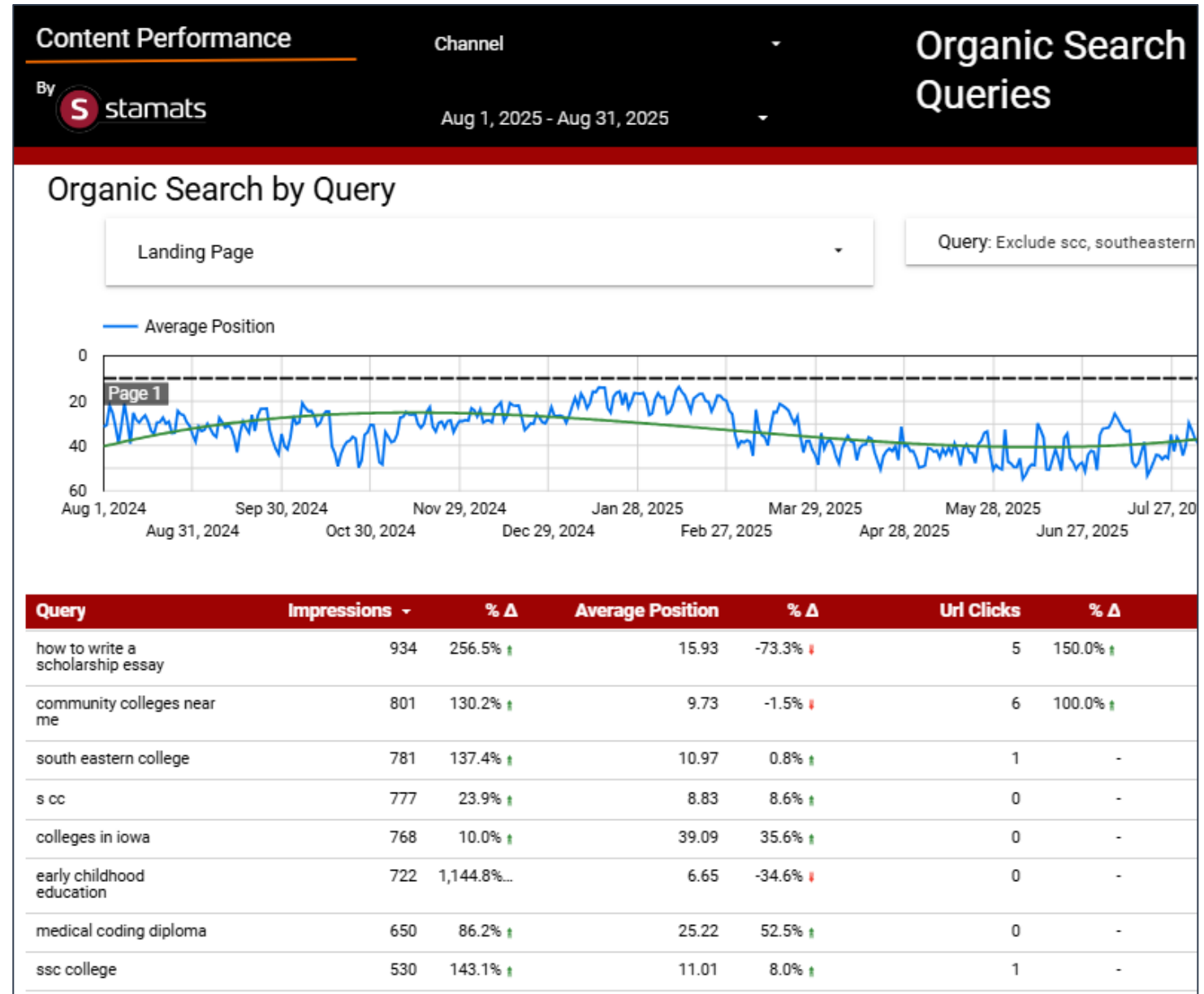
 Gif to MP4

 Crop videos

Timely Topic-Spotting Tools

- Tools such as Moz, ChatGPT, and Google Trends
- Looker Studio Organic Search Query Dashboards by Stamats

Create content that answers questions people are asking.



Ready to Start Remixing?
Check out this FREE guide!

Asset Remix Starter Guide: Long- to Short-Form Content Strategies

[Hidden Gems: How to Unearth & Repurpose Your Content Assets](#)

by Kelly Hidlebaugh, Stamats Senior Content Writer

