

A woman with long brown hair, wearing a dark blue blazer, stands at a white podium on the left side of the frame. She is gesturing with her right hand while speaking into a microphone. The background is a blurred indoor setting with warm lighting. The text 'If No One Sees It, It Didn't Happen' is overlaid on the right side of the image in a large, dark blue font.

# If No One Sees It, It Didn't Happen

Turning Retrofit Results into Meaningful Visibility

# The Challenge

## The Pressure Housing Faces

- Show value. Win funding. Deliver impact.
- Communication is often the weak link.

## The Real Visibility Gap

- Most comms focus on delivery, not understanding.
- The result? Progress gets overlooked.

## Communication Gap

You may be doing all the right things... but what happens when your message isn't clear?

# Where AI Comes In (and Doesn't)



Smart, Simple Support

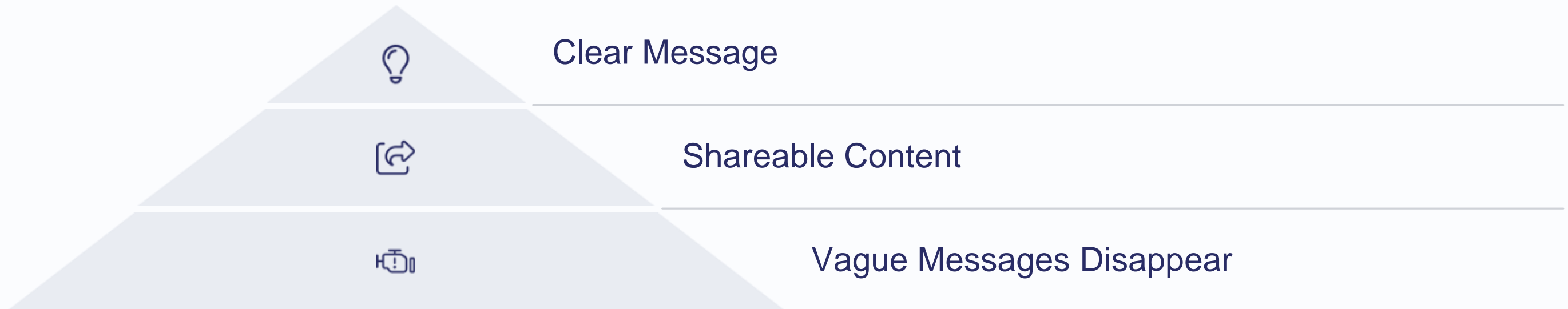


Share Your Impact



Make Work Discoverable

# 1. Clarity is the new currency



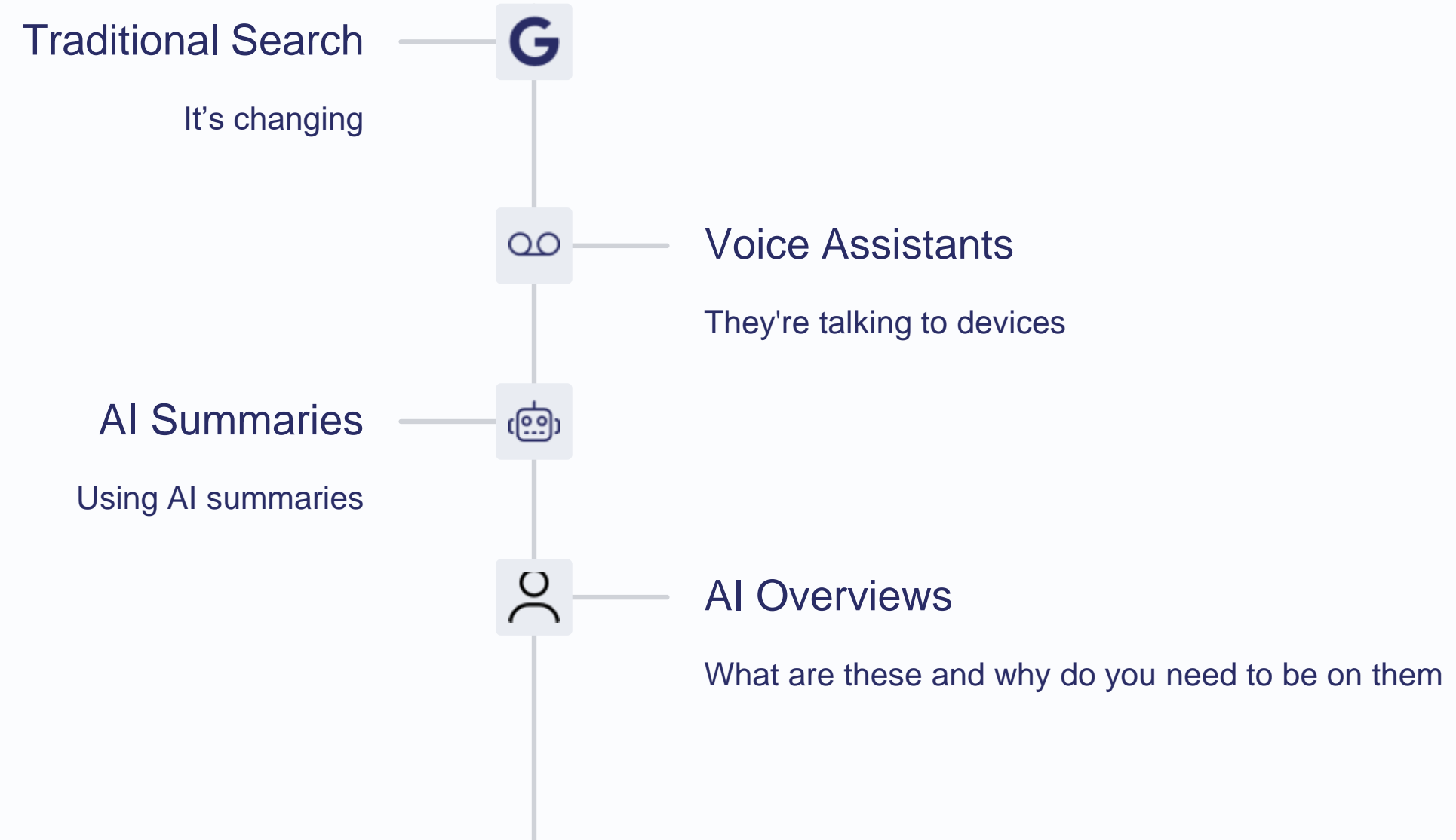
## What we often say

Phase 3 of our retrofit rollout is proceeding in line with the sustainability mandate, with a focus on EPC improvement across legacy assets.

## What we should say

This project will reduce energy bills for 200 families this winter.

## 2. Search is evolving - are you evolving with it?





what are cash plans



All Videos Images Short videos News Forums Shopping More Tools

#### AI Overview

A health cash plan is a type of insurance policy that helps individuals and families manage the cost of everyday healthcare. It works by reimbursing policyholders for some or all of their healthcare expenses, such as dental check-ups, optical care, physiotherapy, and prescriptions. Policyholders pay a monthly premium and can then claim back the cost of eligible treatments, up to their policy's annual limits.

#### Here's a more detailed breakdown:

##### Reimburses for Healthcare Costs:

Cash plans provide a way to recover costs associated with routine and unexpected healthcare visits.

##### Monthly Premiums:

Individuals pay a fixed monthly premium to access the benefits of the plan.

##### Claiming Back Expenses:

Policyholders pay for healthcare services upfront and then submit claims to receive cash back, usually up to a set limit.

##### Wide Range of Services:

Cash plans often cover a variety of healthcare services, including dental, optical, physiotherapy, and sometimes even alternative therapies like acupuncture.

##### No GP Referral Required:

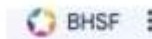
Unlike some health insurance plans, you typically don't need a GP referral to claim benefits under a cash plan.

##### Budget-Friendly:

Cash plans are generally more affordable than comprehensive private health insurance, making them a good option for managing everyday healthcare costs.

##### Benefits for Individuals and Businesses:

Cash plans can be purchased by individuals, families, or as part of employee benefits packages offered by businesses.



#### Health cash plans for employees - Bupa UK

What's the difference between a health cash plan and health insurance? A key...



#### What is a cash plan? - Sovereign Health Care

A cash plan is designed to pay out for everyday health care costs such as...



#### What Is A Cash Plan In The UK - WHA Healthcare

For a small monthly fee, you can claim back a percentage of your healthcare...



#### Cash plans for corporate businesses - Bupa UK

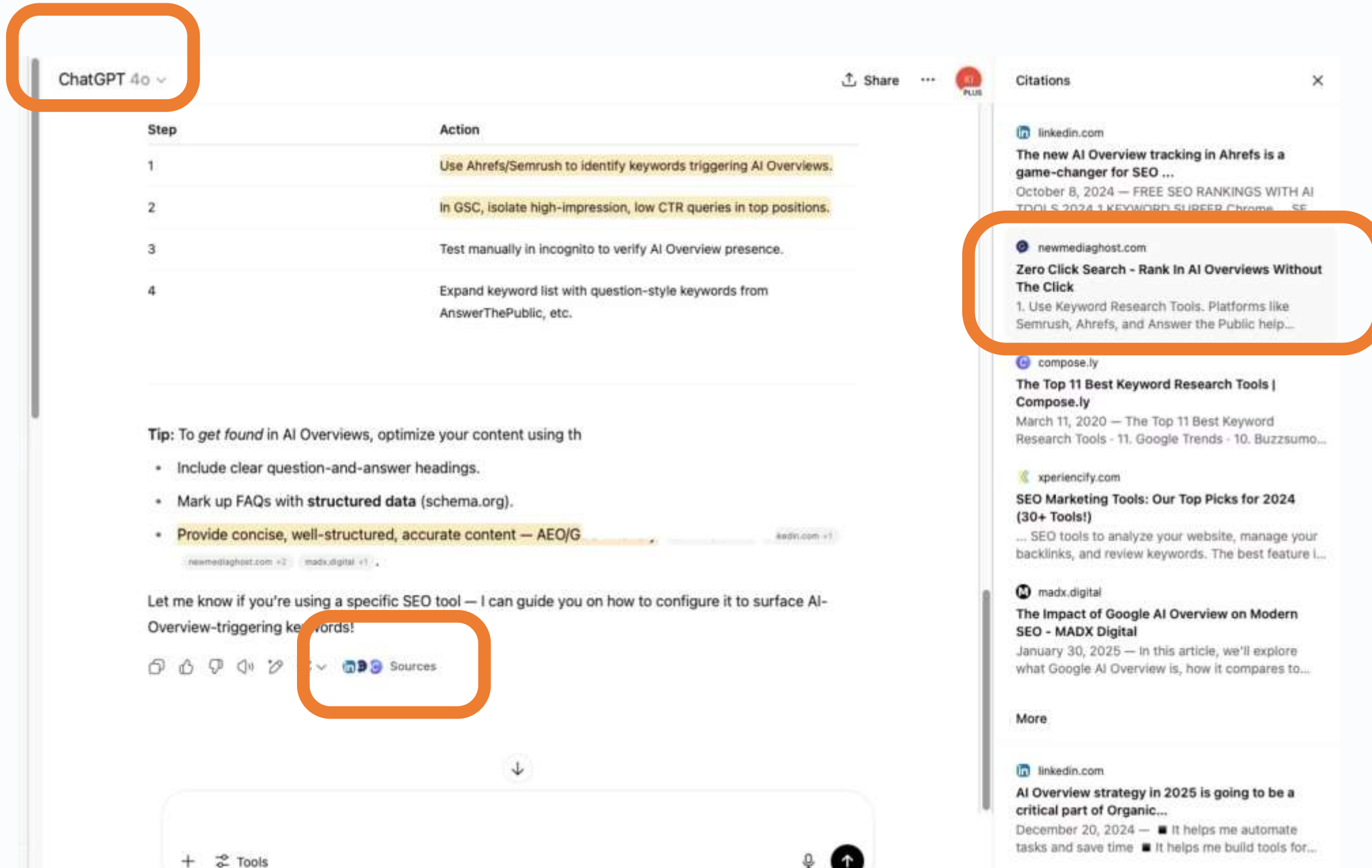
Look after your employees' everyday health. For a regular monthly or annual...



#### Is a cash plan the same as PMI? - Simplyhealth

Cash plans help you budget for the cost of visiting the

# What is AI Overview?



The screenshot displays the ChatGPT 4o interface. At the top left, the model name "ChatGPT 4o" is highlighted with an orange box. The main content area features a table with four steps and their corresponding actions, followed by a tip and a list of bullet points. A "Sources" button is highlighted with an orange box at the bottom of the main content area. On the right side, a "Citations" panel lists several sources, with the first two highlighted by orange boxes: a LinkedIn article about AI Overview tracking in Ahrefs and a newmediaghost.com article titled "Zero Click Search - Rank In AI Overviews Without The Click".

Step	Action
1	Use Ahrefs/Semrush to identify keywords triggering AI Overviews.
2	In GSC, isolate high-impression, low CTR queries in top positions.
3	Test manually in incognito to verify AI Overview presence.
4	Expand keyword list with question-style keywords from AnswerThePublic, etc.

**Tip:** To get found in AI Overviews, optimize your content using the following:

- Include clear question-and-answer headings.
- Mark up FAQs with **structured data** (schema.org).
- **Provide concise, well-structured, accurate content — AEO/G**

Let me know if you're using a specific SEO tool — I can guide you on how to configure it to surface AI-Overview-triggering keywords!

**Sources**

**Citations**

- linkedin.com**  
**The new AI Overview tracking in Ahrefs is a game-changer for SEO ...**  
October 8, 2024 — FREE SEO RANKINGS WITH AI TOOLS 2024 1 KEYWORD SURFER Chrome ...
- newmediaghost.com**  
**Zero Click Search - Rank In AI Overviews Without The Click**  
1. Use Keyword Research Tools. Platforms like Semrush, Ahrefs, and Answer the Public help...
- compose.ly**  
**The Top 11 Best Keyword Research Tools | Compose.ly**  
March 11, 2020 — The Top 11 Best Keyword Research Tools - 11. Google Trends - 10. Buzzsumo...
- xperienify.com**  
**SEO Marketing Tools: Our Top Picks for 2024 (30+ Tools!)**  
... SEO tools to analyze your website, manage your backlinks, and review keywords. The best feature I...
- madx.digital**  
**The Impact of Google AI Overview on Modern SEO - MADX Digital**  
January 30, 2025 — In this article, we'll explore what Google AI Overview is, how it compares to...

**More**

- linkedin.com**  
**AI Overview strategy in 2025 is going to be a critical part of Organic...**  
December 20, 2024 — ■ It helps me automate tasks and save time ■ It helps me build tools for...



### 3. AI supports communication - it doesn't replace it



AI-Drafted Updates



Technical Reframing



Better Reports





# Wrapping Up

## Meaningful Work

You already have impact.....

## Visibility Matters

... now make it seen and understood

## Clear Communication

Clear, visible communication - make your efforts *count*



# Talk to Me After



Have questions? Not sure where to start?



## Ask Questions

Bring your specific retrofit visibility challenges.



## Share Ideas

Let's innovate communication strategies for your projects.



## Connect

Exchange contact details for future collaboration.

Connect on LinkedIn @kikichoda