Of the 126 episodes I listed to these are the ones I found most helpful building GreenHearth.

Building the Website	Episode
• Site Architecture for Topical Authority	37
• Topical Cluster design	38
• Are pages better than posts	42
• Breadcrumbs	86
• Testimonials	79
• Internal linking	197
• What tools	43

Business Strategy	Episode
• Use ChatGPT to discover problems that need solving	156
• Questions not keywords	41
• Engineering as marketing	77
• Create more than you consume	76

Optimisation	Episode
• Diversification	99
• Customer feedback	83
• Optimising content using keywordspeopleuse	195
• Promoting your content to get links	122

Just for fun	Episode
• How we went to Brighton	52
• The Labour Illusion	91

GreenHearth

Richard Bartlett

GreenHearth is a new business that helps companies fund Solar PV installations for companies. We use proprietary software to evaluate energy and installation needs in order to offer the optimum finance solution; the right finance for the right scheme! Understanding and analysing system requirements in depth, enables us to secure competitive lending terms that reflect the economic and environmental value of the system.