

DIGITAL BITES, MANCHESTER

HYPE DOESN'T RANK ITSELF

Building long term search value inside a brand that moves every single week.

Lewis Allen, SEO Manager at Represent

First, who we are

Represent is a premium clothing brand, started in Manchester by two brothers in 2011 and now selling direct to customers worldwide.

Two brands

Represent for the mainline collections, and 247 for training and performance.

Built on launches

Seasonal collections, limited drops, collaborations and live events, all on a tight calendar.

Mostly our own site

Which means the story we tell online is the story, with no retailer telling it for us.

The calendar we work to

50

drops a year

New product, new story, every few weeks

10

collaborations a year

Shared audiences, Shared search demand

25

sales and events a year

Short windows, huge traffic, then nothing

Two clocks, running at different speeds

THE DROP

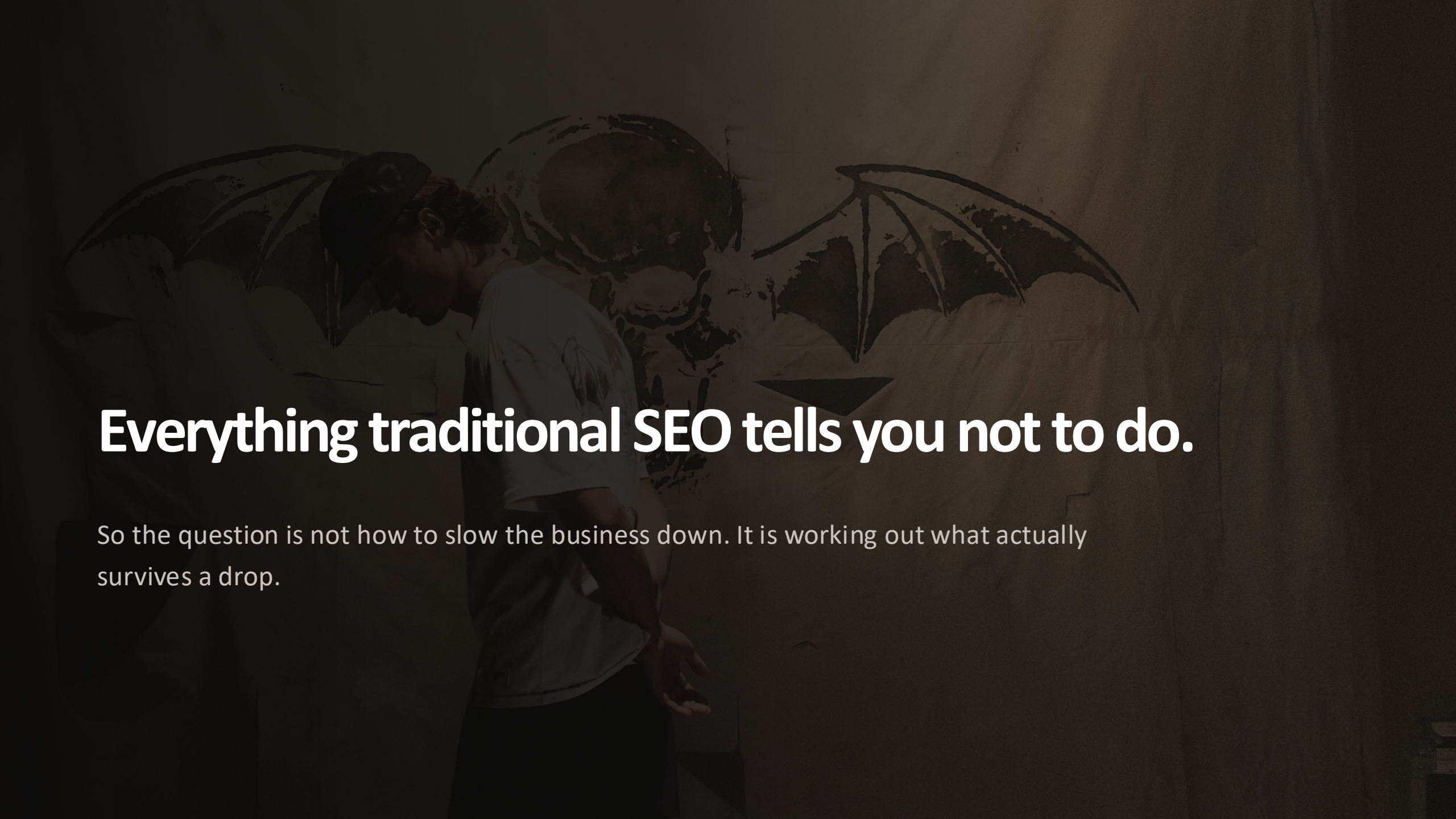
72 hours

Teased, launched, sold out. The spike arrives before a search engine has finished looking at the page.

THE PAGE

3-6 months

Indexed, linked to, cited, trusted. Organic rewards the things that stay still long enough to be believed.

A person wearing a white t-shirt and a dark cap is looking down at a wall. The wall features a large, dark, abstract mural that resembles a dragon or a large insect. The overall scene is dimly lit, with the person's shirt and the wall's texture being the primary light sources.

Everything traditional SEO tells you not to do.

So the question is not how to slow the business down. It is working out what actually survives a drop.

The best material never leaves the building

Expert Designers and product developers know exactly why a piece exists. That knowledge usually stops before it reaches the people writing about it.

Ask at sample stage

Not at launch. Five minutes in a fit session gets you more than an hour of guessing later.

Ask three questions

Why this fabric. Who is it built for. What should someone notice when they put it on.

Write it down once

One source of truth per product that every channel writes from. Nobody invents their own version.

What's this got to do with seo?

Google's quality principles stop being abstract once you work backwards from the making process.

THE PRINCIPLE	WHAT WE ACTUALLY DO
Experience	Detail only someone who handled the sample could write
Expertise	Named designers and athletes, on the record
Authority	Citations, sources & Digital PR
Trust	The same perspective wherever a customer finds us

Every campaign needs a destination. Build it to last.

The page an email or an ad points at is the only part of a campaign that can still be working in two years.

Built For The Outdoors:

Around those sit the layers you reach for when the session is outdoors.

The 247 Trail Windbreaker and 247 Trail Midlayer give lightweight protection and a layer you can build on without adding bulk.

The 247 Ghost Short brings the running line back, stripped down. Lightweight stretch fabric, an integrated brief, gel storage and reflective detailing.

Lead by Graphics

One of the key pieces following a graphic-led direction gets a range of its own.

Ignite runs across both collections: the Ignite Hoodie, Ignite T-Shirt, Ignite Tank and Ignite Long-Sleeve, with the Ignite Hood and Ignite Cropped Long-Sleeve Tee on the women's side. Relaxed silhouettes, diagonal loopback fleece and 247's stained-wash finish.

It is the softer counterpart to the technical product, designed to move between training, recovery and time nowhere near a gym.



The Outerwear Collection:

Four jackets, four jobs.

The Riot Puffer is the cold-weather statement: cropped, boxy and heavy with down. The Outlander Parka is the long one, hooded and mid thigh, and the only piece here that splits into two garments. For everyday wear the Work Jacket is the easy answer, sitting just below the belt over a tee or a knit. The Denim Trucker is the layer.

A silhouette can go a long way on paper. It still has to work for the person who's going to wear it every day. The Riot Puffer needed enough attitude to feel new without losing what a winter puffer is for.

A lot of that comes down to proportion. The body is deliberately shorter and boxy, with a substantial down fill that exaggerates the shape and gives the jacket its volume. Against that sit a deep funnel neck and internal cuffs, so everything closes in around you. Cocooned, almost.

Then there's the drawcord through the hem. Cinch it hard and the jacket sits on the waist, above your jeans, as cropped as it gets. Leave it loose and it relaxes down to the hip.





The landscape is changing

ChatGPT

Gemini

Nobody buys in a straight line

Google's own research calls the gap between seeing something and buying it the **messy middle**: a loop of exploring options and evaluating them, repeated until one wins.

- | | | |
|----|---------------------------|--------------------------------------|
| 01 | Sees it on TikTok | "What even is that?" |
| 02 | Searches the fabric name | "Is this actually any good?" |
| 03 | Reads a press piece | "Does anyone else rate them?" |
| 04 | Asks an AI assistant | "How does it fit, should I size up?" |
| 05 | Lands on the product page | "Right, I'm buying it." |

Marked with a white bar: the messy middle, where almost none of it happens on your site.

Siloed channels are over

An AI answer is assembled from whatever it can find about you. It does not read your brand guidelines.

Best heavyweight hoodies for men



1. Represent Owners Club Hoodie

Best overall for your style

480 GSM · 100% cotton

My pick if you want that premium British streetwear look. Heavy loopback cotton, a substantial hood, metal hardware and a wide, oversized fit. 

Shop: [Represent official store](#)



2. Cole Buxton Signature Hoodie

420 GSM · £140

Best for a more understated, athletic streetwear aesthetic. Brushed cotton jersey, garment-washed finish and dropped shoulders, with a slightly cropped silhouette.

 Vintage Black

Shop: [Cole Buxton official store](#)



3. KHAIR 500 GSM Oversized Hoodie

500 GSM · £129



Best if the main priority is sheer thickness. A dense cotton-fleece hoodie with an

In demand:

Hoodies, Sweaters & Sweatpants

Premium fabrics. Precise fits. Quiet details.

Discover our luxury range of streetwear sweaters, hoodies and sweatpants.

SHOP HOODIES

SHOP SWEATERS



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One story, six surfaces

Same source material, shaped for the job each channel does. The repetition is the point.

TikTok and Reels

Raises the question. Shows the detail in motion.

YouTube

Long form, indexable, and quoted back by search.

CRM

Repeats the story to people who already bought in.

Paid and digital PR

Puts the same language on sites we do not own.

Collection pages

Catches the category search the campaign created.

Product pages

Answers the last question and closes the sale.

None of it matters if they can't read your site

Six checks that serve search engines, AI assistants and screen readers at the same time.

Put the words in the HTML

If copy only appears after JavaScript runs, assume something important will never see it.

Use real structure

One H1, headings in order, genuine lists and tables. Not divs dressed up to look like them.

Answer in liftable chunks

A clear question as a heading, a direct answer underneath, complete on its own.

Capitalise your Schema data

Machine code and identifiers make for faster readability. FAQ schema in 2024 was made redundant, this has flipped.

Earn sources worth citing

Independent coverage first, then Wikipedia. Never edit your own page: disclose and use the talk page.

Decide who you block

Check robots.txt for AI crawlers. Blocking them is a valid choice, but make it on purpose.

Quick test: load any page with JavaScript off. Whatever disappears is what you are hiding.

Three things to take back

01 **Get into the room with the expert**

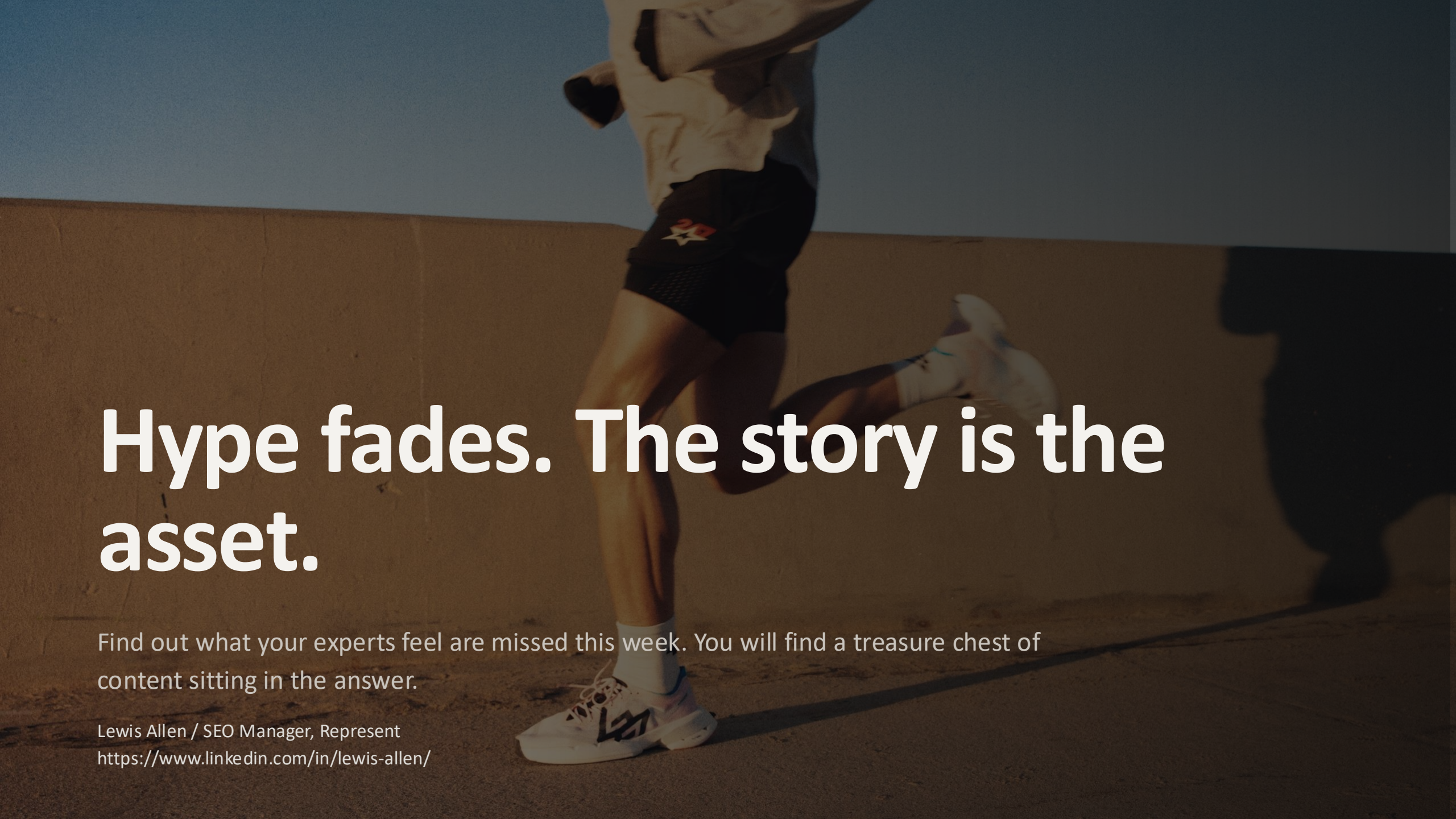
The people who distribute the product hold the detail that ranks. Ask them at an early stage and store the answers.

02 **Give every campaign a permanent home**

Build the landing page early, keep the URL clean, and never delete it when the campaign ends.

03 **Say the same thing everywhere**

Consistency across video, email, ads, PR and your own pages is now what wins rankings and AI citations.

A person is running on a sandy dune at sunset. The person is wearing a white t-shirt, black shorts with a red star logo, white socks, and white sneakers with black laces. The background is a clear orange and yellow sky. The person's shadow is cast on the sand to the right.

Hype fades. The story is the asset.

Find out what your experts feel are missed this week. You will find a treasure chest of content sitting in the answer.

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