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Los Angeles, California Feb 3, 2026 ([IssueWire.com](https://www.issuewire.com)) - Marketing strategist [Sedrick Sparks](#) says brands must rethink how they approach search and visibility as the way people find information continues to shift. Sparks, a Los Angeles-based marketing consultant, believes discovery now happens across many platforms, not just traditional search engines. According to Sparks, this change requires a new approach to SEO, content, and brand communication.

Sparks explains that consumers are asking more specific, intent-driven questions than in the past. Instead of short keyword phrases, people now search using full, conversational queries that reflect personal needs and values. A search like “eco-friendly hotels with vegan options in Manhattan” shows clear intent and context. According to Sparks, these searches reveal what people actually care about, not just what they are browsing. “Search has become more descriptive and more personal,” Sparks says. “People want answers that fit their situation. They are not interested in generic results.”

Sedrick Sparks also points to the growing role of social platforms in discovery. Platforms such as TikTok and Instagram are now common places where consumers look for recommendations, reviews, and product ideas. According to Sparks, many users never open a traditional search engine. They scroll, watch, and decide within their social feeds. “Social platforms function like search engines,” Sparks adds. “People are actively looking for solutions, even if they are not typing a query into a search bar.”

This shift has significant implications for content strategy. [Sedrick Sparks](#) says brands can no longer rely on blog posts and keyword targeting alone. Content must feel native to each platform. It must match how people consume information in that environment. Short-form video, visual explanations, and practical demonstrations now play a critical role in discovery.

According to Sparks, brands that ignore this shift often struggle with visibility. Their content may be technically optimized but disconnected from real behavior. “If your content does not match how people search and explore, it will not be seen,” Sparks says.

Another major change Sedrick Sparks highlights is the rise of AI-powered discovery tools such as Perplexity. These tools provide summarized answers rather than long lists of links. According to Sparks, this puts pressure on brands to be clear, accurate, and valuable. Content that lacks substance or structure is less likely to be surfaced. “AI tools favor information that is easy to understand and easy to trust,” Sparks explains. “That forces brands to be more intentional about how they communicate expertise.”

Sparks believes these developments require a broader definition of SEO. Traditional keyword optimization still matters, but it is no longer the foundation. Instead, Sparks encourages brands to focus on intent. That means understanding why someone is searching, what problem they are trying to solve, and what criteria matter in their decision. “SEO today is about answering real questions,” Sparks says. “It starts with empathy, not spreadsheets.”

Sedrick Sparks also emphasizes the importance of consistency across platforms. A brand’s website, social content, and educational resources should reinforce the same message and level of expertise. When these elements are disconnected, trust erodes. When they work together, authority builds over

time.

Tone also matters more than ever. According to Sparks, content that sounds overly polished or mechanical often fails to connect. Audiences respond better to clear language and practical insight. “People want to feel understood,” Sparks says. “They can tell when content is written for an algorithm instead of a person.”

In his work with companies, Sedrick Sparks helps teams audit where discovery is actually happening. For some, social platforms drive the most engagement. For others, AI tools influence research and purchasing decisions. Sparks stresses that assumptions are risky. Strategy should be based on observed behavior.

Looking ahead, Sparks believes the most successful brands will treat search as a human experience. Discovery will continue to spread across platforms and formats. According to Sparks, relevance will come from clarity, usefulness, and consistency. “The brands that win will be the ones that meet people where they are,” Sparks says. “They will focus on intent, not just traffic.”

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