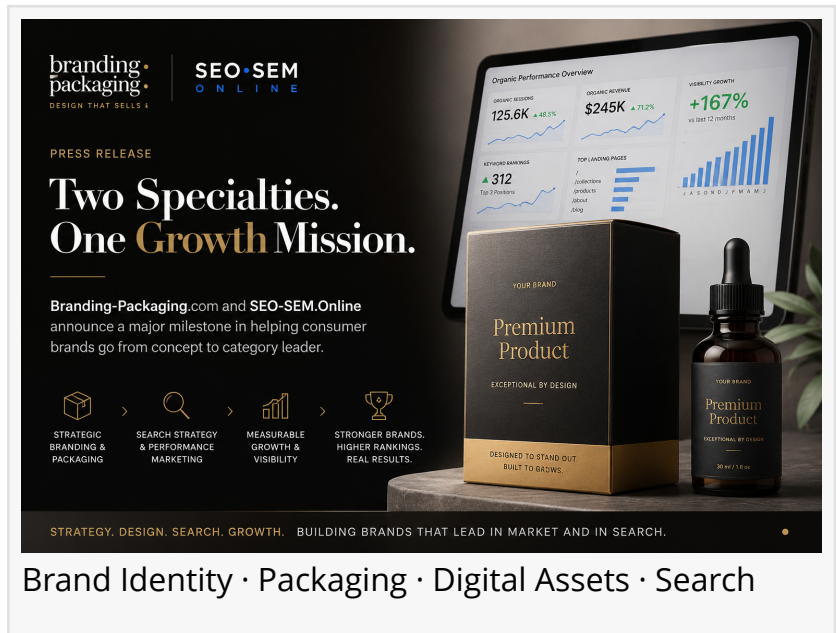


SEO SEM Online and Alexandra Branding & Packaging Release Brand-to-Search Guide

A new practical framework connects brand identity, packaging, launch assets and search strategy for consumer brands entering or expanding in digital markets.

MADRID, MADRID, SPAIN, August 11, 2026 /EINPresswire.com/ -- [SEO SEM Online](#), a bilingual search consultancy based in the Community of Madrid, and [Alexandra Branding & Packaging](#), an independent brand and packaging studio in Madrid, have released the [2026 Brand-to-Search Guide](#), a practical framework for consumer businesses preparing a product launch, redesign, range expansion or international market entry.



The guide connects decisions that are often handled in separate workstreams: audience and positioning, brand identity, packaging hierarchy, product imagery, website architecture, search demand, technical discoverability and launch measurement.

“

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Alexandra Storubleva

It does not present branding and search as the same discipline. Instead, it identifies the points where earlier coordination can reduce rework and give a product a more coherent path from first impression to online discovery.

The collaboration reflects the complementary focus of the two Madrid-based practices. Alexandra Branding & Packaging develops brand identity, packaging systems,

production-ready artwork and 3D product visualization. SEO SEM Online works across SEO strategy, technical SEO, content architecture, local and international search, Google Ads and measurement.

The Brand-to-Search Guide organizes launch readiness into five connected stages.

First, demand and positioning. Search research can reveal the words, problems and comparison criteria already used by potential customers, while brand strategy defines the position a product should own rather than simply repeating category language.

Second, identity and packaging. A visual system needs to communicate the brand, product and variant clearly across physical packs, product ranges and digital contexts. Packaging hierarchy, range architecture and production requirements are treated as launch infrastructure rather than decoration.

Third, launch assets. Product imagery, 3D visualization, page content and reusable visual assets are planned early enough to support e-commerce, presentations, campaigns and website publication without recreating the product story for every channel.

Fourth, search foundations. Website page roles, crawlability, indexation, internal linking, structured data, performance and international language architecture are considered before scale. The objective is to give each important product, category or service intent a clear, discoverable destination rather than adding SEO after the website structure has already hardened.

Fifth, measurement. The framework recommends defining branded and non-branded search visibility, conversion actions, launch dates and page groups before major changes are released, creating a baseline that makes later decisions easier to interpret.

“Brand identity and packaging give a product a language people can recognize, but that language also has to survive the transition into websites, e-commerce and launch content,” said Alexandra Storubleva, founder and creative director of Alexandra Branding & Packaging. “The guide is designed to connect those decisions without blurring the responsibilities of each specialist.”

“Search is more useful when it informs decisions early rather than being asked to repair them later,” said a spokesperson for SEO SEM Online. “Demand research, information architecture and measurement can help launch teams decide what needs a page, how markets should be structured and which signals are worth tracking from the beginning.”



Alexandra Storubleva

The framework is designed particularly for consumer and hospitality businesses where physical presentation and digital discovery meet, including food, beauty, pet-care and restaurant brands. It can also be used by founders, marketing teams, designers, developers and agencies as a shared pre-launch checklist.

Both practices operate from Madrid and work in English and Spanish. The collaboration is a joint educational initiative; the two businesses remain independent.

The 2026 Brand-to-Search Guide is available at [GUIDE URL].

About Alexandra Branding & Packaging

Alexandra Branding & Packaging is an independent Madrid studio founded and led by Alexandra Storubleva, specializing in brand identity, packaging design, packaging redesign, production artwork and 3D visualization. The studio works internationally in English and Spanish.

About SEO SEM Online

SEO SEM Online is a bilingual search consultancy based in the Community of Madrid with more than ten years of experience across SEO, SEM and digital growth. Its work covers SEO strategy, technical SEO, audits, local and international SEO, Google Ads and SEO-focused web design, with measurement tied to qualified business outcomes.

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