



# Capability Statement

## BIPPER MEDIA, LLC



AI Visibility Infrastructure | Digital Systems Design | Analytics Platform | Website Design & Development



www.bippermedia.com



855 Gaines School Rd Ste A Athens, GA 30605



Robert Holland: (706) 202-5991



bobby@bippermedia.com

## BUSINESS SUMMARY



Bipper Media is an AI-powered digital infrastructure company that develops systems to improve how critical information is structured, discovered, and accessed across search engines, Google Maps, and AI-driven platforms.

Our proprietary platform consists of purpose-built workflows, automation systems, and structured content frameworks built on top of modern AI technologies. These systems enable scalable visibility, accessibility, and engagement across enterprise and multi-location environments.

We focus on transforming complex, fragmented information into structured, user-accessible formats that align with how modern search and AI platforms retrieve and present answers.

## CORE COMPETENCIES

### AI-Enabled Information Structuring

Transform complex information into structured, accessible formats aligned with AI and search systems.

### Digital Visibility Infrastructure (Search + AI)

Systems designed to improve discoverability across Google Search, Maps, and AI-driven platforms.

### Automated Content & Knowledge Delivery Systems

Continuous publishing and optimization aligned with user intent and AI retrieval patterns.

### Analytics & Performance Intelligence

Data-driven insights into visibility, engagement, and user interaction across digital channels.

### Continuous Optimization Engine

Platform-driven improvements that adapt to evolving search behavior and AI-driven interfaces.

### Website Design & Development

Develop multifaceted and optimized websites for search and user-friendly experience

## EXPERTISE

Bipper Media specializes in the design and deployment of AI-enabled systems that improve how information is organized, surfaced, and accessed in digital environments. Our experience spans multi-location businesses, enterprise environments, and organizations requiring scalable, structured information delivery.

Our team combines technical, analytical, and communications expertise to build systems aligned with modern search behavior, AI-driven interfaces, and user intent.

## DIFFERENTIATORS

### Proprietary AI-Enabled Platform

Custom-built workflows, automation systems, and structured content frameworks built on modern AI technologies

### Proprietary AI-Enabled Platform

Designed as a scalable system for ongoing information delivery—not one-time marketing execution

### AI Search Alignment

Built for how AI systems retrieve, interpret, and present information

### Automation-First Architecture

Reduces reliance on manual updates while improving long-term performance

### SDVOSB Certified

Aligned with federal contracting priorities and VA initiatives

## CERTIFICATIONS

- Google Ad Certified
- Duda Certified in Web Design
- Duda Certified Platform Professional
- Duda Certified Platform Specialist



## Company Certifications



### UEI

LCFSXNMLTB44

### CAGE CODE

80QQ4

## NAICS 541511

- 541512
- 541990
- 541511
- 519290
- 541519
- 519290

## PAST PERFORMANCE

Experience supporting organizations in improving digital visibility, structured information delivery, and user accessibility across search and web-based environments.

University of Georgia - Google Maps visibility & SEO alignment

UGA College of Pharmacy - Digital visibility systems

UGA Complex Carbohydrates Research Center - Website & SEO systems

Tampa Chamber of Commerce - Search visibility strategy