Vertical Equilibrium Optimization

lovekeylink.com/rsp/ethical-auction

Ethical Auction Theory for Search Engines · an RSP branch · the natural successor to SEO & SEM

THE ASYMMETRY WE ARE CORRECTING

Dominant vertical players are ranked organically — at zero marginal cost — for demand they cannot service, while capable operators with real availability must pay for every click to reach the customers those incumbents are keeping waiting. Organic ranking rewards a stock (accumulated authority); paid ranking rewards another stock (budget). Neither measures present ability to serve.

PROPOSED RANKING TERMS — PAID AND ORGANIC

Ad Rank = Bid Amount × Quality Score × *Respectful Intent Score*
Organic Position = Relevance × Authority × *Respectful Intent Score*

Only two terms differ: Bid Amount ↔ Authority. The Respectful Intent Score is identical on both lines, so a saturation signal cannot be routed around by switching channel.

TUNED WORKED EXAMPLE — ONE METROPOLITAN TRADES VERTICAL, MID-WINTER

TODAY · DOMINANT VERTICAL PLAYER

Ranked free for work it cannot do

- Holds organic position one on fifteen years of domain authority — zero marginal cost per lead.
- Callback backlog running five days; crews well over standard hours.
- Absorbs most regional demand, then lets a large share lapse unserved.
- Ad spend is optional defence. The free traffic is the advantage.

TODAY · CAPABLE COMPETITOR

Paying for the right to serve

- Same-day availability, full roster, resolution rates above the vertical mean.
- Ranks page two because the domain is four years old, not because service is worse.
- Buys clicks at the vertical's highest CPC just to be visible to demand it could clear.
- Every job won is taxed by the incumbent's free position above it.

UNDER VEO · DOMINANT VERTICAL PLAYER

Free overflow withdrawn first

- Workforce stress and callback latency drive the Respectful Intent Score down.
- Organic position eases from one to four for six days — the unserviceable share is removed, not the business.
- Backlog clears, staff recover, review velocity recovers with them.
- Exposure restores automatically once capacity returns. Nothing bought or forfeited.

UNDER VEO · CAPABLE COMPETITOR

Earns the position instead of renting it

- Verified capacity and clean experience telemetry lift the same multiplier upward.
- Rises into the organic results for the week the demand exists — no bid required.
- Paid spend becomes optional reach on top, not the entry fee for visibility.
- Prominence tapers the moment its own stress signal says capacity is spent.

SAME OUTCOME, BOTH CHANNELS

OUTCOME	ORGANIC RANKING (SEO)	PAID AUCTION (SEM)
How prominence is acquired today	Inherited — accumulated authority, £0 per click.	Purchased — a bid per impression, serviceable or not.
Who it currently favours	The incumbent, ranked free for demand it cannot clear.	The deepest budget — usually the same incumbent, defending.
VEO's corrective lever	Withdraw free prominence first.	Ease bids second, once organic has already been reduced.
How prominence is re-earned	Rotationally, by verified capacity to serve.	Rotationally, same score; budget buys optional reach only.

KEY TAKEAWAYS

- The free channel rewards history, not present ability — so unserviceable demand accumulates at the top of the results.
- The paid channel then charges the operator who could actually clear that demand, inverting who pays and who is paid for.
- One shared multiplier — the Respectful Intent Score, derived from anonymised workforce, financial and experience telemetry — is applied to organic and paid ranking alike.
- Saturation withdraws free organic prominence first and eases bids second, and both restore automatically when headroom returns.
- A mandatory 90-day calibration sandbox (equal exposure → UI/UX remediation → telemetry sync) precedes go-live on Day 91.
- Nothing about the individual searcher is retained: intent is pooled at vertical level and raw events are burned on write.