

Issue #21

 Hackmamba



Helping devtools win over technical audiences

MARKUP MINDSET

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TMM #21 – Seedance 2.0, Stripe's Minions, and Correlation Between Google Ads and SEO



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Hey there, and welcome back to another edition of The Markup Mindset.

I know it has been a busy February, and March is just around the corner. This is your reminder to pause for a moment, take a short walk, and reset before the next sprint begins.

This week in The Markup Mindset, we are covering:

- What Seedance 2.0 reveals about AI adoption
- How Stripe is preparing its systems for coding agent
- Whether spending on Google Ads improves SEO

Lets get started!

1. What Seedance 2.0 reveals about AI adoption

[Seedance 2.0](#) launched and immediately showed what high-fidelity video generation could look like. People were generating cinematic clips, recreating actors, and producing scenes that looked close to production footage. It spread quickly because people could see and share what was possible.

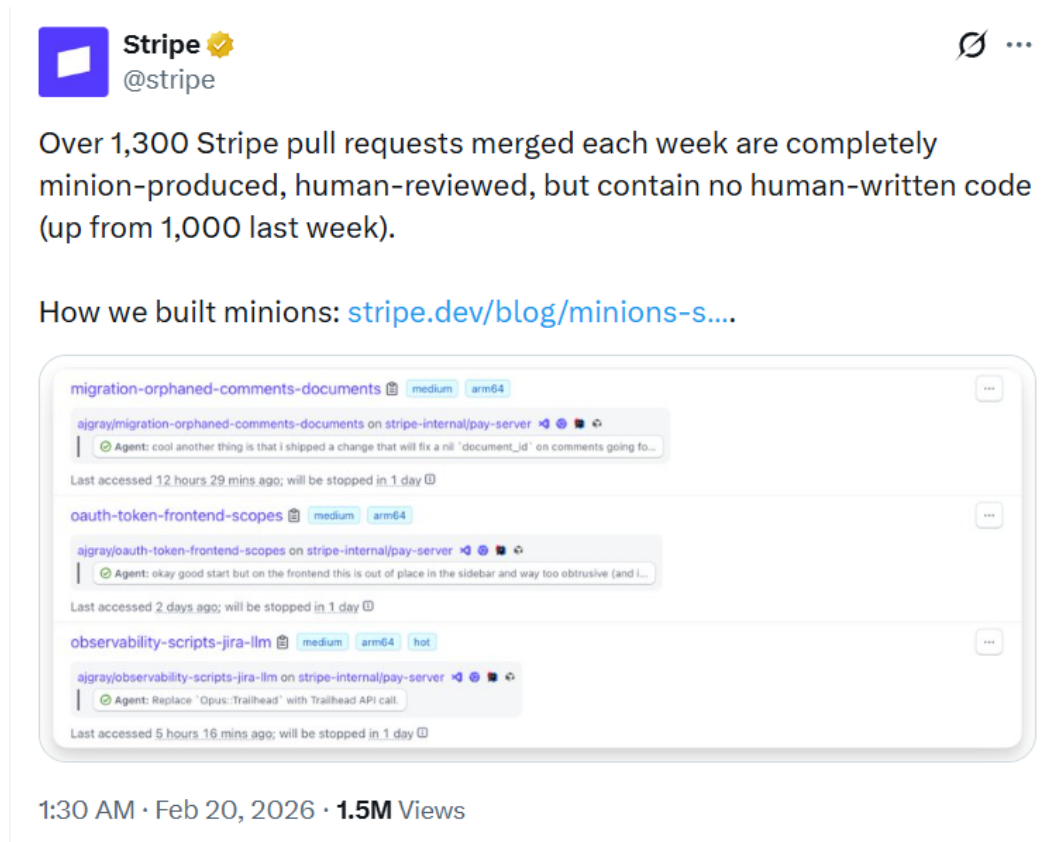


Then came the restrictions (yeah the same plot). Studios and rights holders raised concerns around likeness, copyrighted characters, and IP. Safeguards were added, and certain outputs were limited. This follows the same rollout pattern seen with models like DALL-E and Stable Diffusion. They launched with broad capabilities, went viral, and guardrails followed after.

This is becoming a faster way to grow adoption. Release the model with fewer limits, let the internet push it to its edges, build massive attention, and then introduce constraints once the model is widely known and used.

2. Stripe is building coding agents that can complete engineering tasks end-to-end

Stripe shared how their internal coding agents, called Minions, are designed to complete defined engineering tasks like adding a feature, updating backend logic, or modifying integrations.



Each agent is given access only to the specific parts of the codebase, APIs, and documentation required for that task. The agent reads the relevant context, makes changes across files, runs validations, and prepares the output for review. Stripe emphasized that defining the scope, controlling access, and validating changes were critical parts of making these agents usable in production.

Read more about it [here](#)

This shows how engineering teams are now setting up their codebases, docs, and APIs so agents can actually complete engineering tasks without breaking things outside their scope.

New jobs this week...

Our Partners are hiring for multiple roles across GTM, [check out the portal](#) now.

3. Does spending on Google Ads improve SEO?

I came across a thread where marketers were debating whether running Google Ads improves SEO rankings. Google officially says ads do not influence organic rankings. But many shared similar observations. Read them below:

I have seen sites that aren't ranked on Google get a ranking once I launch a paid campaign a few times.

↑ 0 ↓ Reply Award Share ...

I've seen clients pause ads and saw their SEO rankings drop in 2 ways.

1. All out pause lose many random keyword/search term rankings.
2. Brand pause, brand rankings dropped. (Probably as competitors ads are clicked via keyword search terms)

Yes. I have seen in multiple cases that when we ran Google Ads the amount of traffic coming in from Organic increased. The second we stopped the PPC, Organic decreased.

↑ 3 ↓ Reply Award Share ...

Here is how I think about it. Consider Google as a candy business. Child 1 gets candy for free. Child 2 pays money for each candy. Who do you think the candy business pays more attention to? :)

That's it for this week.

If any of these topics sparked a thought or you are seeing similar patterns on your end, I would love to hear from you.

Tahir

More from us:

1. [Can a developer marketing agency help you win the dev community?](#)
2. [How to build a developer-led GTM strategy in 2026](#)
3. [6 best developer marketing channels you should focus \(+examples\)](#)

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