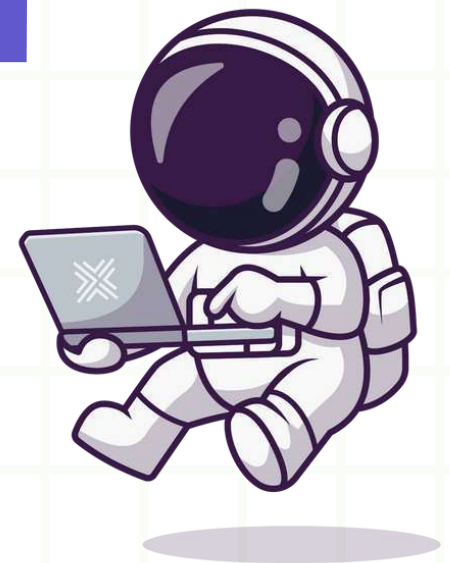




# 8 STEPS TO OPTIMIZE YOUR WEBSITE FOR AI SEARCH



# PUBLISH WITH PURPOSE

**AI search systems value consistency.**

To be considered authoritative, your site must publish enough content to signal depth on a topic.

- Core pages
- FAQs
- Blog posts
- Glossary entries

More content = more surface area to get cited.



# BE EVERYWHERE

**AI engines look beyond your site.**

They cross-reference your presence across platforms and formats.

- Write on Substack.
- Share on LinkedIn.
- Post videos to YouTube.
- Answer questions on Reddit.
- Launch a podcast.

AI favors ideas it can verify across multiple trusted sources.



# SAY SOMETHING NEW

**AI doesn't reward echoes—it rewards originality.**

- Add your unique point of view.
- Introduce frameworks or metaphors.
- Share firsthand data or insights.

If you're not contributing new ideas, you're just training the model to cite someone else.



# HELP THE MACHINES HELP YOU

**Machines love clarity.**

- Use clean heading structure (H1, H2, etc.)
- Include bullet points, tables, and lists
- Add schema markup (Article, FAQPage, VideoObject)

Structured content = better chance of being cited in AI summaries.



# SHOW YOUR CREDENTIALS

**AI needs to trust the messenger.**

- Use author bios with credentials
- Include citations to external authoritative sources
- Earn backlinks from reputable domains

If you're not attributed properly, you're less likely to be surfaced.



# MAKE CONNECTIONS CLEAR

## **AI understands content relationships.**

- Use internal links to guide users and reinforce themes
- Build topic clusters and pillar pages
- Add related posts, TOCs, and text fragments

The stronger your internal ecosystem, the more AI trusts your topical authority.



# BUILD FOR HUMANS, TOO

**AI watches how humans interact.**

- Design for readability and UX
- Use scroll-stopping visuals
- Encourage comments, shares, and time-on-page

High engagement = higher content value in AI's eyes.





# STAY CURRENT

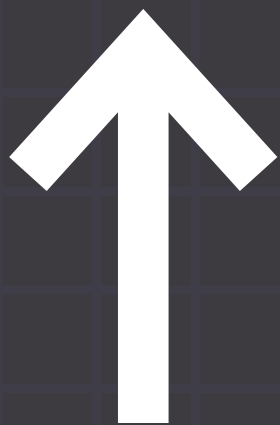
## **AI prefers up-to-date information.**

- Update your best-performing content regularly
- Refresh examples, stats, and links
- Add “last updated” indicators

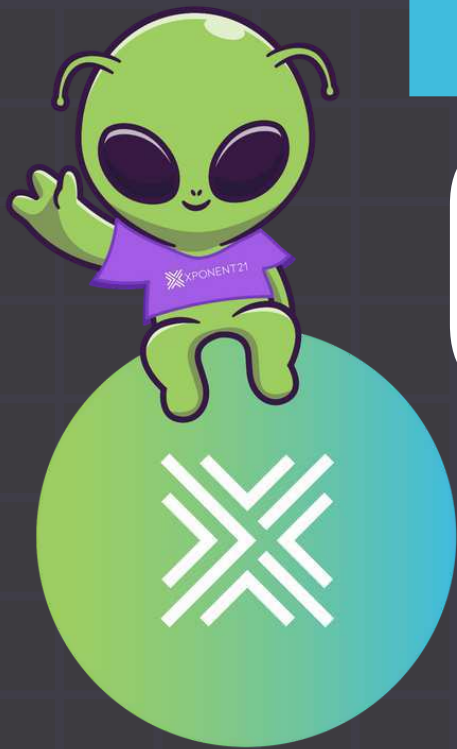
Fresh content is more likely to appear in AI-generated overviews.



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