

AI SEO for Marketers

How to get your content surfaced by LLMs so your business stays visible in AI-powered search



Welcome to the New Search

More and more people are **turning to ChatGPT** for answers before they even open Google. And when searchers *do* use Google, AI-generated answers often appear above organic search results and even sponsored links. AI tools like Perplexity and Claude are pulling straight from source content, too.

Bottom line? AI has brought about a structural change in how people search.

Don't get us wrong. **Google is still dominant.** In fact, a recent study found Google Search grew 20% in 2024 and still receives over 373 times more searches than ChatGPT. This is no time to abandon content optimized for Google. But it *is* time to **optimize your content so it shows up in AI-powered searches**, too.

What's Changed?

Search has shifted from:

- Lists of blue links → AI-curated answers
- PageRank → Content clarity, authority, and citation-worthiness
- Keywords → Conversational context

The LLMs behind AI-powered searches read content and synthesize it. To appear in AI-powered answers, the AI itself has to get familiar with your content. That means your content needs to appear in the AI's training data, retrieval process, and real-time crawl.

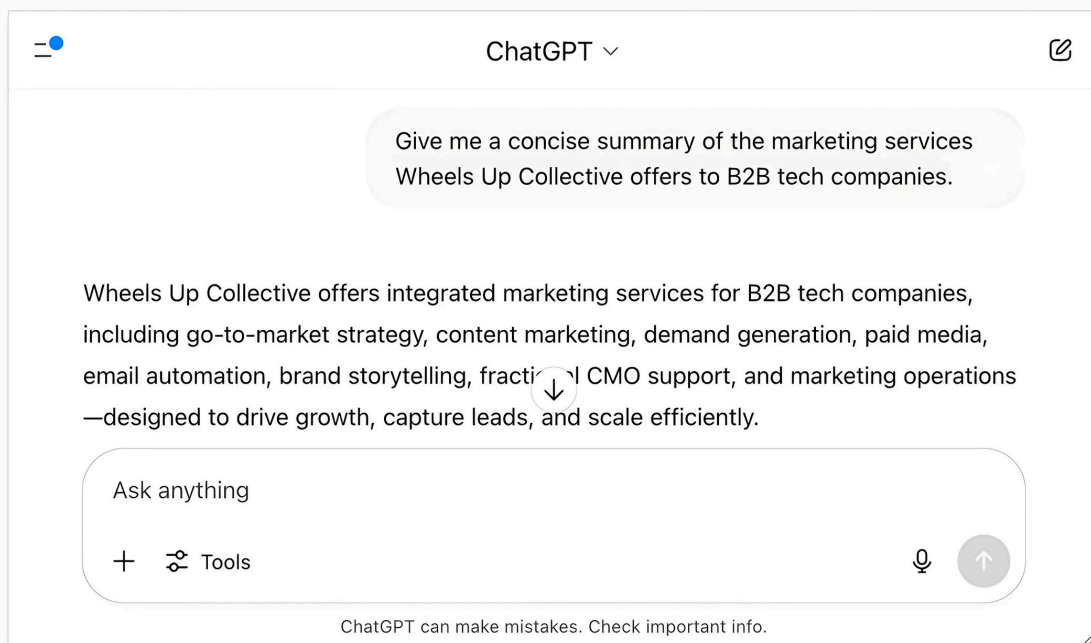
In short, your content needs to be built for AI consumption.

Don't Just Rank. Get Quoted.

This isn't a rebrand of SEO. Optimizing for AI isn't about rankings—LLMs don't answer user questions with a list of links. They respond with summaries, quotes, and citations. What you want is to get pulled into those AI-powered answers.

That means writing content that's easy to understand on its own, clear enough to be quoted without additional context, and valuable enough for an AI to trust.

SEO helps you get seen. AI visibility helps you get included.



Tools to Optimize for Now

Here are just a few of the major LLM-based platforms that are shaping how and where people find information. Each plays by slightly different rules, but together they signal a shift: Your content has to work across *multiple* AI discovery engines, not just one.

These are today's players. Your goal? Be the content they choose to quote.



ChatGPT (OpenAI)

- 100M+ weekly users
- Uses real-time browsing via Bing for ChatGPT Plus
- Prioritizes clear, well-structured sources with strong authority signals

1.



Gemini (Google)

- AI answers appear above organic and paid search results
- Pulls from Google-indexed content and the Knowledge Graph
- Prioritizes concise, updated, citation-worthy information

2.



Perplexity AI

- Real-time web crawling with direct source citations
- Favors highly specific, standalone content that answers user prompts
- Popular among power users, researchers, and the tech-savvy

3.



Claude (Anthropic)

- Deep summarization and long-form comprehension
- Common in enterprise and internal research tools
- Ideal for nuanced, thoughtful content with layered insights

4.

Meta AI

(Facebook, Instagram, WhatsApp, Messenger, Ray-Ban Meta, Quest)



- Embedded in Meta's ecosystem, powered by LLaMA-4
- Supports real-time Q&A in social, messaging, and wearable experiences
- Pulls from social posts, comments, voice input, and structured media
- Prioritizes personalized, conversational, and socially validated content

5.

Amazon AI (Alexa+, Rufus, Amazon Q)



- Alexa+ delivers AI-driven voice experiences via Echo and Fire TV
- Rufus, Amazon's AI shopping assistant, summarizes reviews and products
- Amazon Q supports enterprise search and cloud docs
- Content must be structured for voice, product Q&A, and internal knowledge use

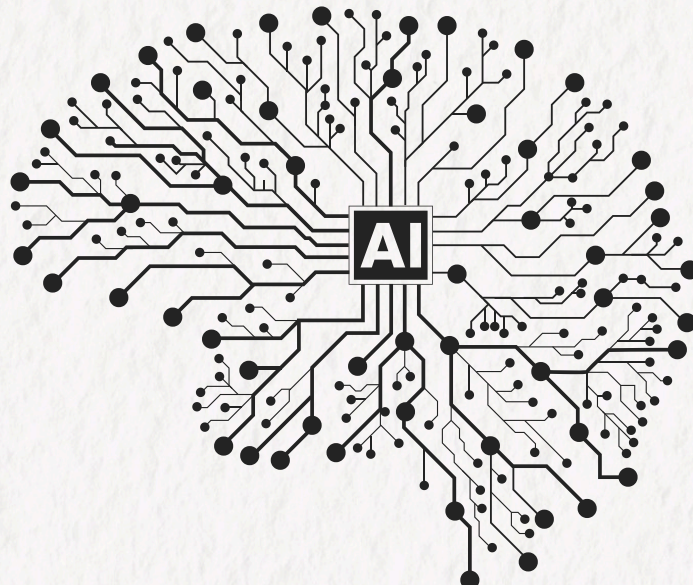
6.

Private and Embedded LLMs



- Used in CRMs, SaaS tools, chat bots, and internal knowledge systems
- Optimizing here boosts visibility in tools your customers already use
- Gated content, help articles, and FAQs must be readable, structured, and precise

7.



What to Do Next

Here's how to build LLM-optimized content that appears in AI answers and drives clicks:

1. Write to be quoted

LLMs favor text that is clear, confident, and easily quoted without any additional context.

Be sure to:

- Use **bullets**, **simple headers**, and **concise explanations**
- Include **definitions**, **stats**, and **original insights**
- **Be quotable**: Use short, sharp, authoritative phrasing



2. Cover questions, not just keywords

AI-based search prefers to return human-sounding answers to user queries.

To write more naturally:

- Use tools like **SearchGPT**, **AnswerThePublic**, and **Reddit** to find real questions
- Answer selected questions clearly, one per section or page



3. Focus on freshness and authority

AI prioritizes recent, high-quality content.

To qualify:

- Update older posts with current information and new timestamps
- Build internal links to demonstrate expertise and content depth
- Earn mentions from trusted publications, blogs, and social channels that LLMs are likely to reference



4. Make your content easy to parse

Content that's easier to crawl and comprehend is easier to prioritize in AI-based responses.

To keep your content organized:

- Clean up HTML, remove pop-ups, and optimize for fast load speeds
- Organize your content clearly with clean formatting and headings—schema markup helps, but clarity in the actual page structure matters more for AI



Future-Proof Your Content Strategy

Expand your search mindset

Google still dominates search, but it's not the only place your audience is looking for answers.

Tools like **ChatGPT**, **Perplexity**, **Gemini**, **Reddit**, and **Discord** are becoming powerful discovery engines—especially for long-tail, question-based content.

For example, a user might ask ChatGPT, “What’s the best CRM for a SaaS startup?” They’ll likely get an answer that includes quotes from blog posts, Reddit threads, or even your website (if it’s optimized to be cited).

You want AI to cite your content, and that means writing content that works for AI.

Learn what’s working for AI

It’s possible your content is already appearing in AI-powered searches. Start exploring!

Use tools like ChatGPT, Perplexity, Gemini, Reddit, and Discord. Ask questions like your customer might. See whether your content is mentioned, quoted, or linked in the answer. Keep track of the questions you asked, which pieces of content appeared, and whether a source link to your site was included. Over time, you’ll start to see which content is getting picked up by AI tools.

You can look the other way, too. Start in your analytics to see how many of your website visitors were referred by LLMs like Perplexity. Pay attention to the types of content being picked up by the AI tools and what visitors do once they get to your site.

Optimize your content based on learnings.

Test long-tail content that fits well in chatbot-style responses. Write webpage content that answers detailed questions in a conversational, stand-alone format that LLMs can easily quote. Track activity and referral sources for the page. Build on what’s working.

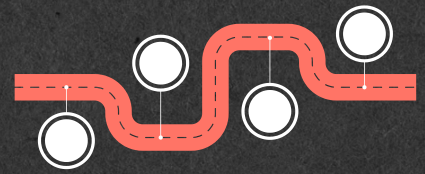
Use tools to get an edge

A range of new tools are coming out to help marketers understand how their content is interfacing with AI.

Here are just a few to try out:

- **Glasp:** Track how your content is summarized and cited by AI models across the web
- **AnswerThePublic:** Discover the exact questions your audience is asking online search engines
- **Google’s Rich Results Test:** Spot-check your content structure for visibility in both traditional and AI-enhanced search results

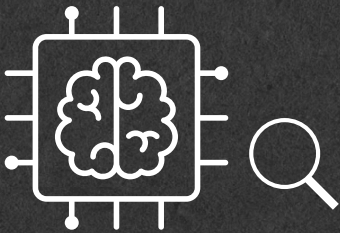
30-Day Roadmap: Make Your Content AI-Visible



You don't need to overhaul your content to make the most of AI-powered search. Start with focused, weekly actions that position your content to be surfaced where your audience is already searching—in AI-generated answers as well as traditional search results.

This roadmap is designed to help your content evolve quickly, clearly, and with measurable results. Each week focuses on one pillar of AI-focused content strategy: visibility, structure, authority, and iteration.

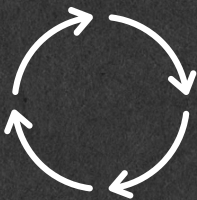
Week 1: Audit and align



Understand how your current content shows up (or doesn't) in AI results.

- Identify 5-10 high-value pages to evaluate in ChatGPT and Perplexity
- Create an "Asked in ChatGPT" field in your SEO dashboard to track prompts you want to rank for
- Tighten titles and meta descriptions so they're clear and AI-friendly

Week 2: Restructure and refresh



Rework content to make it easy for LLMs to read, lift, and cite.

- Use subheadings, bullets, and one-question-per-section formatting
- Update 3 or more evergreen pages with current stats and simplified structure
- Create a new long-form answer page for a key industry question

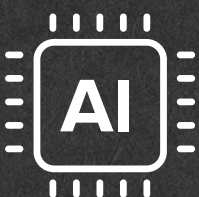
Week 3: Build authority and signal relevance



LLMs prefer trusted sources. Start building content that gets cited.

- Pitch unique data or insights to a respected newsletter or blog
- Share soundbites or summaries in relevant LinkedIn, Reddit, or Discord groups
- Add internal links to surface older, high-quality content

Week 4: Monitor and adapt



Refine your approach based on what's working in the real world.

- Check for traffic referrals from Perplexity, ChatGPT, and Gemini
- Track which AI questions your content is cited in (or missed)
- Use that intel to build your next round of content



Position Your Brand for AI Search

You're no longer just competing for rankings. You're competing to be the answer.

The good news? There's a strategic path forward.

With smart structuring, timely updates, and a focus on clarity, your content can earn a spot in the standard search results *and* in the AI-powered answers.

**Ready to future-proof your content
for AI-driven search?**

[Let's talk](#)