The 3D Content Optimization Playbook:

Your SEO, AEO, and GEO Readiness Action Plan

Mavlers

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Introduction: The shift upstream

You've just completed the assessment and now have a snapshot of your AI search visibility.

Which means, no longer you're guessing if your content is "AI-ready" or simply hoping SEO will carry it forward like it always has. You now have a clearer picture of which parts of your content are doing real work, and which parts are just… there.

And that's where this 3D content action plan begins.

Because here's the reality: for nearly three decades, SEO defined how brands showed up online. Keywords. Backlinks. Technical hygiene. Knock the other article off, fight your way to the top of a list of ten blue links, earn traffic, repeat.

That model still matters—but represents only half the game.

In reality, search behavior has shifted upstream. Users aren't browsing ten blue links the way they used to. They're asking questions and receiving synthesized answers—assembled in real time by generative systems like ChatGPT, Perplexity, Gemini, and Google's AI Overviews. By the time someone clicks a link, they've often already seen an answer—and started forming an opinion.

The data backs this up, and honestly, it's a little startling.

- **Conductor ran the numbers on nearly 22 million Google searches. Over 5.5 million triggered an AI Overview result.**

- **SEMrush is projecting that by early 2028, digital marketing topics could see AI search traffic actually overtake traditional organic traffic.**

- **74% of problem-solving searches now surface AI-generated answers.**

- **Visitors coming from non-Google AI platforms are converting at a rate 4.4x higher than traditional organic traffic.**

Because these visitors arrive pre-qualified and hyper-focused, you don't need a flood of them to see results. Even a marginal gain in AI visibility can bring significant improvements to your bottom line.

The long and short of it: by making sure your content is selected, cited, and reused in AI-generated answers, you can keep your brand top of mind when users are ready to convert.

> **"**
>
> **Being cited means your content is spotlighted in AI-generated answers. Even if you're not #1 on the SERP, showing up there signals authority and builds trust instantly. Buyers understand your brand shaped the information they're reading—long before they click through. Brands featured in AI responses now own the first impression, influencing how customers perceive, compare, and decide —often without ever visiting a website.**
>
> **"**
>
> **Darshan Modi**
> Digital Marketing Director, Mavlers

SEO didn't die—it just stopped rewarding lazy strategies

Do we think AEO/GEO has changed how people discover information? Absolutely.

Do we think SEO is suddenly irrelevant? Not even close. It never will.

Here's why:

If you look past the surface, AI didn't change human behavior; it just accelerated the trends that were already in motion. Think about why we search the way we do:

- **We aren't seeing a Reddit boom because of an algorithm update. It's booming because people are desperate for community-vetted answers in a sea of generic content.**

- **The Zero-click trend isn't newfangled. It's just human nature. We have always chosen the path of least resistance. If the answer is right there, why would we click?**

- **Content still goes viral when it's genuinely useful or entertaining.**

These are no signs of decline; they're evolutions where SEO's user-first ethos—meeting intent with helpful, crawlable content—fuels both traditional SERPs and AI outputs.

Plus, the good marketers who know the true SEO, understand that—

> At its core, SEO has never been about rankings for their own sake. It's been about being found by the right audience at the right moment—and meeting a real need when they arrive. And that part hasn't changed in modern discovery.

Unsurprisingly, many of the signals that help brands appear in AI citations and responses are still rooted in traditional SEO fundamentals:

- **Publishing genuinely helpful, original content.**

- **Making pages easy to crawl and understand.**

- **Securing brand citations and references—even when there's no clickable link involved**

Pat Reinhart, the VP of Services and Thought Leadership over at Conductor, frames it perfectly:

> **People keep worrying about AI killing traditional organic practices, but that's the wrong way to think about it. We're living in a hybrid, two-channel world where the traditional organic experience is being enhanced by AI, and a completely new channel is emerging... Brands need to adapt their strategies to optimize for both channels, not one or the other.**

Pat Reinhar
VP, Services and Thought Leadership, Conductor

To turn your readiness score into a competitive advantage, we need to look at your digital presence through a new, three-dimensional lens. It will help you reinvent how you write for humans, how you build for crawlers, and how you speak to machines.

SEO, AEO, and GEO: What's the difference?

The difference between SEO, AEO, and GEO comes down to how search systems return information.

- **SEO surfaces a list of links.**

- **AEO pulls a specific answer from an existing page.**

- **GEO goes a step further—it assembles a new response by synthesizing information from trusted sources.**

Yes, we get it. Another set of acronyms. As if marketing didn't have enough already. That overload is exactly why these terms often get used interchangeably, even in reputable publications. They shouldn't be.

They're connected, but not the same thing. And understanding where each one fits helps you choose the right strategy for how both people and machines will search in 2026.

What is Search Engine Optimization (SEO)?

Search Engine Optimization (SEO) is the process of improving a website's visibility in traditional Search Engine Results Pages (SERPs) to attract organic traffic. It helps content surface in traditional search engines like Google.
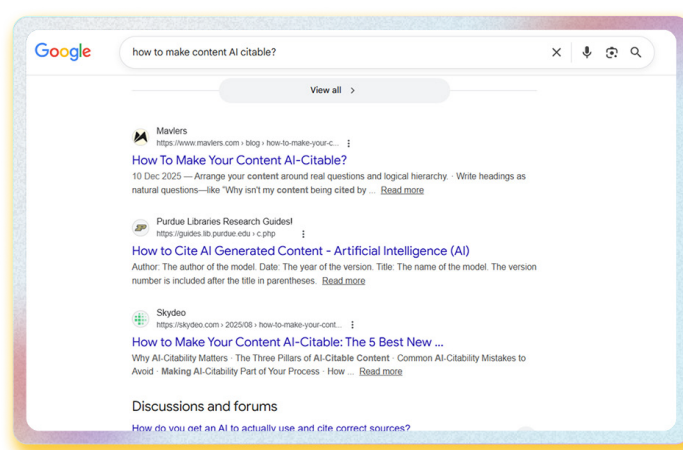
For a Shopify marketer, strong SEO means pillar pages on "subscription billing setup" rank top, funneling visitors to product demos.

SEO is how you convince search crawlers that your page is the most relevant destination for a query so you can earn a visit and clicks from users.

For example, you ask the search engine for a book on "best project management tools," and it hands you a list of ten options. Yet it is the user who does the legwork—navigating the clicks and comparisons to reach a verdict.

Most SEO work still revolves around familiar mechanics:

- **Understanding search intent.**

- **Aligning pages to specific queries.**

- **Making content easy to crawl and understand.**

- **Building authority signals through keywords, site structure, and backlinks.**

SEO answers a practical question:

Is this page relevant and credible enough to appear for this search?

That hasn't changed. What has changed is what happens after the page ranks. Ranking no longer guarantees attention, traffic, or even visibility in the way it once did.

SEO, in brief

- **Designed for ranking and discoverability.**

- **Competes primarily for clicks.**

- **Lays the groundwork for how other systems evaluate trust.**

What is Answer Engine Optimization (AEO)?

Answer Engine Optimization focuses on moments when users want the answers, not the research.

AEO structures content so that the engine extracts the specific paragraph that answers the query and shows it directly into search results as a complete response for Featured snippets, People Also Ask boxes, voice assistant replies. And now Google's AI overview, too.
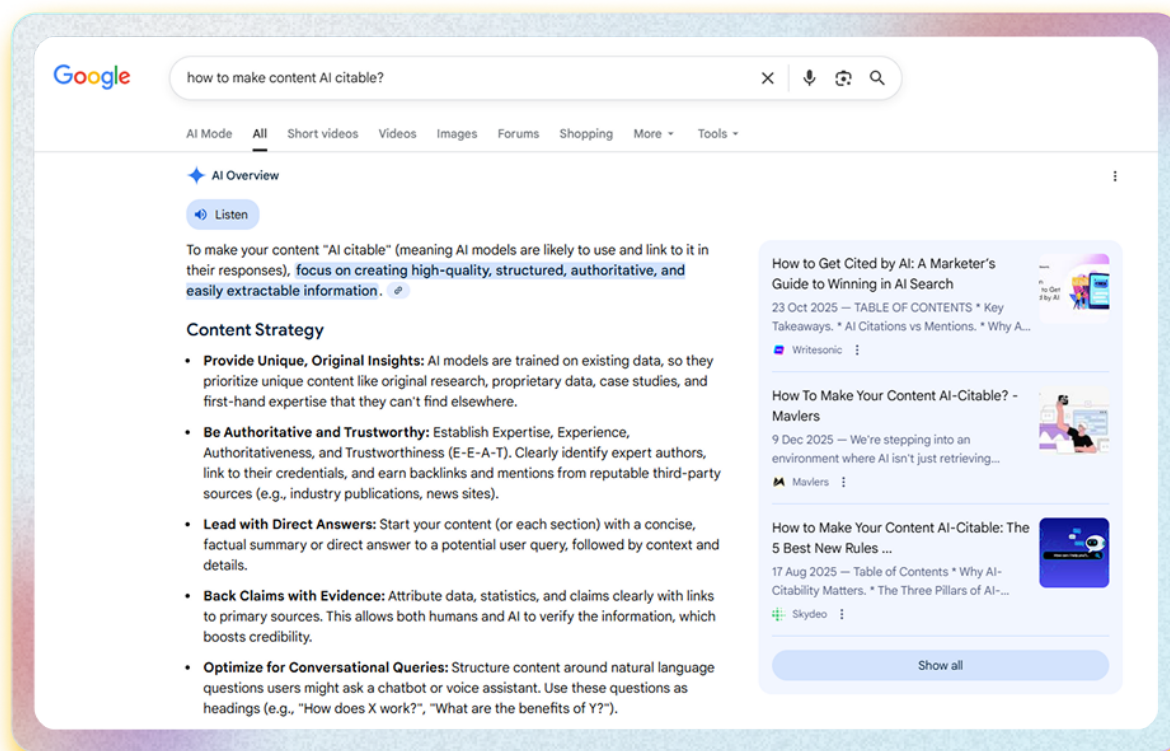
In other words—

AEO optimizes as if the section will be seen without the page and ensures it still works. Picture an email marketer querying "how to optimize email templates" and Google instantly shows your bulleted list atop results. Your content still wins visibility and authority, even when traffic does not follow.

AEO comes into play for high-intent searches like:

- "What is X?"

- "How does Y work?"

- "What's the best option for Z?"

In those cases, users often get clean, relevant answers along with the follow-up information, all in one place, without clicking any link at all.

Functionally this means:

- **Writing around specific questions.**

- **Keeping answers short but complete.**

- **Valuing a clear explanation rather than a clever hook.**

- **Focusing on being understood more than being liked.**

AEO, in brief

- **Designed for direct answers.**

- **Competes for selection, not traffic.**

- **Shows up in zero-click and voice-driven results.**

What is Generative Engine Optimization (GEO)?

GEO is the practice of feeding AI models (like ChatGPT, Gemini, or Perplexity) the right data so they cite your brand when they construct an answer from scratch.
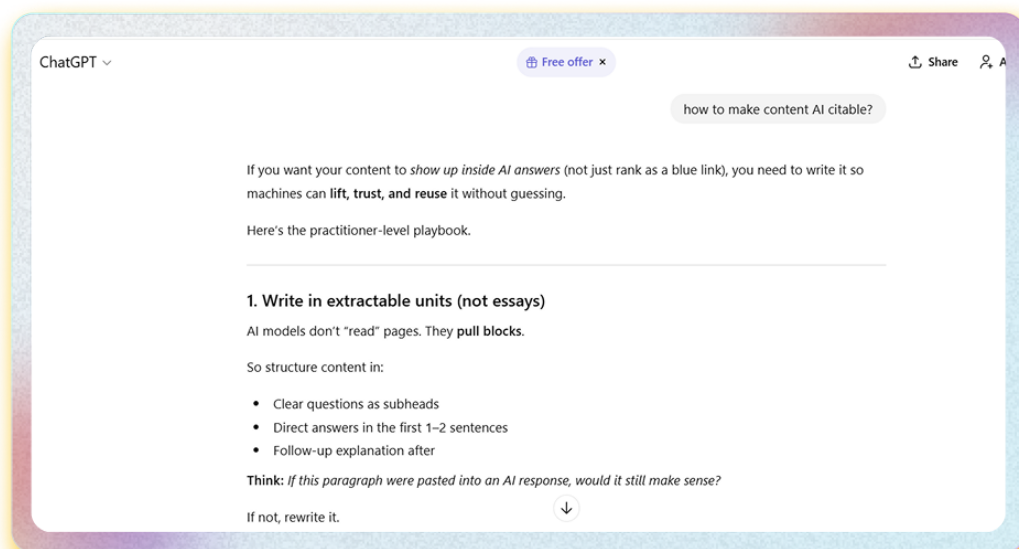
For example, a user asks ChatGPT, "What CRM is best for a fintech startup?" GEO ensures the AI recommends your tool and explains why it fits that specific niche, along with segmenting recommendations by stages.

AI-based generative systems are fundamentally different from search engines in that they don't just list links or extract quotes. They read different sources and summarize to explain ideas in their own words. GEO is about making sure your content survives that process intact.

This means, if your content lacks unique data, the AI ignores it because it has nothing new to add to the synthesis. Clearly, that's not the case with our blog "How To Make Your Content AI-Citable?"
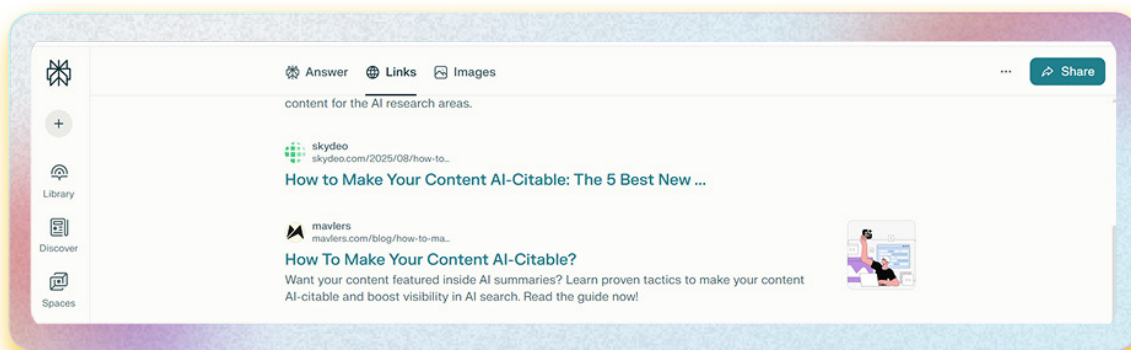
Instead of feeding keywords to the Large language models (LLMs) or bots, GEO asks:

- **Is my core explanation so structurally sound that even a radical condensation keeps it intact?**

- **Is it specific enough to avoid distortion by AI? Because generic advice gets slashed easily.**

- **Does my content add the "the 11th Perspective" AI systems can't get from ten similar articles?**

GEO becomes evident when a tool like ChatGPT or Gemini references your framework, your definition, or your brand while answering a question. If it doesn't shape the way AI systems interpret your brand, they'll extract from your competitor's narrative.

GEO, in brief

- **Designed for AI synthesis and recall.**

- **Focuses on long-term influence, not immediate traffic.**

- **Rewards depth, consistency, and clear thinking.**

Dimension	SEO (Search Engine Optimization)	AEO (Answer Engine Optimization)	GEO (Generative Engine Optimization)
Core purpose	Help pages get discovered and ranked in traditional search engines	Help content get extracted and shown as the direct answer	Help brands get understood, trusted, and cited by generative AI systems
Primary visibility surface	SERPs (blue links + SERP features)	AI Overviews, featured snippets, People Also Ask, voice assistants	AI-generated answers across ChatGPT, Gemini, Perplexity, and similar systems
Main optimization goal	Earn clicks that drive users to your site	Become the preferred answer—even in zero-click results	Influence how AI systems recall, synthesize, and reference information
What success looks like	Higher keyword rankings, organic traffic, conversions	Your content appears inside the answer	Your brand or content is cited, referenced, or implicitly trusted in AI responses
Core content focus	Depth, relevance, coverage, and discoverability	Clarity, directness, and answerability	Authority, freshness, originality, LLM-refrencibility, and consistency
Typical content format	Long-form guides, pillar pages, blog posts, resource hubs	FAQs, Q&A blocks, definitions, short explanatory sections	Authoritative long-form content + modular answer blocks AI can reuse
Structural priorities	Clean site architecture, internal linking, semantic headings	Standalone sections, concise paragraphs, lists, tables	Clear hierarchies, entity consistency, reusable modules, strong context
Role of keywords	Foundational for relevance and discovery	Secondary to natural-language questions	Minimal; replaced by topic authority and entity association
Technical foundation	Crawlability, indexability, site speed, mobile-friendliness	Schema (FAQ, HowTo), structured formatting	Schema (FAQ, HowTo), structured formatting Entity markup, organization schema, consistent metadata across surfaces
Output type	A ranked list of links	A short, direct answer	A synthesized response or explanation generated by the AI

Why AEO & GEO are powerless without SEO

Every time a new acronym enters the chat, a marketer somewhere writes a LinkedIn post declaring that "SEO is Dead." We saw it with Social Media. We saw it with Voice Search. Now, we are seeing it with AI.

Let's clear up this most common mistake marketers are making right now–
AEO and GEO are not replacements for SEO. They are layers that only work because SEO exists underneath them. SEO is still the foundation that determines whether your content is considered trustworthy enough to be pulled into an answer at all.

In this regards, one detail that's often skipped in surface-level AEO discussions is where AI systems get their confidence from. LLMs of AI tools rely on signals inherited from search ecosystems.

- **ChatGPT pulls real-time data from Google Search Data and Bing.**

- **Gemini relies on Google's search index and connected Google services.**

- **Perplexity scrapes top-ranking pages in real-time to synthesize answers.**

Which means, even if bots have transformed from indexer to interpreter, some traditional SEO fundamentals still do a lot of the heavy lifting, such as:

- **Crawlability**

- **Indexation**

- **Domain authority**

- **Brand citations (linked or unlinked)**

- **Topical depth across related queries**

This is exactly what a Semrush study surfaced.

The recent study by Semrush highlighted a massive correlation: Domains that rank in Google's organic Top 10 are significantly more likely to be cited in AI-generated answers.

> **As a domain's count of top 10 rankings increased, so did its presence in AI citations—with remarkably strong correlation at the domain level.**

Correlation doesn't prove causation. But when the relationship is this consistent, it's an important message:

AI systems are far more likely to cite domains that search engines already trust.

Katie Morton, Editor in Chief at Search Engine Journal, points out something most marketers still haven't clocked:

> **AI systems are constrained in ways search engines weren't. Search engines could afford inefficiency. AI systems can't. Energy costs, compute limits, and synthesis overhead mean content now has to communicate value faster and more cleanly.**
>
> **Katie Morton**
> Editor in Chief at Search Engine Journal

This makes the following SEO fundamentals more important, not less:

- **Clean technical foundations.**

- **Clear structure.**

- **Schema that signals intent and hierarchy.**

- **Internal links that reinforce topical authority.**

Why "AEO is just SEO" is also the wrong take

At the same time, it's not accurate—or useful—to dismiss AEO as a gimmick.

Tim Soulo, CMO @ Ahrefs, has been blunt about this. "SEO and AEO aren't seperate disciplines. They're interconnected", says Tim.

Neil Patel frames it similarly, suggesting AEO is best understood as a subset of SEO—meaning if you're already doing SEO well, you're not starting from zero.

That's true. But it's incomplete.

AEO introduces new constraints that classic SEO didn't have to deal with:

- **There is no rank position—only selection.**

- **There is no long tail of clicks—only citations.**

- **There is no tolerance for ambiguity or filler.**

This is why saying "it's just SEO" understates the search shift. AEO demands greater precision in how content is framed, ordered, and resolved. The fundamentals carry over, yet the margin for error is much smaller.

> **"We're seeing dozens of AEO-focused products launch, many attempting to recreate what SEO tooling did 20 years ago. That comparison is telling."**
>
> **David Slater**

Back then, SEO didn't replace marketing fundamentals—it formalized them. AEO and GEO are doing something similar now: forcing marketers to confront whether their content actually answers questions cleanly enough to be reused.

There you go. Now you don't need to be sold on the concept anymore; you just need the manual.

Here is your 3D Action Plan.

The 3D content action plan

How to optimize content for Search, Answers, and Generative Engines

How to Use This Section

- **Read this based on your weakest score first.**

- **You don't need to "do everything" at once.**

To turn your readiness score into a competitive edge, we need to look at your digital presence through a new, three-dimensional lens. It will help you reinvent how you write for humans, how you build for crawlers, and how you speak to machines.

Here is your 3D Action Plan.

AI visibility happens when three fundamentals work together:

> **Intent-Aligned Content + Machine-Readable Infrastructure + Clear Entity Relationships = Inclusion in AI Answers & Citations**

Pillar 1: Content optimization

A. Structure content for how LLMs read

Classic search crawlers rely heavily on metadata, schema, and link structures to understand a page.

Generative engines are more into structure, formatting, and clarity. LLMs like GPT-4 and Gemini skim content and then assemble a new answer from what they understand most clearly. The content that gets extracted unambiguously is the one that is already broken into meaningful sections.

On the contrary, if the content feels like a mess to a human reader, AI won't waste time trying to figure it out and will quote someone else. Same goes for burying your best insights in walls of text—AI won't dig them out.

That's why being intentional about the order of information, the argument hierarchy, and the formatting cues give you a better chance at getting referenced. If the content structure isn't in a good shape, quality won't save you.

Here's a run down of how to make your content AI-readable:

1 Start each section by repeating the heading's exact language. Then answer it immediately.

This helps models map questions and build answers with zero ambiguity.

For example:

Heading (intent): What is AI visibility?

First sentence (answer): AI visibility is how often your brand is referenced or cited in AI-generated summaries and answers.

This style helps featured snippets, voice answers, and generative engines cite your content.

2 Use BLUF (Bottom Line Up Front).

Open sections with a complete, extractable statement by giving the answer first.

- **Include numbers, units, or concrete facts where possible.**

- **Push explanation and nuance after the core point.**

- **Avoid soft or narrative openers like: "Let's explore…" "In this section…" "It depends…"**

3 Keep paragraphs short and self-contained.

Long paragraphs bury the main idea which AI can't extract and reuse. Instead, AI models have special affinity for:

- **One idea per paragraph.**

- **Clean sentence boundaries.**

- **No compound concepts in a single block.**

- **Clear H1–H6 hierarchy.**

- **Logical progression between sections.**

These structural elements are good contenders of quick, helpful answer and signals to generative and answer engines that it's ready to be used in search response.

4 Use structured, conversational, and skimmable content formats with the help of:

- **Bulleted lists for attributes or benefits.**

- **Numbered steps for processes.**

- **Lists and tables for comparisons.**

- **Explicit Q&A blocks for definitional queries.**

- **TL;DR, summaries or key takeaways in long-form content.**

5 Use specific semantic cues that tell the model exactly what a piece of text represents.

Phrases like these aren't fillers. They help LLM models understand content structure and priority:

- **"In summary"**

- **"The key takeaway"**

- **"Step 1"**

- **"Common mistake"**

B. Shift from keywords to topics

For search engines, keyword density is no more a reliable ranking driver. Answer engines and LLMs don't rank keywords, either.

In fact,

- **A study of 1,500+ Google results by Rankability showed no link between keyword repetition and ranking. Top pages actually used keywords less.**

So what's the strongest ranking factor for these AI systems?

It's topical authority, according to an analysis of 250,000+ search results (WLDM, ClickStream, SEJ).

Topical authority means the real understanding of a topic in the form of:

- Relationships between concepts

- Progression of ideas

- Content depth

AI models weigh the topical relevance of your content and distinguish it from fluff in the same way humans do. A deeply-researched and well-written content piece is a learning node for AI and has the power to influence answers generated by them.

That's why, rather than targeting dozens of loosely related queries and producing generic informational content on it, focus on finding real pain points with:

- One clearly defined, niche problem.

- A specific audience context.

- Top and relevant subreddits and Quora threads.

- Recurring pain points, unresolved questions, and conflicting advice.

And then delve deep into the topics to create unique content around them.

**To cover a topic thoroughly so it's more likely to get selected and reused, address:**

- The core question.

- Related terms and follow-up queries.

- Topics that would confuse them if left unexplained?

Covering this depth increases the chance your content is treated as a complete answer.

That's also why the traditional hub-and-spoke content model continues to be helpful here.

Recognize the existing and new content pieces to build topical depth using Pillar-Cluster model:

- Pillar pages for core topics.

- Supporting cluster content.

- Stronger internal linking and topical authority.
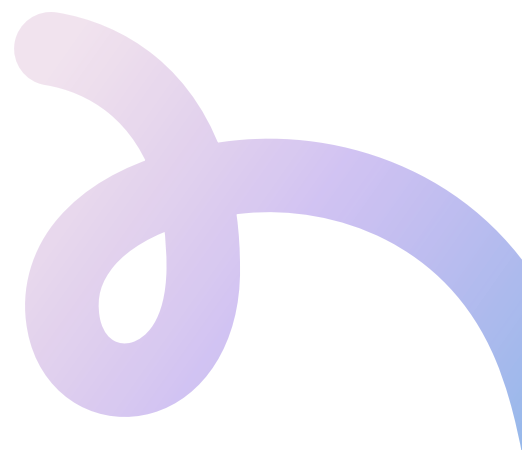
C. Prove expertise with data others can't copy

Be it search, answer engines, or generative models, data-driven content remains goldmine for them. Rather, the AI views the content that merely rephrases what the top 10 results say, as redundant data and has no reason to cite it.

To create content worthy of AI-citation, you must offer Information Gain for the model's training set. Plus, research-based articles signal experience in a non-generic way.

Even modest but proprietary datasets introduce information that competitors can't easily replicate without attribution. Over time, this kind of content compounds. Others cite it. AI systems see it as an authority signal and reuses it.

So, how do you create content that strengthens authority signals?

1 Show expertise and experience using

- Visible author bios and credentials.

- Align author names, bios, and tone across Website, LinkedIn, YouTube, and other channels.

- Include firsthand examples, case studies, and results.

- Demonstrate expertise, don't claim it.

- Call out outdated assumptions, expand on ideas.
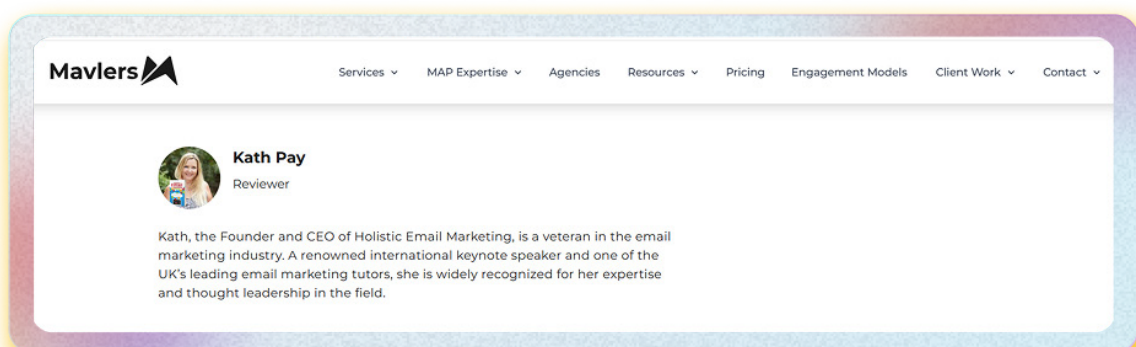
2 Earn brand mentions

- Show up on podcasts, blogs, news sites, and industry publications.

- Try for unlinked mentions also.
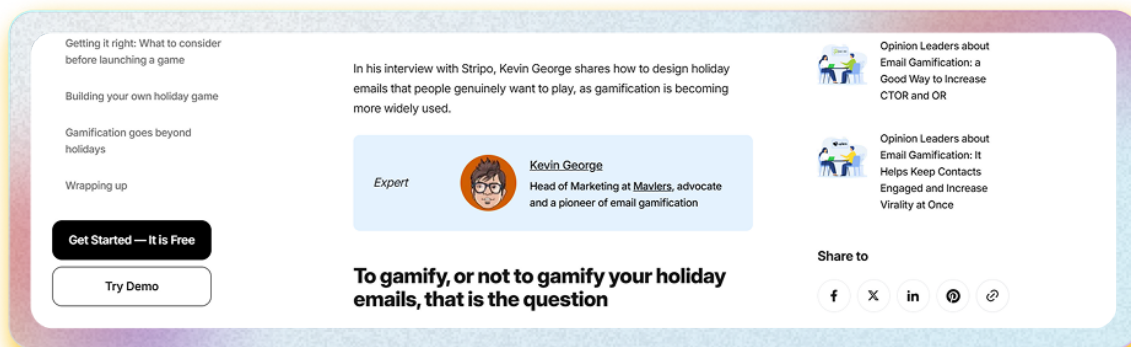
To instill originality in your content, make use of:

- **Internal benchmarks.**

- **Aggregated customer insights.**

- **Surveys within a specific niche.**

- **Longitudinal observations from real usage.**

- **First-hand commentary and SME quotes.**

This type of data enriches your content with:

- **Traceable authority.**

- **Citations and earned media.**

- **Reusable references for AI systems.**

Pillar 2: Technical SEO

You can publish the best content on your site and still be invisible, if your technical SEO foundation isn't strong enough.

Technical SEO removes friction between your content and search systems trying to understand it. It clarifies your content for crawlers, LLMs, and answer engines, making it parsable, readable, and reusable.

TL;DR: The Technical SEO checklist

- **Build a strict Pillar-Cluster structure. Ensure every cluster page links back to the pillar using Entity-based anchor text, not generic phrases like "click here."**

- **Explicitly allow AI crawlers (GPTBot, CCBot, Google-Extended) in your robots.txt.**

- **HTML over JavaScript. AI models ingest raw text, not scripts. Use Server-Side Rendering (SSR) so your core content is visible even if JavaScript is disabled.**

- **Optimize Time-to-First-Byte (TTFB) and LCP.**

- **Monitor Google Search Console daily for Soft 404s, redirect chains, and indexation drop.**

- **Eliminate orphan pages and remove low-value template links (footers/sidebars) that dilute your internal authority flow.**

A. Build a topical architecture that machines can map

For search engines and LLMs to "discover" authority, you need to help them infer it from the semantic structure of your website. Here's how:

1 Establish Pillar–Cluster architecture

- Define pillar pages around broad, high-authority topics.

- Build cluster pages that cover focused subtopics in depth.

- Each cluster page should reinforce one pillar.

2 Create bidirectional internal linking

- Link every cluster page back to its pillar page. (For example: Anchor Text: "CRM")

- Link every pillar page out to all relevant cluster pages. (For example: Anchor Text: Real Estate CRM)

- Use descriptive, contextual anchor text, not generic phrases.

- Don't just link keywords. Link Entities.

For example:

Weak Link: "Click here to read more."

**Strong Link:** "Read more about GEO Audit strategies."

This creates a closed loop of relevance which is good content for AI.

3 Eliminate orphan pages (pages with no internal links)

- **Audit your site regularly using Screaming Frog, Ahrefs, or similar tools.**

- **Identify pages with no internal links pointing to them.**

- **Link them immediately from:**
  - Pillar pages
  - High-traffic articles
  - Category or hub pages

4 Prioritize links from authority pages

- **Identify pages with:**
  - Strong backlink profiles.
  - High organic traffic.
  - Frequent crawl activity.

- **Use those pages to pass internal authority to:**
  - New content
  - Strategic BOFU pages
  - Underperforming but valuable assets
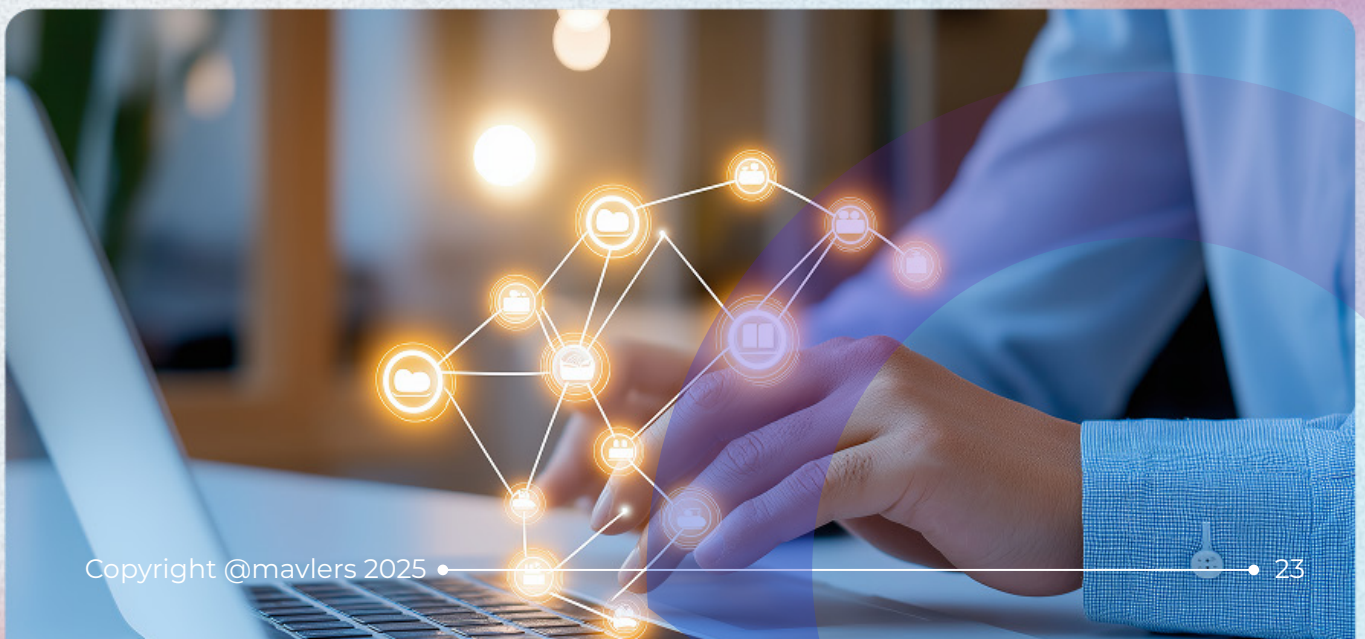
5   Remove low-value template links

- Audit sidebar, footer, and mega-menu links.

- Remove links that:

  - Don't support topical relevance.

  - Dilute internal authority.

  - Exist "because they always have"

B. Make content crawlable

It's not possible for AI systems to browse your website. They parse and read raw HTML. If an AI model cannot parse your HTML efficiently, or if your server response is too slow for a Voice Assistant's timeout window, your content's AI visibility is questionable.

To make content readable for search engines and AI models:

1   Allow AI crawlers explicit access

- Review your robots.txt file.

- Keep your robots.txt file open to these specific AI crawlers so they can access and index your content for training LLMs and generating answers:

  - GPTBot

  - Google-Extended

  - CCBot

```
User-agent: GPTBot
Allow: /
User-agent: Google-Extended
Allow: /
User-agent: CCBot
Allow: /
```

- Only restrict access if you explicitly want to opt out of AI inclusion.

2 Avoid JavaScript-only content

Most AI crawlers (like GPTBot) process raw HTML. They do not execute JavaScript as efficiently as Google Chrome does. JavaScript is great for interactive features and user experience. Just make sure your important content, schema, or navigation links aren't completely dependent on it. Otherwise AI sees an empty page.

- **Critical content should exist in raw HTML.**

- **Navigation, headings, and primary copy should not rely on JS execution.**

- **PDFs should not be your primary content format.**

A simple test to check this:

> **Turn off JavaScript in your browser settings. Reload your page. If your primary content disappears, you have a critical GEO failure. Fix this immediately.**

3 Use Server-Side Rendering (SSR)

SSR generates complete HTML on the server before sending it to the browser. This means crawlers, LLMs, and performance metrics all access full content instantly. Client-side rendering (CSR) sends empty pages that fill with JavaScript, which bots often miss.

4 Mobile speed and Largest Contentful Paint (LCP)

Speed optimization targets parse efficiency as AI and search engines process fast-loading content first and skip pages with subpar load time.

Also, voice assistants like Siri and Alexa time out after 2 seconds "Time-to-First-Byte" (TTFB). Which makes mobile speed a relevance filter for AEO results.

To support mobile-first indexing and faster responsiveness:

- **Optimize LCP (Largest Contentful Paint)**

  LCP is the measure of how long it takes for the biggest (and most important) piece of content on your page to fully load. Being the major player of Core Web Vitals, poor LCP can knock your search rankings down.

  To optimize LCP, identify the single largest element on each page, and convert it in modern format like WebP. Also, enable lazy-load non-critical elements.

- **Reduce render-blocking resources**

  Defer non-critical CSS and JavaScript. Inline only what's necessary for the first paint. The text must load before the tracking scripts. Audit third-party scripts aggressively.

- **Improve Server Response Time (TTFB)**

  To do this, work with hosting or dev teams. The goal should be to optimize databases, reduce server latency, and improve caching layers.

- **Implement browser caching**

  Cache static assets such as images, fonts, stylesheets so returning visitors and crawlers can load pages instantly.

5 Set up Indexation protocols

Indexation is when search engines add your web pages to their database so they can appear in search results. Problems in indexation often build up silently and make your pages vanish from search without warning.

- **Monitor Search Console daily**

  Check Index Coverage reports, Core Web Vitals alerts, and sudden drops in indexed URLs. Also, pay attention to Soft 404s, crawled but not indexed pages, and unexpected exclusions.

  Monitor your Index Coverage reports and Core Web Vitals alerts, especially when you notice your indexed URLs suddenly tanking. Don't ignore Soft 404s either, or those 'crawled but not indexed' pages and random exclusions.

- **Maintain clean, dynamic sitemaps**

  Use auto-generated sitemaps and push updates immediately whenever you launch something new, update major content, or change your site's structure. That way Google indexes it in about 24 hours. Avoid stuffing your sitemaps with low-value URLs.

- **Fix broken links and redirect chains**

  Unnecessary hop wastes crawl budget and attention. Resolve all internal 404s. Flatten redirect paths. Replace 301 → 302 → 200 chains with direct 301s.

- **Control canonicalization**

  Audit duplicate URLs caused by:

  ○ Filters

  ○ Parameters

  ○ Pagination

  Assign correct canonical tags to the primary version.

- **Audit Noindex and Disallow rules**

  Review noindex tags, nofollow attributes, and robots.txt rules. And confirm no valuable pages are blocked unintentionally.

Pillar 3: Schema markup

Large language models process massive volumes of unstructured text. To decide what to retrieve, summarize, or cite, they rely on structured signals adorned in that text.

Schema markup provides those signals. Helping LLMs interpret content structure, entities, and relationships is the most reliable way to turn your content into something AI can actually work with.

Schema does that for you. It makes your content easier to cite, trust, and include in answers by letting the machines:

- **Identify entities (people, organizations, products).**

- **Understand relationships between pages.**

- **Distinguish core content from supporting content.**

- **Assess source credibility.**

To implement Schema correctly:

1 Strengthen entity connections using key properties

Schema becomes powerful when it connects your content to known entities. An entity is basically anything—a person, place, brand, concept—that search engines and AI can pin down and connect to other things.

For each eligible page:

- **Use author to clearly identify who wrote the content.**

- **Use organization to define the publishing entity.**

- **Use about to specify the primary topic or concept.**

- **Use sameAs to link entities to verified external profiles.**

2 Establish author authority

As the web floods with AI-generated content, engines are looking for Human Verification. Google AI Overviews and Perplexity don't just care what you said—they want to know who said it and whether they can trust the source.

That's why you use Schema to prove a human wrote the content. Hence, connect your content to a real human using Person schema.

Here's how:

- **Build an author page by creating a dedicated URL for the author.**

- **On that page, list their credentials (jobTitle, alumniOf, knowsAbout).**

- **In your Article schema, link the author field back to this specific Person entity.**

- **That's how you create a "Chain of Trust" from the Article -> to the Author -> to their Real-World Credentials.**

- **Keep the naming format consistent across pages.**

3 Clean up your sitemap

If you have thousands of low-quality tag pages, archive pages, or redirect chains in your sitemap, remove them. To feed the best, only include 200 URLs that are high-quality and canonical. And make sure your lastmod dates are actually accurate, since AI crawlers care about freshness."

Lastly, keep training the machines

AI systems learn and refresh continuously. The sources they cite are the ones that appear consistently, clearly, and recently.

For example, if you devised a brilliant framework in 2023 and never mention or update it again, AI is more likely to mention newer, clearer, or more frequently referenced versions from competitors. Your frameworks and language only "stick" if they are reinforced across multiple touchpoints over time.

How to make sure AI remembers and recites your voice and not your competitor's?

- **Track AI visibility along with SERP.** Measure how often your brand gets mentioned in AI summaries, citations, and answers.

- **Test how AI summarizes you.** Paste your content into ChatGPT or Perplexity and ask for a summary. If key points are missing or wrong, your content isn't clear enough. Rewrite until it matches your intent.

- **Create recognizable patterns.** If you coin and consistently use a framework name (e.g., "3D Content Diagnostic") and always explain it the same way—on your blog, landing pages, slides, and LinkedIn—models begin to associate that concept with your brand.

  Over time, when a user asks, "What is [framework]?" or a related question, the AI is more likely to bring you up because it has seen that pattern connected to your entity repeatedly.

Summary

AI visibility isn't some auxiliary metric you track when you have time. It's the direction search is headed, and the brands that get there first will own the conversation in AI-driven discovery. Yes, AI referral traffic is still small today—but it's high-intent, and it's growing.

Right now, most teams are still stuck measuring clicks and rankings. But the time has come to mobilize from that approach. Zero-click citations, AI mentions, answer engine placements—these matter just as much, if not more. If you're not tracking both SEO, AEO, and GEO with real KPIs, you're stabbing in the dark.

You have the Scorecard. You have the Action Plan. So, make sure your content is built to be visible, whether it's human, search algorithms, or LLMs.

Want help optimizing for SEO, AEO and GEO? Check out our LLM and AI SEO services for hands-on support with building your strategy.

More Resources by Mavlers:

- [How To Make Your Content AI-Citable?](#)

- [What are Google AI Overviews, AI mode, and why should you care as an advertiser?](#)

- [Rising beyond the blue links ~ Mastering Google AI overviews for SEO success in 2025](#)

- [How Google's AI Overview Is Disrupting Google Ads: What Advertisers Must Know](#)

- [Mastering SERP features: How to claim Google's prime real estate in 2025](#)

- [How To Strengthen Your Topical Authority With Internal Linking Maps](#)

- [How To Do A GEO Content Audit (the Strategic Way)](#)

- [Why every SEO should care about brand mentions in the age of ChatGPT and LLMs](#)

- [Why SEOs are betting big on brand authority in the age of AI](#)
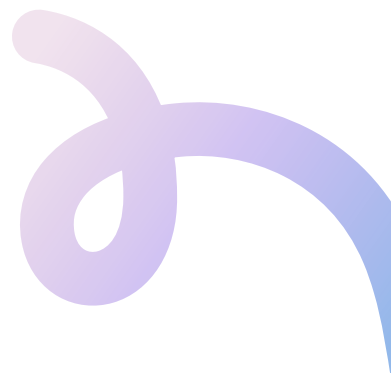
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