



# Mastering the Basics of SEO in the Age of AI

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1. Why AI SEO is Needed
2. Decoding AI SEO Terminology
3. Auditing Your SEO for the AI Era
4. Creating New Content with AI in Mind
5. Final Takeaways & Next

Steps



# Why AI SEO is Needed

## 1. The Search Landscape Has Changed

- a. Traditional SEO focused on keywords, backlinks, and rankings.
- b. AI systems (like Google's AI Overview and Bing Copilot) now curate answers, not just links.
- c. Voice, visual, and conversational search demand new optimization strategies.



## **2. What's Driving the Change?**

- a. AI-generated answers on top of SERPs.**
- b. Zero-click searches: Users get answers without leaving Google.**
- c. Search intent is more contextual and semantic.**

## **3. Risks of Not Adapting**

- a. Your content may not be cited in AI answers.**
- b. You lose brand visibility—even if you rank #1 in regular SEO.**
- c. AI models might favor better-structured or better-optimized sources.**

# Decoding AI SEO Terms



## 1. Key Acronyms to Know

1. SEO – Search Engine Optimization
2. SERP – Search Engine Results Page
3. AI – Artificial Intelligence

## **2. Evolving SEO: AI Meets Search**

- a. AEO – Answer Engine Optimization**
- b. AIO – AI Optimization (content structured for AI models)**
- c. GEO – Generative Engine Optimization (for LLMs like ChatGPT, Claude)**

## **3. More Emerging Acronyms**

- a. AIEO – AI-Integrated Engine Optimization**
- b. LLM SEO – Optimizing for Large Language Models**

## 4. Old vs. New SEO

### Traditional SEO

- Keywords
- Meta descriptions
- Links and rank
- Text-first

### AI SEO

- Entities & Content
- Structured Data
- Citations & Authority
- Multimodal: text, video, tables

## 5. What AI Models Prioritize

- a. Clear source authority
- b. Structured and unambiguous answers
- c. Content with strong E-E-A-T (Experience, Expertise, Authoritativeness, Trustworthiness)

## How to Track and Benchmark Your AI Citation Rate

Here

There

<input type="checkbox"/>	Call 'Yagan Laima Pato' Cortology Involving Patore	<input checked="" type="checkbox"/>
<input checked="" type="checkbox"/>	Call 'Yagan Laima Pato' Cortology Involving Patore	<input checked="" type="checkbox"/>
<input type="checkbox"/>	Call 'Yagan Laima Pato' And Galy Involving Patore	<input checked="" type="checkbox"/>
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<input type="checkbox"/>	Call 'Yagan Laima Pato' Rath Galy Involving Patore	<input checked="" type="checkbox"/>
<input type="checkbox"/>	Call 'Pecolaima Pato' And Declaiming Patore	<input checked="" type="checkbox"/>

# Auditing Your SEO in the AI Era

## 1. Where to Start?

- Review how your pages are appearing (or not) in AI Overviews
- Identify which content gets picked up or ignored
- Map keywords to entities, intents, and formats

## **2. Key Auditing Tools**

- a. Traditional: Ahrefs, Semrush, Screaming Frog**
- b. AI-focused: AlsoAsked, Frase, Clearscope, Content Harmony, MarketMuse**
- c. SERP Observers: Glimpse, SEOTesting, Authoritas (AI snapshot tracking)**

## **3. What to Audit - the Checklist**

- a. Structured data (Schema.org)**
- b. Entity alignment (are you using the right named concepts?)**
- c. Page performance (speed, accessibility)**
- d. Content gaps vs. competitors**
- e. Author and publication credibility**

## **4. Bonus: Audit Your Brand Mentions**

- a. Are you cited in authoritative content?**
- b. Are LLMs referencing your brand or skipping it?**
- c. Track mentions via ChatGPT plugins or manual sampling**

# **New Content Creation in the AI Era**



## **1. Content Creation is Strategy + Structure**

- a. Design content to be read by humans and machines
- b. Include clear answers, summaries, and structured lists

## **2. Tips for AI-Optimized Content**

- a. Use Q&A format blocks**
- b. Add "TL;DR" or "In short" summaries**
- c. Use headings like "What is..."; "How to..."; "Why does..."**

## **3. Leverage Schema Markup**

- a. FAQ, HowTo, Product, Article schemas help AI understand your content**
- b. Improves visibility in rich results and answer boxes**

## **4. Embrace Multimedia & Rich Elements**

- a. AI loves diverse formats: tables, images, code blocks, charts**
- b. Use video transcriptions, data summaries, and annotated images**

## **5. Author Pages & E-E-A-T Signals**

- a. Create author profiles with credentials and social links**
- b. Link out to trusted sources, studies, or recognized publications**



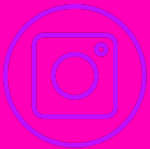
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