THE ULTIMATE

AI MARKETING STRATEGY

Optimizing for SEO & LLM's

Generative AI SEO & Optimizing for LLM's

Generative AI SEO bridges the gap between traditional search optimization and the emerging world of AI-driven discovery. As large language models (LLMs) like ChatGPT, Gemini, and Copilot increasingly shape how users find information, brands must optimize not only for Google's algorithms but also for AI-generated search results.

Generative AI empowers businesses to create adaptive, high-quality content that performs well across both landscapes—traditional SEO rankings and AI-powered answer engines. By understanding search intent, context, and conversational patterns, this approach helps brands secure visibility in the era of AI search while maintaining strong performance in conventional rankings. In short, it's the future of being found online.

To rank effectively across both LLM-driven and traditional search, businesses need a dual optimization strategy. For traditional SEO, the fundamentals still matter—keyword research, technical performance, backlinks, and on-page structure remain the backbone of visibility. But for LLM optimization, the focus shifts to semantic depth, clarity, and context.

Generative AI tools can help identify entities, relationships, and questions users actually ask, allowing brands to create content that reads naturally while signaling authority to both search engines and AI models. Incorporating structured data, conversational FAQs, and expert-level insights ensures your content is not only crawlable but also *answerable*—ready to appear in AI summaries, chat responses, and zero-click search results.

The Problem:

Have you noticed that you may be receiving less organic traffic and ranking less for your keywords?

At the present moment, many people skip clicking to websites and get answers to their questions directly from AI platforms like ChaptGPT, Gemini, Perplexity or Google's AI overviews. This is a serious problem because many businesses rely on steady traffic that is produced from search engines for generating revenue.

The reason why this is happening is because Platforms like Google, Bing, and AI-driven tools want to keep users within their ecosystem. By providing instant answers, they reduce the need for users to click through. Social media platforms have also become search destinations; TikTok, Instagram, and YouTube answer queries in-app.

The Solution:

Optimizing for LLM's and Enhancing your Traditional SEO.

In this Marketing Action Guide, we are going to explain how you can start optimizing your website and content to rank for Large Language Model (LLM) platforms and can generate a flood of qualified leads to your business. The good news is that most companies aren't currently doing it, and that's an edge you can use to your advantage!

What is LLM Optimization?

LLMO is increasing your brand's visibility in AI-generated answers from large language models like Gemini, Perplexity, Claude, and ChatGPT. You can think of it as the next evolution of SEO. Soon ChaptGPT will be offering sponsorable ads within it's platform.

Traditional SEO helps you rank in search engine results. LLMO helps you get cited, mentioned, and recommended inside AI responses. Instead of blue links on a SERP, these are full-text answers where being included often means you're *the* answer.

So, what makes this different from LLM SEO?

LLM SEO typically focuses on targeting AI Overviews or how LLMs pull from search engine results. LLMO goes broader. It focuses on structuring content, strengthening brand authority, and ensuring visibility across any LLM platform, not just Google's.

How LLMs Work

LLMs don't search the web in real time (unless they use retrieval methods). Instead, they generate responses based on patterns in their training data, which comprises billions of words from sources such as websites, books, Wikipedia, Reddit, and more.

Here's how it works: When you type a prompt, the LLM predicts the most likely next word based on everything it's seen before. That prediction continues word-by-word until it builds a full response. What makes this a big deal for marketers?

LLM's favor content that provides for the following:

- Clear and easy to understand
- Well-structured and logically organized
- Fact-based
- Published or associated with trusted sources

The Impact of LLMs On How We Gather Information

LLMs have changed how people search. Instead of relying on ten blue links or blog posts for information, users ask questions and get complete answers without leaving the AI experience or SERP. That shift creates even more "zero-click" moments, where users don't visit your site because the AI already gave them the needed answer.

How to Optimize for LLMs

LLMO comes down to three pillars:

1) Creating authoritative content
2) Structure content so AI can understand it clearly and easily
3) Track AI responses

1)   Create Content LLMs Trust

LLMs look for reliable content. That means well-cited, comprehensive content written by people (or brands) who clearly know their stuff. This concept should feel familiar. In SEO terms, we describe it as **E-E-A-T: experience, expertise, authority, and trust.**

2)   Use Structured Data and Schema

LLMs thrive on structure. Schema markup helps you present content in a way that AI systems can easily recognize and cite. We've been talking about the benefits of schema for years, but focus on practical formats that are easy to implement:

- FAQ schema for common questions
- How To schema for step-by-step guides
- Article schema for blog posts and thought leadership
- Product schema to highlight price and customer reviews

Implementing schema isn't complicated, either. Tools like Rank Math or Yoast often make it as easy as filling out a form. The payoff is that your content becomes easier for AI to parse, increasing your odds of being referenced in the outputs. Schema gives LLMs a cheat sheet to your content by telling them exactly what's on the page and why it matters.

Optimize for Conversational and Long-Tail Queries

Unlike search engines, which primarily reward keywords, LLMs excel at answering natural, human-style questions. That's why your content should target long-tail and conversational phrases.

Here's how to adopt:

Pull inspiration from the "People Also Ask" results, Reddit threads, and Quora discussions. Read the titles of posts and questions on enthusiast or product-specific forums and subreddits, and create content to answer them.

Frame subheadings as real questions. Instead of "LLMO Strategy," try "How do you optimize for LLMs?"

Expand your FAQs with the same language your audience uses.

People also ask ⋮

How to create a schema for SEO? ⌄

What does schema do for a website? ⌄

Is schema markup good for SEO? ⌄

What is person schema in SEO? ⌄

Feedback

LLMs love clarity; the easier your content is to scan and summarize, the higher the chance it gets used. Even better, many of the same tactics that make it simpler for *readers* to parse are good for LLMs, too. Some practical tips for your content include:

Use bullet points and numbered steps for key processes.

Add tables to organize comparisons or data.

Include visuals such as screenshots, annotated images, or infographics (complete with alt text).

Why do these things work? Structured, multi-format content gives AI models more "hooks" to grab onto. Instead of parsing dense paragraphs, they can quickly identify and cite your answers. Don't think of it as writing *for* AI. Think of it as making it friendlier: clear, structured, and easy to reuse.

The payoff of Generative AI SEO goes far beyond rankings—it's about owning your digital presence across every discovery channel. By aligning your content with both human intent and AI comprehension, your brand builds deeper trust, stronger engagement, and greater long-term visibility.

Generative AI helps uncover new keyword opportunities, create topic clusters at scale, and tailor messaging to different audience segments—all while maintaining authenticity and brand voice. The result is a content ecosystem that attracts consistent organic traffic, performs in AI summaries, and positions your brand as a thought leader in its space. In a landscape where algorithms evolve daily, Generative AI SEO ensures your brand doesn't just keep up—it leads the conversation.

3) Track AI citations & Brand Mentions

You can't improve what you don't track. AI visibility is now a critical KPI. You can monitor it both manually and with reporting tools. Start by asking the LLM platforms questions about your search terms and content, and see where you (or your competitors) appear. With that knowledge, you can adjust content and regularly recheck it.

Of course, manual work can take a lot of time. Tools like Semrush's AI Tracking, Ubersuggest LLM Beta, and Ahrefs Brand Radar let you see how often AI platforms cite your answers. Look for the following elements as part of your regular reporting:

Branded mentions inside chat responses

Citations for specific queries

Share of voice compared to competitors

These insights reveal content gaps and help guide your next moves. For example, if competitors are being cited for a topic you cover but you're not cited, that's your cue to strengthen authority or update your content. Tracking AI citations is the feedback loop to keep your LLMO strategy moving forward.

Conclusion

AI-driven search is not the future because it's already here. If you want your brand to stay visible, think outside the blue link box and start optimizing for where people get their answers. That's the promise of LLM optimization.

The playbook? Simple: Create trustworthy content and structure it so AI can understand it. Once it's in place, track how often you show up in responses like AI Overviews and ChatGPT. As you layer in topic clusters, a strong digital PR push, and multi-format assets, you'll give your brand every chance to surface where it counts.

Have questions about your current Marketing & SEO efforts? Let us know if you need assistance with setting up these changes and implementing these strategies into your current system. Feel free to [contact us for a free consultation](#)