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Rev Up Your AI Discoverability

How to Get Found in AI Chatbots and AI Search

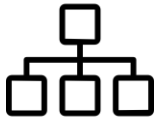
Agenda

Introduction

Guardrails, bumpers, and assumptions

Meaning

Exchanging keywords for semantics



Structure

Labelling for clarity and speed

Answers

Authoritative, citable, quotable

Measurement

Success follows execution

AI chatbots and AI search are in their infancy.

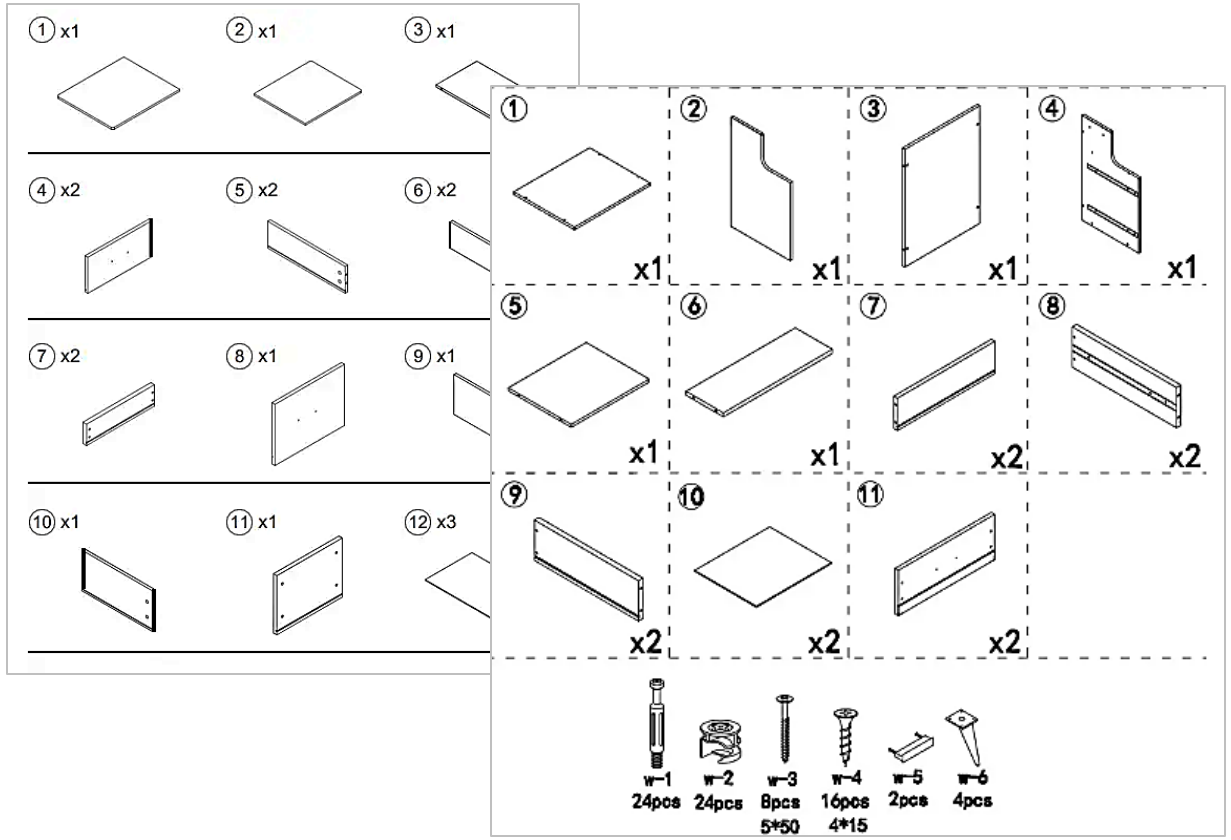
Updates and enhancements often come fast and without warning.

Be Nimble, Stay Curious, Embrace Change

Some Assembly Required

Using AI tools today is like building an Ikea entertainment center **without an instruction book or a picture of the finished product**.

All the pieces might be there, but there are very few hints on how to put it together.



AEO - Answer Engine Optimization

SEO - Search Everywhere Optimization

AISEO - AI Search Engine Optimization

GEO - Generative Engine Optimization

EIEIO – Farmer in the Dell Optimization

There is no consensus on what to call this new discipline.

AEO - Answer Engine Optimization

We have to call it something, so for the next 20 minutes or so we've chosen "AEO"

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Introduction

AI Means SEO+

I Want In!

One of the most common questions we hear:

“How can we get found in AI results?”

For all the digital ink spilled, you might assume that there’s some sort of secret recipe involved.

There’s really no secret!

AI Discovery is a unique discipline all its own

But its roots are in SEO.

The principals and practices used in SEO lay the foundation for successful AI Discovery

The Reality: SEO +

The way to get your site and brand found by AI chatbots and in AI search starts with SEO.

- Ask a chatbot, it’ll say so

We Asked, They Answered

Are SEO practices foundational to AI discovery?

Yes, **SEO practices are foundational to AI discovery**, especially in the context of AI-powered search engines and generative AI models that source information from the web.

SEO is the Backbone of

While AI is evolving searc
systems still depend hea
make that content **disco**

Are S
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Answer

Search
Is SEO Still
AI Era? Nev

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results.

Are SEO practices foundational to AI discovery?

SEO practices are increasingly foundational to AI discovery, but the relationship is evolving in important ways.

Traditional SEO elements that remain crucial:

- High-quality, authoritative content still matters - AI systems like ChatGPT, Perplexity, and Claude prioritize citing credible sources
- Clear structure and semantic HTML help AI systems parse and understand your content
- Metadata, headings, and well-organized information architecture make content more "digestible" for AI
- Domain authority and backlinks still signal trustworthiness

Are SEO practices foundational to AI discovery?

Excellent question — and one that's becoming increasingly important.

Here's the short answer:

✅ **Yes, SEO practices are still foundational to AI discovery — but they're evolving fast.**

Let's unpack that:

i, and Perplexity find, interpret, and surface

eb content, so your site must be technically

te *E-E-A-T* (Experience, Expertise,
to be included in AI training data and retrieval

ear headings, and consistent formatting help AI

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AI Discoverability = SEO + Semantic Optimization

Meaning and Context

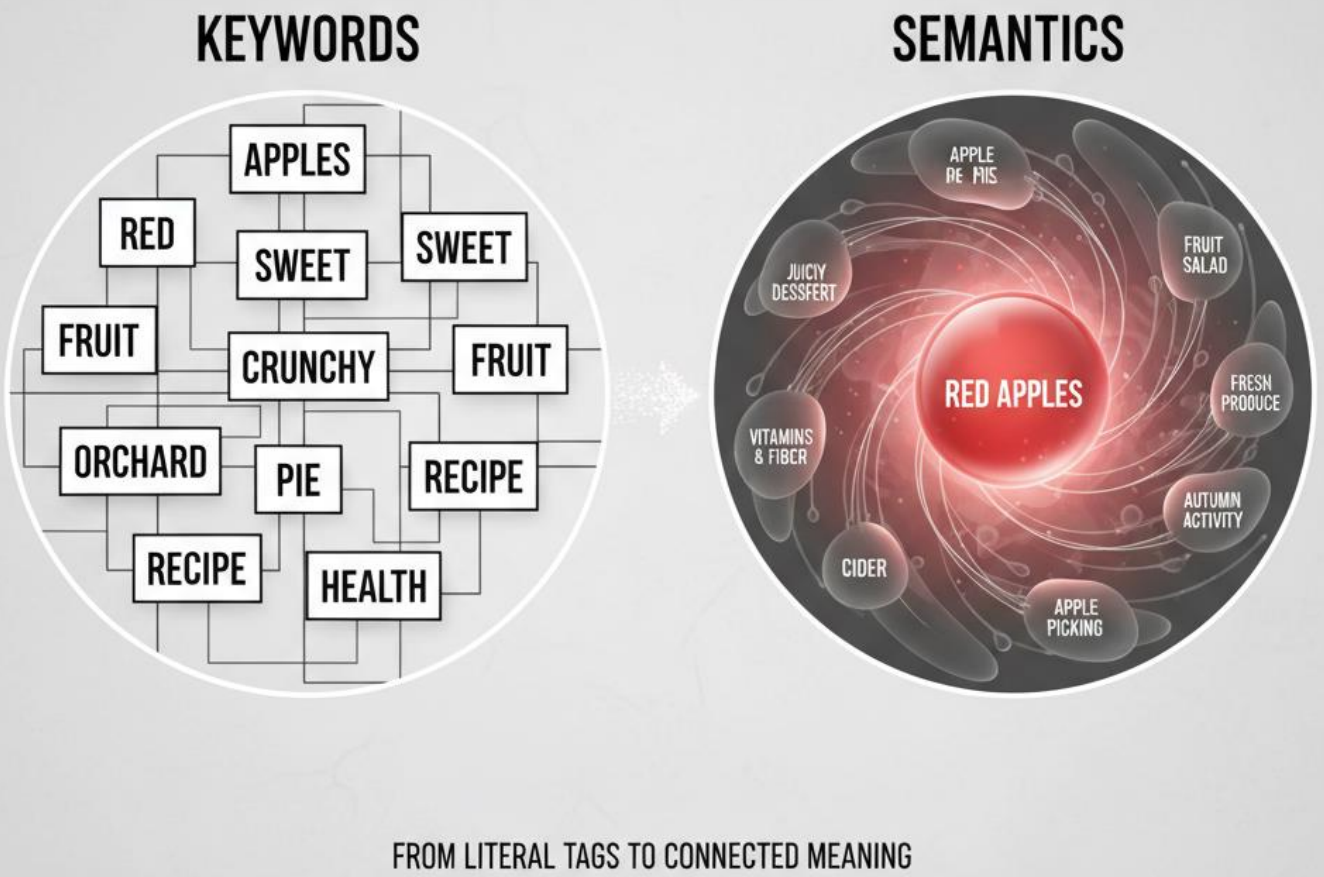
+Semantic Optimization

This is the most important "plus."

Traditional SEO focuses on *keywords* and *topics*.

AI optimization focuses on *semantics*—the *meaning* and *context* of your content.

AI tools understand the meaning of your content.



Organic Search

Google

tell me about red apples

Wikipedia
https://en.wikipedia.org › wiki › Red_Delicious

Red Delicious

Red Delicious is a variety of apple with a red exterior and sweet taste. Known as "the Reds" in the industry, this variety is the result of a chance ...

Gala (apple) | Ambrosia (apple) | Fuji (apple)

Arbor Day Foundation
https://www.arborday.org › perspectives › red-delicious-...

Red Delicious Apple: The Fruit of Knowledge

Sep 20, 2016 — **Blooms pinkish white flowers mid-season**. · Produces medium to large sized dark red apples mid-September to mid-October. · Bonus: the apples have a ...

Honeycrisp.com
https://www.honeycrisp.com › red-delicious-apple-blog

The Guide to Red Delicious Apples | Recipe | Joke

Mar 4, 2024 — **Red Delicious apples can achieve a perfect balance of sweetness and crispness**, making them a versatile ingredient in a wide range of dishes.

Stemilt
https://www.stemilt.com › Fruits › Apples

Red Delicious Apples

Red Delicious apple is an American classic with mild sweet flavors and only a few notes of tangy acidity.

Apple Holler
https://www.appleholler.com › the-red-delicious-apple

The Red Delicious Apple Grown at Apple Holler

The Red Delicious apple is also higher in antioxidants than many other apple varieties. **They are best eaten fresh or used in fresh preparations**.

AI Chatbot

tell me about red apples

Sure! 🍎 Here's a well-rounded overview of **red apples**:

🍏 What They Are

Red apples are varieties of apples (*Malus domestica*) known for their red skin, crisp texture, and sweet to mildly tart flavor. They're among the most popular fruits worldwide—easy to grow, store, and ship, which makes them a grocery staple year-round.

🌳 Common Varieties

Here are a few of the most well-known red apple types:

- **Red Delicious** – Deep red, mildly sweet, and aromatic. Great for fresh eating, but not ideal for baking (they soften too much).
- **Fuji** – Very sweet, juicy, and crisp. Originally from Japan, now one of the most popular apples in the U.S.
- **Gala** – Medium red with yellow streaks, crisp, and mildly sweet. Excellent for snacking.
- **Honeycrisp** – Balanced sweetness and tartness with a perfect crunch. Often considered a premium apple.
- **Braeburn** – Tangy-sweet flavor, good for both eating and cooking.
- **Jonagold** – A cross between Jonathan and Golden Delicious—sweet, tangy, and versatile.

🍽️ Uses

Red apples are incredibly versatile:

- **Eating fresh** (especially varieties like Honeycrisp or Gala)
- **Baking** (Braeburn, Jonagold, or Fuji hold shape well)
- **Making cider or juice**
- **Salads** and **sauces** for natural sweetness and crunch

↓

Optimize For Clarity

Write with extreme clarity, using natural language

A Chatbot must understand your information *unambiguously* and trust it as a factual source. Then, it will extract your answer.

Your prospect asks ChatGPT:
"How many credits can I transfer into the M.S. program?"

Your website:
"Students may transfer up to six (6) graduate-level credits from an accredited institution."

Any credits from *any* grad-level courses?

What if the credits are from 15 years ago?

Your website:

"Students may transfer up to six (6) graduate-level credits from an accredited institution."

Websites with unambiguous content will get mentioned over sites with less complete answers.

Tip #1
Design content as complete answers, not as a host for keywords

Some perspective:

Over the last 24 months

AI Chatbots have had 80% growth

Google Search has grown 21%

We Are In Late 2025:

AI Chatbots are used by majority of consumers in addition to organic search, not as a replacement.

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AI Discoverability = SEO + Structured Data

Structured Data For Websites = Schema Markup

Probably the most technical part of the SEO+ process.

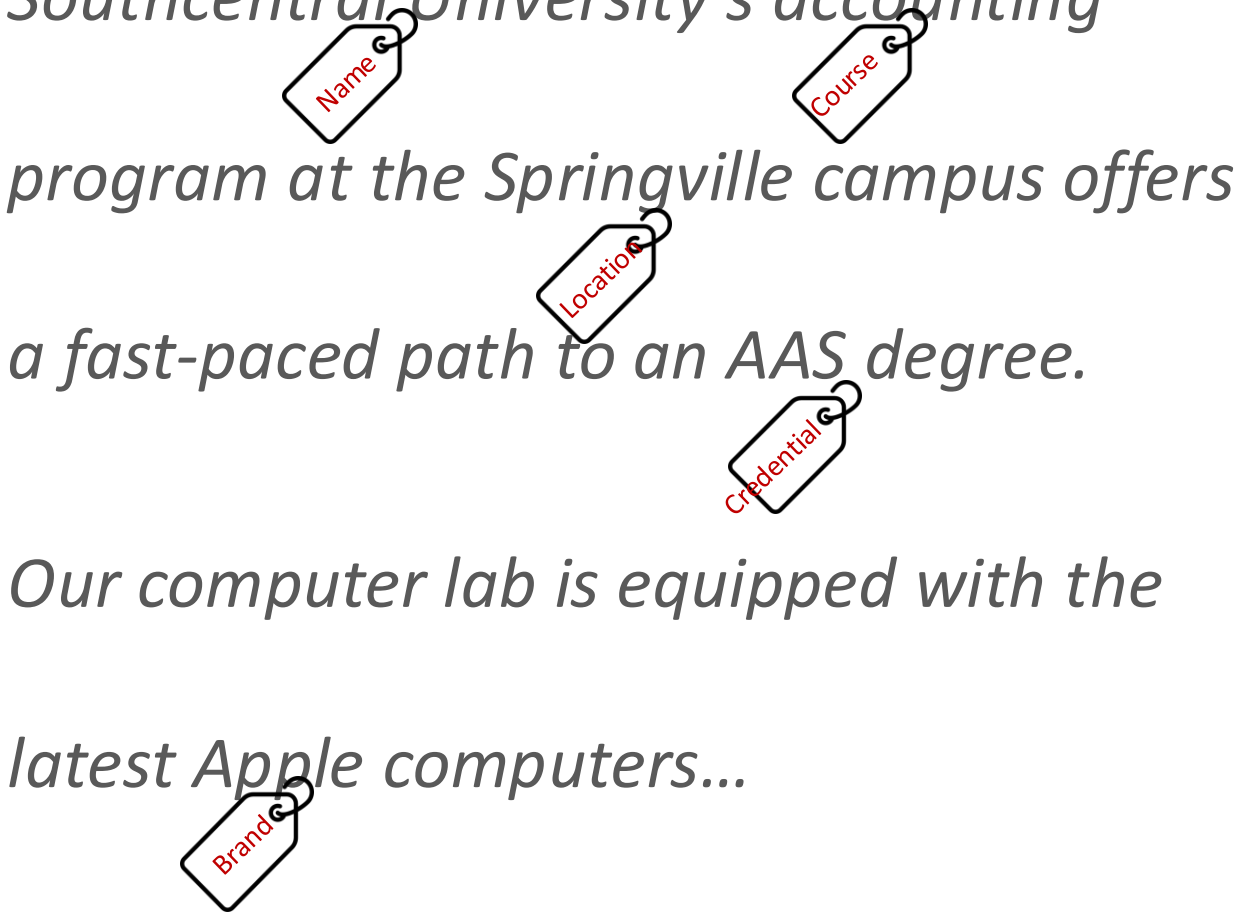
Schema Markup is structured data for websites.

What Is Schema Markup?

Schema markup is a "cheat sheet" you add to your website to help search and AI programs understand exactly what your page is about.

Think of it as tags added to specific, important parts of your content.

The bot or crawler can quickly and correctly understand content based on the tags it finds.



Go It Alone, Or Hire It Done

In many ways, schema markup and other structured data are no longer “nice to have”.

Applying schema markup at a moderate level of detail can help your content get found in search first and by AI second.

```
<script type="application/ld+json">{

    "@context": "https://schema.org",

    "@graph": [
        {
            "@type": "EducationalOrganization",
            "additionalType": "School",
            "@id": "https://schema.org/EducationalOrganization",
            "name": "Tulane School of Architecture",
            "description": "Discover Tulane School of Architecture\u0027s interdisciplinary design
education, renowned faculty, cutting-edge research, and vibrant community. Apply now.",
            "url": "https://architecture.tulane.edu/",
            "sameAs": "https://en.wikipedia.org/wiki/Tulane_School_of_Architecture",
            "telephone": "(504) 865-5389",
            "contactPoint": {
                "@type": "ContactPoint",
                "telephone": "+1-504-865-5389",
                "email": "pr@tulane.edu",
                "url": "https://architecture.tulane.edu/"
            },
            "address": {
                "@type": "PostalAddress",
                "streetAddress": "725 Howard Avenue",
                "addressLocality": "New Orleans",
                "addressRegion": "LA",
                "postalCode": "70130",
                "addressCountry": "USA"
            }
        },
        {
            "@type": "WebSite",
            "@id": "https://architecture.tulane.edu/",
            "name": "Tulane School of Architecture",
            "url": "https://architecture.tulane.edu/",
            "publisher": {
                "@type": "CollegeOrUniversity",
                "@id": "https://architecture.tulane.edu/",
                "url": "https://architecture.tulane.edu/"
            }
        }
    ]
}</script>
```

Schema Markup is a direct benefit for Google's AI Overviews and Gemini.

Google has tremendous experience with schema markup, so of course they built their AI tools to use it.

There’s an indirect benefit for other AI Chatbots when they use search to find answers.

Created by companies with no background in organic search, so their AI tools don’t natively support schema markup.

Two Types of AI Data Retrieval

RAG (Retrieval Augmented Generation)

Fact-heavy, time-sensitive, domain-specific queries

- Combines up-to-date information from the web using search with LLM ‘brain’

Has Citations,
Structured Data Helps (Sometimes)

Parametric (Model-Only Data)

Explainer, creative, casual use queries

- Uses only training data and the LLM ‘brain’

No Citations,
Structured Data Doesn’t Help

Schema Markup Helps Identify What's Important

While important for SEO, structured data is also *foundational* for Google's AI products.

ChatGPT, Perplexity, and Claude do not rely on structured data, **but their search partners do**.

Schema Markup Can Help Here

AI Chatbot	Search Partner
ChatGPT	**Bing** + Direct Access
Gemini	**Google** + **YouTube** + Maps + Drive + Gmail
Copilot	**Bing** + Office 365
Claude	**Brave**
Perplexity	Perplexity Search

Perplexity has created its own search tool called Comet

ChatGPT is in the process of doing the same to rely less on Bing

Tip #2

Check your CMS documentation, schema markup tools might be built-in.

Using WordPress? Several plugins are available to help with schema.

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AI Discoverability =
SEO + Answer Optimization

Answers, Not Pages

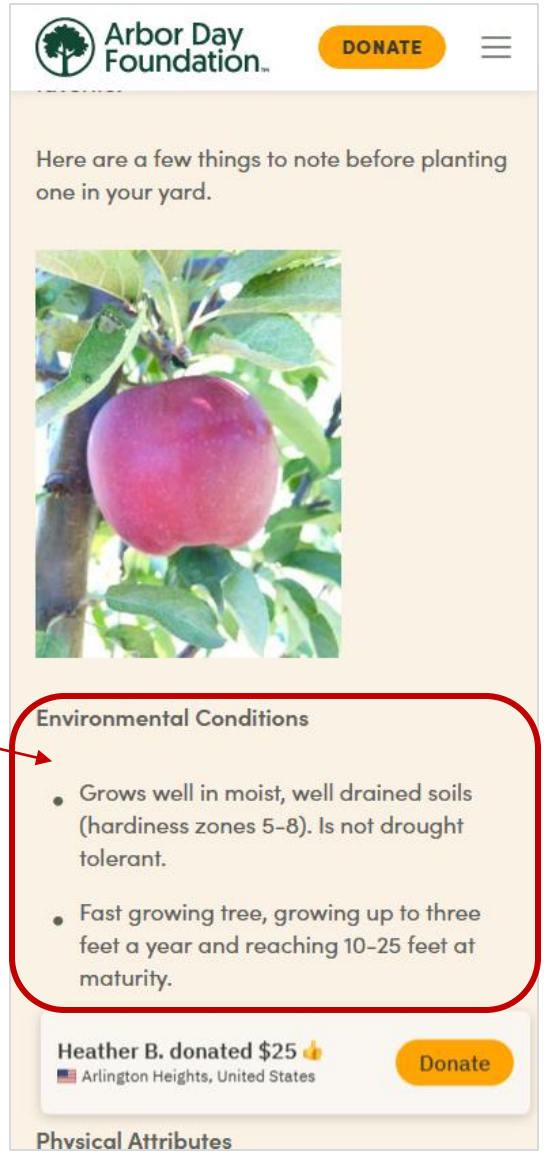
arborday.org/perspectives/red-delicious-apple-fruit-knowledge

We need to keep this front of mind:

AI tools do not want to feature pages; they want to show *answers.*

To get cited in an AI response your content must be a source for (part) of the answer provided.

In this context, SEO is for pages while AEO is about the content itself.



Optimization Beyond SEO

To be found in AI responses we build on many SEO best practices. For example:

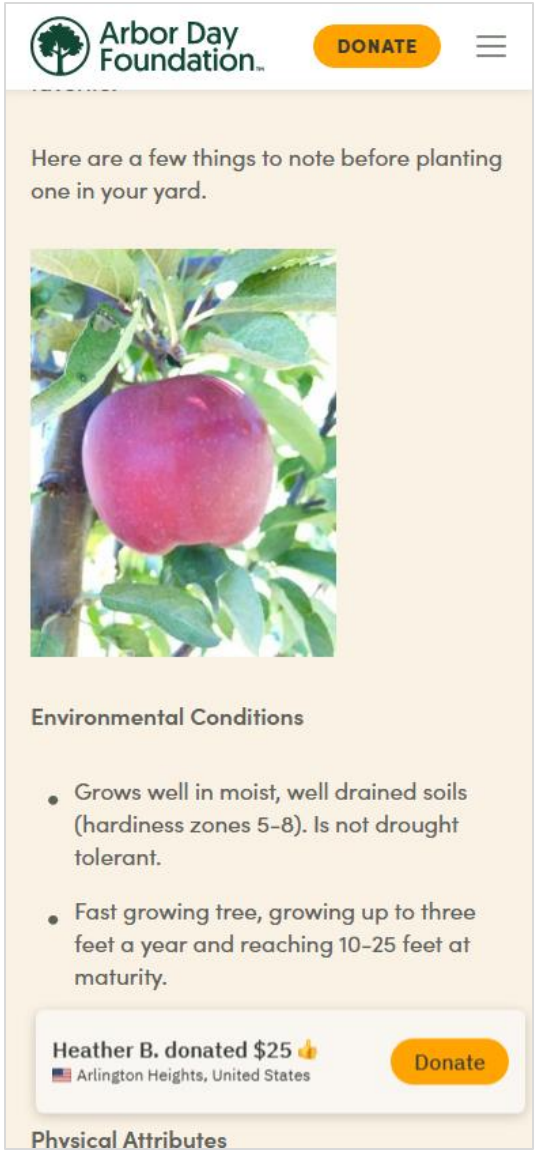
- We are no longer just writing to hit metrics such as word counts, like 1,500-word blog post.
- We are no longer just writing to include keywords using exact and near match

It’s SEO *Plus* Answer Optimization

We are writing to clarify the answers our sites offer.

Top recommendations include:

- Clear Q&A sections
- Bulleted lists
- Tables that answer a user's query.

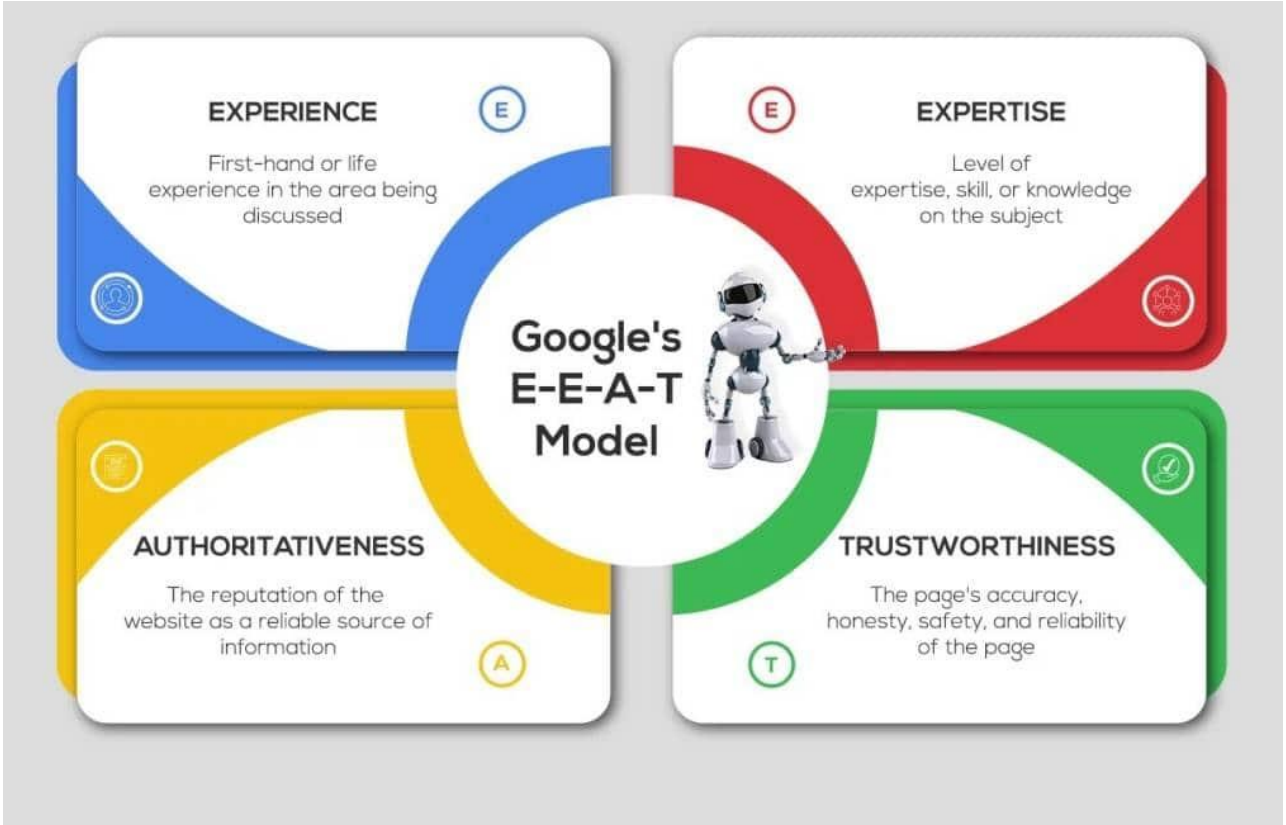


SEO Is Your Ticket To The Dance

SEO helps gets your site found when an AI uses the internet (RAG).

- The kicker: **Your ranking in search results matters less than E-E-A-T.**

AI is looking for the most concise, citable, and authoritative ***answer*** among the results pages.



Tip #3

Use Search Console + a Looker Studio dashboard to find the questions your audience is already asking.

Optimize existing content for AI answers

How to become…?

Organic Search Queries by Landing Page

Landing Page

Query: how to become a radiology t… (57)

Query	Impressions	Average Position	Url Clicks	URL CTR
how to become a radiology technician	550	7.12	1	0.18%
how to become a police officer in michigan	371	6.29	6	1.62%
how to become an ultrasound technician in michigan	355	4.21	2	0.56%
how to become a cna	353	26.39	3	0.85%
how to become a radiologic technologist	334	8.63	0	0%
how to become a paralegal	332	22.31	10	3.01%
how to become radiologist technician	322	6.05	3	0.93%
how to become a radiology tech	286	13.47	0	0%
how to become a medical assistant	245	24.81	7	2.86%
how to become a sonographer	244	8.78	3	1.23%
how to become a dental hygienist	234	19.8	2	0.85%
how to become an xray tech	217	5.44	4	1.84%
how to become a sign language interpreter	201	38.64	2	1%
how to become an xray tech in michigan	160	2.75	0	0%
how to become a surgical tech	159	12.56	1	0.63%
how to become a dental hygienist in michigan	157	9.02	2	1.27%
Grand total	**7,733**	**11.97**	**89**	**1.15%**

1 - 57 / 57

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Success Follows Optimization

Success Is Measured Downstream

Direct Indicators of Success

In the context of AI discovery (like search engines or chatbots), success metrics would include:

- **Website Traffic:** The number of users sent to your site from an AI-generated answer.
- **Key Events/Leads:** The number of users who completed a desired action (like filling out a form) after arriving from an AI source.

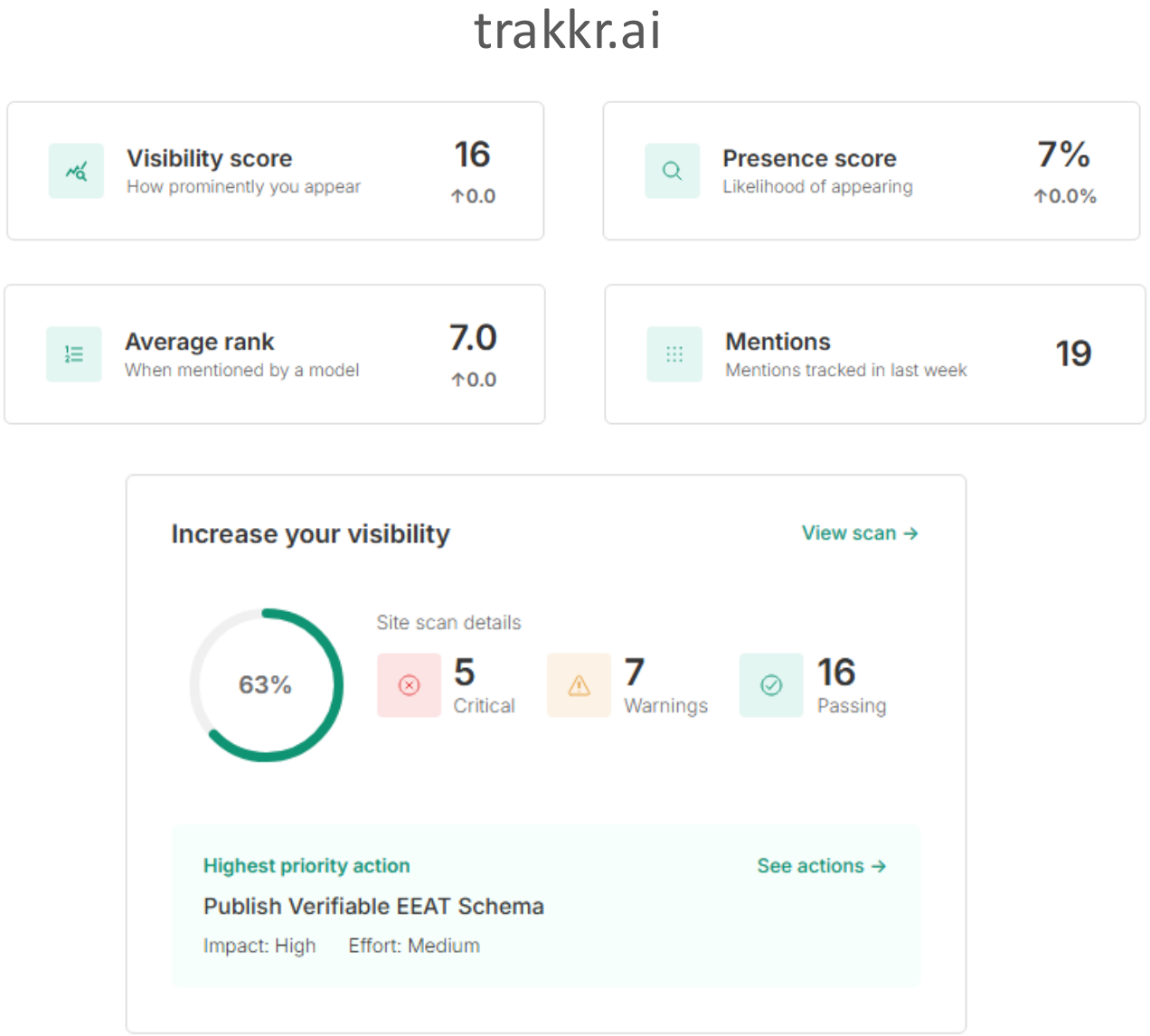
First user source	Active users	↓ Sessions	Engaged sessions	Average engagement time per session	Engaged sessions per active user	Events per session	Engagement rate	Event count	Key events
Totals	**2,829**	**4,103**	**2,628**	**1m 22s**	**0.93**	**10.84**	**64.1%**	**44,478**	**389**
1 chatgpt.com	2,709	3,915	2,509	1m 22s	0.93	10.8	64.1%	42,288	379
2 perplexity.ai	42	66	30	59s	0.71	9.98	45.5%	659	4
3 gemini.google.com	37	51	42	1m 52s	1.14	13.94	82.4%	711	5
4 copilot.microsoft.com	28	43	31	1m 18s	1.11	13.33	72.1%	573	0

Chatbot Success

- **Visibility:** How prominent your citation was in AI results
- **Mentions:** How many times you were cited

Today there are very few measurable behaviors in AI responses.

Don’t get sucked in by empty promises! There are limits to reliable tracking in the AI environment.



Summary Statement

AI discoverability is SEO (authority, trust, relevance)

Plus, a new layer of technical and content optimization

Focused on **machine comprehension** and **information extraction**.

In Short,
Participating in AI Results Means
SEO +

Bonus – The Best AI-Related Advice That I’ve Heard

Work To Become “AI-Proof”

Summarization Resistance

AI Chatbots do one thing very, very well:

- They find dozens of highly relevant answers in online content
- Then they summarize all the found information into one paragraph or bullet list.

The Prompt

What is the benefit of a welding degree vs. on the job training?

The Response

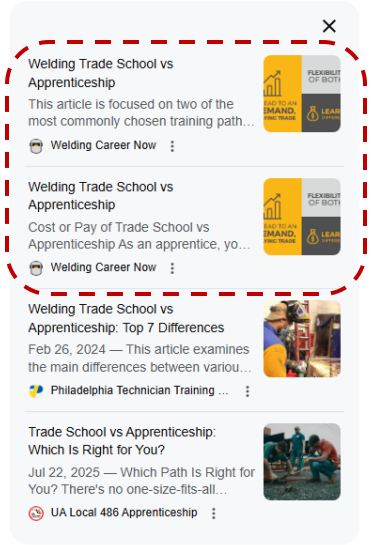
Both a welding degree (or certificate) and on-the-job training (OJT) can lead to a successful career, but they offer distinct advantages in speed, cost, and long-term potential. A formal education provides a broader theoretical foundation and versatile skills for faster career advancement, while on-the-job training offers practical experience with immediate pay.

Welding degree or certificate

Attending a trade or technical school provides a structured, comprehensive education that prepares you for diverse roles.

- **Structured and accelerated training:** A welding certificate program can often be completed in less than a year, much faster than a multi-year apprenticeship.
- **Broader skill set:** Programs are designed to provide a well-rounded curriculum that includes multiple welding techniques (MIG, TIG, Stick), blueprint reading, and safety training. This versatility makes you more adaptable to different jobs and industries.
- **Expert instruction:** Instructors are experienced welders who are also trained educators, ensuring a structured and guided learning process. This can provide a higher and more consistent quality of education than relying on a single workplace mentor.
- **Industry certifications:** Graduates often receive certifications that are recognized across the industry, immediately enhancing their credibility and marketability to employers.
- **Higher starting salary:** While paid training through an apprenticeship is a plus, graduates of formal programs may be able to land higher-paying jobs right out of school due to their broader skill set.
- **Job placement assistance:** Many schools offer dedicated career services that help students find employment after graduation.
- **Theoretical knowledge:** Formal education includes the technical and scientific principles

The Citation



The Brass Ring - Resist Summarization

Create content with answers written from your unique perspective.

The way to *not* be summarized is to have a helpful answer, stated clearly, and in the most unique way.

Start by picking one question and answer it.

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Thank you for attending!

What questions do you have?

Rev Up Your AI Discoverability

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Ready to boost your AI visibility?

Scan to connect with our digital strategy experts.

www.stamats.com/contact/ | info@stamats.com

Amplify *Opportunity*

Our SEO + AI Discoverability solutions help you:

- Strengthen your presence in AI-powered search
- Improve visibility across chatbots and answer engines
- Drive measurable traffic and conversions through smarter content

Related Resources:

- Is Schema Markup Necessary for AI Discovery?
- Blog + Niche Content = SEO/AI Search Gold
- How to Spark Niche Content Story Ideas Using AI Personas