AI Optimisation Playbook
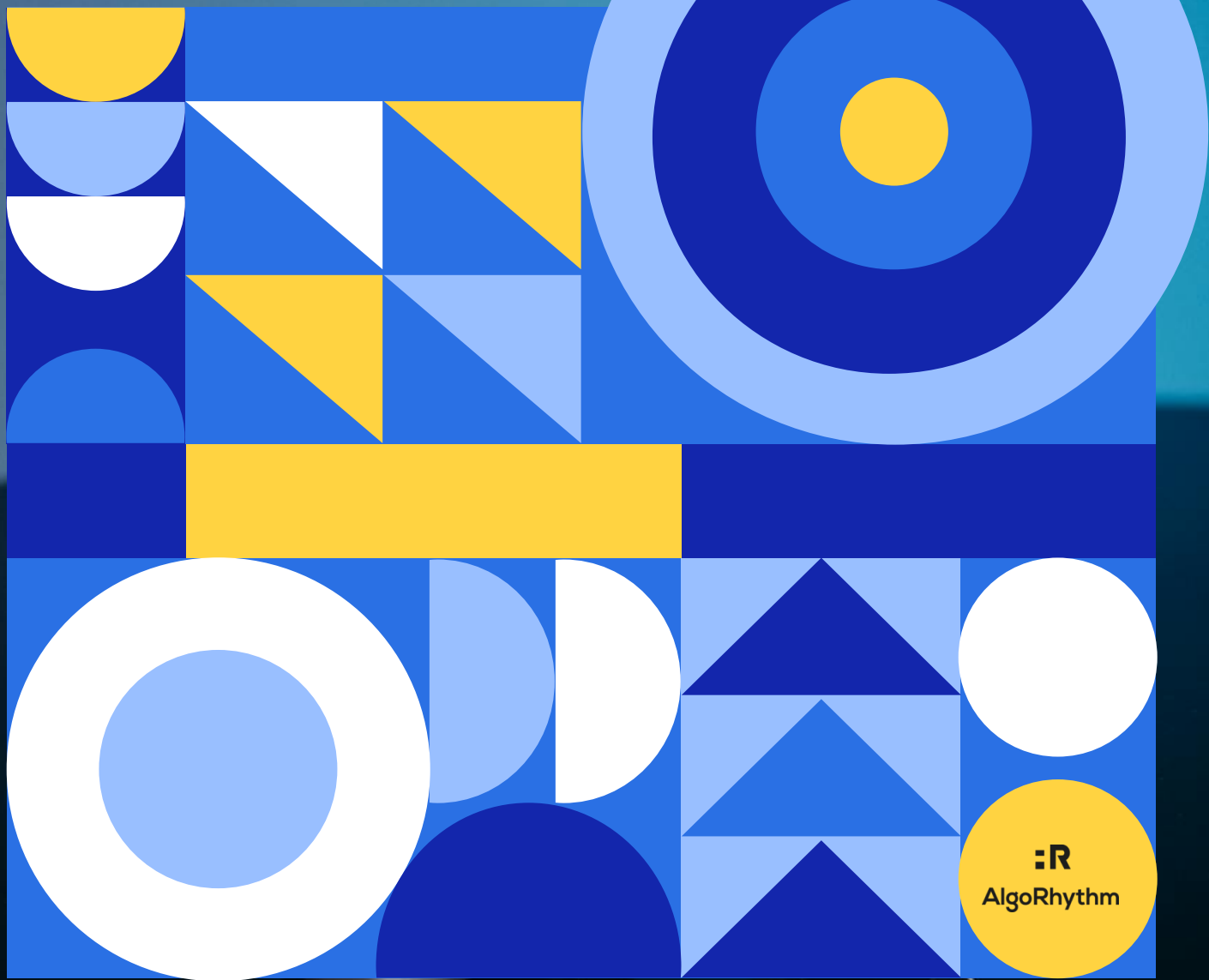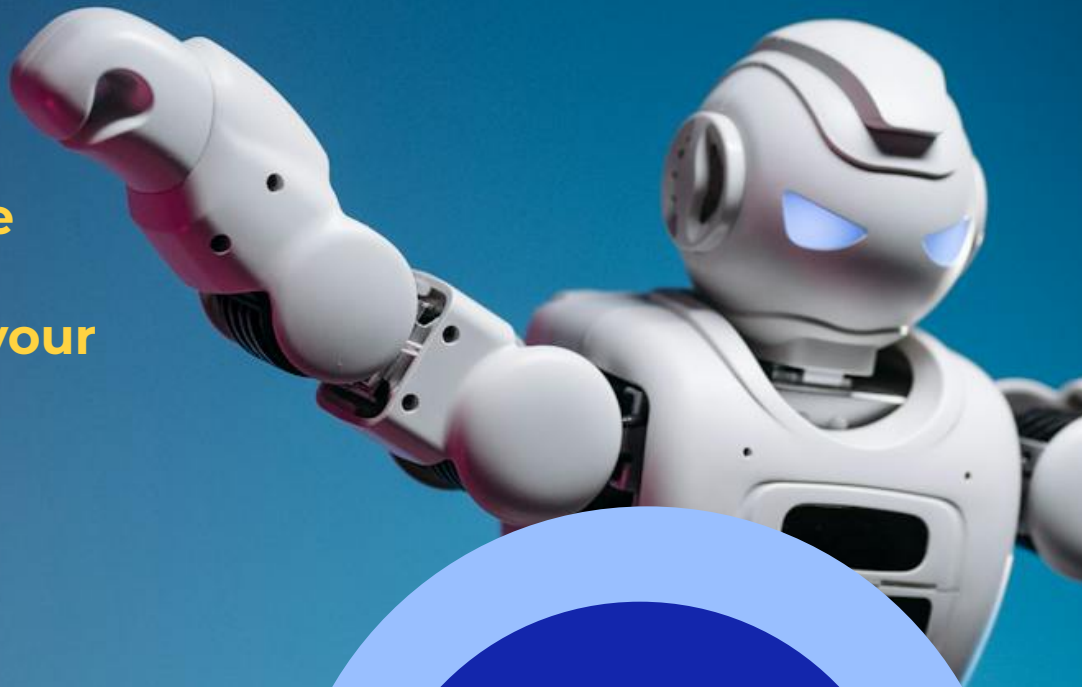
Get ChatGPT, Gemini and the major AI tools talking about your brand

AlgoRhythm

Codex
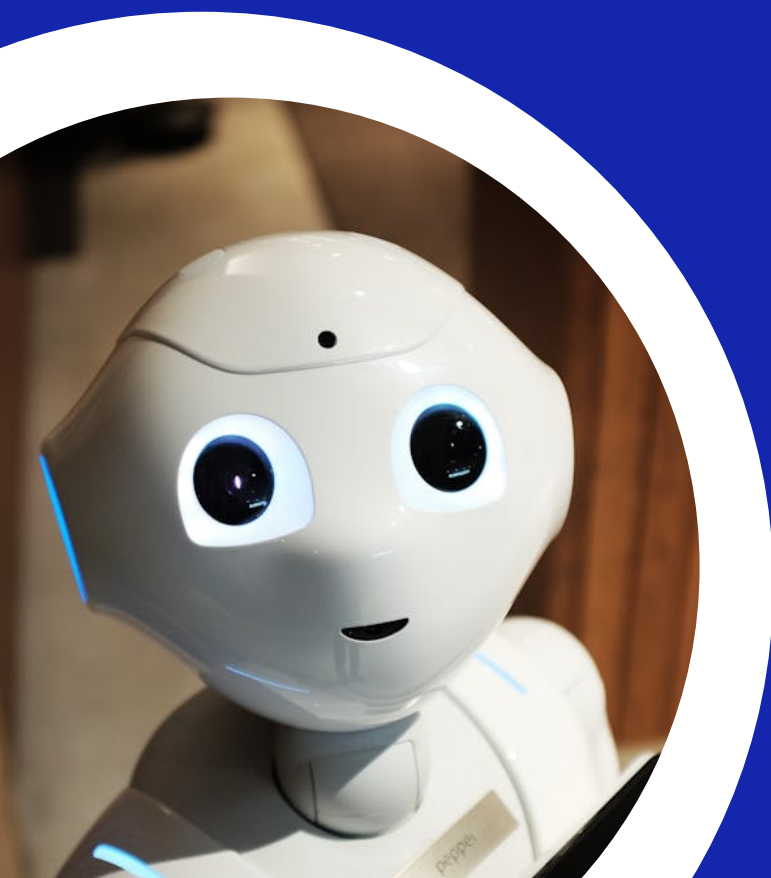
Introduction

The landscape of SEO is rapidly evolving, with AI playing an increasingly pivotal role. Our clients are seeing traffic and leads from ChatGPT and other AI tools and whilst this is great, it's mostly by accident.

Frustratingly, despite earning first page and first position rankings in search engines, the LLMs do not use search rankings to influence what products and brands they recommend in chats. Even Google's Gemini completely ignores its own rankings when making recommendations.

This playbook provides a comprehensive guide to AIO, equipping SEO teams and marketers with the knowledge and strategies needed to navigate this new era. Should we stop bothering with SEO? Absolutely not, but AIO must have equal footing as the signals and tactics are similar, but nuanced.

By understanding AIO principles and implementing best practices, SEO professionals can optimise their websites for better visibility and ensure their content and brands are part of the conversation in 'the chats'!

Justin Jon Thorne - Chief SEO, AlgoRhythm London

Core Principles

AI prioritises relevance, context, and user intent, demanding high-quality, up-to-date, valuable content.

Content Pillars

Relevance & Context

Directly answer user questions and structure the content and schema for all important questions around the theme.
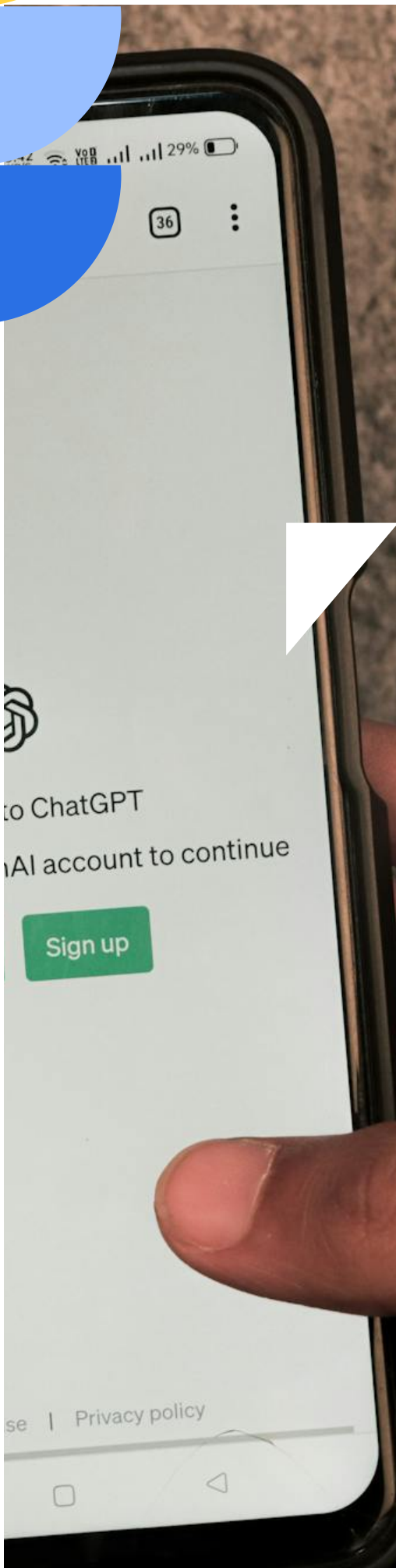
Authority

Build credibility through citations, verifiable references and author expertise. E-E-A-T is still relevant in AIO.

User Intent

Focus on creating content that fulfils user needs, provides a great UX and is conversational and structured for easy processing.

Key Strategies

AI Optimization - AIO

AI is transforming search behaviour and how customers find your content and websites. SEOs must expand their focus beyond keyword strategy, meta signals and backlinks.

Technical SEO for AI:

- Ensure website crawlability and indexability

- Optimisze page speed and mobile responsiveness

- Implement schema markup for structured data

- Use AMP for mobile optimisation

- Focus on Core Web Vitals

- Implement Progressive Web Apps when applicable.

Content Optimization

AI-Friendly Content

AI-friendly content prioritises clarity, conciseness, and conversational tone. In a world of AI tools, the proof readers will become our leaders!

Modular content allows AI to easily index and understand individual sections, enhancing discoverability.

Optimise for long-tail keywords and question-based queries to capture specific user intent.

Utilise various content formats, such as FAQs, how-to guides, and lists, to cater to diverse user needs.

You don't need to write like a robot to keep it clear and concise, but it's time to cut the waffle & padding, and get to the point quickly. Short sentences, chunk the paragraphs and show deep domain knowledge without the guff.

Use questions in the headers and subheadings - the meta signal will still highlight the importance of the question and you can nail the answer in the body copy. Semantics are still important and provide lots of structured summaries.

Authority Building

Citations, verified data, and author expertise boost website credibility. Remember reflective Google Juice?

External links to credible sources are positive signals and get your thought leaders out there.

Pillars

Citations & Data

Cite credible sources and use verified data.

Add context and link to full-text sources. AI is like an academic with a thirst for knowledge, rather than a dumb crawler looking for meta signals

Author Expertise

Highlight author credentials and focus on recency. It's time for your thought leaders to step up and own their content. Showcase original research and UGC.
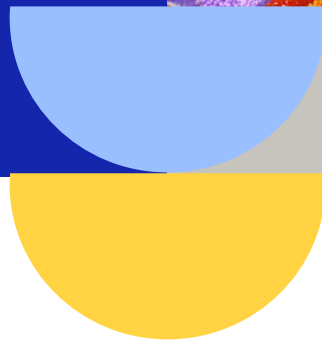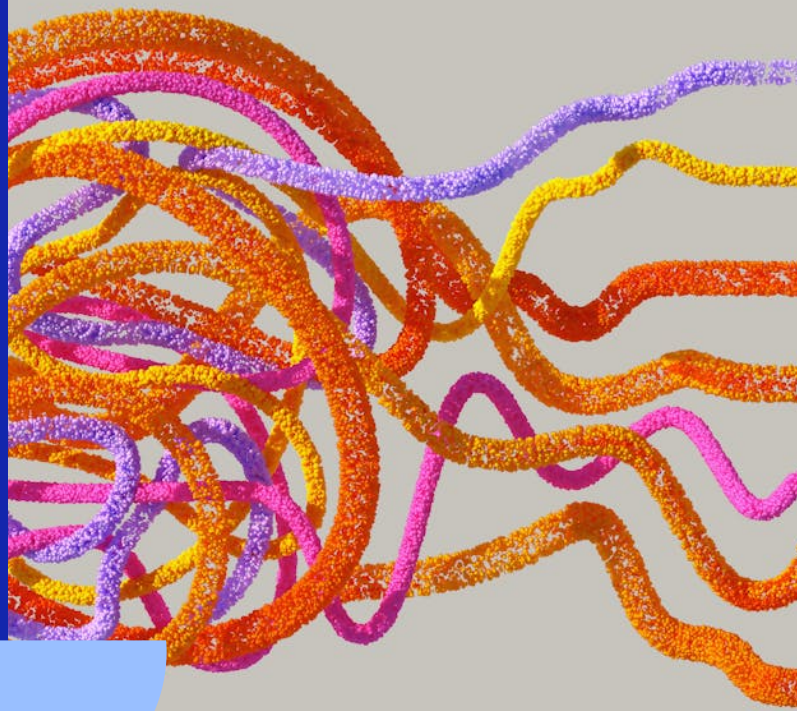
Media Mentions

Secure coverage from reputable publishers - digital PR has a part to play with AIO and isn't going anywhere.

Keyword Strategy

AI-Powered Research

Conduct keyword research using AI-generated prompts to identify long-tail keywords and question-based queries.

Optimise content for featured snippets, aiming to capture prominent positions in search results and get picked up by AI.

Use the free tools like Google Ads Keyword Planner, 'Answer the public' and SEO topical map generators.

Develop and maintain a content refresh cycle and don't forget to update the published dates on your content.

Keep an eye on the competition. See what brands the GPTs are recommending in your space now, and ask it to deconstruct why they selected them.

Model the questions your customers will be asking the LLMs and pay attention to the results across the platforms - craft your own content on this structure (and improve it).
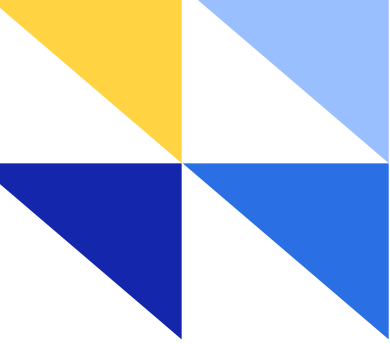
Visual & Multimedia

Optimize images, videos, and other multimedia for AI understanding and accessibility.

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Image Optimisation

Use alt text and captions for visual descriptions.

Video Optimisation

Create transcripts and summaries for video content.

YouTube Optimisation

Remember that YouTube is still the second largest search engine in the world. Don't neglect your channel, link back to your site and add transcripts and chapters to longer videos.

Community Engagement

Building Relationships

Engage with online communities and forums to build relationships with potential customers and gain valuable insights.

Create a newsletter to capture AI search users and deliver valuable content directly to their inboxes.

Monitor social media trends and engage with relevant discussions to enhance brand visibility.

Build a strong online presence by actively participating in discussions and providing insightful content. Engage in Reddit and Quora and use a tool like Sparktoro to find out where your audience is hanging out. Find those niche discussion forums relevant to your audience, build a list of podcasts and YouTube channels your customers consume.

Local & Niche SEO

Target local searches and micro-niches with location-based schema and content.

Pillars

Location Schema

Use location-based schema markup to enhance visibility.

Niche Keywords

Target highly specific keywords for ultra-niche content.

Don't neglect your Google My Business

The fastest way for AI to recommend brands based on 'near me' searches or automated based on IP is by having your maps profiles sorted.

Analytics & Iteration

Data-Driven Optimization

Track AI referral traffic using analytics platforms to understand how AI search is driving traffic to your website.

Run A/B tests on headlines, CTAs, and formats to optimize content for user engagement and conversions.

Analyze featured snippets and adjust content formatting to improve visibility and attract more clicks.

Test content using AI tools to identify areas for improvement and enhance content performance.

Content is probably one of the most accessible ways to start interacting with the AI tools. Compare output from ChatGPT, Gemini, DeepSeek and Perplexity.

Chat GPT

Gemini

perplexity

deepseek

Get in touch

AlgoRhythm is a creative digital agency based in London, focusing on AIO, SEO and PPC.

In terms of SEO we offer four products that can be delivered as individual services or as an integrated SEO strategy:

- SEO - Audit, Technical SEO, Monitoring and Recommendations

- AIO - Ensuring your content gets the AI tools talking about your brand

- Link House - Quality, indexed, guest posts and link insertions using our lists of high DR/DA publishers collected over the last 7 years

- High Tier Digital PR - thought leadership, interviews, podcasts and mainstream media coverage

Visit our website for more information or please reach out to me on email or on LinkedIn.

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Glossary

A/B Testing: A method of comparing two versions of a webpage or app against each other to determine which one performs better.

AI Algorithms: Sets of rules and statistical techniques used by artificial intelligence to learn patterns in data and make predictions.

AI Indexing: The process by which AI search engines analyze and store information from websites for retrieval in search results.

AI Referral Traffic: Website traffic originating from AI search engines, tracked to measure the effectiveness of AI optimization strategies.

AI Search Engines: Search engines that utilize artificial intelligence to understand user intent and provide relevant, context-aware results (e.g., SearchGPT, Perplexity, Gemini).

AMP (Accelerated Mobile Pages): An open-source HTML framework that provides a straightforward way to create web pages that are fast, smooth-scrolling, and prioritize the user experience.

Author Credentials: Information that establishes the expertise and authority of a content creator, such as qualifications, experience, and affiliations.

Bing Analytics: A web analytics service provided by Microsoft that allows website owners to track and analyze website traffic, including AI referral traffic.

Case Studies: In-depth analyses of specific examples to demonstrate the effectiveness of a product, service, or strategy.

Citations: References to external sources used to support claims and build credibility in content.

Glossary

Conversational Queries: Search queries phrased in a natural, question-like manner, often used in voice search and AI interactions.

Core Web Vitals: A set of metrics that measure user experience on a webpage, including loading speed, interactivity, and visual stability.

Crawlability: The ability of search engine bots to access and navigate a website's content.

Data-Driven Content: Content that is based on factual information and evidence, often presented with charts, graphs, and statistics.

Evergreen Content: Content that remains relevant and valuable over an extended period, requiring minimal updates.

FAQ (Frequently Asked Questions): A list of common questions and answers related to a specific topic, often used to provide quick information to users.

Featured Snippets: Concise answers to user queries that appear at the top of Google's search results, often extracted from website content.

GA4 (Google Analytics 4): The latest version of Google Analytics, designed to track user behavior across websites and apps, including AI referral traffic.

Indexability: The ability of search engine bots to add a website's content to their index, making it searchable.

Keyword Research: The process of identifying and analyzing relevant keywords that users are likely to search for.

Long-Tail Keywords: Highly specific and longer phrases that users enter into search engines, often with lower search volume but higher conversion rates.

Glossary

Metadata: Data that provides information about other data, such as meta titles and descriptions that describe the content of a webpage.

Mobile Responsiveness: The ability of a website to adapt and display correctly on various mobile devices.

Modular Content: Content that is broken down into smaller, self-contained units that can be easily indexed and repurposed.

Negative AI Words: Words or phrases that may negatively impact AI indexing or understanding, often related to spam or low-quality content.

Niche-Specific Content: Content that is tailored to a specific audience or topic, targeting a particular segment of the market.

PWA (Progressive Web Apps): Web applications that use modern web capabilities to deliver an app-like experience to users.

Schema Markup: Code that provides search engines with structured data about the content of a webpage, enhancing understanding and display in search results.

Semantic SEO: Optimizing content for meaning and context, rather than just keywords, to improve understanding by search engines.

Structured Data: Data that is organized in a specific format, making it easier for search engines to understand and process.

Structured Summaries: Concise overviews of content that are formatted for easy AI parsing and user comprehension.

User-Generated Content (UGC): Content created by users, such as reviews, comments, and forum posts.