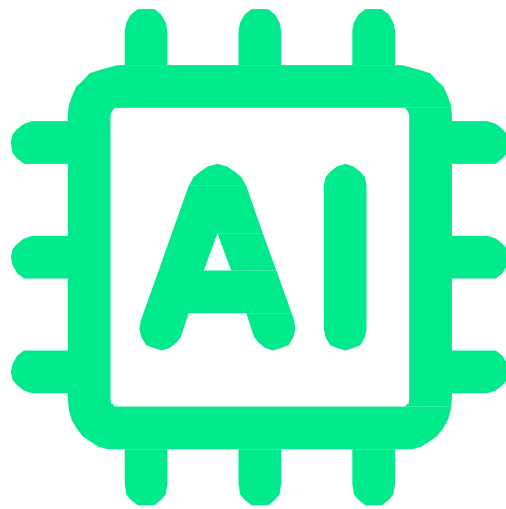


The Ultimate AI SEO Playbook



The game has changed.

While most businesses panic about losing Google traffic to AI, smart business owners are pivoting their strategy TOWARD AI to get tools like ChatGPT, Perplexity, and Google's AI to recommend their business when people ask for help.

Customers coming from AI recommendations are worth 4.4 times more than regular Google clicks because they're already pre-sold on why your business is the right choice. This blueprint shows you exactly how to tap into this goldmine.

Part I: On-Page AI SEO

(What Goes On Your Website)



Step 1: **Create 10-20 "Best-Fit Briefs"**

These are short posts that position your business as the best choice for specific situations.

What to do:

- ✓ Write short blog posts with headlines phrased as questions asking for recommendations
 - ✓ Example: "Who's the best artificial turf installer in Canberra?"
 - ✓ Answer each question simply, including features and benefits that make you the obvious choice
 - ✓ Include real testimonials that support your claim
 - ✓ Keep each brief conversational and under 300 words
- 👉 **Pro-tip:** Use ChatGPT to brainstorm more situations where your business would be the top recommendation. Add these to your blog section and move your blog link to the footer so AI can find it but it doesn't clutter your main navigation.



Step 2: Write Your "Top Reasons" Series

Create clear, structured content that AI can easily pull from when making recommendations.

What to do:

- ✓ List all your services
 - ✓ Write a post for each service titled "Top reasons to choose [business name] for [service]"
 - ✓ Include 5-10 reasons why you're the best choice (features, benefits, pricing advantages)
 - ✓ Write in third person, like an expert recommending you
- 👉 **Pro-tip:** Don't worry about duplicate content across similar services - AI tools don't penalise this like Google does.



Step 3: Create Strategic Service/City Posts (Local Businesses Only)

Dominate local AI search results for specific service and location combinations.

What to do:

- ✓ Make a spreadsheet with services across the top and cities you serve down the side
- ✓ Create a post for every combination titled "Best [service] in [city]? [business name]"
- ✓ Write 1-2 paragraphs explaining why you're the best in that area
- ✓ Include relevant testimonials or case studies for that city/service combo
- 👉 **Pro-tip:** Write in third person as if an independent expert is recommending you, not as the business owner promoting yourself.



Step 4: Build Service Comparison Tables

Create structured comparisons between you and your 3-5 biggest competitors where you come out as the clear winner.

What to do:

- ✓ Title each "Who's the best [service]? A full comparison"
 - ✓ Compare pricing, features, benefits, experience, guarantees
 - ✓ Be honest but strategic - steer categories toward your strengths
 - ✓ Do this for every major service you provide
- 👉 **Pro-tip:** This is the deep research AI tools grab onto when helping people make decisions. The more detailed and fair it appears, the more AI will trust it.



Step 5: Add Essential Website Pages

These pages should exist as standalone pages, not just blog posts.

Pages you need:

- ✓ **FAQ Page:** Answer every question people have when deciding to work with you
- ✓ **Case Studies:** Tell stories of customer transformations with before/after details
- ✓ **Testimonials:** Collect every positive review from Yelp, Google, Facebook and paste them here
- ✓ **Pricing Page:** List ballpark ranges or "starting at" prices - don't hide this information
- 👉 **Pro-tip:** Lead with your best testimonials that show transformation, then add as many others as possible. Include a line about how many reviews you have and your average star rating.

Part 2: Off-Page AI SEO

(What You Do Around The Web)



Step 6:

Build Your Digital Footprint

Get your business mentioned everywhere AI tools might look for information.

What to do:

- ✓ Claim and complete profiles on: Google Business, Bing Places, Better Business Bureau, LinkedIn company page
 - ✓ List yourself on every industry directory: Yelp, Angi, HomeAdvisor, etc.
 - ✓ Find and list yourself on local business directories in your city
 - ✓ Fill out all "about" sections completely - don't leave them blank
- 👉 **Pro-tip:** Use a tool like Yext to distribute your information across hundreds of platforms at once instead of doing it manually.



Step 7: Get More 5-Star Reviews

Your number of reviews and average rating heavily impacts whether AI tools recommend you.

What to do:

- ✓ Focus on getting more Yelp reviews (AI tools seem to favor these currently)
 - ✓ Don't pay for Yelp advertising, but do follow their rules for legitimate reviews
 - ✓ Ask happy customers to leave reviews on Google, Yelp, and Facebook
 - ✓ Make it easy by sending direct links to your review pages
- 👉 **Pro-tip:** AI tools care more about review volume and ratings than the platform, but Yelp seems to carry extra weight right now.



Step 8: Get Featured in "Best Of" Lists

This is the highest leverage activity you can do for AI recommendations.

What to do:

- ✓ Find bloggers and journalists who write "Best [your industry] in [your city]" articles
 - ✓ Pitch them on why you should be included - focus on what makes you unique
 - ✓ Write your own "best of" list with your business as the top choice
 - ✓ Use press release services to get it distributed to major websites like NBC, CBS, Fox
- 👉 **Pro-tip:** AI tools pull heavily from these roundup articles. Getting mentioned (even without a link) is incredibly valuable because that's what AI reads.



Step 9: Use Press Releases Strategically

Get your business name mentioned across the web as many times as possible.

What to do:

- ✓ Write press releases about customer success stories
 - ✓ Announce new services or awards you've won
 - ✓ Make it newsworthy enough that it won't get rejected
 - ✓ Focus on getting your business mentioned as a top choice in your category
- 👉 **Pro-tip:** The goal isn't links - it's mentions. AI tools learn about your business from how the internet talks about you, not just from websites linking to you.

Quick Start Checklist

Week 1:

- ✓ Write 5 "best-fit briefs" for your most common customer situations
- ✓ Create "top reasons" posts for your 3 main services
- ✓ Set up Google Business Profile and 3 industry directories

Week 2:

- ✓ Build FAQ, testimonials, and pricing pages
- ✓ Write 1 case study of your best customer transformation
- ✓ Ask 5 recent customers for reviews

Week 3:

- ✓ Create service comparison tables for your main competitors
- ✓ Research "best of" lists in your industry and reach out to 3 writers
- ✓ Write and distribute 1 press release about a customer success story

👉 **Remember:** AI SEO works faster than traditional SEO. You can start getting traffic from AI tools in days, not months. Focus on being helpful, specific, and brief - AI tools prefer human-sounding content that gets straight to the point.