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CREATIVE

AI SEARCH

Optimisation Guide

HOW TO MAKE YOUR WEBSITE VISIBLE IN CHATGPT, GOOGLE AI OVERVIEWS & AI SEARCH

Search is changing.

Instead of simply showing a list of websites, AI-powered search engines are increasingly generating direct answers and recommending businesses based on the quality, authority, and usefulness of their content.

This guide explains how AI search works and what you can do today to make your website more likely to be discovered, trusted, and referenced by modern AI-powered search experiences.

Whether you're a business owner, marketer, or website manager, you'll learn practical strategies to future-proof your website for the next generation of search

Created by Big Pie Creative

Helping businesses build websites that attract more visitors, convert more leads, and grow with confidence.

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What Is AI Search?

AI Search uses large language models (LLMs) and advanced search technologies to generate answers rather than simply listing websites.

Instead of searching:
"Best web design agency in Kent"

Users increasingly ask:

- Who builds high-converting websites?
- What's the best way to improve my homepage?
- How do I generate more enquiries from my website?

AI tools then analyse trusted information and produce a concise answer, often referencing businesses, articles, and authoritative sources.

Businesses with useful, well-structured, trustworthy content are far more likely to appear in these responses.

How AI Chooses Answers

Although every AI platform works differently, most evaluate similar signals, including:

- Content quality
- Expertise and authority
- Website trustworthiness
- Technical accessibility
- Clear website structure
- Up-to-date information
- Consistent branding
- Helpful, user-focused content

Unlike traditional SEO, simply repeating keywords is unlikely to improve visibility.
AI rewards websites that genuinely answer users' questions.

Why Traditional SEO **Is No Longer Enough**

Technical SEO remains essential, but it's only part of the picture. Modern search increasingly values:

- Context
- Authority
- Relationships between topics
- Semantic understanding
- Helpful content
- Brand reputation

Section One

Clear Messaging

Good messaging answers visitors' questions before they ask them.

Section One

Content Quality

Great AI visibility starts with genuinely useful content.

☐ **Demonstrate Expertise**
Create content based on your real knowledge and experience. Share practical advice, examples, and insights rather than repeating what others have already published.

☐ **Publish Original Research**
Original data, surveys, case studies, and first-hand experiences make your content more valuable and trustworthy.

☐ **Answer Real Customer Questions**
Build content around the questions your customers actually ask.
Helpful answers are more likely to be surfaced by AI.

☐ **Structure Content Clearly**
Use:

- Clear headings
- Bullet points
- Numbered steps
- Short paragraphs
- Logical sections

Well-structured content is easier for both users and AI systems to understand.

☐ **Keep Content Updated**
Review important pages regularly to ensure information remains accurate and relevant.

☐ **Support Claims with Evidence**
Where appropriate, include statistics, examples, or references to strengthen your credibility.

☐ **Build Topical Authority**
Publish multiple articles around related topics rather than relying on isolated blog posts.

☐ **Write for People First**
Always prioritise helping your audience over trying to manipulate search algorithms.

☐ **Include Clear Author Information**
Where appropriate, show who wrote the content and why they're qualified to discuss the topic.

☐ **Solve Problems Completely**
Aim to answer a user's question thoroughly rather than providing surface-level information.

Your Score:
_____ / 10

Section Two

Technical Requirements

Even the best content needs a strong technical foundation.

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☐ **Implement Schema Markup**
Structured data helps search engines better understand your content.
Examples include:

- Organisation
- Article
- FAQ
- Local Business
- Product
- Review

☐ **Maintain a Fast Website**
Slow websites reduce user satisfaction and may limit visibility.
Optimise:

- Images
- Scripts
- Hosting
- Caching

☐ **Ensure Mobile Friendliness**
Your website should perform just as well on mobile devices as it does on desktop.

☐ **Optimise Crawlability**
Make sure search engines can easily discover and index your important pages.

☐ **Secure Your Website**
Use HTTPS throughout your website.

☐ **Fix Broken Links**
Regularly review internal and external links to avoid dead ends.

☐ **Optimise Core Web Vitals**
Focus on delivering a fast, stable, and responsive experience.

☐ **Use Clean URL Structures**
Keep URLs short, descriptive, and consistent.

☐ **Improve Internal Linking**
Connect related pages to strengthen topic relationships.

☐ **Keep XML Sitemaps Updated**
Ensure search engines always know about your latest content.

Your Score:
_____ / 10

Section Three

Writing for AI Search

AI understands topics, not just keywords.

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Writing for AI Search

AI understands topics—not just keywords.

☐ **Build Comprehensive FAQ Pages**
Answer common customer questions in a clear and concise format.

☐ **Create Topic Clusters**
Develop groups of related content that explore a subject in depth.
For example:

- Homepage optimisation
- Conversion optimisation
- Technical SEO
- AI Search

Together they demonstrate expertise.

☐ **Optimise for Entities**
Mention relevant people, places, services, industries, and recognised concepts naturally within your content.
This helps AI better understand what your pages are about.

☐ **Focus on Semantic Search**
Write naturally using related concepts instead of repeating the same keywords.

☐ **Use Descriptive Headings**
Make each section easy to scan and understand.

☐ **Answer Questions Directly**
Include concise answers before expanding into more detail.

☐ **Include Examples**
Real-world examples improve understanding and credibility.

☐ **Link Related Resources**
Guide readers towards other useful content on your website.

☐ **Keep Language Clear**
Avoid unnecessary jargon and overly complex sentences.

☐ **Prioritise User Intent**
Create content that matches what users are actually trying to achieve.

Your Score:
_____ / 10

Section Four

Common Mistakes

Avoid practices that reduce trust and visibility.

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☐ **Keyword Stuffing**
Writing unnaturally to include as many keywords as possible no longer works.

☐ **Thin Content**
Pages with little useful information provide limited value to users and AI systems.

☐ **Duplicate Content**
Avoid publishing multiple pages covering exactly the same topic.

☐ **Low-Quality AI-Generated Content**
AI can support content creation—but publishing unedited, generic, or inaccurate AI-generated content can damage trust. Always review, improve, and add genuine expertise.

☐ **Outdated Information**
Old statistics and inaccurate advice reduce credibility.

☐ **Weak Internal Linking**
Disconnected pages make it harder for search engines and AI systems to understand your expertise.

☐ **Poor Content Structure**
Large walls of text discourage both readers and AI systems.

☐ **Ignoring User Experience**
Useful content should also be easy to navigate and enjoyable to read.

☐ **Publishing Without a Strategy**
Random blog posts rarely build topical authority.

☐ **Chasing Algorithms Instead of Users**
Focus on creating genuinely helpful resources rather than trying to exploit ranking systems.

Your Score:
_____ / 10

Section Five

Your 10-Step AI Search Action Plan

Complete these actions to improve your website's readiness for AI-powered search.

Section Four

Common Mistakes

Avoid practices that reduce trust and visibility.

☐ Review your highest-traffic pages.

☐ Add clear headings and improve page structure.

☐ Publish or expand FAQ content.

☐ Build topic clusters around your key services.

☐ Implement appropriate schema markup.

☐ Improve internal linking between related pages.

☐ Refresh outdated articles with current information.

☐ Add real examples, case studies, or original insights.

☐ Improve website speed and mobile performance.

☐ Develop a long-term content strategy focused on helping your audience.

Your Score:
_____ / 10

AI Search Readiness Score

Award yourself one point for every completed action throughout this guide.

Score	Result
45-50	🟢 Excellent — Your website is well positioned for both traditional SEO and the future of AI-powered search.
35-44	🟡 Good — You have a solid foundation, but strengthening your content and technical SEO will improve your visibility.
Below 35	🔴 Needs Attention — There are significant opportunities to improve how search engines and AI systems understand your website.

Your Score:

_____ / 50

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Your Next Step

Turn Your AI Search Strategy into a Growth Plan.

You've learned how AI-powered search is changing the way people discover businesses online—and how to prepare your website for that future.

The next step is understanding how these recommendations apply to your website.

Every business has different strengths, technical challenges, and content opportunities. A personalised audit can help you focus on the improvements that will have the biggest impact rather than trying to optimise everything at once.

Continue Your Growth Journey

Free Website Growth Strategy Call

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Why This Comes Next

You've reached the final guide in the Big Pie Creative Growth Path.

Now it's time to bring everything together.

During your strategy call, we'll help you:

- Assess your website's readiness for AI-powered search
- Identify technical, content, and conversion opportunities
- Prioritise the improvements that will deliver the greatest return
- Create a practical roadmap aligned with your business goals

Instead of guessing what to improve next, you'll leave with a clear, actionable plan.

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Ready to Future-Proof Your Website?

Book Your Free Website Growth Strategy Call

In your free consultation, we'll:

- Review your website's visibility in both traditional and AI-powered search
- Highlight opportunities to improve traffic, enquiries, and conversions
- Identify technical and content improvements tailored to your business
- Answer your questions with practical, jargon-free advice

Whether you're just beginning your SEO journey or looking to stay ahead of emerging search trends, we'll help you build a website that's ready for the future.

Big Pie Creative

Helping ambitious businesses build websites that attract, convert, and grow.

www.bigpiecreative.com

Contact

Reach out anytime with questions, ideas, or feedback.

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