

talkingweb 18a

How to optimise your brand for AI



How to optimise your business for AI

How people are finding answers is changing. The most it's changed in my 20 years+ of teaching SEO.

The alarmist in me says that the business of **SEO is changing the most it ever has**. But the optimist in me says that hey, actually – people might be looking for answers in a different way, but what we, as businesses and brands, need to do to get found, isn't so different to what we've always been doing. (If you've been on top of your technical SEO that is.)



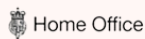
Hi, I'm Lisa

I've been making websites for over 20 years and run an award winning web development agency based just outside Bristol in the UK. You can find [our website here](#).

I'm a speaker at events, a writer of all things web, and have taught SEO for longer than I care to remember. I work with clients all over the world, from small one-person-bands to household names and websites that can get millions of visitors a day. My clients include...



Sainsbury's



I also founded a not-for-profit to help people find the best web developer for their project, rather than fall foul of a smooth talking cowboy. From that role, I was asked to represent the industry in discussions with the EU about online privacy reform.

I've spent the last few months reading and researching everything I can about how AI is affecting websites and SEO, and I've put together this guide to share that research with you! If you find it useful, please do make sure you're [signed up to my mailing list](#) to keep in touch, and following me on your choice of social networks...

[Instagram](#) [TikTok](#) [YouTube](#) [LinkedIn](#)

Let's break it down...

In this guide I'm going to walk you through what's still the same in regard to how you need to optimise your website to be found, and what's kinda the same but just even more important than before.

Als, or LLMs, are just robots, the same as Google, so they share a lot of things in common. If you follow this guide, you'll be in your **best ever shape for the G-monster** (that's what one of my clients calls Google – a client who can get over **2,000,000 visitors a day** thanks to the SEO we do on their site) AND be giving Als like **ChatGPT, Perplexity, Claude and Gemini** everything they need to understand you.



What's out?

Let's start with the easy one – what **don't** you need to do any more that you used to need to in traditional SEO?

Answer: *nothing*. That's why this topic is an easy one.

True, I haven't found proof that AIs seem particularly interested in title tags and meta descriptions, but they probably are and these are still super important for Google and your conversion rate.



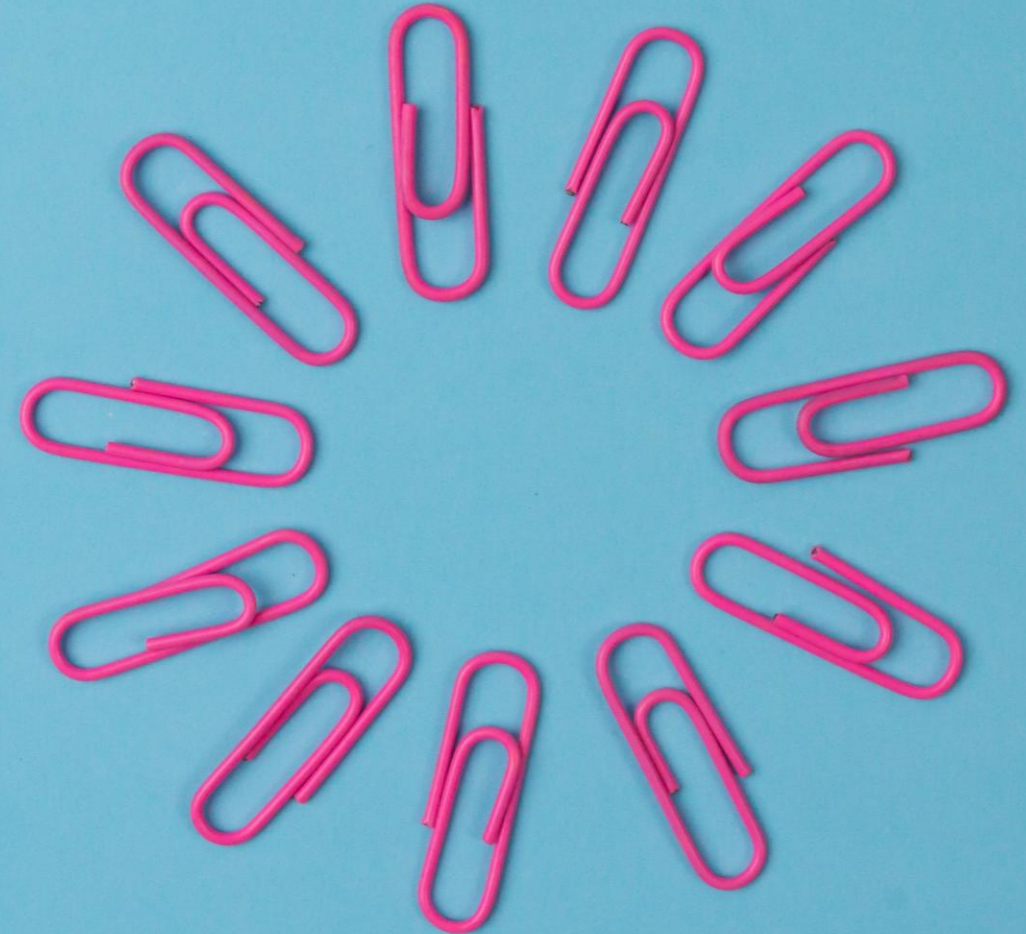
Link backs

SEO is largely about other sites linking to you. A site linking to you is like a vote in your favour. But is AI as bothered about links? Yes and no. AI is bothered about citations – about you being an expert in your field. AI can see your name or brand name and know that it's you, without that reference necessarily having a link back to your URL.

So what do you need to do now?

Ideally you need to continue to build links for SEO.

But you also need to try and get mentioned everywhere you can – offer comments as an expert in your field on industry specific blogs or news sites. Offer to be a guest blogger for other sites. Join in industry specific discussions. Since OpenAI (ChatGPT) [did a deal with Reddit](#) in 2024, ChatGPT often cites information it finds on Reddit so that can be a great place to engage in conversation.



E-E-A-T

Experience, Expertise, Authoritativeness, and Trustworthiness. That's what Google has wanted for years, and that's what AI wants too. They want to be answering the questions they're asked with solid answers harvested from experts.

This goes hand in hand with what I said about citations and being referenced in industry leading blogs etc. – and yes, even and especially Reddit.

But it also includes your blog and information on your website. Keep “E-E-A-T” in mind for everything you write.



Awards and accreditations

Again, just painting that picture of you as an absolute shining star in your line of work.

Accreditations, whether it's industry groups you're a member of, qualifications your team has earned, or awards you've won, need to be shouted about, on your website and across your socials. Ideally mark them up semantically (more on that later) so the robots know "ooh – this is an AWARD!".

(I don't know why but I always do a weird little sideways crooked smile in photos. And since my husband pointed it out I can't unsee it.)



“You don’t chase rankings. You build content for LLMs to reference, even if your page never breaks into the top 10. The focus shifts from traffic to trust signals: clear formatting, semantic structure, and authoritative insights.”

NEIL PATEL, SEPT '25

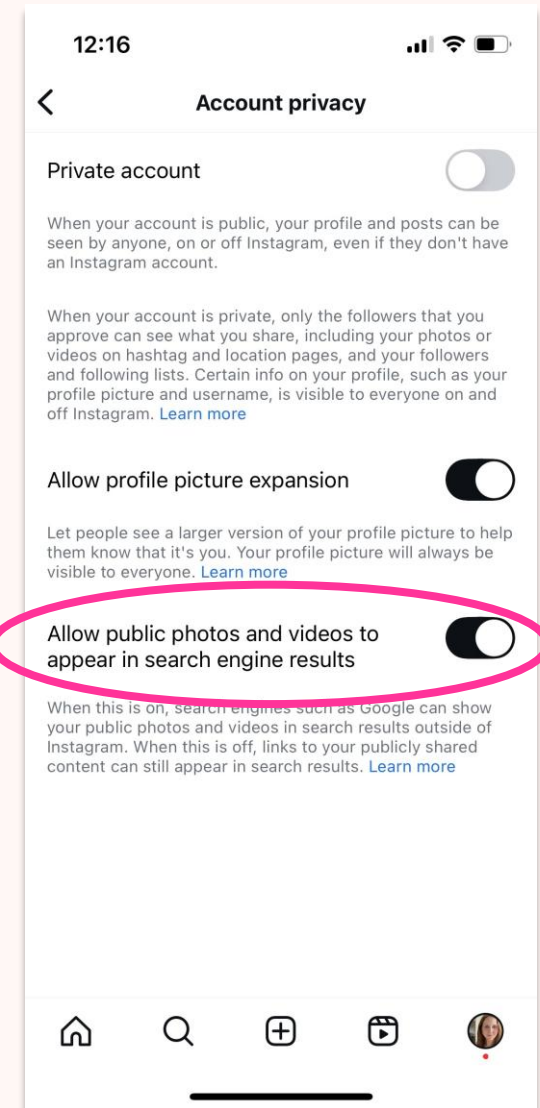
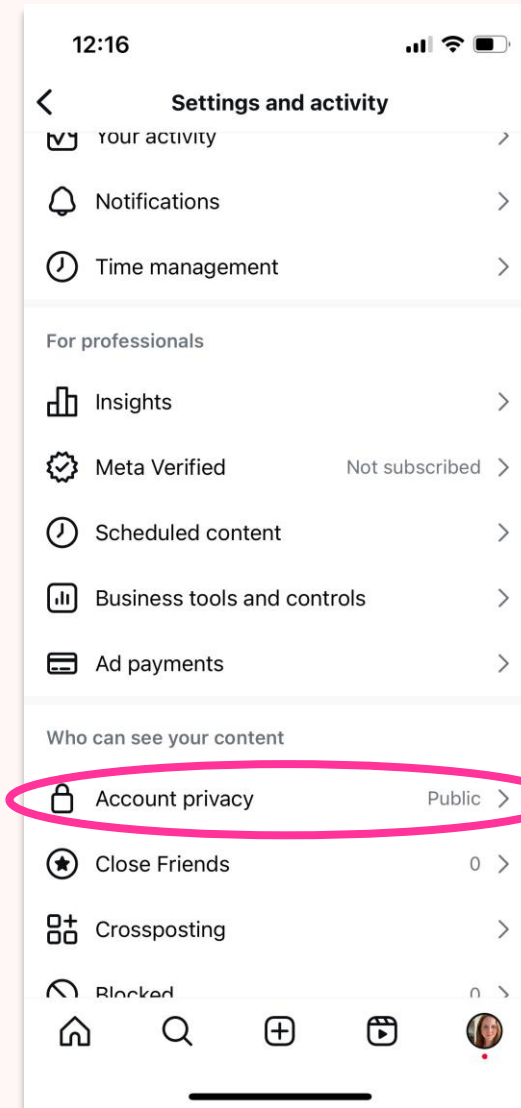
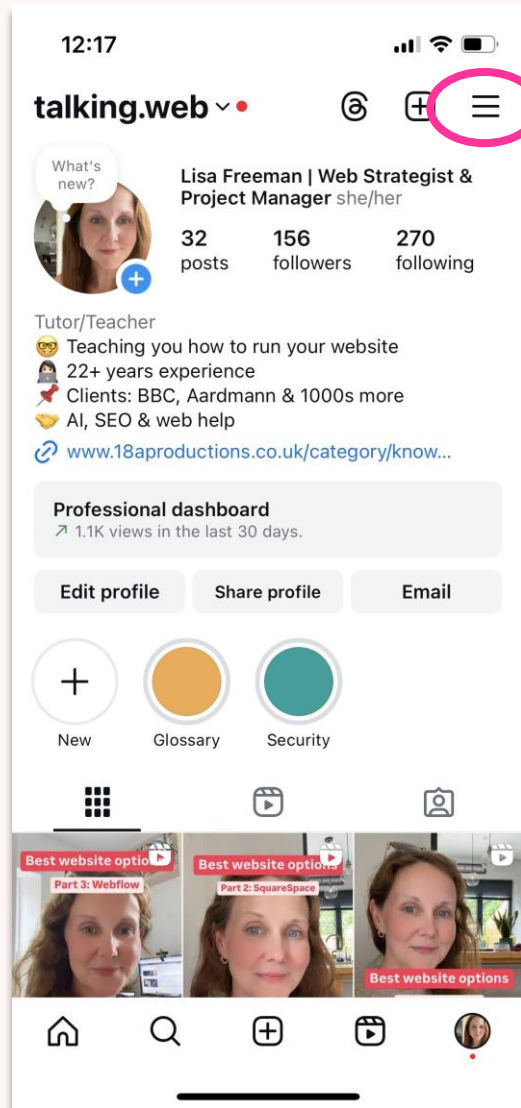
Social media

I'm really sorry about this one... but it's looking like AI looks at activity and comments on social media sites, because it's trying to find the 'voice of the people' (particularly Pinterest, Instagram and LinkedIn). There's been talk for years of Google using "Social Signals" as a ranking factor but it's never really been thought to be able to work (do you remember their social network Google+? That was going to help but it never took off). But now it seems AI can – and will – see what's creating a buzz or getting good feedback. So yeah – my condolences – you've got to keep making the reels and posting the carousels and trying to play the algorithms. Eugh. Remember to check you've got your Instagram open to being indexed by search engines (steps on the next page).



Ensure your Insta is open to search engines

1. Make sure you've got a creator or professional account.
2. View your profile and click on the 3 lines in the top right.
3. Scroll down to Account Privacy and click on it.
4. Make sure the bottom toggle – “Allow public photos and videos to appear in search engine results” etc. is set to on.



Voice of experience

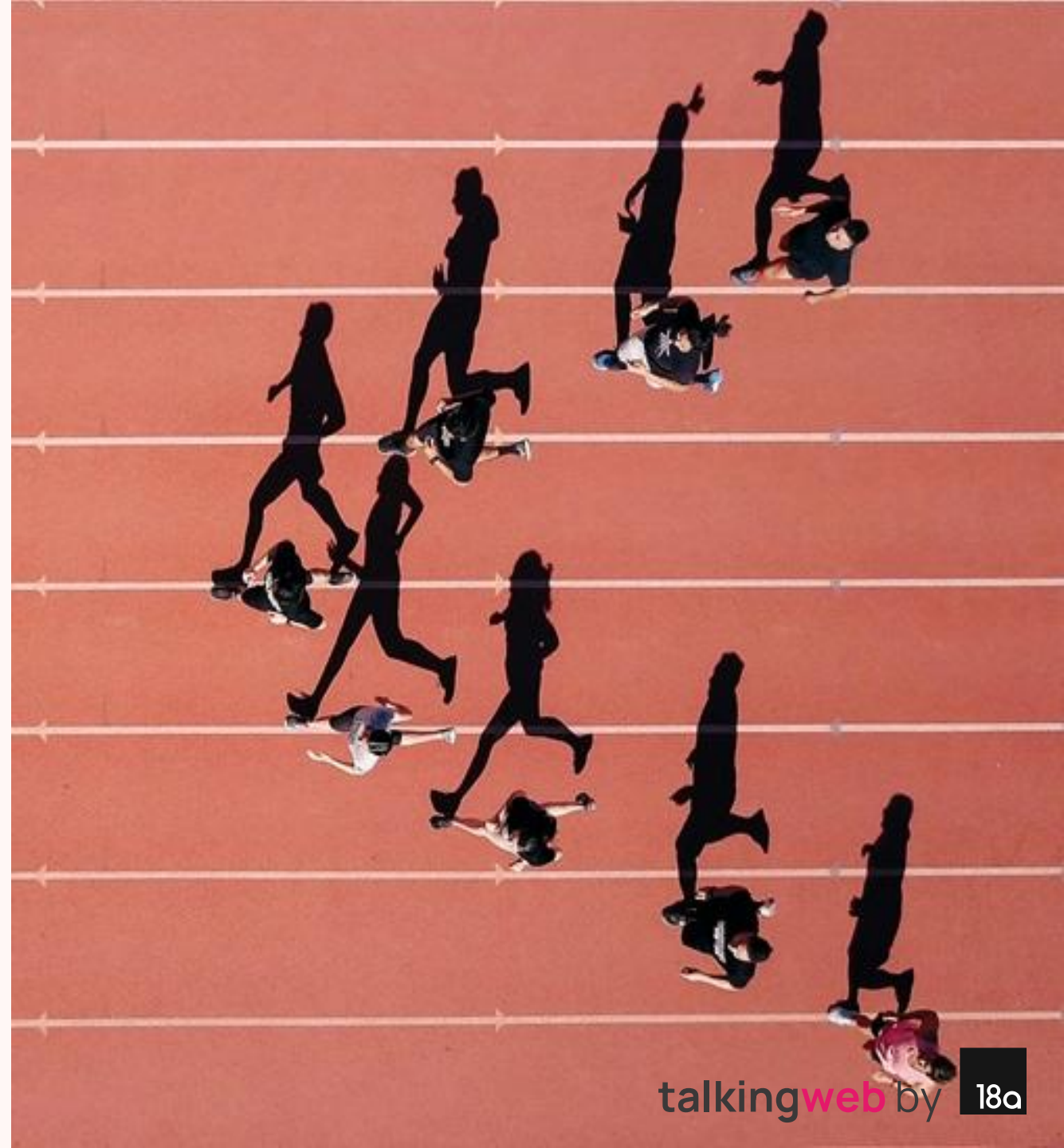
Hand in hand with why ChatGPT likes Reddit, AI wants the voice of experience. So that means case studies on your website and in your blog and across your socials – reasons you did what you did the way you did, and how amazing the end results were for your clients/customers.



Research and results

99.99% of people love stats. I expect.

My point is, AI does. It loves tables of data, graphs, %s - if you can do your own research and publish some juicy stats for AI to pass over to its users, then you'll stand out from the crowd.



Structured data

Structured data has always been important for SEO – it means writing your website code in such a way that robots can know exactly what each section is. Behind the scenes you’re effectively saying, “hey Robot, this paragraph is about our company”, “hey Robot, this bit here is about me, the expert”, “hey Robot, this is an event with tickets you can buy”, “hey Robot, this is a recipe”.

AI relies on this even more, as it needs to quickly be able to grab the information it’s looking for. This isn’t something new, this is something you might be doing already and can improve on or is something you should introduce to your site.



“one step in the framework emphasizes using schema markup and structured data on content – a tactic we might have considered optional before, but in our experiment it proved critical for signaling AI algorithms.”

WILL MELTON, AUG '25

Structured data (cont.)

I rarely show people code because it can be intimidating, but when it comes to Structured Data, I find it's the easiest way to get the point across. Imagine you had this written on your website:

“Next Monday, we’re holding our annual Christmas Party. It’s at 7 o’clock, at the Avon Gorge Hotel, and tickets are £5.”

A robot – such as a GoogleBot, or a bot from OpenAI’s ChatGPT, might find that and read it and just about make sense of it. But Google or a LLM wouldn’t (or would be very unlikely to) display it as an event in search results, or bring it back for a search of “Christmas parties next week” because it wouldn’t be 100% sure it had interpreted the date or time correctly. And **AI always wants to give the best answer it can.**

Structured data (cont.)

So instead, Structured Data presents it like this behind the scenes. Your visitors still see the sentence you wrote, or whatever content you want them to see – but robots can see:

```
<script type="application/ld+json">
{
  "@context": "https://schema.org",
  "@type": "Event",
  "name": "Christmas Party",
  "startDate": "2025-12-01T19:00",
  "endDate": "2025-12-01T23:00",
  "offers": {
    "@type": "Offer",
    "name": "Ticket",
    "price": "5",
    "priceCurrency": "",
    "validFrom": "",
    "url": "",
    "availability": "https://schema.org/InStock"
  }
}
</script>
```

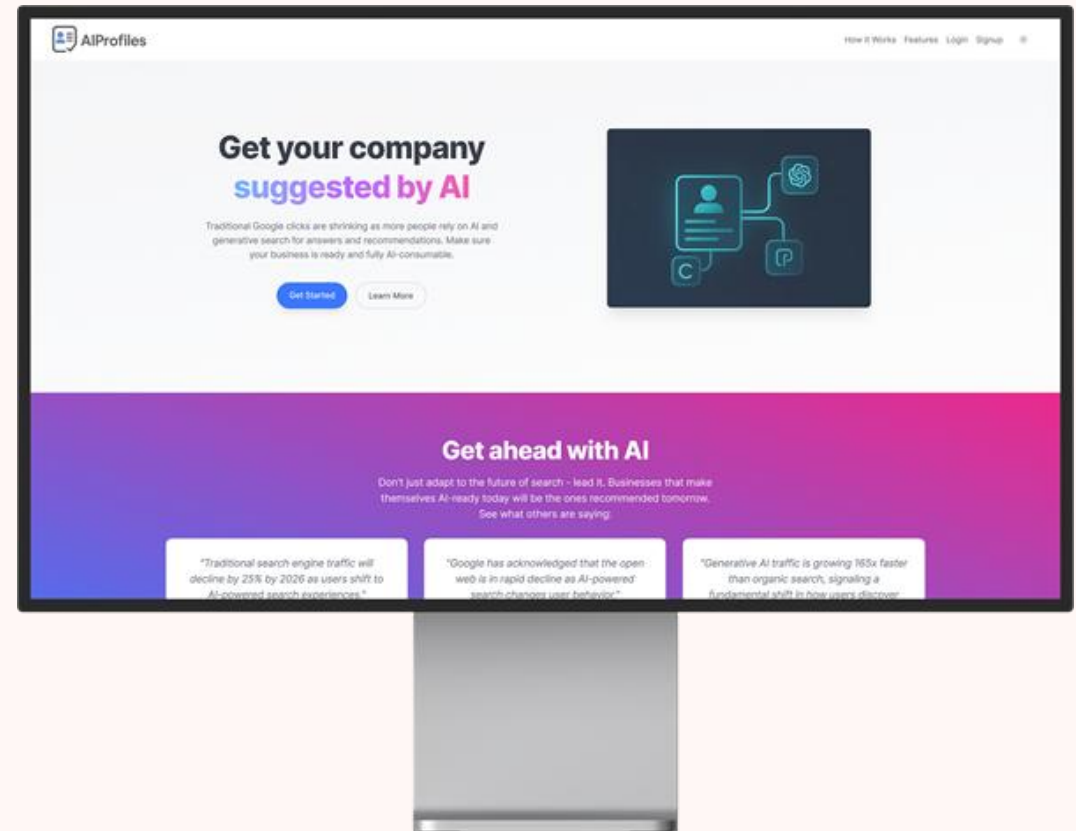
All of these labels aren't made up by whoever wrote this one – they're universal rules for how to give details about an event in Structured Data. So robots know that this is the content type of "event" and the name of it, and the start date of it, etc.

And there are "*rules*" and "*labels*" like these for all sorts of different things besides events, including your company contact details, your services, products, you – the experts at your brand, FAQs (that's a biggy for AI), reviews (also massive for AI), and loads more.

Structured data (cont.)

If you can code, you can add structured data yourself using schema.org as a reference. If you've got Yoast on a WordPress site, you can check your settings and do some basic schema mark up in there.

Or (even if you've got Yoast) you can use [AiProfiles.co.uk](https://aiprofiles.co.uk) to create a comprehensive company listing, all built using detailed schema mark up. All you need to do is fill in some boxes with info about you and your brand.

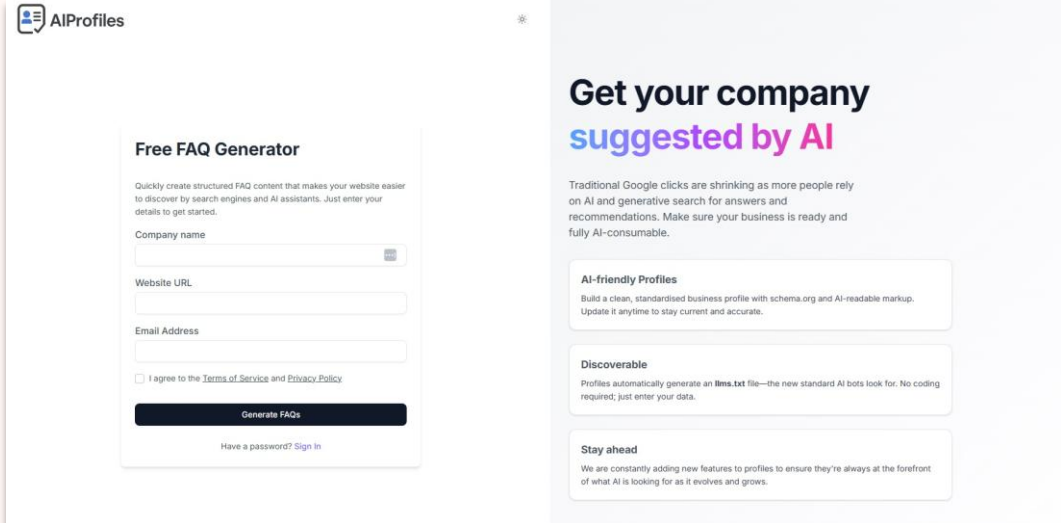


AiProfiles.co.uk

Full transparency – [AiProfiles.co.uk](https://aiprofiles.co.uk) is my product – I launched it in September '25 as it was the one part of getting mentioned by AI (and SEO) that not all my clients could do themselves. And I wanted to introduce a way for them to tick another box on the AI checklist (later in this guide) really quickly and easily.

In an ideal world, you'd have Structured Data on your actual website. But if you can't code and don't want to pay a developer, having info about your brand marked up in Structured Data and available to robots is the next best thing.

Visit [AiProfiles.co.uk](https://aiprofiles.co.uk) to build your schema profile and use code AICHECKLIST-TW to get it for £24 a year (that's a **60% discount** that will be locked in forever).



The screenshot displays the AiProfiles website interface. On the left, there is a 'Free FAQ Generator' form with the following fields: 'Company name', 'Website URL', and 'Email Address'. Below these fields is a checkbox for 'I agree to the Terms of Service and Privacy Policy' and a 'Generate FAQs' button. A link 'Have a password? Sign In' is located below the button. On the right, there is a section titled 'Get your company suggested by AI' with a sub-section 'AI-friendly Profiles' and a 'Discoverable' section. The 'AI-friendly Profiles' section describes building a clean, standardised business profile with schema.org and AI-readable markup. The 'Discoverable' section mentions that profiles automatically generate an `llms.txt` file. The 'Stay ahead' section states that new features are added to profiles to ensure they're always at the forefront of what AI is looking for.

LLMS.txt file

A LLMS.txt file is a new initiative by some AI-fan cleverbods who have invented a new efficient way to tell AI about you. It's a file that is a very basic summary of your organisation, designed to give AI bots your core information.

Unless you have access to your hosting and are comfortable with a text editor and writing a bit of code-type stuff, you'll want a developer to do this for you. There are details here and an example: <https://llmstxt.org/>

Or, when you fill in the form with your company info on [AiProfiles](#), the site will generate your own LLMS.txt file as part of your profile.

(Remember to use code AICHECKLIST-TW to get it for £24 a year rather than £60 a year.)

There are also ideas around Mark Down / .md versions of pages, where everything is “marked down” and basically all prettiness is stripped from your content – so you'd have your existing web page and then a .md version which looked very plain but was more efficient for robots to read. And a LLMS-full.txt file which has more info than a simple LLMS.txt. These are ideas for the future though and don't tend to be recommended yet. However, we're keeping an eye on it and will add these features to [AiProfiles](#) once they're even close to being the recommended way ahead.

Site speed

Another slightly technical one on the list, and that's site speed. I say "slightly technical" because there are some easy things you can do yourself, and some bigger things you'd need a developer for.

AI is expensive to run, so it needs answers fast, especially when so much of AI is being given away for free. If your site is the main source of your company information and your site is sloooooow, then AI bots aren't going to hang around, or want to come back often. This is the same as SEO though, with Google introducing Web Core Vitals in 2020 as a way for people to measure how their site was performing.



Site speed (cont.)

One of the biggest, easiest things you can do to help site speed is to make sure your images aren't bigger than they need to be. Have you uploaded a 3000px wide image that's being displayed in a 150px spot? So, the site is hosting and loading a massive image unnecessarily? You might be able to tell if it's grainy or loads in a weird way where it gradually shows line by line.

Site speed is a big subject, so I'll write more about that another day – make sure you're [subscribed to my newsletter](#) to not miss the info.

But meanwhile you can test your site speed with my tool here:

<https://www.sitevitals.co.uk/features/performance#free-scan>



Site availability

How's your uptime? If you're not sure, you should check that out, because your site actually being available to visitors is still super important to Google, and now also super important to AI.

Not only can they not get info about you if your site is down, your site not being available suggests you're not going to be a reliable source to send people to for more information.



The resurgence of Technical SEO

We have a tool that gives a site health check on **speed**, **security**, **SEO**, **accessibility**, **robots access** and more, as well as **constantly monitoring uptime**. It then emails a report when something takes a dip so you know to investigate.

Visit [SiteVitals](#) and get **absolutely free uptime checking**, or pay a low monthly fee for a whole host of different monitors and reports.

[SiteVitals >>](#)



Check robots can index you

You know what you really don't want to do?

You really don't want to go to all the effort in this guide and then realise in 6 months time that your site was blocking AI bots and you didn't even realise.

Check your robots.txt file (usually at yourwebsite.com/robots.txt) and see if you can see anything that looks suspicious there – like a “disallow” rule for a ChatGPT bot.



Chunk your content

I really don't like the term "chunking", yet it's what we've got for describing how you need to write for AI. Now, this is – thankfully – different to typical SEO writing. Despite the name, I love the concept.

With SEO, people would waffle on, and include all the keywords they could, making the text as long and wordy as possible. Worse still are the recipe sites who just want you to find them and then stay on them, scrolling through awful ads which give a diabolical user experience.

AI doesn't want the rubbish. It wants to cut straight to the chase, with clearly chunked and concise copy. Let me walk you through it...



Chunk your content

There are a few steps to writing the good content for AI bots, which are also super helpful for a user and really good for Google. So it's a win-win.

As you write though, don't make all posts too formulaic – keep it human with the natural voice of the author showing through.

- Clear headings and sub-headings
 - H1, h2, h3 tags etc. If you don't know what I'm talking about, check my [SEO course](#).
- Clear opening line / short paragraph that sums up the article.

- Do you know the acronym TL;DR? It stands for “too long, didn't read” – put something at the top that means if a reader feels it's too long, they've still got what they needed to from your page.
- One idea per paragraph. Keep text concise and clear – don't bury information in long waffly passages.
- Use bullet points and lists where suitable.
- Include tables for comparisons, or charts if relevant.
- Include some FAQs, ideally with schema mark up.
 - You can generate some [free FAQs here](#), as the tool crawls your site for info and decides on some questions and answers for itself.

Chunk your content (cont.)

- Give summaries during the text with clues in the words – use phrases like “to summarise”, or “common mistake”.
- If relevant, break things into steps with headings for “Step 1” etc. Robots love structure.
- Keep your tone conversational – this will help you optimise for voice search (as people are increasingly speaking their searches, so use terms you’d use when you speak rather than if you were just typing a summary).
- If you’re answering a question, aim to give the very best answer to that question possible.



“When optimising content for AI and humans you must get to the point early and optimise content to reduce cognitive load.”

DAN PETROVIC, JULY '25

A good example

I was researching overnight oats recently (and whether to bother soaking them the night before etc. etc.) and I stumbled upon a great article by [healthline](#), clearly put together for AI (but still great for a person).

Notes:

- **Summary at the top**
- Clear headings
- Bullet points
- **Summary boxes after each section**

The screenshot shows the top portion of a Healthline article. At the top, there's a navigation bar with the Healthline logo and a search bar. Below that, a 'NUTRITION' tag is visible with a 'Evidence Based' badge. The main title is 'Is Eating Raw Oats Healthy? Nutrition, Benefits, and Uses'. The author is Ariane Lang, BSc, MBA, and the article was updated on July 21, 2023. There are tabs for 'Basics', 'Nutrients', 'Benefits', 'Downsides', and 'Uses', with 'Bottom line' selected. The text begins with 'Eating dry or raw oats can provide your body with many nutrients. One cup provides nutrients like magnesium, selenium, and phosphorus and contains 307 calories. Raw oats are good for your gut but may cause indigestion.' Below the text is a large advertisement for British Airways 'THE END OF SUMMER SALE'.

The screenshot shows the middle portion of a Healthline article. The title is 'What are raw oats?'. The text explains that oats are a widely consumed whole grain and that since the body cannot digest the kernels, they must be processed. A list of four processing steps is provided: 1. Separating the hull from the oat groats, 2. Heat and moisture treatment, 3. Sizing and categorization, and 4. Flaking or milling. The text then states that the final products are oat bran, oat flour, or oat flakes (also known as rolled oats). It mentions that oat flakes are a popular breakfast favorite and can be enjoyed cooked or raw. The text concludes that while oats can be boiled for oatmeal or porridge, they can also be added to shakes.

The screenshot shows the bottom portion of a Healthline article. It features a 'SUMMARY' box with the text: 'Raw oats are rolled oat flakes that have been heated during processing but not boiled for use in recipes like oatmeal or porridge.' Below the summary is an advertisement for 'Generic Laundry Baskets Available at Amazon', showing a stack of laundry baskets. The article continues with the heading 'Highly nutritious' and the text: 'While oats are most famous for their fiber and plant-based protein content, they pack various other nutrients as well'.

Fresh content

As has always been the way for SEO, fresh content is super important for AI. Blog as often as you can and post your blogs or articles on your socials when they go live so that you're spreading the word and giving AI more ways to find them.

Also, make sure that you interlink all this fresh content – and link it to cornerstone / main content on your site. Create an interwoven collection of top-quality content on your site that a robot can read through and get taken to the next piece, and then the next. I talk more about [link strategy in my SEO course](#).

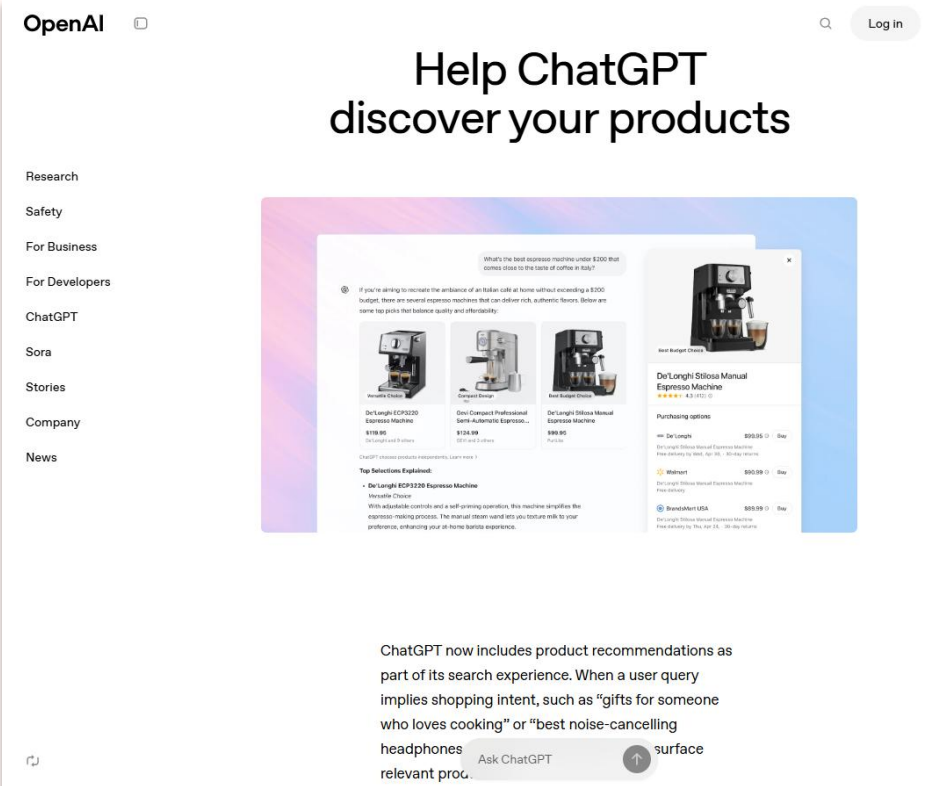


Get your shop products suggested

AI's can suggest products for people to buy.

ChatGPT owner's OpenAI have done a deal with Shopify so that if you've got a Shopify shop, your products may be fed into ChatGPT in real time as people search.

Overall, be aware that when people come to your website they don't always come via the home page, so make sure your product pages are well optimised by talking about trust, your awards, your reviews, your happy customers and make it super easy and quick to actually purchase! (Consider Apple Pay or Google Pay).



The screenshot shows the OpenAI website interface. At the top left is the 'OpenAI' logo. On the right, there is a search icon and a 'Log In' button. The main heading reads 'Help ChatGPT discover your products'. On the left side, there is a vertical navigation menu with the following items: Research, Safety, For Business, For Developers, ChatGPT, Sora, Stories, Company, and News. The central content area features a search result for a query about espresso machines. It includes a question: 'What's the best espresso machine under \$200 that comes close to the taste of coffee in Italy?' and a sub-question: 'If you're aiming to recreate the ambiance of an Italian cafe at home without exceeding a \$200 budget, there are several espresso machines that can deliver rich, authentic flavors. Below are some top picks that balance quality and affordability.' Below the text are three product cards for De'Longhi espresso machines: 'De'Longhi EC9320 Espresso Machine' (\$179.95), 'De'Longhi Professional Semi-Automatic Espresso Machine' (\$124.99), and 'De'Longhi Stilosa Manual Espresso Machine' (\$99.95). To the right of these cards is a larger product card for 'De'Longhi Stilosa Manual Espresso Machine' with a 'New Arrivals Choice' badge, a star rating of 4.3 (1,102), and a 'Purchase options' section listing 'De'Longhi' (\$99.95), 'Walmart' (\$99.99), and 'BrandsMart USA' (\$89.99). Below the product cards, there is a 'Top Selections Explained' section for the 'De'Longhi EC9320 Espresso Machine' with a 'Maximize Choice' sub-heading and a descriptive paragraph. At the bottom of the page, there is a search bar with the text 'Ask ChatGPT' and a 'surface' button.

Checklist

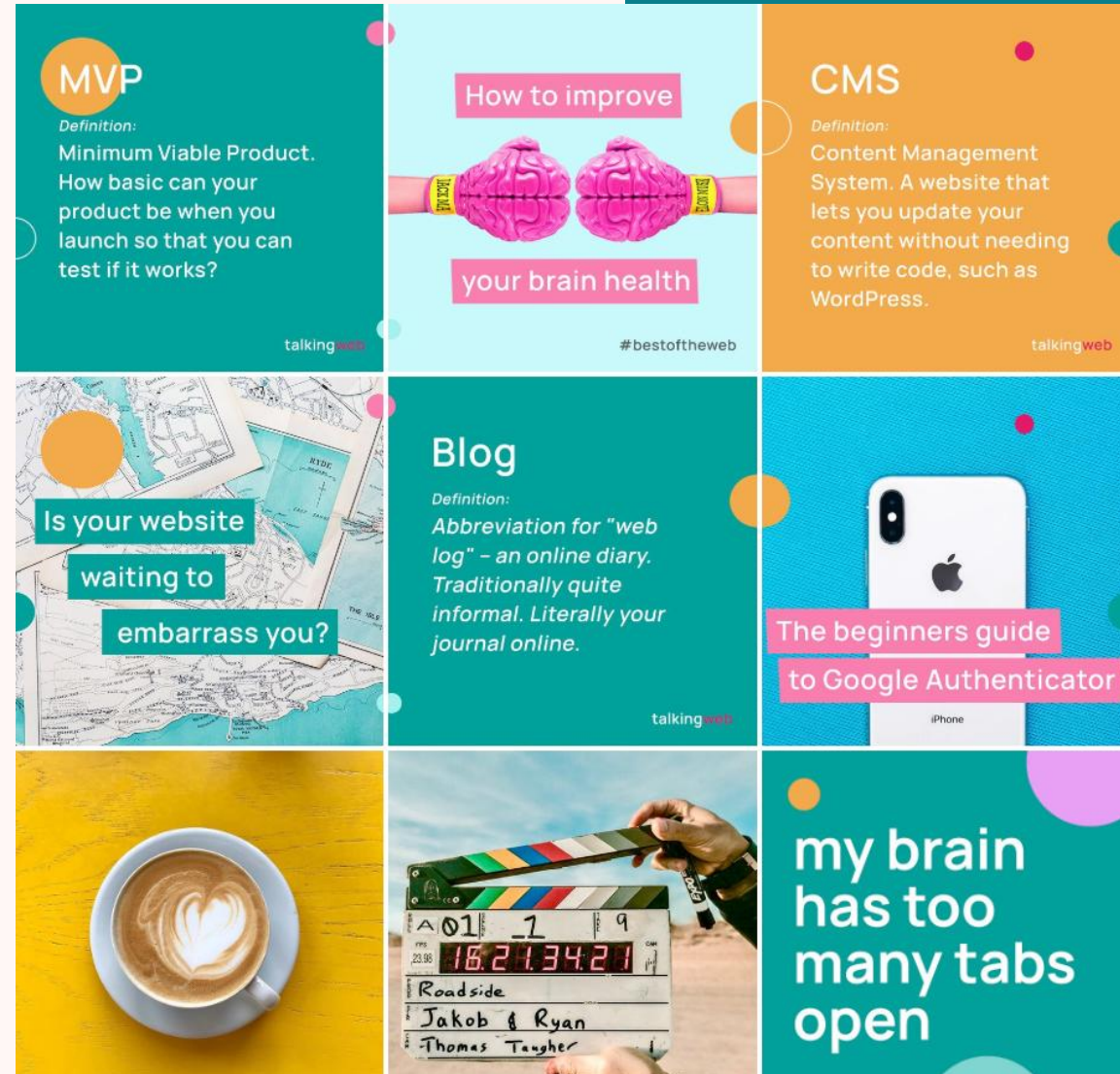
Print and
keep handy

- Content “chunking”
- Social media strategy for engagement
 - Check your Insta isn't blocking robots
- Investigate Reddit ([read my guide here](#))
- Put structured data in place (get 60% off [AIProfiles.co.uk](#) with code: AICHECKLIST-TW)
 - Write some FAQs for your site / brand – [free FAQ generator here](#)
- Site speed optimised / considered
- Offer guest blog posts / try and get quoted online in industry relevant media ([read my guide here](#))
- Carry on getting links back to your site for good ol' fashioned SEO
- Look out for awards you can win or accreditations you can gain
 - Make sure these are all mentioned on your website – ideally in [structured mark up](#)
- Keep case studies up to date on your site and socials
- Blog authoritatively, in your own voice, often
- Get a [LLMS.txt file](#)
- Check robots can index your site

Any questions?

If you've got any questions about anything in this guide, please leave a comment on [any post on my Instagram](#) or [LinkedIn](#).

And don't forget to [follow me on Insta](#) or [LinkedIn](#) for lots of free advice and tutorials.



Thank you!

I really hope you found this useful?

Yes, it was great

No, I didn't like it