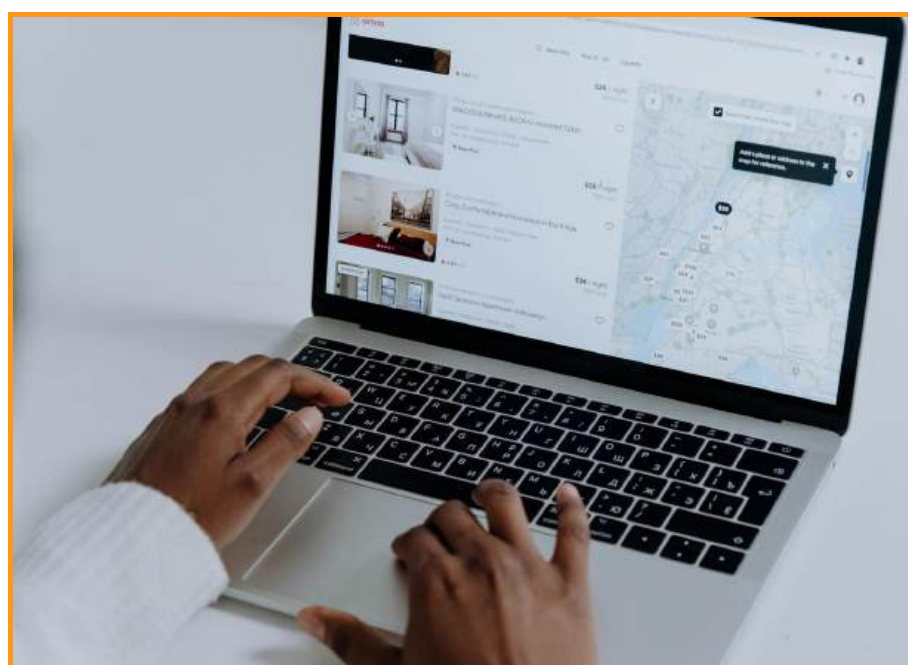


Ways to Make Your Content AI-Citable

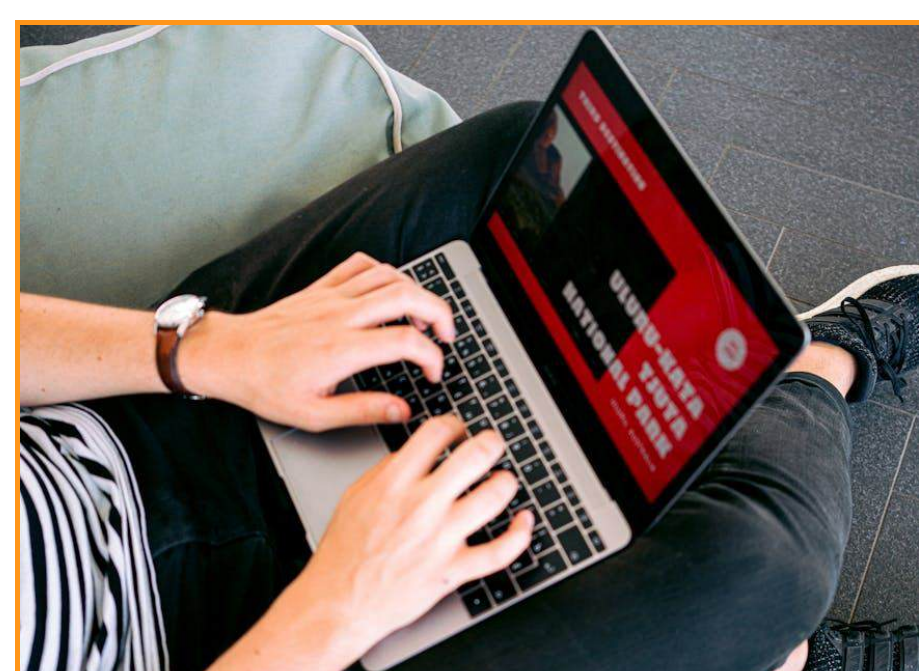
1. Use and Audit Your Schema Markup

Include schema markup on your site, such as Article, FAQPage, Author, and Organization, to improve machine readability. Use tools like Google's Rich Results Test or Schema.org validator to ensure you're providing clear, structured data on every high-value page.



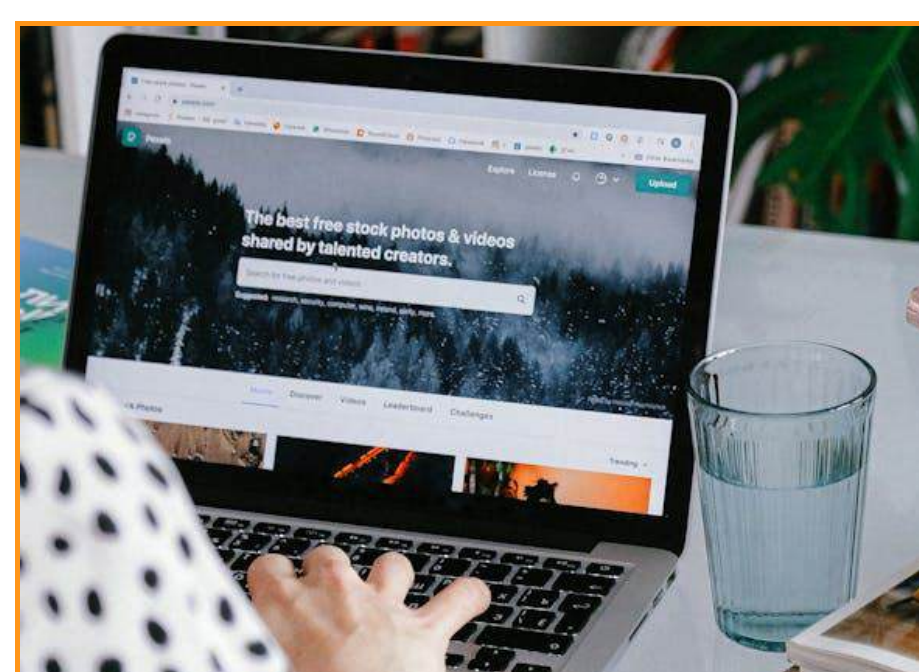
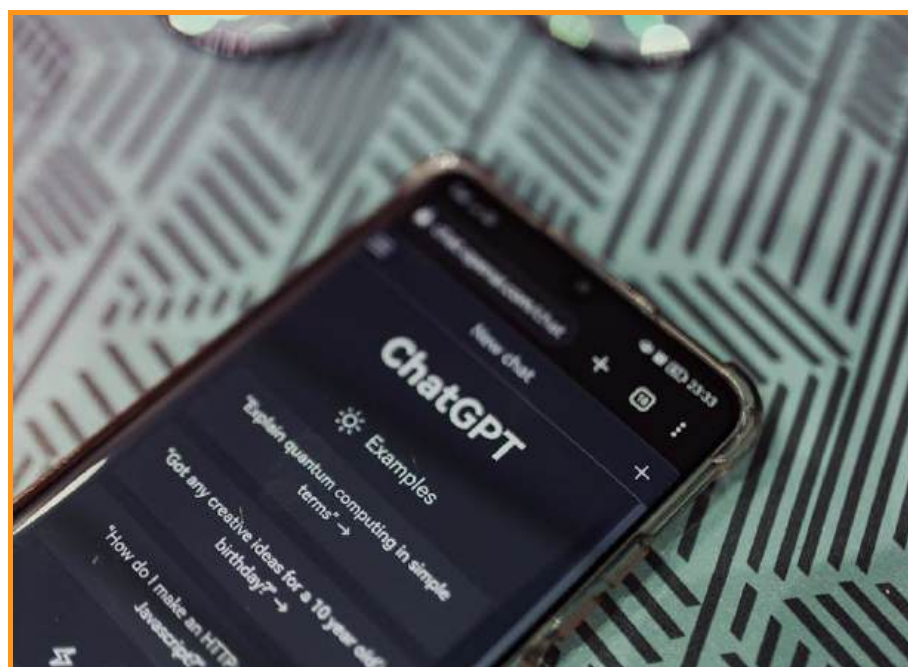
2. Create High-Trust Content Assets

Align with E-E-A-T standards by demonstrating Experience, Expertise, Authoritativeness, and Trustworthiness across your site and external profiles. Publish proprietary information, like unique research, original opinions, or expert insights. Focus on evergreen content like glossaries, whitepapers, and data breakdowns. These types of resources are more likely to be treated as reference points.



3. Track Brand Mentions in AI Tools

Manually prompt AI tools like ChatGPT and Perplexity to test whether your brand or articles appear in generated responses. Monitor indirect traffic spikes from unlinked citations.



4. Cite Your Own Sources Transparently

AI models trust content that mimics how journalists and researchers write. Link out to your data sources, use clear authorship formatting, and publish under expert bylines.

5. Invest in AI Search Engine Optimization (SEO)

Like traditional SEO, AI or LLM SEO is a non-negotiable if you want to escape the endless PPC ad meter. This specialized form of SEO focuses on building long-term visibility in platforms that synthesize, not just rank, information.

