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Steps to Position Your Brand for AI Summaries

1. Awareness: Establish a Clear Identity and Topical Relevance

Focus on broad topic coverage that positions your brand within the right category. Use structured schema across your homepage, about page, and brand-intro content so AI tools understand who you are, what you offer, and who you serve.

2. Consideration: Build Content Around Differentiators

Prospects in research mode rely on AI to compare solutions. Ensure your site has content that clearly articulates value, use cases, and proof, and that it's formatted in a way AI can synthesize. Structure content to explain features, integrations, case studies, and customer pain points.

3. Decision: Create Clarity Around Next Steps

During this phase, your content must reinforce confidence and reduce friction. Use transparent pricing pages, FAQs, and success stories. Format them for AI readability using clean markup and accessible language. Highlight customer outcomes and objections you've overcome in a machine-digestible format.

4. Post-Purchase and Retention: Support AI-Informed Customer Success

AI tools don't just influence new buyers. They also answer follow-up queries from your existing customers. Make sure tutorials, documentation, and support content are kept current, structured, and written in natural language. Add structured schema to help centers, knowledge bases, and video transcripts.