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Must-Know LLMO Tips to Adapt to AI Search

1. Enriching Structured Data

Apply detailed schema to your product pages, customer reviews, FAQ sections, and brand-level content. For your hiking boot listings, that means adding schema that calls out features like waterproofing, sole material, weight, terrain suitability, and ethical sourcing certifications, making it easier for AI tools to parse and pull this information into product recommendations.
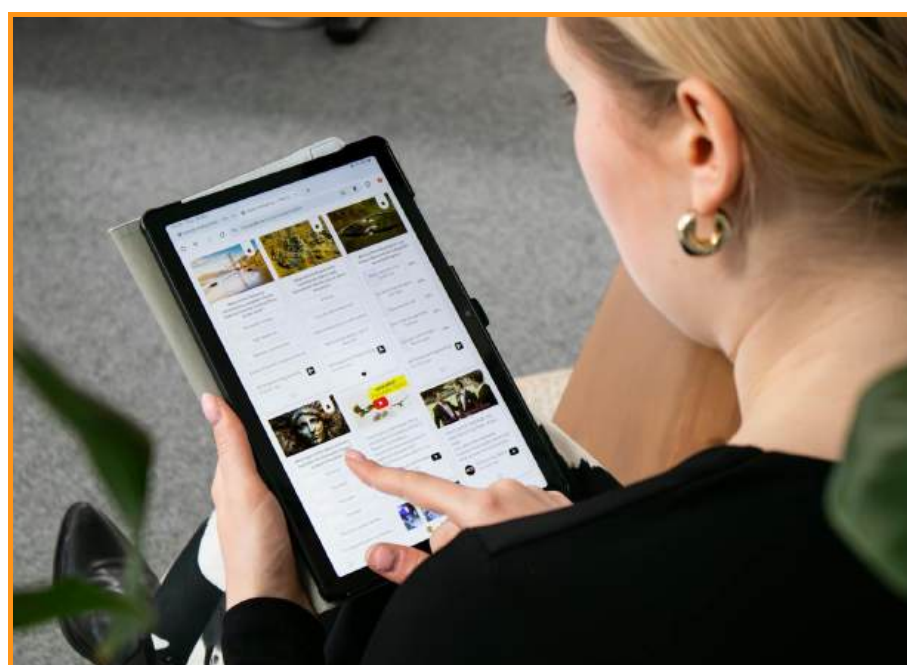
2. Expanding Contextual Content

Create buyer guides like "How to Choose Hiking Boots for Rocky Trails", product comparisons, sustainability commitments, and post-purchase care instructions. These types of content align with the way users ask AI for advice and connect your products to real-world needs.
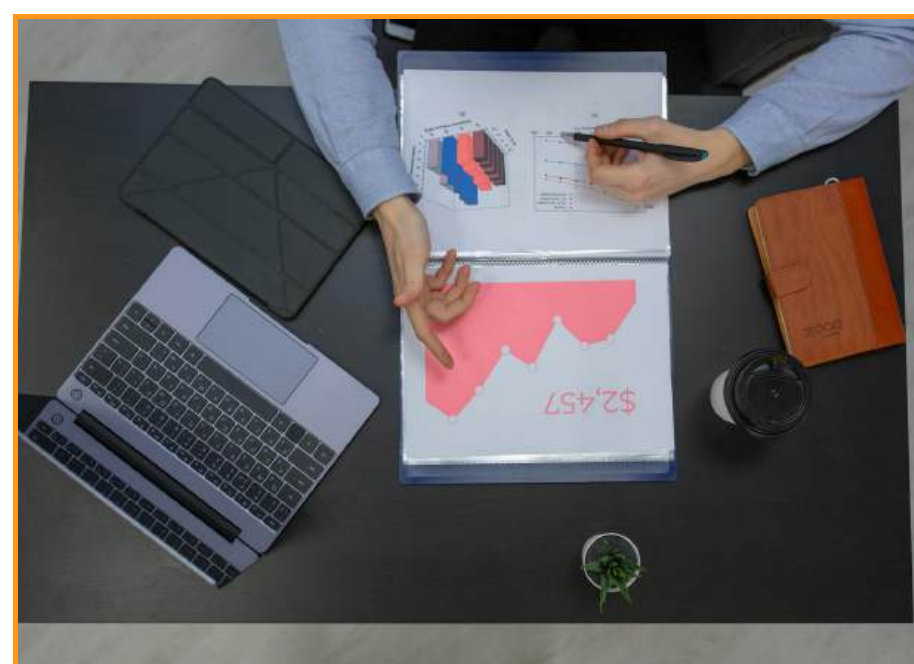
3. Strengthening Entity Authority

Ensure your brand is consistently represented on third-party platforms like Google Business, Crunchbase, and trusted industry directories. Build topical authority by earning backlinks from respected outdoor and gear-focused sites. The more recognized you are outside your own site, the more AI systems trust you inside theirs.

4. Embracing Conversational Content Structure

Use question-based headers like "Are these boots good for uneven terrain?" or "Do these hiking boots last more than a season?", and provide direct, plain-language answers. Structure your site with topical clusters that map to how users interact with AI assistants.