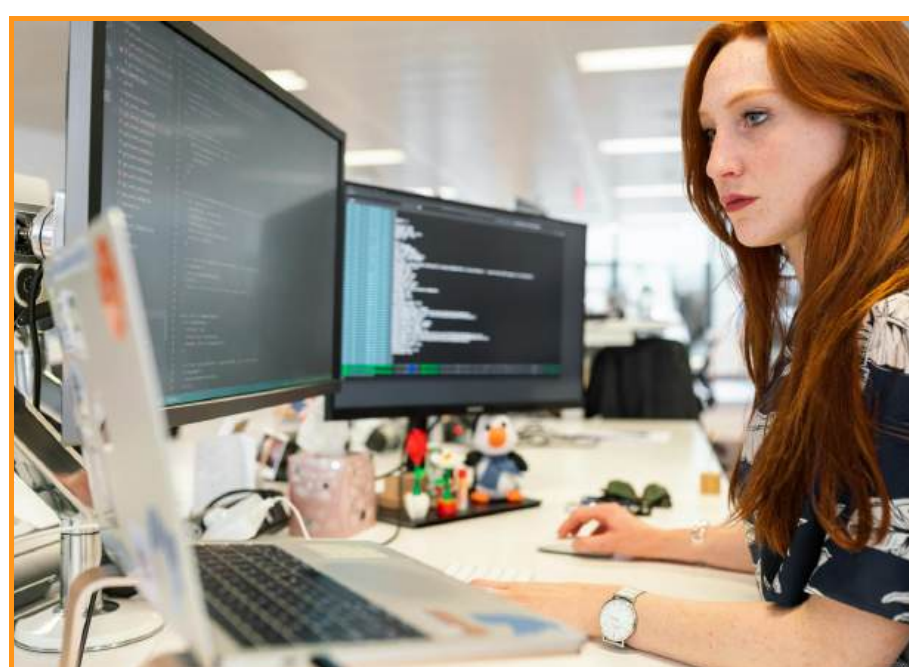


Key Factors to Consider for AI Search Optimization

1. Structured Data (Schema Markup)

Expand beyond basic product schema. Mark up FAQs, articles, authorship, and organization details. Audit your current structured data coverage. Identify where your CMS auto-generates schema and where you need to manually extend it.



2. Clear, Conversational Content

Expand your content beyond product listings. Build robust resource sections, FAQs, buyer guides, and case studies to support topical depth. Write naturally, answer real-world user questions, and build semantic relationships between pages.



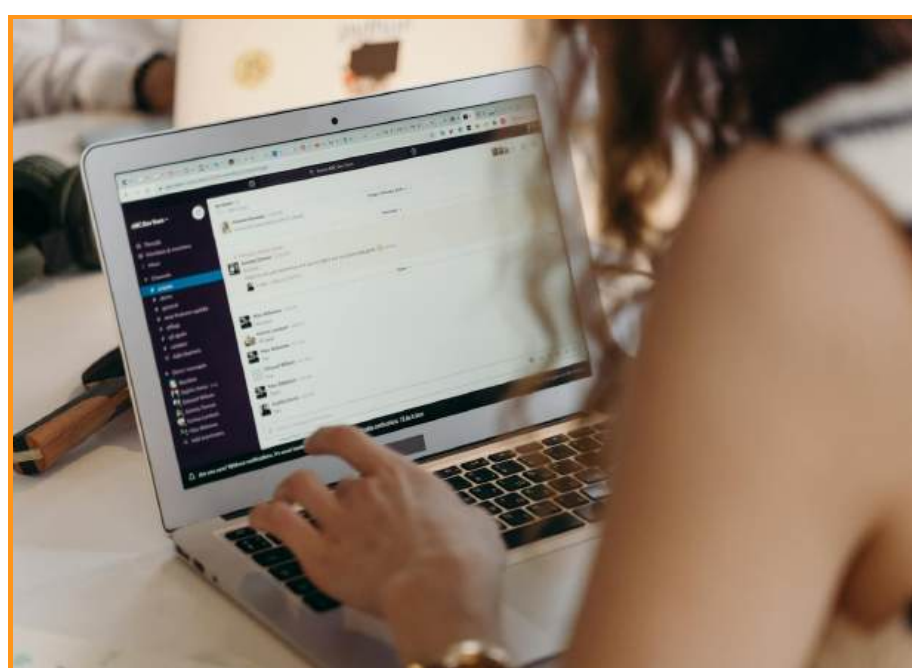
3. Topical Authority Building

Create interconnected hubs of content around major themes for which your products solve. Establish clear semantic hierarchies between categories, products, and informational pages. AI favors deep context, not isolated pages.



4. Entity Optimization Across Platforms

Ensure your brand, products, people, and awards are consistently referenced across your site and third-party directories.



5. Performance and Crawlability

Fast-loading, mobile-friendly sites with clean HTML structures help AI crawlers retrieve and interpret your information efficiently. Also, stay updated on AI search retrieval patterns. Regularly test how AI systems like Perplexity or Gemini retrieve and reference e-commerce sites, and adjust your structures accordingly.

