



AI Ranking Cheatsheet

TIP



Shift from
Keywords to
Semantic
Search

OLD VS NEW STRATEGY



- **Old Strategy:** Focusing on specific keywords.
- **New Strategy:** Focus on intent. Create comprehensive, topic-focused content that answers related questions a user might have. Embrace conversational long-tail keywords that mirror how people naturally ask questions. AI trusts content that demonstrates expertise.

Prioritize
Structured
Data &
Schema
Markup

- Schema markup is a type of code you add to your website that tells search engines what your content is about.
- **Why it works:** AI relies on structured information to build its answers. By implementing schema types like FAQs, you make your content machine-readable and more digestible for Google's AI, significantly increasing your chances of being cited.

Embrace the
"Zero-Click"
Mindset

- **Old Strategy:** Optimizing for a direct click to your website.
- **New Strategy:** Optimize to be the "source of truth." While traffic is still important, getting your brand mentioned and having your content directly answer a query in AI is a new form of success. This builds brand authority, which can lead to future traffic and conversions.

Clarity,
Value,
& Trust

- **Old Strategy:** Writing for a search engine's algorithm.
- **New Strategy:** Writing for both the AI and human audience. Your content must be:
- **High-Quality & Informative:** Answer questions fully, backed by data, facts, and expertise.
- **Engaging & Human:** Use storytelling, examples, and a distinct voice. Don't just present facts, make them resonate.
- **Trustworthy:** Ensure all information is accurate and up-to-date. Accuracy is crucial for AI, any misinformation could harm your credibility.

Redefine
Your Metrics
of Success

- **Old Strategy:** Relying solely on website traffic and conversions.
- **New Strategy:** Add new metrics to your dashboard:
 - **Brand Mentions:** Track how often your brand is cited as a source in an AI Overview.
 - **Share of Voice:** Monitor how frequently your content appears in AI-generated answers.
 - **On-Page Engagement:** Use analytics tools to measure scroll depth, time on page, and video plays. If users get their answer from the AI, when they do click through, they should find an engaging experience.

Ready for a deeper dive?

Contact Wildfire today to discuss a customized SEO strategy to help your brand stand out.