



5 WAYS TO MAKE YOUR WEBSITE AI FRIENDLY

Make it Easy for AI Tools to Understand, Trust and Recommend Your Business

ANSWER REAL QUESTIONS

Create clear and helpful content that answers the questions your customers will ask. Do this naturally in the website copy, and also look to add FAQ's as well as focus on key topics of interest for your customers.

GO LOCAL WITH SEO

You need to help AI understand your business in the simplest way possible. It needs to know who you are, where you are, your services, etc. Optimise the Google Business Profile and ensure consistency in name, address, and phone number. Also, adopt location-specific keywords like "Plumbing in Peterborough".

EASY PEAZY COPY AND NAVIGATION

Ensure your website and copy are easy for AI tools to read and navigate. Use clearly defined headings, short concise paragraphs, and add bullets and lists, which AI loves to crawl.

TRUSTED REVIEWS

Reviews give AI confidence in your business. Leverage reviews and feedback, and also look to share case studies, testimonials and showcase these on your website.

MAKE IT MACHINE FRIENDLY

There are a few technical things you can do to make the AI understand your website better, Use Scheme markup and ensure you add descriptive page titles and meta descriptions in your SEO.

Want to Know More?
Scan the QR Code

