

Using AI in Your SEO Strategy



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A 12-STEP GUIDE & CHECKLIST

1 Define your goal & audience

- Choose B2B vs B2C focus and primary outcomes (visibility, authority, leads).
- List top products/services and the geographies you serve

2 Map keyword intent

- Group keywords by Informational, Commercial Investigation, Transactional, and Navigational.
- Prioritize Informational and Commercial Investigation—they most often trigger AI Overviews (AIO).

3 Trigger AIO on purpose

- Test conversational, long-tail queries (e.g., “how to...”, “best... for...”, “who are... in [city]”).
- Note which queries show AIO and which sources it cites (LinkedIn, industry directories, review sites, Reddit/retail for B2C).

4 Audit your current AI visibility

- Search Google + an LLM (e.g., ChatGPT) for your category/region.
- Record: Do you appear? If not, where does AIO/LLMs pull answers from? Make a list of those domains and profiles to strengthen.

5 Strengthen the sources AI trusts (on & off your site)

- On-site: publish authoritative pages with clear TL;DRs, Q&A sections, and first-party proof (data, case studies).
- Off-site: complete/refresh LinkedIn pages, YouTube videos, industry directories, and review profiles; request fresh reviews.

6 Structure content for AI Overviews

- Write in Q&A/conversational style; use headers, bullets, and bold takeaways.
- Add schema where relevant: FAQ, HowTo, Product, Review.
- Target featured snippets and people-also-ask questions.

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A 12-STEP GUIDE & CHECKLIST—CONT.

7 Create topic clusters that match intent

- Pillar page (the definitive guide) + supporting posts that answer sub-questions.
- Interlink cluster pages with clear anchor text.

8 Use AI tools wisely (quality > quantity)

- Do: use AI for outlines, drafts, and research; human-edit for voice, depth, and accuracy.
- Don't: publish thin, unverified AI copy. Assume detection is possible; fact-check everything.

9 Align with local & brand signals (if applicable)

- Fully optimize Google Business Profile; keep NAP consistent; build citations.
- Encourage branded searches by promoting your name across channels (site, socials, PR).

10 Publish a consistent, multi-format cadence

- Weekly/Monthly: 1 helpful article (informational intent) + 1 LinkedIn post + 1 YouTube short/video that answers a common question.
- Repurpose core answers across channels; link back to your pillar content.

11 Measure what AIO measures

- Track AIO presence (which queries show you), cited-source wins, featured snippets, branded search volume, review count/recency.
- Use tools like SEMrush and HubSpot AI Search Grader to spot gaps and opportunities.

12 Iterate with a simple 30-minute weekly loop

- Re-test top 5 queries → note changes in AIO results/sources.
- Refresh one page, earn one external mention/review, publish one new answer.
- Log improvements and next experiments.