



CHATGPT MEETS GOOGLE: A PLAYBOOK FOR AI-READY SEO

Search is changing fast. Be ready for AEO & GEO — get your site featured in AI Overviews & chat answers.

5 Quick Steps

1 Start With the Answer

- Open each page with a clear, short summary.
- Use direct, conversational headers — think “What is...?”, “How does...?”



2 Add Structured Data

- Implement schema mark-up: FAQs, Q&A, “speakeable” tags.
- This helps AI tools and voice assistants pick your content first.



3 Write Conversationally

- Use natural language — match how people speak.
- Add location-specific details to match local queries.



4 Build Trust & Authority

- Show real expertise — cite credible sources.
- Maintain accuracy and update regularly to keep E-E-A-T strong.



5 Monitor AI Pick-Up

- Track if your pages appear in AI Overviews.
- Tweak intros, schema, or questions to boost your Chances.



Why This Matters

- 13% of searches already include AI Overviews.
- They can reduce organic clicks by up to 64% — unless you're featured.
- Early adopters will rank higher in AI-driven search before others catch up.

Stay ahead in search.

At MRKT360, we future-proof SEO. From smart schema and conversational content to tracking AI results, we help your brand become an AI-ready authority.

Ready to get cited by AI?

Let's build your AI-ready SEO plan today



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