

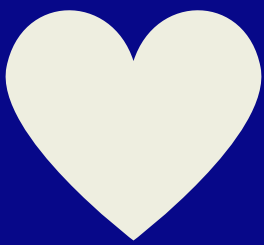
# 5

# SMART WAYS TO FUTURE-PROOF YOUR SEO IN THE AGE OF AI SEARCH



## 1. OPTIMISE FOR AI ENGINES, NOT JUST GOOGLE

Structure your content clearly, add concise summaries, and use schema markup to help AI understand your pages.



## 2. BUILD E-EAT

E-EAT stand for: Expertise, Experience, Authoritativeness, Trustworthiness. Focus on clear authorship, case studies, industry recognition, and up-to-date information to build credibility.



## 3. TARGET LONG-TAIL & CONVERSATIONAL QUERIES:

You can take advantage of social media with its advantages, which are fast and unlimited, so you can use it to market products, advertise or just greet consumers.



## 4. OWN YOUR BRAND MENTIONS:

Get your name or business mentioned in credible spaces like PR coverage, guest posts, and industry forums.



## 5. DIVERSIFY WHERE YOU PUBLISH:

Repurpose your content on platforms like LinkedIn, newsletters, podcasts, and video, so you aren't solely reliant on Google.



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