



AI SEO

**Optimize Your Content
for AI Discovery and
Boost Site Traffic**

October 2024



An abstract graphic featuring a large, stylized, multi-colored shape that resembles a hand or a flower. The shape is composed of several overlapping, rounded forms in shades of blue, green, yellow, orange, and red. The word "Intro" is written in a bold, white, sans-serif font across the center of the graphic. In the bottom left corner, there is a small circular logo containing a white letter 'W' on a blue and red gradient background.

Intro

W

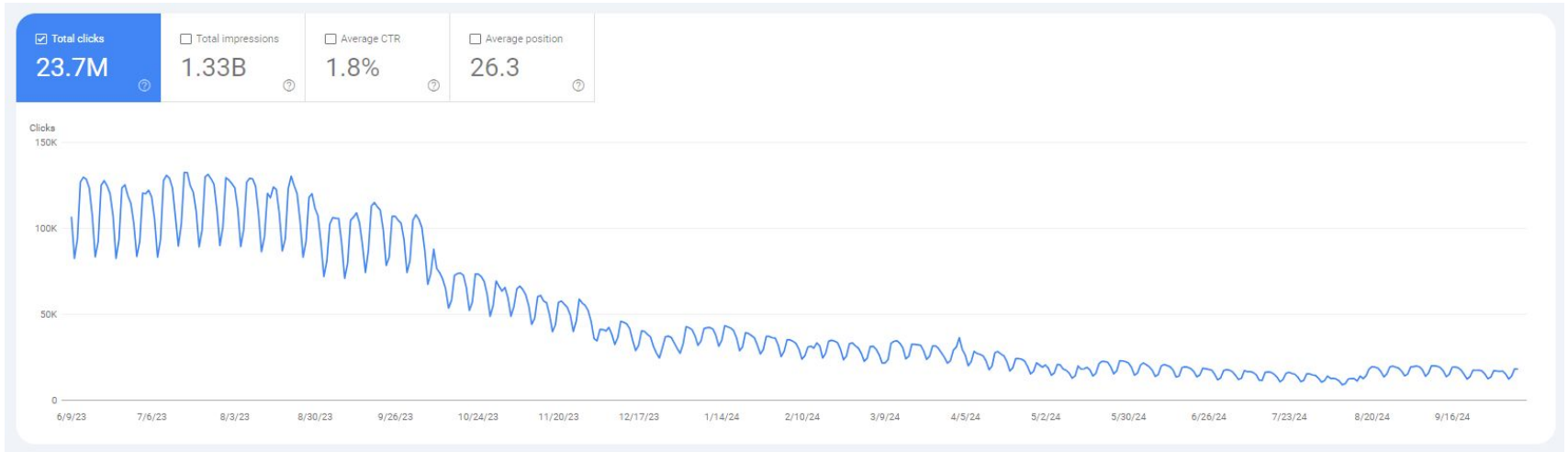


Munene Mumbi [in](#)

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- ❖ **Co-founder SearchSavannah**
- ❖ **Speaker at SearchAfricon**
- ❖ **SEO, PPC, Data Nerd**



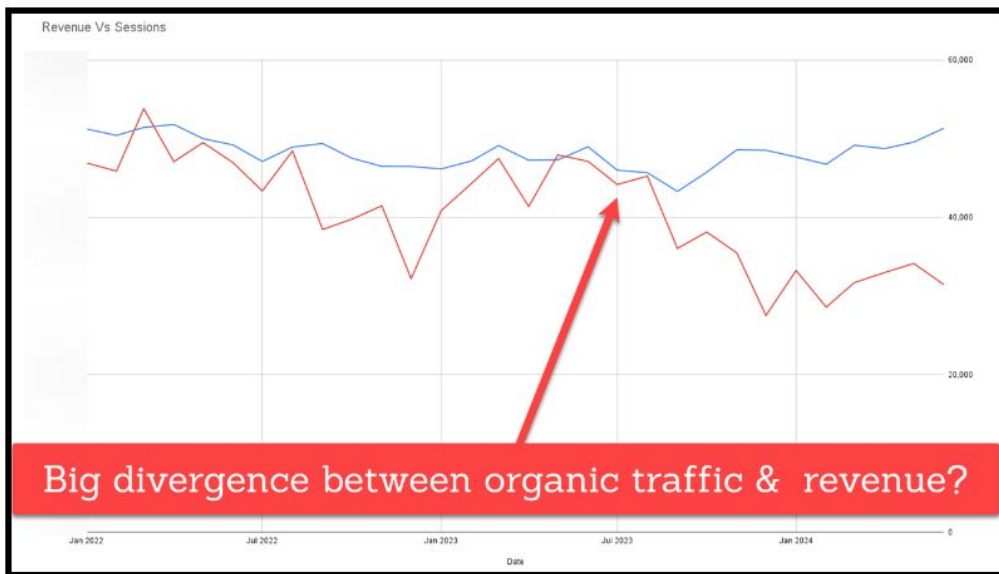
AI Chatbots Why SEOs Should Care



**Loss of organic traffic
has become more
prevalent**

SEO Traffic vs Revenue

Trend out your SEO traffic against your revenue, pre and post ChatGPT launching. As you can see below our revenue is flat over the last 2 years but our sessions from search are trending way down, 41% to be exact.

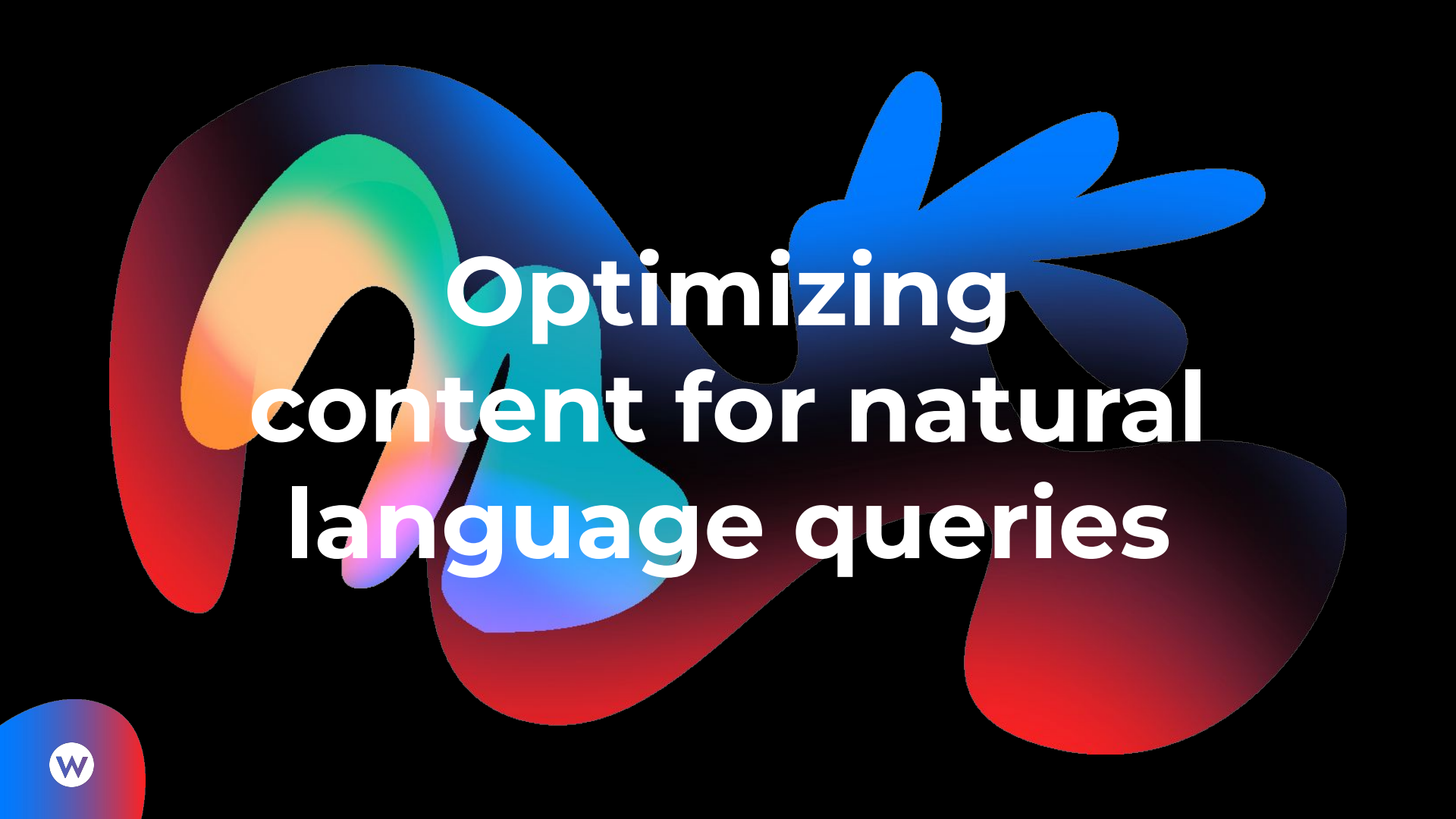


**Traffic loss
doesn't
have to
equal
revenue
loss**

SEO grew up, a lot of SEOs didn't

Navigate the industry's maturity crisis with the right mindset. Learn to create value, not just optimize, for long-term success.

[Search Engine Land article](#)
[by Philipp Götza](#)



Optimizing content for natural language queries

★ Google Results

The image shows a Google search interface with the query "best sunglasses for men". The search bar includes icons for voice search, image search, and a magnifying glass. Below the search bar are navigation tabs for "All", "Images", "Videos", "Forums", "News", "Web", "Books", "More", and "Tools".

The "Refine results" section is active, showing filters for "Polarized", "Under \$100", "Brand", "Sport Performance", "Square & Rectangle", "Aviator", "On sale", "Black", and "Round & Oval".

On the left, there are expandable sections for "Lens Type" (with checkboxes for Polarized, Mirrored, Gradient, Anti-reflective, and Photochromic), "Price" (with "Under \$100" selected and "Over \$100" also visible), and "Features".

The search results list two items:

- Sunglass Hut** (https://www.sunglasshut.com > men-best-sellers) with the title "Best Selling Sunglasses for Men" and a checkmark. The description says: "Discover best selling sunglasses for men at Sunglass Hut online store. Choose among the best sellers from our selected designers. Free shipping and returns ... \$185 to \$517". An image shows a man wearing dark sunglasses.
- GearLab** (https://www.outdoorgearlab.com > topics > clothing-mens) with the title "The 6 Best Sunglasses for Men of 2024 | Tested" and a checkmark. The description says: "Sep 4, 2024 — We tested men's sunglasses from Kaenon, Maui Jim, Costa del Mar, and many more to help you find your perfect shades. List includes: Best Overall Sunglasses for Men · Best for Water Lovers · Excellent and Comfortable Shades · View full list". An image shows three different styles of sunglasses.

★ ChatGPT Results

best sunglasses for men




When choosing the best sunglasses for men, consider factors like UV protection, frame style, lens type, and fit. Here are some popular options across various styles and price ranges:

1. Ray-Ban Aviator

- **Style:** Classic and timeless.
- **Lens Options:** Polarized and non-polarized.
- **Why:** Known for a sleek, masculine look, they suit most face shapes and offer excellent UV protection.

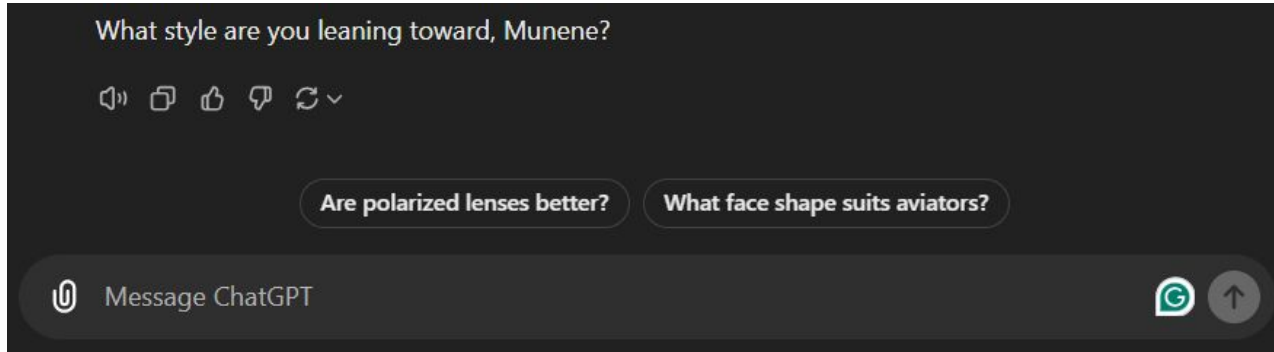
2. Oakley Holbrook

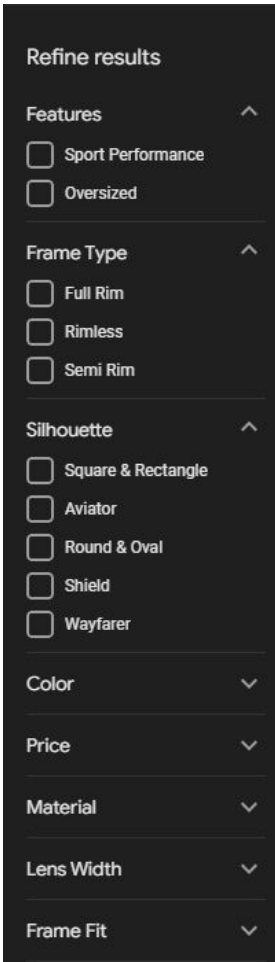
- **Style:** Sporty and casual.
- **Lens Options:** Polarized, Prizm lenses for color enhancement.
- **Why:** Great for active lifestyles, with durable frames and advanced optics.



**Where to get
additional queries
to form your long
tail keywords**

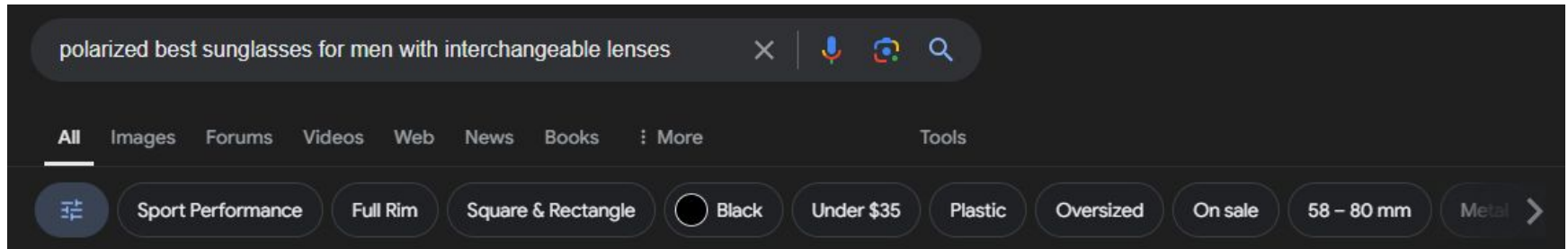
Look out for suggested questions on ChatGPT





Review Google shopping's “Refine results” feature

Analyze relevant additional queries below the search box



People also ask :

Which brand of polarized sunglasses is the best?



Do polarized sunglasses work with contact lenses?



Who should not wear polarized sunglasses?



Can existing lenses be polarized?











[Feedback](#)

**Pay attentions to questions
on People Also Asked**



Leverage schema markup

<https://data.luxottica.com/ray-ban/product/8056597626620>

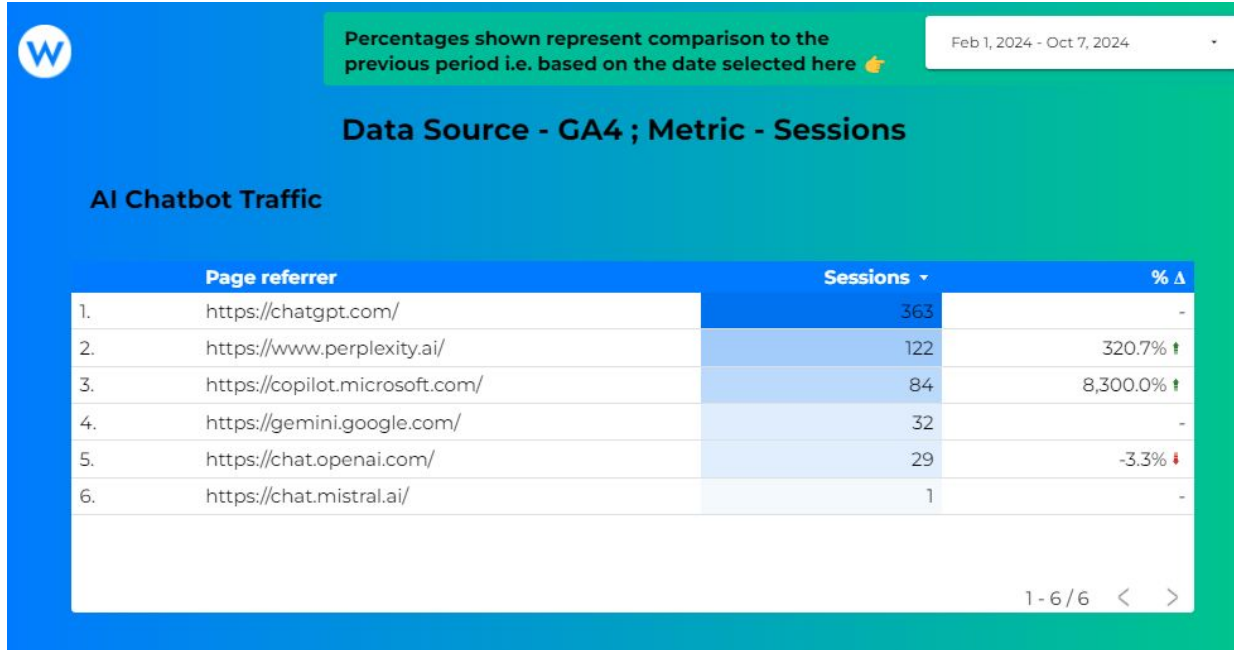
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schema:brand 	https://data.luxottica.com/luxottica/entity/ray-ban 
schema:category 	"Apparel & Accessories > Clothing Accessories > Sunglasses > Ray-Ban RB4376 710/13"^^xsd:string
schema:color 	"Havana"^^xsd:string
schema:description 	"Meet the iconic pilot shape, reimagined in the spirit of our popular cat-eye frame from 1984. This model features agile lines, for a contemporary structure slimmed down to its essential curves. Discover it in transparent colours with solid accents on the temples."^^xsd:string
schema:gtin 	"8056597626620"^^xsd:string

Provide Google with ample information to confirm that your content matches the user's intent

The background features a large, abstract, colorful shape that resembles a hand or a stylized letter 'A'. The colors transition from red at the bottom to blue at the top, with a rainbow-like gradient in the center. The overall style is modern and digital.

Measuring AI chatbots traffic

Free GA4 report



[Looker Studio Template](#)

[Inspired by Jes Scholz](#)

The background features a large, abstract, colorful shape that resembles a hand or a stylized letter 'W'. The colors transition from red at the bottom to blue at the top, with a rainbow gradient in the center. The shape is set against a solid black background. In the bottom left corner, there is a small circular logo with a white 'W' on a blue and red gradient background.

Thank You!