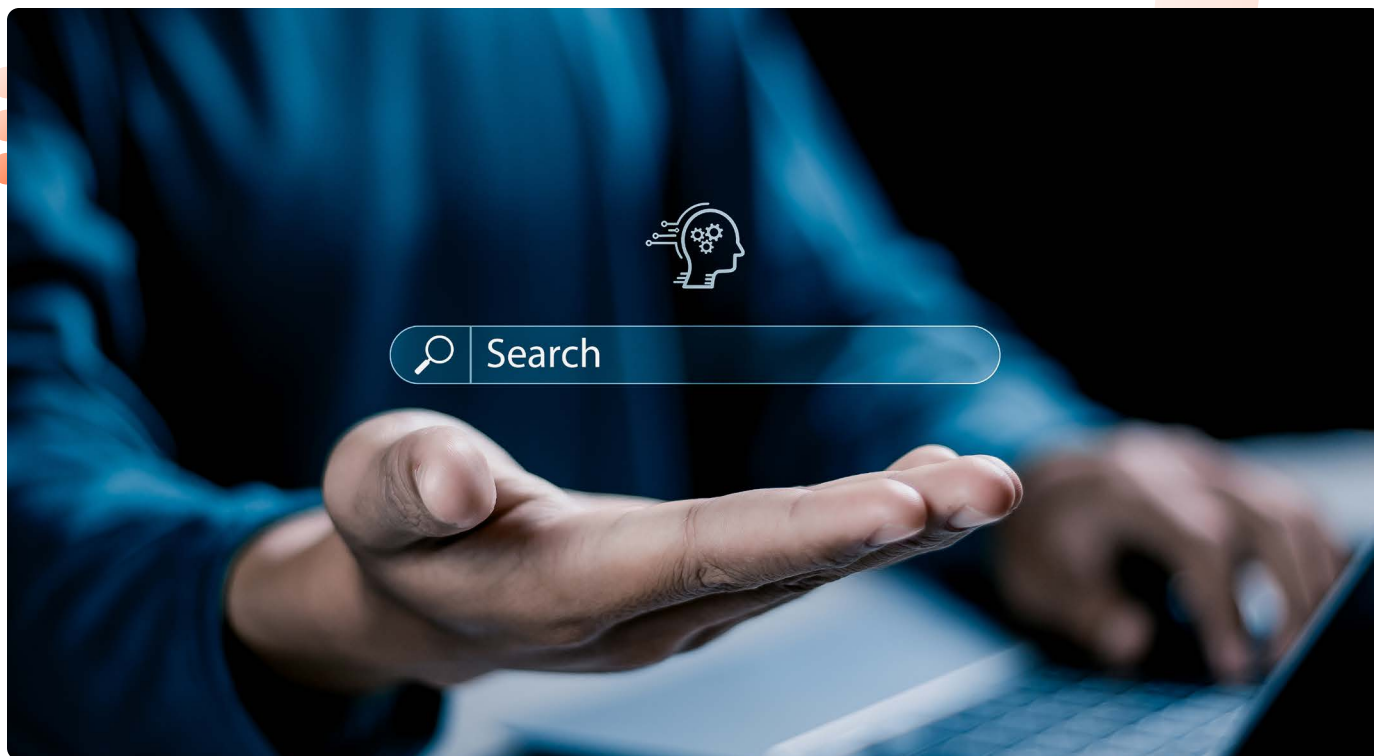# 8 Ways To Make Your SEO Strategy AI-Proof

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There's no denying that artificial intelligence will continue to impact SEO. As AI evolves, organizations relying on old ways of optimizing for search will see decreases in traffic, conversions, and, most importantly, leads.

Thankfully, you can still take certain steps to ensure your SEO strategy remains solid, even as AI transforms this essential part of inbound marketing.

1. Feature credible voices

In Google's Search Quality Rater Guidelines, they advise websites to follow their E-E-A-T framework. This framework includes Experience, Expertise, Authoritativeness, and Trust, four elements that Google considers when ranking content on its search engine.

One way to achieve this is to feature credible voices on your website or blog. For example, if you run a blog that teaches owners how to train their dogs, consider collaborating with professional trainers to make your content more credible. This might mean featuring direct quotes throughout the blog or inviting experts to write guest posts.

2. Focus on user needs

Before, a strong SEO strategy centered around picking a cluster of keywords. While still important, an AI-focused SEO strategy should prioritize user intent as well. In other words, as you target certain keywords, put yourself in the position of the searcher.

Why are they searching for this specific query? What are they hoping to gain from the results? What specific needs do they have? By creating content that addresses the searcher's needs, your website is more likely to be featured in LLM-generated search results.

3. Optimize for featured snippets and AI Overviews

Google has continued to test AI Overviews in place of featured snippets, reporting that users often read these overviews before visiting other websites. Follow best practices of getting your content found and understood by Google. That way, you'll increase your chances to appear either in a featured snippet or an AI Overview—whichever Google decides to surface on that specific SERP. You can do this by:
- Organizing your content with clearly labeled headings and subheadings
- Creating high-quality content
- Adding the proper schema to your page's source code

There are also other, more tailored ways to optimize for featured snippets, such as:
- Including "What is…" headings
- Using "[TERM] is…" followed by at least two defining sentences
- Avoiding branded language in definitions

4. Post helpful answers on Reddit

After Google released its Helpful Content Update in November 2023, organic visits to the social forum site Reddit skyrocketed to +500M visits. Why? Because Google noticed low-value spam popping up on their search engines and wanted to prioritize human-authored content. In this case, comments by users on Reddit.

You can effectively integrate Reddit into your overall SEO marketing strategy by creating an account, browsing relevant subreddits, and providing genuinely helpful answers. Reddit has strict rules against self-promotion, so it's crucial to avoid directly promoting your products or business in your answers—doing so can lead to bans from many communities.

Instead, focus on contributing valuable insights and information. Keep any branding-related content confined to your profile and concentrate on authentic engagement with community members. If a community for your target audience doesn't already exist, you can consider creating one, ensuring you adhere to Reddit's guidelines and foster a space for meaningful interactions.

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Rolling Good Bikes

BRAND SENTIMENT 72 /80

SHARE OF VOICE 18 /20

5. Use HubSpot's free AI Search Grader

If you want to determine how often your brand gets mentioned across LLMs like ChatGPT, consider using HubSpot's free AI Search Grader—a powerful tool to analyze your brand for today's AI-powered search engines.

How does it work? Simply type in basic information about your organization and the tool will grade how LLMs such as ChatGPT, Perplexity, and other AI search engines view your product and services. Plus, it'll outline your strengths and weaknesses in your brand's visibility and share of voice across AI-powered search.

Grade Your Brand

HubSpot

6. Feature original opinions or data

If a user needs answers to evergreen questions, they can now easily turn to ChatGPT for it. What websites can do to combat this, however, is to feature original opinions or data on their web pages, which can help your website fit into Google's EEAT framework. In other words, consider the unique things you can offer to users that can't be found anywhere else. This might include:

• Input from an industry expert
• Unique data your company can package into insights
• An original, quirky, or fun voice users enjoy reading

7. Write for humans—not search engines

It can be tempting to get lost in optimization and forget the most critical element—the human typing away on their keyboard in search of a solution. You should never sacrifice the value of your content or the readability of your web pages to optimize for search engines. At the end of the day, Google will continue to release updates that prioritize content written by humans, for humans

8. Use AI to guide content and research

While it's important to ensure you're publishing content written by humans, that doesn't mean ditching AI entirely. AI is still an incredibly powerful content creation and ideation tool, one you should incorporate into your SEO strategy.

But rather than use AI to output content and immediately publish it to your website, ensure an actual human contextualizes and verifies its information. This is especially important when generative AI references a statistic or fact, as it might be inaccurate (or worse, nonexistent). Moreover, you want to make sure your content reads as you would write it. As users get more and more familiar with AI, they'll start to notice differences between AI-written and human-authored content.

You might consider starting with HubSpot's Blog Ideas Generator, a free AI-powered tool you can use to generate ideas for articles

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