

HEY!

THANK YOU FOR
DOWNLOADING OUR GUIDE
ON AI SEARCH OPTIMIZATION!

**WE ARE ALSO HAPPY TO HELP YOU IN OTHER AREAS!
WE KNOW OUR WAY AROUND HERE:**

- SEO & content marketing
- Ads in Google, Bing, Facebook, Instagram, Pinterest, LinkedIn, TikTok & YouTube
- Websites & online applications
- Graphic- & corporate design
- Motion design & television advertising

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What areas does AI Search Optimization cover?

Technical Accessibility

Content must be technically accessible to the relevant search engines. This includes, among other things, crawling, indexability, robots.txt rules, and technically reliable content delivery.

Relevance and Clarity of Content

Information should provide factually accurate answers to relevant user questions and clearly convey key messages.

Information Structure and Entities

Meaningful headings, clear content structures, and consistent naming conventions for companies, people, products, or other entities help ensure that information is interpreted unambiguously.

AI Search Optimization

Sources and Quality of Information

Verifiable evidence, primary sources, original data, or original information can enhance the verifiability and independent informational value of content.

Measuring Scalability

In addition to traditional SEO metrics, mentions, citations, source references, and referral traffic from AI-powered search systems can also be analyzed.

Digital Consistency

Information about the company, its products, services, or locations should be as up-to-date and consistent as possible on the company's own website and relevant external sources.

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https://www.dreikon.de/en/news/glossary/ai-search-optimization/

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