

Use this playbook to organize AI SEO, classic SEO, answer engine visibility, topic clusters, entity coverage, prompt

Chapter 1 - Build The AI Search Foundation

Resources: Traditional SEO vs AI SEO, AI Search Engines, Generative Engine Optimization, How To Rank In AI Se

Actions: Audit rankings that trigger AI answers. Separate citation goals from click goals. Map priority queries to user

Chapter 2 - Win Google AI Overviews And Search Features

Resources: AI Overviews, AI Friendly Websites, Freshness Signals, Search Intent.

Actions: Rewrite weak answers into concise sections. Add helpful schema. Refresh pages with current examples an

Chapter 3 - Understand Answer Engines And Model Behavior

Resources: ChatGPT Statistics, ChatGPT For SEO, Perplexity Statistics, Gemini vs ChatGPT, Claude Statistics, Be

Actions: Test prompts across more than one model. Track repeated sources. Document citation gaps by topic and p

Chapter 4 - Map Prompts, Sources, And Citation Opportunities

Resources: Prompt Research For AI SEO, LLM Seeding, Blog Posts Mentioned In ChatGPT, Content Brief SEO.

Actions: Build prompt sets by buyer stage. List trusted third-party sources by entity. Create briefs with answer-ready

Chapter 5 - Strengthen Entity Coverage And Brand Authority

Resources: Entity SEO, Brand Authority In The AI Search Era, Google E-E-A-T, Topic Clusters SEO.

Actions: Make organization signals consistent. Add author and reviewer context. Connect pillar pages to supporting

Chapter 6 - Build The Content System Around Clusters

Resources: AI Content Strategy, Topical Authority SEO, SEO And Content Marketing Strategy, Keyword Research I

Actions: Group articles into intent-based clusters. Use contextual internal links. Refresh briefs before production star

Chapter 7 - Prepare For Agents, Protocols, And Commerce

Resources: AI Protocols, Agentic Search, Agentic Commerce SEO, SaaS SEO Services.

Actions: Expose product and service facts clearly. Reduce friction in comparison paths. Treat agent readiness as a t

Chapter 8 - Turn The Playbook Into An Execution Plan

Resources: AI SEO Services, Technical SEO Audits, SEO Content Writing Services, SEO Services.

Actions: Score your site before investing in production. Prioritize fixes that affect multiple pages. Use monthly checkk

90 Day Roadmap

Days 1-30: Audit AI visibility, intent coverage, entity consistency, and crawlability.

Days 31-60: Refresh key pages, strengthen internal links, and build missing cluster support.

Days 61-90: Track AI citations, improve source coverage, and prepare agent-ready facts.

Open the full interactive playbook: <https://winningserp.agency/ai-search-playbook/>

Explore AI SEO services: <https://winningserp.agency/seo/ai-seo-services/>