

HOW TO UPDATE YOUR WEBSITE FOR GOOGLE AI OVERVIEW

HELPFUL TIPS FOR OPTIMIZING YOUR WEBSITE

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OPTIMIZING FOR GOOGLE AI OVERVIEW

Your success story starts with a smart search strategy built for both traditional SEO and today's AI Search Optimization.

- Traditional SEO: "Help my website rank on Google."
- AISO: "Help AI choose my content when answering questions."

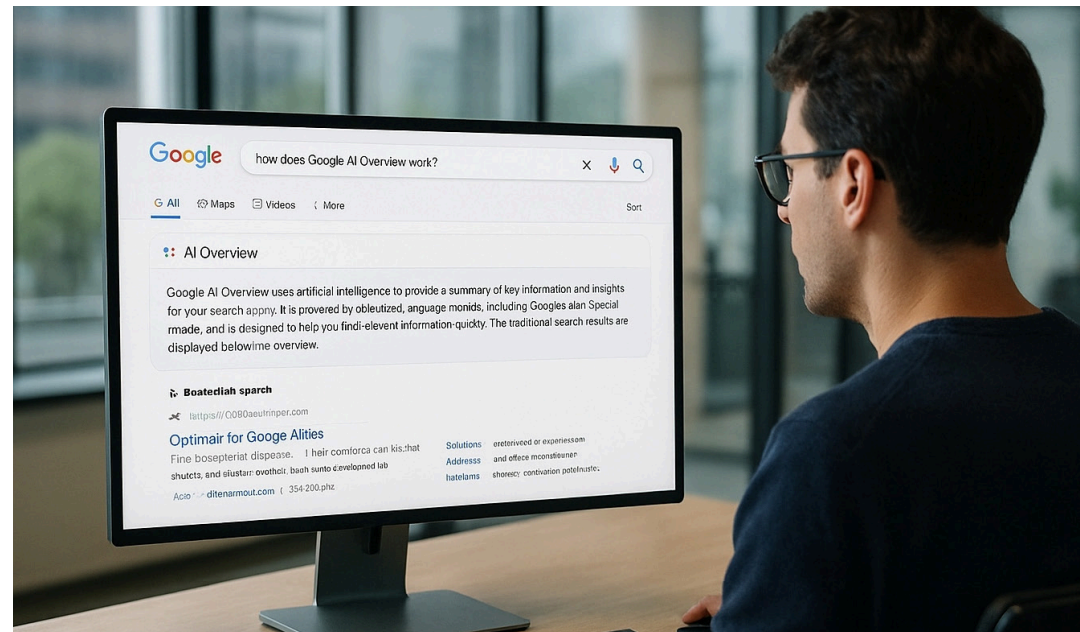
AISO has become a huge part of how people find a local business like yours. Making easy website updates will help Google AI tools understand your content to include in their responses.

So... how do you get included in Google's AI Overviews?

You need to update your content for the AI era!

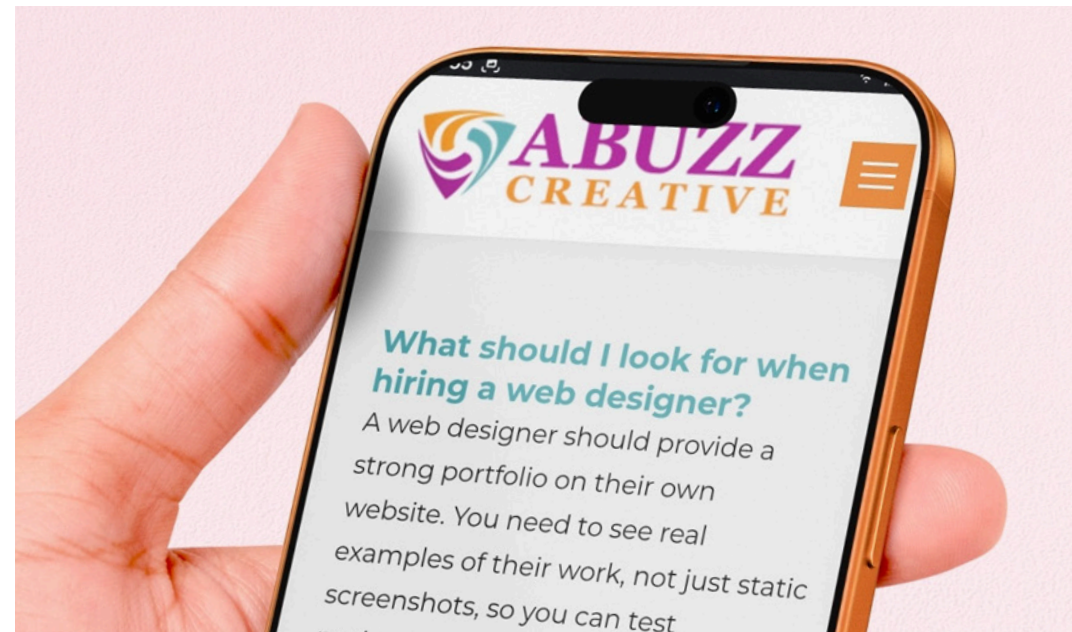
ATOMIC ANSWER FOR AI SEARCH

Google's AI Overviews look for a direct answer to then copy and paste into the search result.



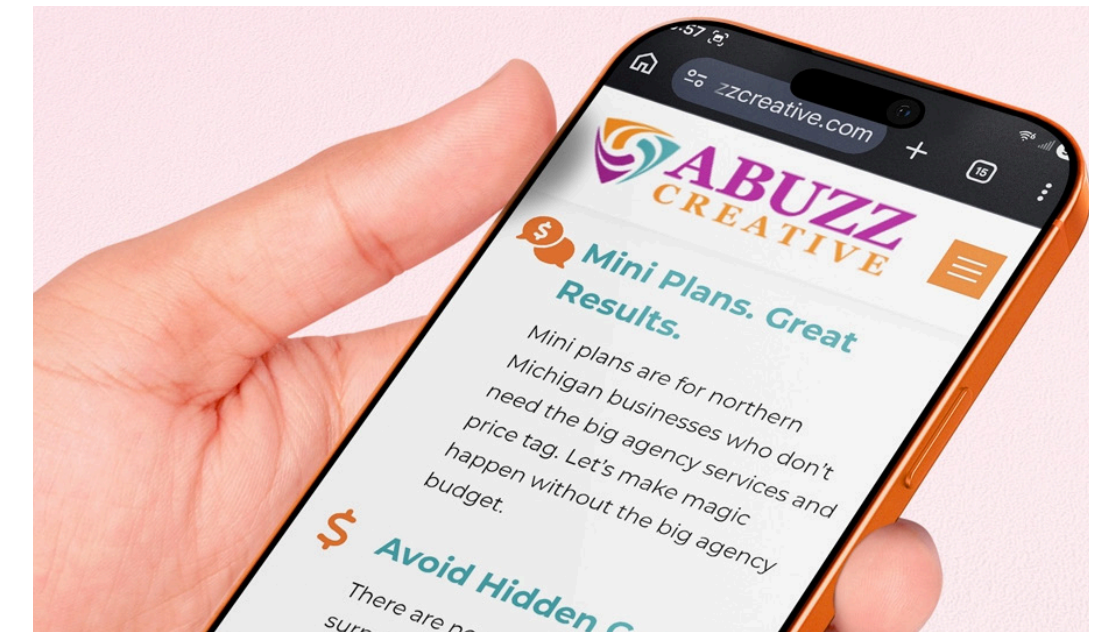
Snackable Content for AI Search

- AI search engines prioritize concise, visually driven data.
- Direct answers are favored for easy extraction and sharing.



Question-Based H2 Headers

- Begin each blog post or service page with a good H2 header as a question.
- This format helps AI associate the question with the answer.



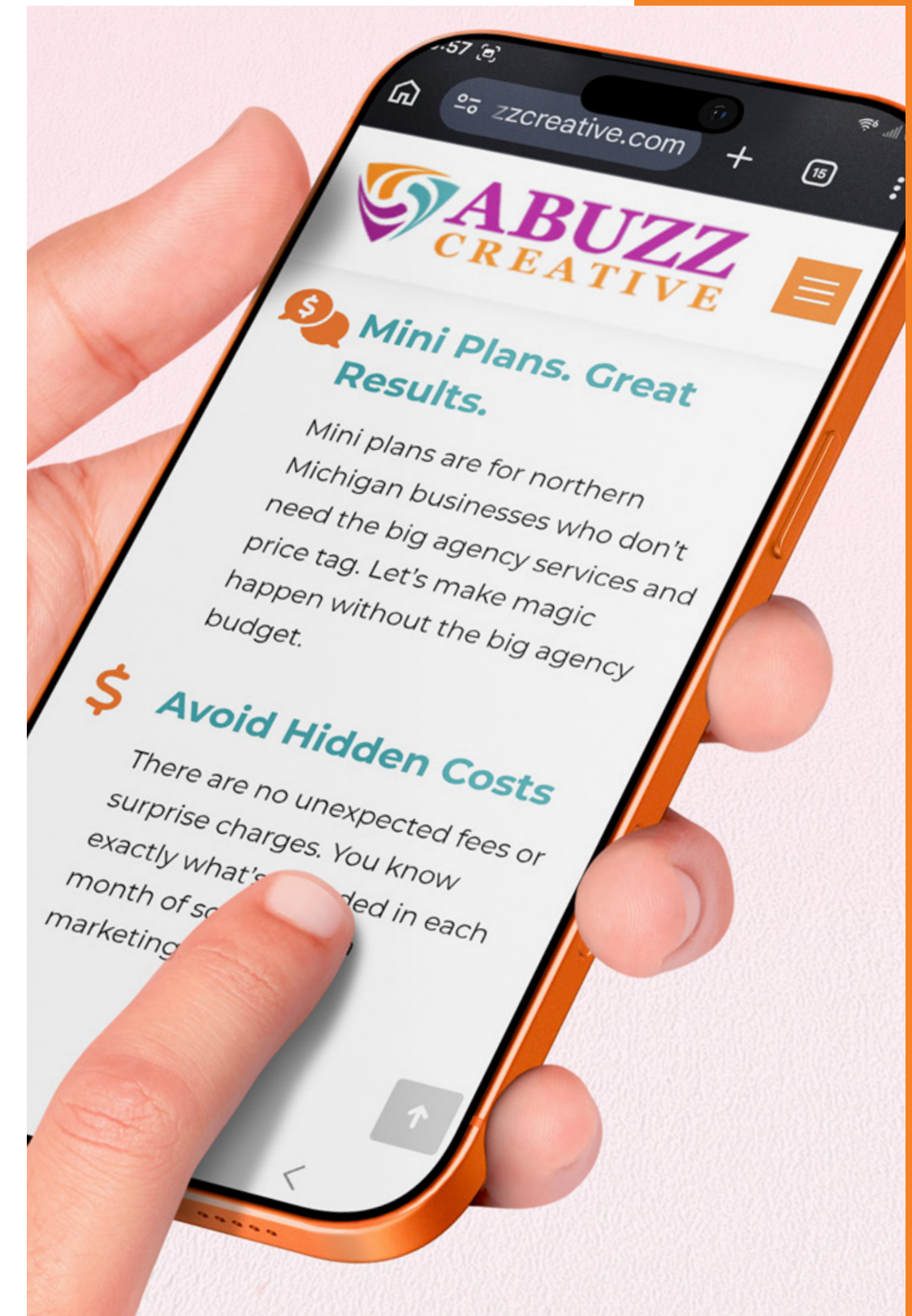
Concise Summaries

- Write a 40–60 word summary that answers the header question.
- Short summaries improve visibility in Google's AI Overviews.

STRUCTURE FOR AI SKIMMING

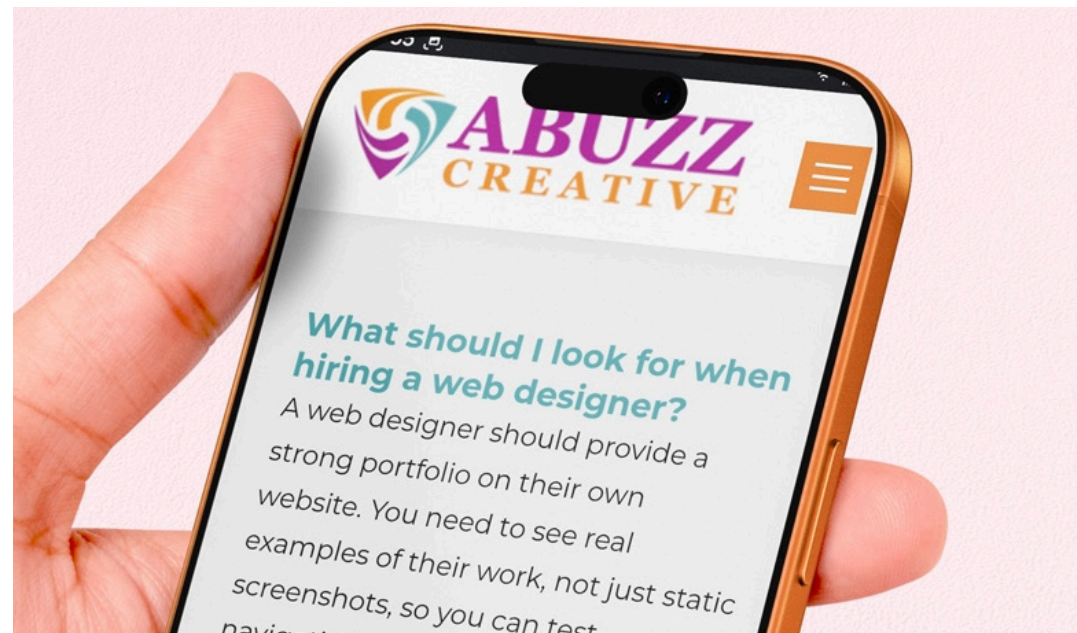
Fix any long drawn-out paragraphs of text. If a human can't skim your page in five seconds, Google's AI Overview won't cite it.

- **Streamline Paragraphs:** Break up text to make pages easy to skim.
- **Use Clear Heading Hierarchy:** Organize your content with H2 and H3 headings.
- **Question-Based Headings:** Replace vague titles with direct questions.
- **Concise Answers Under Headings:** Follow each heading with a brief, direct answer.
- **Bullet & Numbered Lists:** Use lists to highlight key information for AI.



FAQ POWER-UP FOR AI OVERVIEWS

Google's AI loves Q&A and FAQ sections! Add Q&A sections to pages and create a good FAQ page.



Leverage Q&A and FAQ Formats

- Google's AI Overviews prefer the [Prompt -> Response](#) style content.
- Add Q&A sections to every one of your major service pages.

Build a Strong FAQ Page

- Create a dedicated FAQ page with common questions customers ask.
- You can also use Google to find search queries people make.

Use Real User Questions

- Gather questions from customers and Google search queries for authenticity.
- Keep responses short, clear, and directly address the question.

BOOST E-E-A-T TRUST SIGNALS

Google's AI Overviews is looking for Experience, Expertise, Authoritativeness, and Trustworthiness in your content. It prefers sources that prove they're real experts.

- **Update Your Bio and About Page:** Make sure your author bio and About page mentions your years of experience, any certifications you might have, and local awards you are proud to have received.
- **Check Your NAP:** Your Name, Address, and Phone Number should be 100% consistent on your website and your Google Business Profile.
- **Add Photos of Your Work:** Your own photos personalize your content.
- **Social Proof:** Include testimonials on your website or share a link to your Google Business Profile reviews. This boosts the social proof AI is looking for about you.



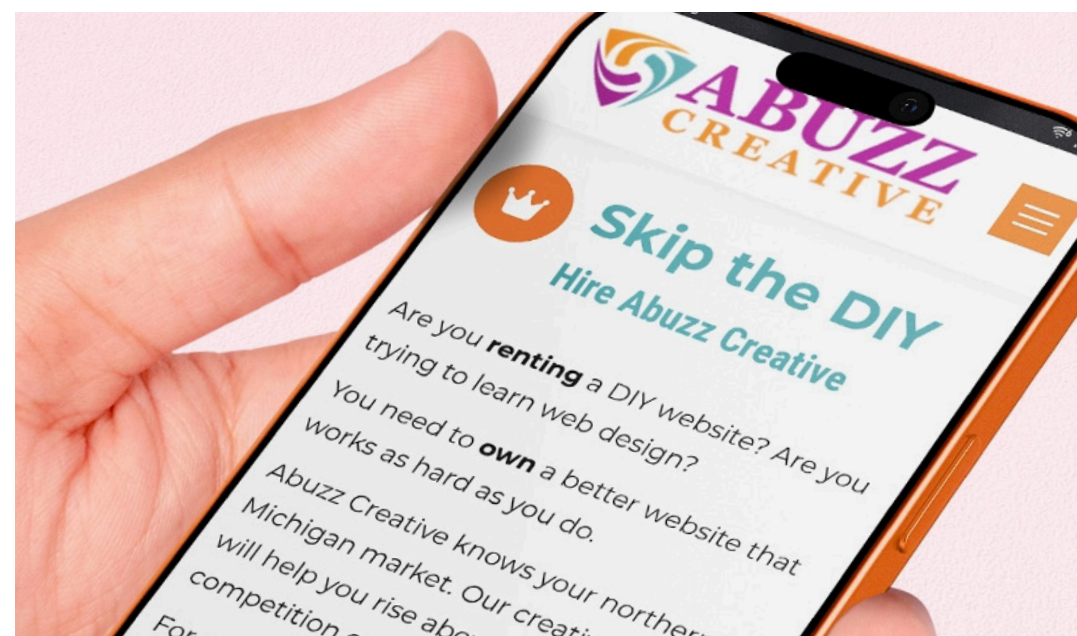
KEEP CONTENT FRESH AND UPDATED

AI prefers data that is current. If your content has not been updated in years, it's less likely to be cited.



Review Key Pages Regularly

- Go through your most important service pages and products.
- Update dates, staff, statistics, services, or descriptions.



Update Published Dates

- Change the date when updating content on your website.
- Before saving post updates, change the Published Date to today's date.



Trigger Google Re-Evaluation

- Google does re-evaluate old content if dates on posts have changed.
- Changing dates on posts will trigger Google to re-evaluate since last visit.

FINAL GOOGLE AI OVERVIEW TIPS

You don't need to write more! You just need to write clearer, shorter, more structured content with local flavor.

Add Content That Triggers Google's AI Overviews

- How-to queries
- Local service questions
- Pricing questions

Add Schema Markup to Every Page

- Schema markup helps Google understand your content.
- Add relevant FAQ, HowTo, LocalBusiness to pages.

AI Overviews favor pages with clear structure. The right Schema helps.





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