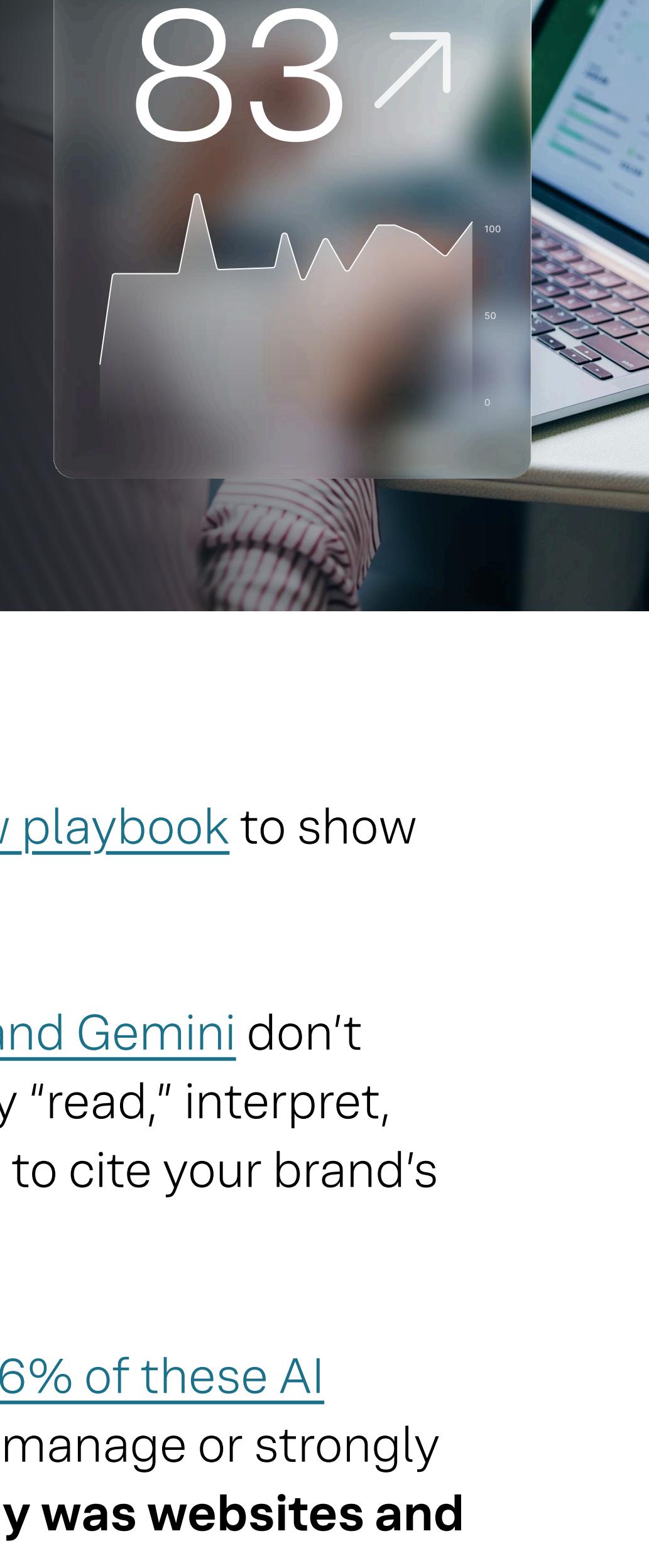




# How to Optimize Your Website Pages for AI Search

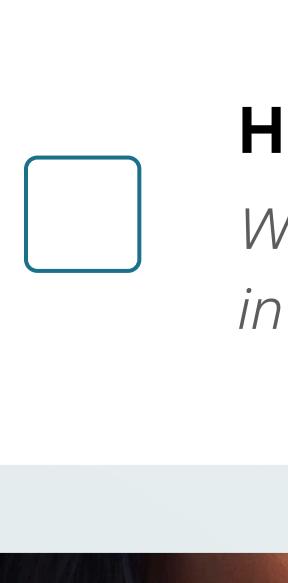


As AI rapidly reshapes search, marketers need a new playbook to show up and win customers in the moments that matter.

Why? Because AI engines like ChatGPT, Perplexity, and Gemini don't crawl websites the way Google used to. Instead, they "read," interpret, and summarize content — and then decide whether to cite your brand's page(s) as part of an AI-generated response.

The good news? Our recent research showed that 86% of these AI citations come from sources marketers can directly manage or strongly influence. **And the most cited category in the study was websites and local pages.**

Done right, optimized local landing pages help you:

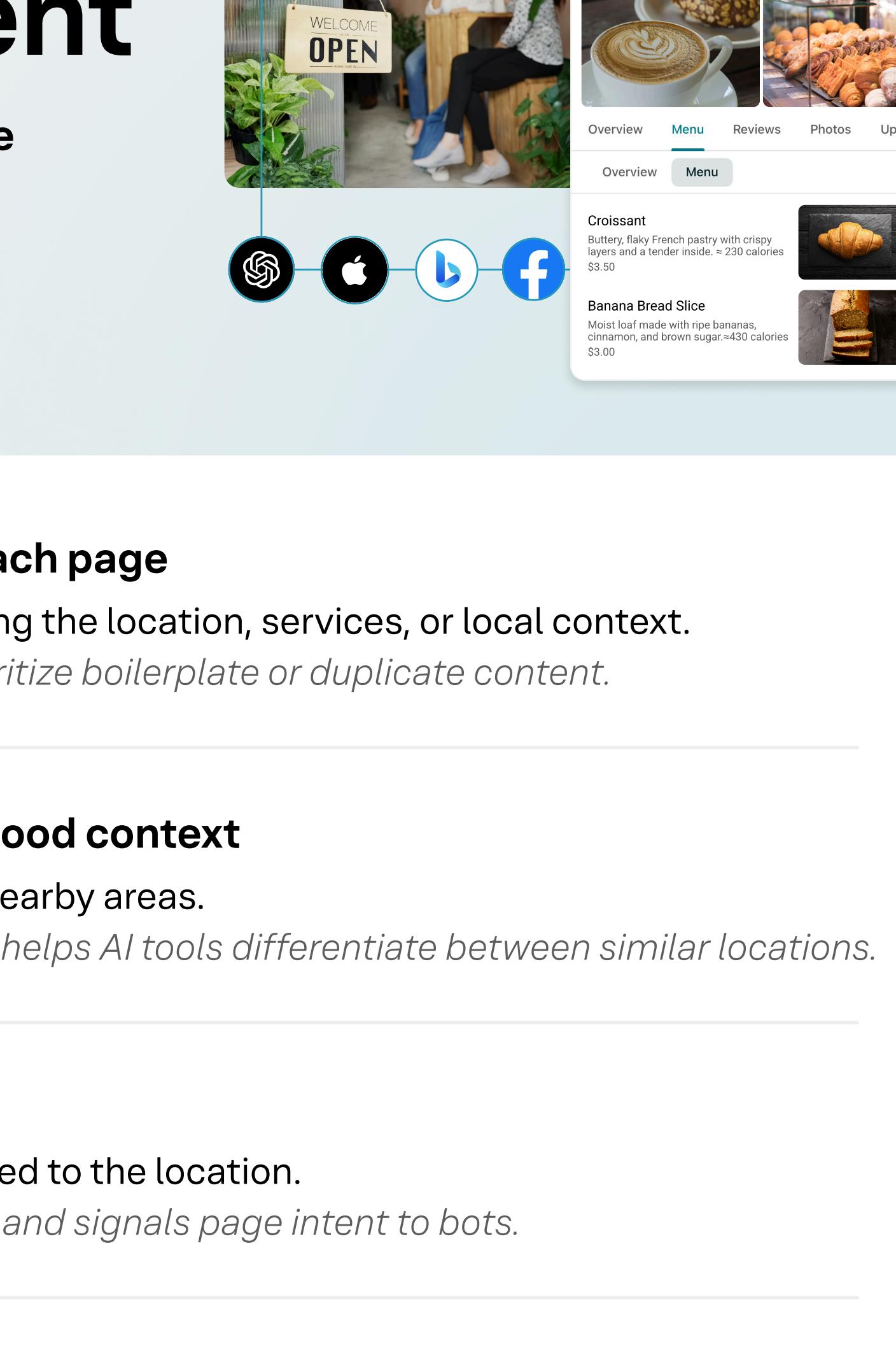
-  **Drive traffic from both traditional and AI engines**
-  **Surface accurate, structured content that large language models (LLMs) can cite**
-  **Convert customers with relevant, easy-to-navigate info**

To stay visible today, your brand's web pages need to be fast, consistent, and structured — and built with both users and AI in mind.

Use this checklist to assess whether your pages are ready and optimized for AI search across each category that matters.

## Structure + consistency

**The foundation of AI search visibility is clean, structured & consistent content.** To optimize for AI search, each individual location page should have:



### Business name, address, and phone number (NAP)

Make sure your NAP info matches your listings and Google Business Profile.

Why? Consistent entity data builds trust with LLMs — and helps them understand location relevance.

### LocalBusiness schema markup

Add structured data for business type, hours, address, and phone.

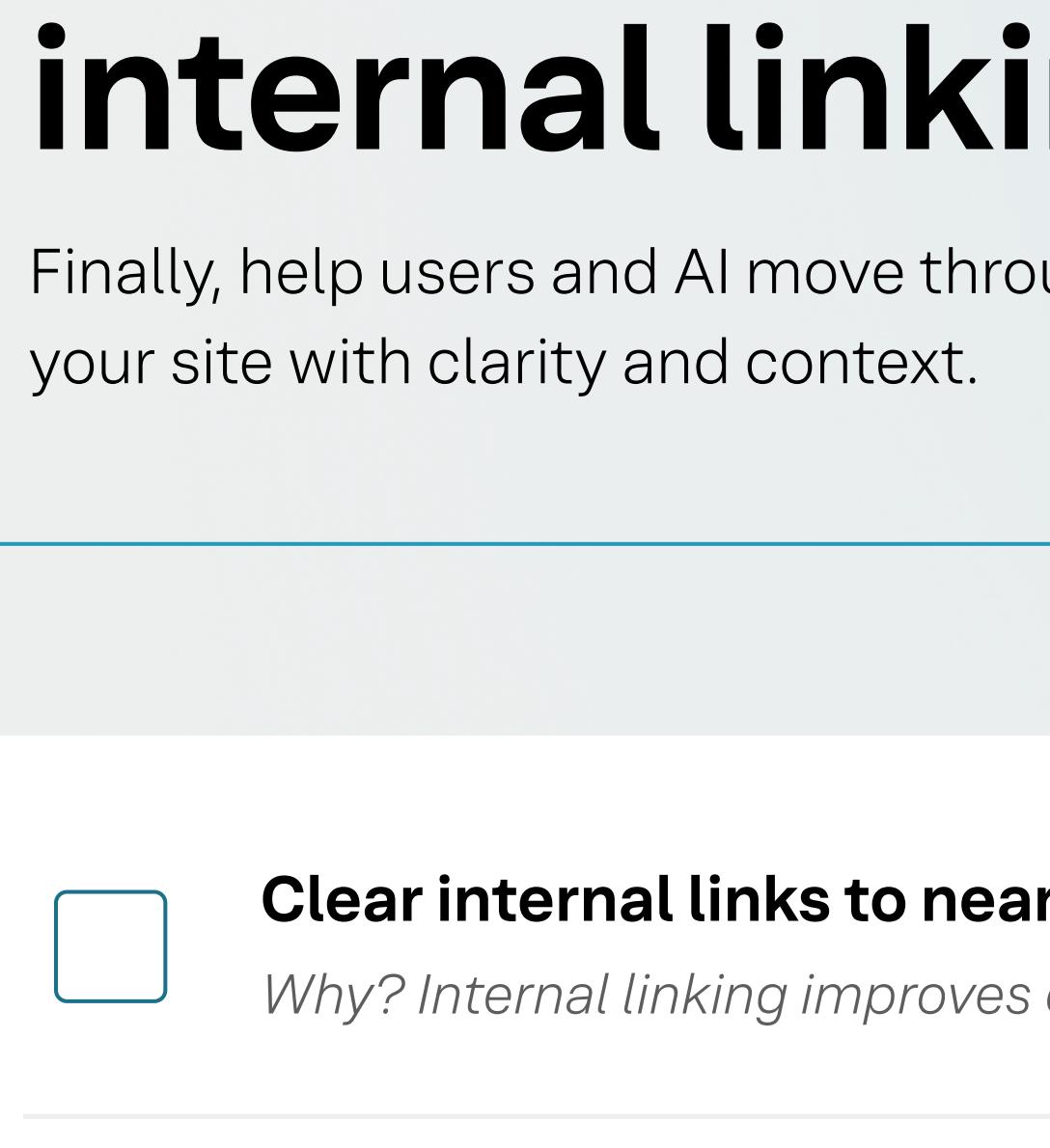
Why? Schema helps search engines and LLMs understand, index, and cite your page.

### City and state in the page title and metadata

Why? Location-based meta content signals local intent and improves visibility across search types.

### Hours of operation (with holiday exceptions)

Why? Structured hours allow AI tools and search platforms to answer "Is it open now?" in real-time.



## Mobile & performance

Even the best content can't rank or convert if the page is slow or hard to use.

Pages need:

### Mobile-optimized, responsive design

Test layouts on different devices and screen sizes.

Why? Over 60% of search traffic is mobile — and AI tools prioritize mobile-friendly content.

### Fast load times

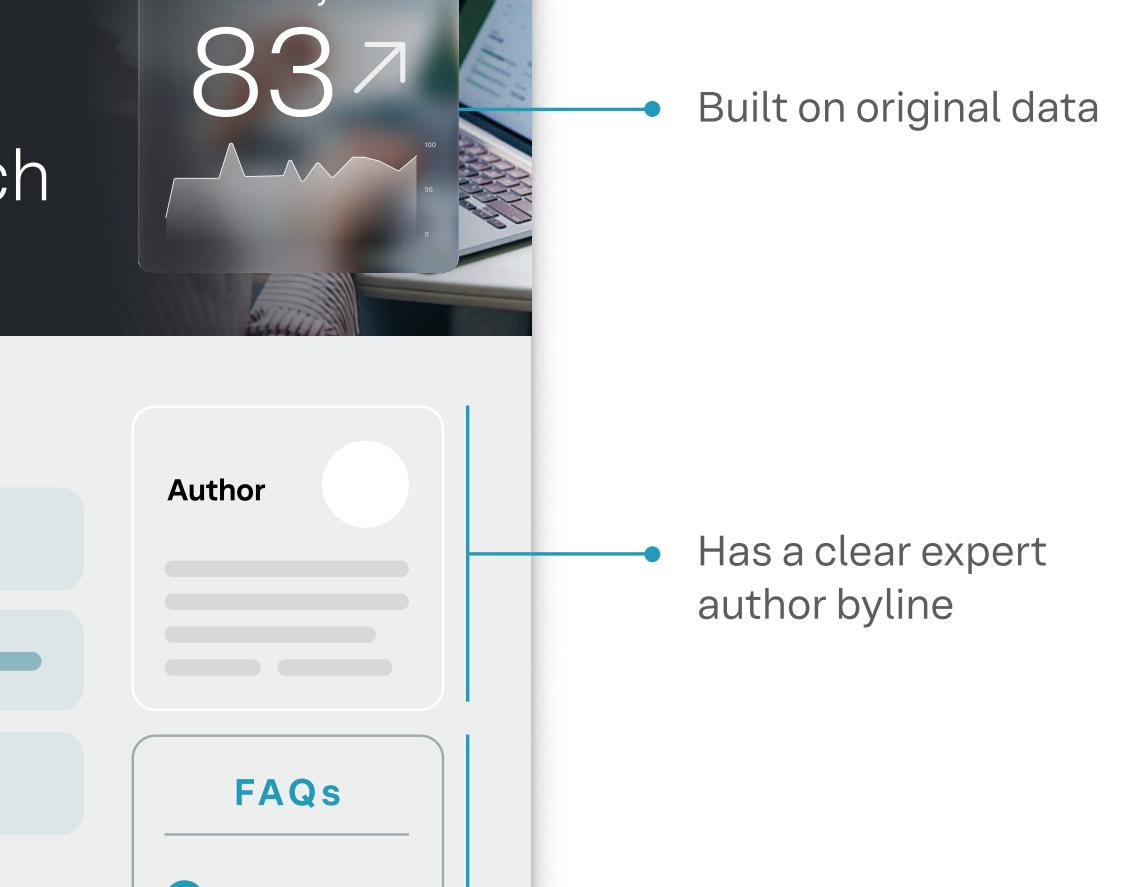
Use static content, compress images, and limit scripts.

Why? Speed improves both rankings and user engagement.

### To avoid JavaScript-only content rendering

Key content should load in the page source — not behind tabs or dropdowns.

Why? Bots and LLMs often can't "see" content rendered with JS.



## Original, localized content

Make your page useful and unique to the specific location. Make sure to add:

### Original, localized content for each page

Include 1-2 short paragraphs describing the location, services, or local context.

Why? LLMs and search engines prioritize boilerplate or duplicate content.

### Local wayfinding and neighborhood context

Mention landmarks, transit stops, or nearby areas.

Why? Adds helpful context for users & helps AI tools differentiate between similar locations.

### Location-specific CTAs

Use clear, descriptive calls to action tied to the location.

Why? Improves clarity and conversion, and signals page intent to bots.

### Dynamic content: promotions, offers, and events

Include structured fields for limited-time offers, seasonal campaigns, or in-store events.

Why? This content clicks and can be pulled into AI summaries or carousels.



## Navigation & internal linking

Finally, help users and AI move through your site with clarity and context.



### Clear internal links to nearby locations or related services

Why? Internal linking improves crawlability, time on site, and context building for AI.

### Linked breadcrumbs and clean URL structure

Why? Improves user experience and tells search engines how your site is organized.

## The Anatomy of a Highly Citable Page for LLM-Generated Answers



### Helpful supporting content

This is what turns a good page into a great one — and boosts AI discoverability.

### Local reviews or testimonials

Use clear, descriptive reviews as trust signals and may cite them directly.

### FAQ section (natural language)

Include 3-5 commonly asked, locally relevant questions.

Why? LLMs prioritize FAQ-style content to match conversational queries.

### Visuals with descriptive alt text

Use location-specific images (not generic stock) and write descriptive alt text.

Why? Visuals help engagement, and alt text gets indexed by AI tools.

## Need a faster way to get this right?

All of the elements in this checklist are possible — and scalable — with Yext Pages.

From structured data and schema to fast, mobile-optimized high-performing local landing pages at scale.

Learn More

