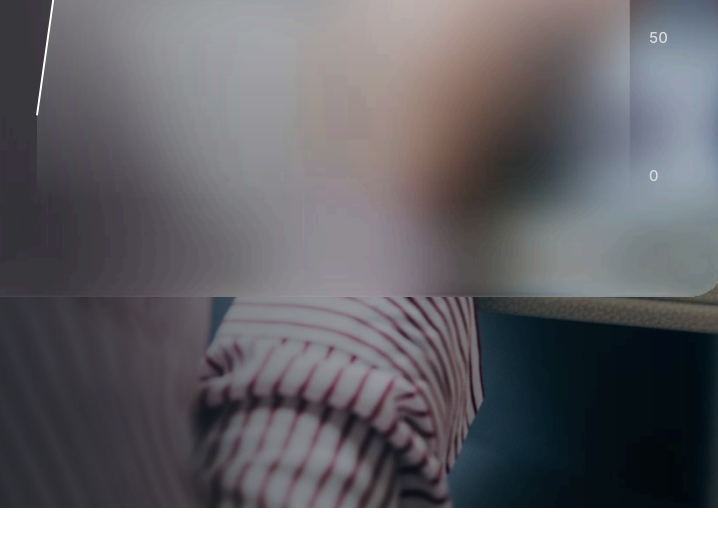




# How to Optimize Your Website Pages for AI Search

AI Visibility Score

83

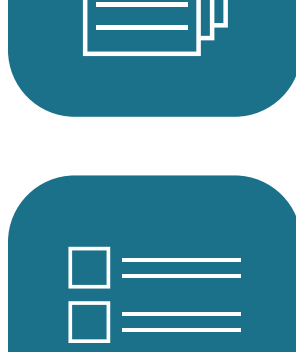


As AI [rapidly](#) reshapes search, marketers need a [new playbook](#) to show up and win customers in the moments that matter.

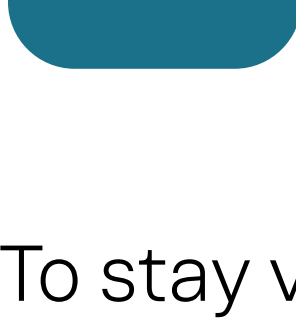
Why? Because AI engines like [ChatGPT](#), [Perplexity](#), and [Gemini](#) don't crawl websites the way Google used to. Instead, they "read," interpret, and summarize content — and then decide whether to cite your brand's page(s) as part of an [AI-generated response](#).

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.**

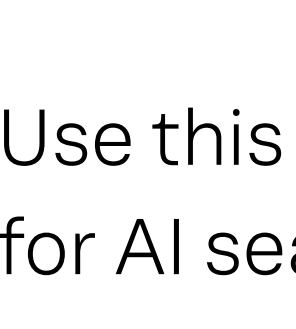
Done right, optimized local landing pages help you:



**Drive traffic from both traditional and AI engines**



**Surface accurate, structured content that large language models (LLMs) can cite**



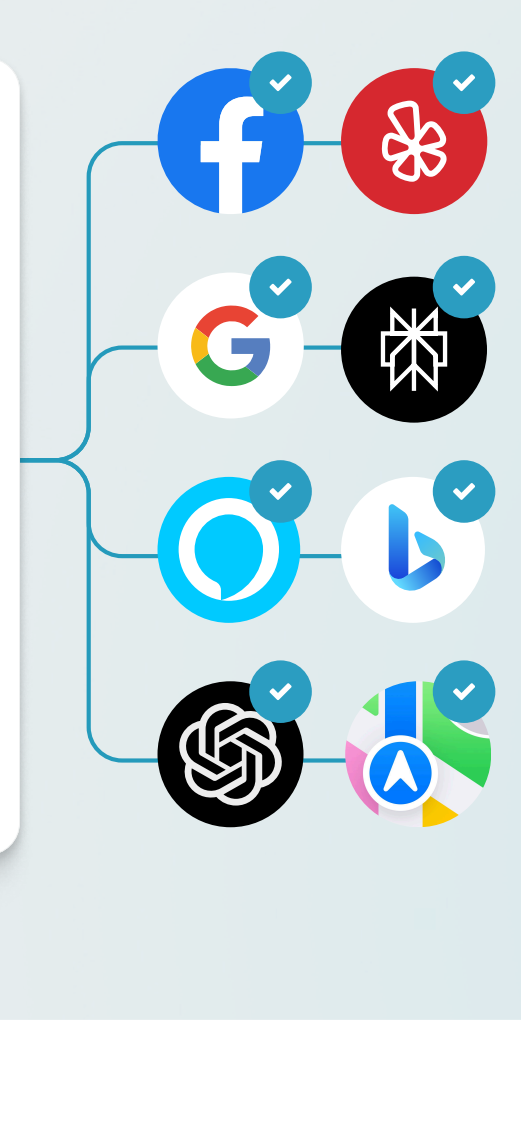
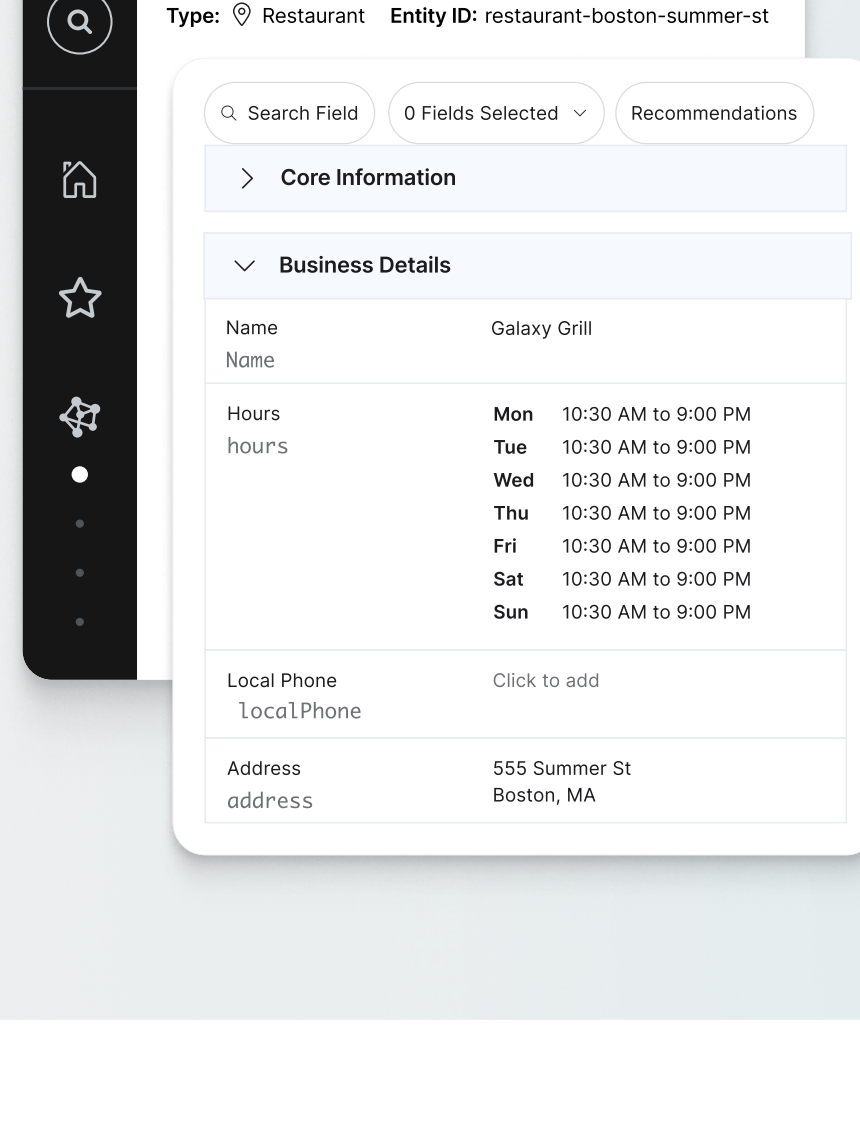
**Convert customers with relevant, easy-to-navigate info**

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

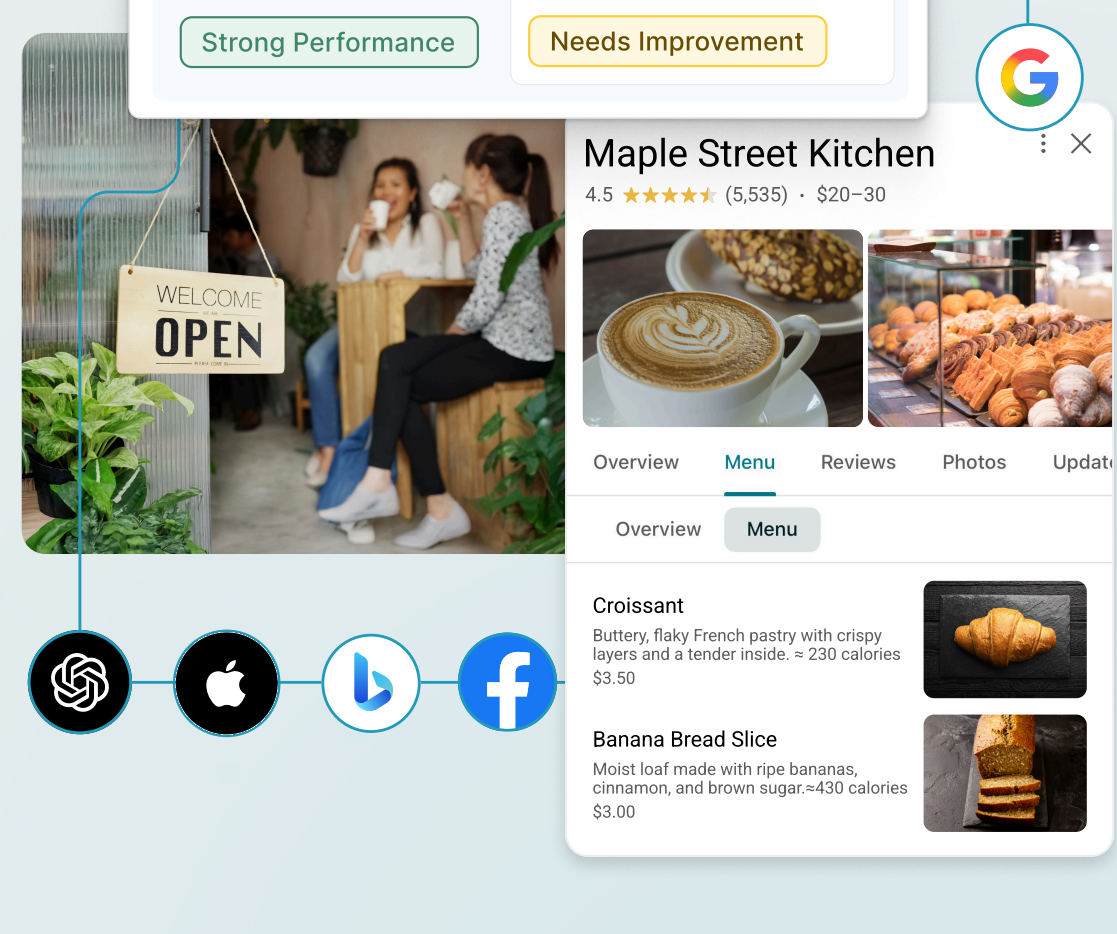
- ☐ Use static content, compress images, and limit scripts.  
*Why? Speed improves both rankings and user engagement.*

### 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 deprioritize 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 drives clicks and can be pulled into AI summaries or carousels.*

## Helpful supporting content

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

### Local reviews or testimonials

- ☐ Use static (non-JS) text or structured snippets.  
*Why? AI tools use reviews as trust signals and may cite them directly.*

### FAQ section (natural language)

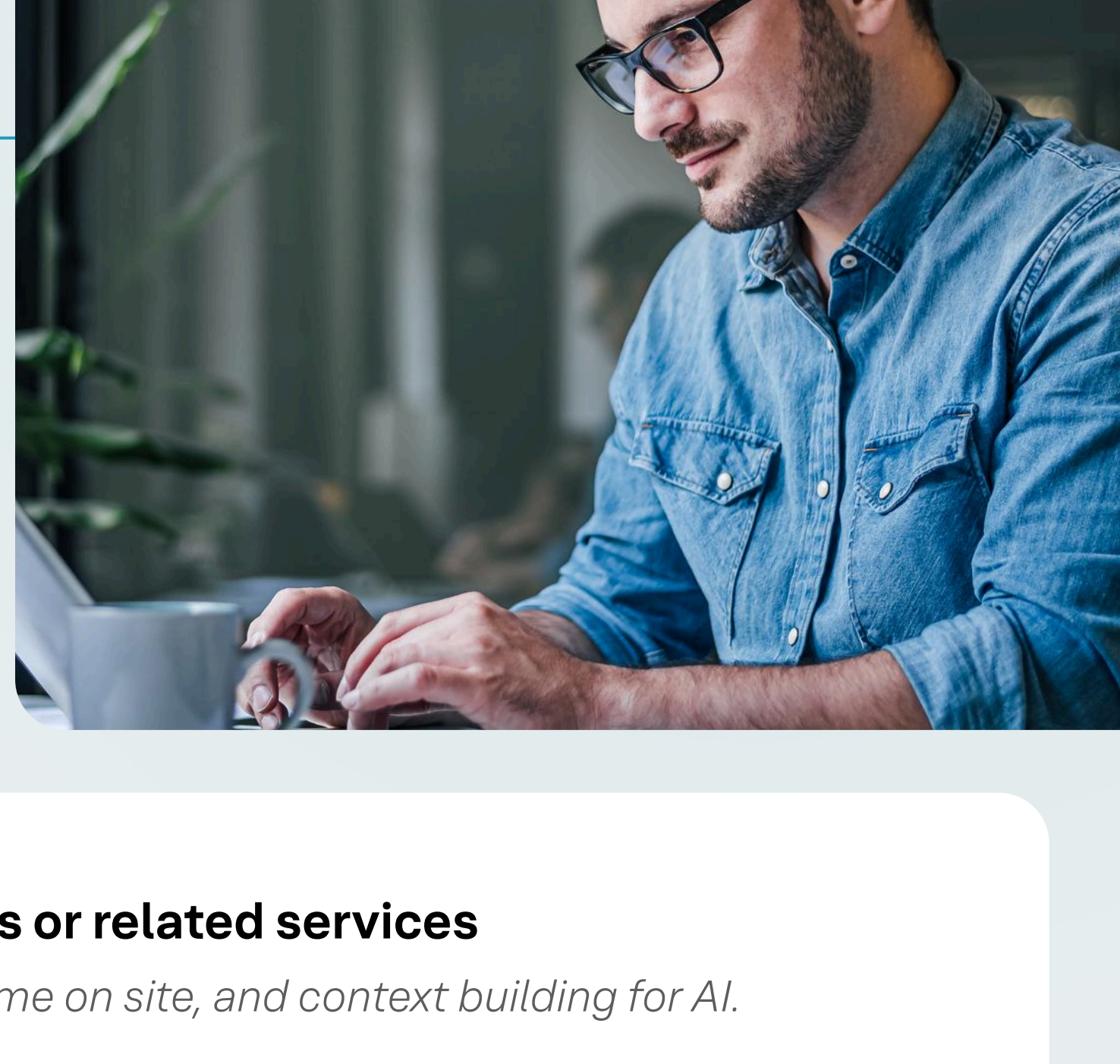
- ☐ Include 3–5 commonly asked, locally relevant questions.  
*Why? LLMs prioritize FAQ-style content to match conversational queries.*

### 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.*

## Navigation & internal linking

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



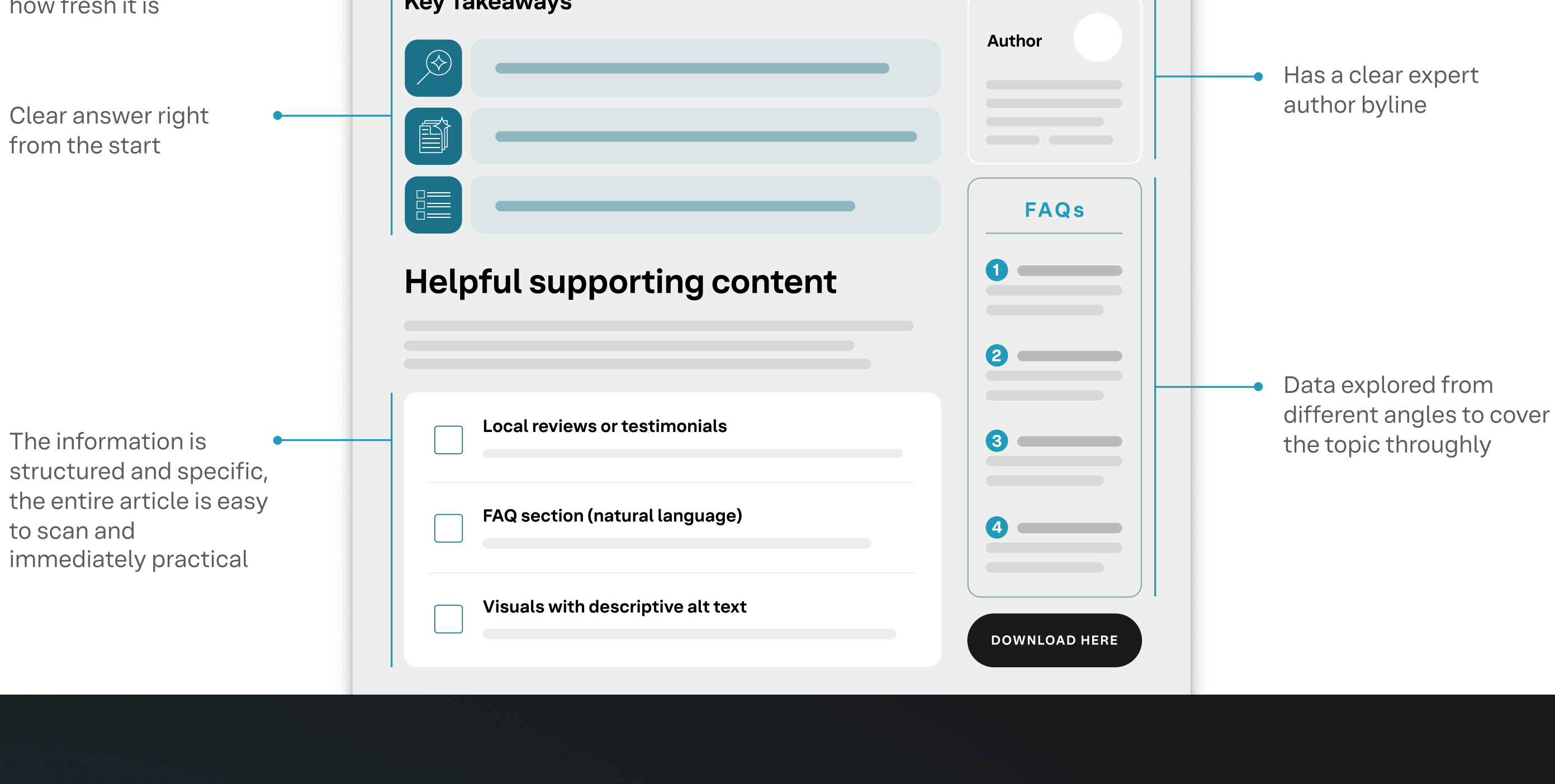
### Clear internal links to nearby locations or related services

- ☐ *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



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 layouts, Yext makes it easy to publish and update high-performing local landing pages at scale.

[Learn More](#)

