Preparing Your Business for AI-Powered Search Features

A step-by-step guide to optimizing for Google SGE and Bing Chat integration.

Based on Ai Powered Search Features Preparing For Google Sge And Bing Chat Integration by Casey's SEO

Step 1: Conduct an AI Search Audit

Analyze your current search performance, assess your content's AI readiness, identify improvement areas, and establish baseline metrics for AI-powered search features.

- Understand how AI Overviews and Copilot Search are impacting your current visibility.
- Benchmark your performance against competitors in AI-generated search results.



Step 2: Optimize Content Structure for AI

Reorganize existing content and create new assets specifically for AI consumption. Implement advanced schema markup, optimize for entity recognition, and build AI-interpretable content structures.

- Focus on an 'Answer-First' content strategy.
- Ensure content is segmented into AI-friendly pieces.



Step 3: Implement Technical Setup and Integration

Make necessary infrastructure adjustments for peak AI search performance. This includes server-side enhancements, relevant API integrations, and setting up monitoring systems.

- Utilize structured data architecture to guide AI.
- Ensure your content is optimized for multimodal search (images, video).



Step 4: Develop Retrieval-Augmented Generation (RAG) Strategies

Optimize your content to be easily discoverable and quotable by AI systems. This involves structuring information for AI, implementing schema markup, and optimizing source citations.

- Integrate real-time data to keep business details current.
- Focus on signals that build trust and authority with AI.



Step 5: Enhance Local AI Search Ecosystem

For local businesses, build a comprehensive local search ecosystem. Ensure your business stands out in AI-generated local search responses and strengthens your Google Maps presence.

- Prioritize Google Maps presence as AI systems often use map data.
- Tailor your approach to AI's understanding of your specific geographic area.



Step 6: Ensure Regulatory Compliance and E-E-A-T

Align your optimization strategies with developing AI transparency standards and reinforce your Experience, Expertise, Authoritativeness, and Trustworthiness (E-E-A-T) signals.

- Stay informed about FTC guidance on AI transparency.
- Showcase E-E-A-T in ways identifiable by both humans and AI.



Step 7: Monitor and Refine AI Search Performance

Continuously track your performance across all AI search features. Make ongoing adjustments to sustain and enhance your visibility as AI capabilities evolve.

- Track key AI search metrics like appearances in AI summaries and click-through rates.
- Balance AI optimization with a positive human user experience.

Resources & Further Reading

Related guides for this process:

Action Sheet: Prepare for AI-Powered Search

https://storage.googleapis.com/casey-s-seo-checklists-20260706-021eb2/casey-s-seo/Action%20Sheet/ai-powered-search-features-preparing-for-google-sge-and-bing-chat-integration-action-sheet.pdf

AI Search Optimization: Your Guide to Google SGE & Bing Chat (Infographic)

https://storage.googleapis.com/casey-s-seo-checklists-20260706-e6395a/casey-s-seo/Infographic/ai-powered-search-features-preparing-for-google-sge-and-bing-chat-integration-infographic.pdf

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