

FREE STRATEGY KIT

# AI-Proof SEO Strategy Kit

The complete playbook for getting found in Google AI Overviews, ChatGPT, Perplexity and every AI search engine that matters in 2026.

## WHAT'S INSIDE THIS KIT

- ◆ The AI-Proof SEO Framework — 8 tactics explained + applied
- ◆ Content Gap Worksheet — find your highest-value unwritten articles
- ◆ Platform AEO Checklist — Google AI, ChatGPT, Perplexity, Claude
- ◆ Schema Markup Quick Reference — copy-paste templates
- ◆ Information Gain Score — 10-point citation potential audit
- ◆ 30-Day Action Plan — week-by-week implementation guide

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**93%**

of AI Mode searches end without a click

**26.9%**

more AI citations with structured tables

**3x**

more citations with multi-platform presence

Sources: Position Digital AI SEO Statistics 2026 | GoodFirms SERP Visibility Research | AI Search Analysis (118,000 answers)

# THE AI-PROOF SEO FRAMEWORK

Search in 2026 has split into two distinct systems. Understanding both is the starting point for everything else in this kit.

## TRADITIONAL SEO

Goal: Rank #1 → user clicks → visits your site

Measured by: Rankings, clicks, traffic

Still works for: Transactional queries, local search, navigational searches

Under pressure from: AI Overviews absorbing ~43% of clicks on affected queries

## AI SEARCH (AEO/GEO)

Goal: Get cited in AI-generated answers

Measured by: Citations, brand mentions in AI, share of voice

Essential for: Informational queries, comparisons, how-to questions

Key insight: You don't need #1 — you need content AI systems choose to quote

**The winning strategy in 2026 runs both systems simultaneously. Traditional SEO for click-based traffic. AEO/GEO for citation-based visibility. Each feeds the other.**

## The 8 Tactics — at a glance

1

**Optimize for Extraction** — Structure content so AI systems can quote it directly

2

**Build Information Gain** — Create original data, perspective and insight AI can't replicate

3

**Multi-Source Consensus** — Get your brand mentioned consistently across platforms

4

**Make EEAT Real** — Demonstrate genuine experience, not just claimed expertise

5

**Structured Snippet Targeting** — Use schema markup + heading structure for AI Overviews

6

**Conversational Query Targeting** — Match natural language questions, not just keywords

7

**Topical Authority** — Build deep coverage in 3–4 core topics, not breadth across 20



**AI as Research Partner** — Use AI to enhance human-authored content, not replace it

# CONTENT GAP WORKSHEET

Use this worksheet to identify your highest-value unwritten content. Run through it once per quarter.

## STEP 1 — Map What You Have

List your 10 most important existing articles. For each, note whether it covers: awareness (what is X), consideration (how to choose X), decision (best X for my situation), or implementation (how to set up / use X).

Article Title / URL	Stage	Ranking?	AI cited?

## STEP 2 — Find the Gaps

For each stage below, identify whether you have solid coverage or a gap. A gap = no published content, or published content that doesn't directly answer the question.

Stage	Gap Question to Answer	Have it?	Priority
Awareness	What is [your core topic] and why does it matter?	■ Yes ■ No	
Awareness	What problems does [your topic] solve?	■ Yes ■ No	
Consideration	How do I evaluate options for [your topic]?	■ Yes ■ No	
Consideration	What should I look for when choosing [tool/approach]?	■ Yes ■ No	
Decision	Best [solution] for [your specific audience]	■ Yes ■ No	
Decision	Comparison of top options (with table)	■ Yes ■ No	
Implementation	Step-by-step setup guide	■ Yes ■ No	
Implementation	Common mistakes and how to avoid them	■ Yes ■ No	
Post-use	Advanced tactics / getting more from [tool]	■ Yes ■ No	
Post-use	Troubleshooting guide for [common issues]	■ Yes ■ No	

## STEP 3 — Score Your Gaps

- High search volume keyword available (100+ monthly searches)
- Competitor content on this topic is weak or outdated
- You have original data, experience, or perspective to add
- The question appears in "People Also Ask" on Google
- This question comes up from real customers or readers

*Score 3+ = write this article next. Score 5/5 = drop everything and write it today.*

# AEO PLATFORM CHECKLIST

Each AI platform pulls from different sources and uses different signals. This checklist covers what to do for each one.

Google AI Overviews	ChatGPT Web Search
<ul style="list-style-type: none"><li>■ Add FAQPage schema to every article with a Q&amp;A; section</li></ul>	<ul style="list-style-type: none"><li>■ Build domain authority (DA 30+ gets 3.5x more citations)</li></ul>
<ul style="list-style-type: none"><li>■ Use HTML tables for all comparisons (not visual/CSS tables)</li></ul>	<ul style="list-style-type: none"><li>■ Get mentioned on Reddit in relevant subreddits</li></ul>
<ul style="list-style-type: none"><li>■ Lead answer sections with "[Term] is..." sentence structure</li></ul>	<ul style="list-style-type: none"><li>■ Earn external links from credible industry publications</li></ul>
<ul style="list-style-type: none"><li>■ Include "What is..." headings with 40–60 word definitions</li></ul>	<ul style="list-style-type: none"><li>■ Ensure consistent entity information across your web presence</li></ul>
<ul style="list-style-type: none"><li>■ Submit sitemap and request indexing via Search Console</li></ul>	<ul style="list-style-type: none"><li>■ Use short sentence structure in key answer sections</li></ul>
<ul style="list-style-type: none"><li>■ Use Article schema with author and datePublished fields</li></ul>	<ul style="list-style-type: none"><li>■ Publish original data — even small surveys get cited</li></ul>
<ul style="list-style-type: none"><li>■ Target featured snippet queries: lists, definitions, steps</li></ul>	

## Perplexity

- Structure content around complete question-answer pairs
- Use numbered or bulleted lists for multi-step processes
- Comparison tables with 3+ columns perform best
- Keep paragraph length short (3–4 sentences max)
- Include source citations in your own content (signals credibility)
- Check Perplexity's auto-generated follow-up questions to find gaps

## Claude / Anthropic

- Prioritize topical depth over keyword breadth
- Build a consistent internal linking structure
- Use semantic HTML5 (h1–h4 hierarchy, not styled text)
- Publish regularly — recency matters for citation preference
- Ensure your "About" page clearly states your expertise
- Build backlinks from sites with genuine editorial standards

■ **Only 11% of cited domains appear across multiple AI platforms. Optimizing for one does not mean you're optimized for all. Run this checklist platform by platform.**

# SCHEMA MARKUP QUICK REFERENCE

Schema markup tells AI crawlers exactly what your content contains. These three schema types are the highest-impact for AEO. Copy, paste, and fill in your details.

## 1. Article Schema — for every blog post and guide

```
{
  "@context": "https://schema.org",
  "@type": "Article",
  "headline": "Your article title here (matches H1 exactly)",
  "description": "Your meta description - 120-155 characters",
  "author": {
    "@type": "Person",
    "name": "Your Name",
    "url": "https://yoursite.com/about"
  },
  "publisher": {
    "@type": "Organization",
    "name": "Your Site Name",
    "url": "https://yoursite.com"
  },
  "datePublished": "2026-05-13",
  "dateModified": "2026-05-13",
  "mainEntityOfPage": {
    "@type": "WebPage",
    "@id": "https://yoursite.com/your-article-url/"
  }
}
```

## 2. FAQPage Schema — for Q&A; sections (highest AEO impact)

```
{
  "@context": "https://schema.org",
  "@type": "FAQPage",
  "mainEntity": [
    {
      "@type": "Question",
      "name": "What is [your topic]?",
      "acceptedAnswer": {
        "@type": "Answer",
        "text": "2-3 sentence direct answer. Lead with the definition.
                Include a specific detail or number. End with a next step."
      }
    },
    {
      "@type": "Question",
      "name": "How do I [action related to your topic]?",
      "acceptedAnswer": {
        "@type": "Answer",
        "text": "Step 1: [action]. Step 2: [action]. Step 3: [action].
                Repeat for each question in your FAQ section."
      }
    }
  ]
}
```

Validate all schema at: [schema.org/validator](https://schema.org/validator) — and test for rich results at Google's [Rich Results Test tool](#).

# THE INFORMATION GAIN SCORE

Before publishing any piece of content, run it through this 10-point audit. Content that scores 7 or higher has strong citation potential. Below 5 means AI systems will likely generate a similar answer without citing you.

✓	Criteria
■	1. Contains a direct answer in the first 2 paragraphs
■	2. Includes at least one piece of original data, research, or case detail
■	3. Takes a specific, arguable position (not just neutral summary)
■	4. Has at least one HTML table or structured comparison
■	5. Uses a "What is..." or "[Term] is..." definition heading
■	6. Includes a FAQ section with FAQPage schema
■	7. Article schema with author name and publication date
■	8. Average sentence length under 15 words in key sections
■	9. At least one external citation or linked reference to a credible source
■	10. Covers something not already addressed clearly by the top 3 results

0–4	5–6	7–8	9–10
<i>Low citation potential</i>	<i>Marginal — revise before publishing</i>	<i>Good — strong citation candidate</i>	<i>Excellent — optimise for distribution</i>

# 30-DAY ACTION PLAN

One focused month is enough to build a foundation that AI systems can find, evaluate, and cite. This plan assumes 3–5 hours per week.

## WEEK 1 Audit & Foundation

- Run your top 10 articles through the Information Gain Score — note which score below 5
- Identify your 3 core topics (the ones you want to own in AI search)
- Set up Google Search Console if not already done — check what queries you're appearing for
- Add Article schema to your 5 most important pages
- Install a schema validator and fix any errors

## WEEK 2 Restructure & Optimize

- Rewrite the intro of your 3 lowest-scoring articles to lead with a direct answer
- Add a FAQ section + FAQPage schema to 3 existing articles
- Convert at least one comparison section into an HTML table
- Update your "About" page to clearly state your expertise and experience
- Do the Content Gap Worksheet — identify your top 3 gap opportunities

## WEEK 3 Create & Expand

- Write one article targeting your highest-priority gap (aim for 7+ on the Information Gain Score)
- Post in 2–3 relevant subreddits — answer real questions, no self-promotion
- Publish one LinkedIn post summarizing a key insight from your best article
- Find one industry directory or review platform to submit your site to
- Reach out to one publication or newsletter in your niche about a guest contribution

## WEEK 4      Monitor & Compound

- Search your core topics in ChatGPT and Perplexity — are you cited anywhere?
- Check Search Console for new impressions from conversational queries
- Write a second article addressing a specific gap you identified in Week 2
- Build 3 internal links connecting your new articles to existing pillar content
- Draft your content plan for the next 30 days using the gap worksheet

**After 30 days: Run the Information Gain Score on every piece of new content you produce. It should become a reflex — like spell-check, but for citation potential.**

# You've Got the Framework.

Now the question is execution.

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If you've found this kit useful, the blog post that goes with it goes deeper on every tactic — with more examples, the reasoning behind each recommendation, and specific implementation details for small B2B teams.

→ [leanb2btools.com/ai-proof-seo-strategy-2026](https://leanb2btools.com/ai-proof-seo-strategy-2026)

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