

Prepared by: _____ For: _____

The Search Program

How modern SEO works — including the AI part

What actually moves rankings now

Search engines reward businesses that demonstrably know their field. In practice that means three layers of work:

1. **Technical health** — a fast, crawlable, accessible site with clean structure and structured data. Unglamorous, foundational.
2. **Authority content** — service pages that convert, knowledge guides that prove expertise, and answer pages that respond to the exact questions customers ask. Interlinked deliberately, so the site reads as an authority rather than a brochure.
3. **Trust signals** — real credentials, real photos, sourced claims, consistent business facts everywhere. Search engines call this E-E-A-T: Experience, Expertise, Authoritativeness, Trust.

The AI dimension

A growing share of customers ask ChatGPT, Gemini, or Google's AI Overviews who to hire. These systems cite a handful of sources — and they favor sites with direct answers, verifiable facts, and structured data. The same deep content work that ranks on Google is what gets a business cited in AI answers. Thin sites are disappearing from both.

Honest timelines

Search is a compounding asset, not a faucet. Expect early technical wins in weeks, content momentum in months, and category ownership over quarters. Anyone promising a #1 ranking on a date is guessing or lying — what can be promised is the work, the measurement, and the trajectory.

What to ask any SEO provider

- Can I see exactly what was published and changed each month?
- Is the content factually checked — especially in regulated fields?
- Is the site accessible (WCAG) and technically clean?
- Will I own everything if we part ways?

Ask your marketing team for your current search baseline — rankings, traffic, and AI citations are all measurable.