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00:00:07.090 --> 00:00:12.400

Janna Fiester (she/her): Hello, everybody. Welcome. We're gonna get started in just a couple seconds.

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00:00:14.770 --> 00:00:22.479

Janna Fiester (she/her): For those of you who are in Chicago, it's a great fall day. We finally have fall. Hopefully it'll last more than one day.

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00:00:24.500 --> 00:00:26.040

Janna Fiester (she/her): Hello, Kelly!

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00:00:28.410 --> 00:00:30.839

Janna Fiester (she/her): We're all really excited that you all are here.

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00:00:35.150 --> 00:00:38.589

Janna Fiester (she/her): Okay, wonderful. Hello, everybody!

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00:00:39.470 --> 00:00:42.010

Janna Fiester (she/her): Just a couple more seconds, then we'll jump in.

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00:00:46.450 --> 00:01:06.240

Janna Fiester (she/her): Okay, let's go ahead. We're at one minute after, we got a lot to cover. Cameron and I are super excited that you're here, so let me give you a lay of the land. So first, foremost, hello everybody, and welcome to our October Sandstorm webinar, From SEO to AEO, Optimize Your Website for Search and AI.

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00:01:06.470 --> 00:01:18.030

Janna Fiester (she/her): The goal of this webinar is to help you understand how AI is changing search, and give you 5 actionable tips to make your content visible to both humans and AI.

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00:01:18.560 --> 00:01:26.710

Janna Fiester (she/her): During the webinar, please submit any questions into the Q&A channel. We will try to address those at the end of the webinar today.

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00:01:27.210 --> 00:01:30.800

Janna Fiester (she/her): For general comments, share those in the chat channel.

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00:01:31.520 --> 00:01:42.490

Janna Fiester (she/her): To make this presentation more accessible, this session will have audio captions and will be recorded. And next week, we'll provide a human-corrected transcript with a link to the recording.

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00:01:43.180 --> 00:01:48.730

Janna Fiester (she/her): At the end of our webinar today, we will be sharing out this deck, so you don't have to wait till next week to get all these good tips.

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00:01:49.200 --> 00:02:06.430

Janna Fiester (she/her): Okay, so without further ado, let's get started with From SEO to AEO, Optimize Your Website for Search and AI. My name is Jaina Feaster, and I am one of the presenters. I am the Vice President of UX and Creative at Sandstorm, and my pronouns are she, her.

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00:02:07.440 --> 00:02:18.909

Cameron Panice (he/him): And my name is Cameron Panice. I'm a digital strategist here at Sandstorm Design. That means I am an AI and analytics nerd, and my pronouns are he, him. Very excited to talk through everything today.

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00:02:19.870 --> 00:02:20.700

Janna Fiester (she/her): Wonderful.

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00:02:20.840 --> 00:02:42.860

Janna Fiester (she/her): Let me tell you a little bit about Sandstorm, for some of you that may not know us. We are an accessibility-certified creative tech agency located or headquartered in Chicago. We've been around for over 25 years, and over that time, we've had the opportunity to work with purpose-driven brands across many industries, including higher ed, associations, global nonprofits, and healthcare.

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00:02:43.390 --> 00:02:56.530

Janna Fiester (she/her): Sandstormers believe in certifications. We have a lot of tech certifications in AWS Cloud, Pantheon, Acquia. We also are certified in CPAC for accessibility, DEIB, as well as a woman-owned business.

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00:02:56.910 --> 00:03:15.799

Janna Fiester (she/her): We have an interdisciplinary team of UX UI, AI, strategy, technology, and analytics, and AI runs all through that, much like our UX practice. Speaking of UX practice, we started it back in 2006 with a PhD in human factors. So we were doing UX, we like to say we were doing UX before it was cool.

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00:03:16.180 --> 00:03:18.370

Janna Fiester (she/her): So that's a little bit about Sandstorm.

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00:03:18.550 --> 00:03:22.960

Janna Fiester (she/her): So, let's jump into the webinar and start grounding ourselves with a data point. Cam?

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00:03:23.540 --> 00:03:24.420

Janna Fiester (she/her): Thank you.

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00:03:24.570 --> 00:03:26.140

Janna Fiester (she/her): So, brands?

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00:03:26.630 --> 00:03:35.510

Janna Fiester (she/her): I mean, we're all feeling this, that's why we're here today. So many brands are experiencing up to a 60% decrease in website clicks.

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00:03:35.510 --> 00:03:55.060

Janna Fiester (she/her): And this is due to consumers shifting to AI search. No longer do they accept the long list of links and links and links. They want to have those summaries, and they want to have that information quick and easy, and then they'll move over to a link if they find that they're interested in the content.

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Janna Fiester (she/her): And why is that? Our next stat, please.

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Janna Fiester (she/her): It's because 80% of consumers are now relying on that AI-generated result.

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00:04:06.100 --> 00:04:23.670

Janna Fiester (she/her): And they're using that for at least 40% of their searches. So a few months ago, we were all like, oh, those AI search results are so bad. No one... they're not right, so they're not relevant. Well, now that's changing, and people are relying on that for 40% of their searches, and we're expecting that number, 40%, to continue to go up.

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00:04:24.300 --> 00:04:41.700

Janna Fiester (she/her): So what does this mean for us? Well, we, as marketers or practitioners, we need to be found by AI so that we can be served up in AI-generated content. We need AI to find our content, understand it, and share it so that people can find us in those AI summaries.

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00:04:42.160 --> 00:04:44.739

Janna Fiester (she/her): And so I'm gonna let Cam tell us how we're gonna do that.

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00:04:45.470 --> 00:04:52.740

Cameron Panice (he/him): Excellent. Yeah, so what is the solution? It's simple and powerful, built for AI and humans.

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00:04:52.740 --> 00:05:10.249

Cameron Panice (he/him): We can't abandon traditional SEO practices, but we need to understand how to evolve them to tackle the emerging tech of today. We need to optimize for how AI systems read, understand, and process our content, while still keeping the human experience at the center of everything we do.

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00:05:11.230 --> 00:05:34.010

Cameron Panice (he/him): So this brings us to AEO. This is going to be a term you're hearing more and more often in the coming months, weeks, years. It stands for Answer Engine Optimization, and to break down what that means, AEO makes your content more relevant and visible to AI-driven platforms. Second, it builds off of and moves beyond traditional SEO. You're not throwing away what works, you're just enhancing it.

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00:05:34.010 --> 00:05:46.709

Cameron Panice (he/him): AEO aligns your content with how large language models actually understand and process information, and it focuses on clear, straightforward, well-organized, and natural language that AI can easily interpret.

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00:05:46.860 --> 00:06:04.829

Cameron Panice (he/him): The key here is understanding that AI systems are looking for structured, context-rich, that's a key word there that we're going to be using throughout this presentation, context-rich content that directly answers questions. If your content is vague, buried in jargon, or poorly organized, AI will skip right over it.

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00:06:05.340 --> 00:06:22.119

Cameron Panice (he/him): So, let's get practical. We're going to walk through 5 actionable steps that you can implement today. These aren't theoretical concepts, these are tactics that our team, as well as others, have tested and are proven to work. And the best part is that you don't need a complete website overhaul to get started. These are changes you could make today.

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00:06:22.520 --> 00:06:43.279

Cameron Panice (he/him): So to start with step number one, we are focusing on writing context-rich summaries for your long-form content. That's exactly how it sounds. A short summary at the top of your content, that explains and provides that context, not only for AI, but also human readers, to understand the content they're about to consume.

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00:06:43.890 --> 00:07:07.599

Cameron Panice (he/him): So the goal is to control the context that you're feeding AI by adding this short summary or key takeaway at the very top of your content. This does two things. It helps AI systems quickly understand what your page is about, and it helps human readers. Oftentimes, what's good for the bot is good for the person, and vice versa. So we have an example here from The Verge, where in this purple-pink box up at the top here.

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00:07:07.600 --> 00:07:30.720

Cameron Panice (he/him): You get a very quick summary on what the context is. This is great for AI bots, because it can start to pull together context on what it's about to consume, why it's important, what other sources it should be pulling in, if folks query about this specific topic, and it's also good for human beings as well, for us to understand if we need a quick takeaway, what this content is about, to very quickly digest what we're about to read.

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00:07:31.600 --> 00:07:56.290

Cameron Panice (he/him): This works especially well for case studies, white papers, tools, and blog posts. When AI crawlers scan your page, they prioritize content at the top, so give them the most important information right away. Right at the top of your page, that's your most valuable real estate. And it works best on about and services pages for humans, because they provide instant clarity. And for AI, the summary is what gets pulled into those search panels.

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00:07:56.310 --> 00:08:15.500

Cameron Panice (he/him): If you're using Google, those AI overviews, these summaries are incredibly helpful. And it's also great for accessibility as well. Screen readers and assistive tech benefit from short, clear intros that establish context immediately. There's that word again, context. You're going to hear us saying it a lot of different times in this presentation.

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00:08:15.840 --> 00:08:24.450

Cameron Panice (he/him): So here's your takeaway. Here's something that you can do this afternoon. Pick your three most visited pages and add a two-sentence summary to each one. That's it.

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00:08:25.540 --> 00:08:33.649

Janna Fiester (she/her): And the way you can definitely do that is use AI to help you write those summaries and then finesse it. So, definitely don't feel like you have to sit there and write your summary by yourself.

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00:08:34.539 --> 00:08:48.680

Janna Fiester (she/her): Tip number two, FAQs turn questions into traffic. So many of you that I've worked with know that those FAQ pages that are just long lists of FAQs after FAQs, I'm like, no, we can't do those.

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00:08:48.740 --> 00:08:57.069

Janna Fiester (she/her): Well, I'm changing my tune as long as those FAQs are used within context. So again, as Cameron said, that context idea.

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00:08:57.210 --> 00:09:06.559

Janna Fiester (she/her): FAQs are an easy, structured pattern that we're all familiar with, question and answer. It was also how AI was trained.

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00:09:06.560 --> 00:09:28.709

Janna Fiester (she/her): question and answer. So why not use that to our advantage for us to write the content, use a pattern that's familiar for AI as well as humans, so that they can understand the content? Also, with those FAQs, we can control the conversation. We can tell AI what this means, so then AI doesn't try to answer it ourselves, and then do something incorrect.

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00:09:28.710 --> 00:09:32.270

Janna Fiester (she/her): So, let's go ahead and dive in and look at some inspiration for this.

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00:09:33.040 --> 00:09:56.920

Janna Fiester (she/her): So, at Sandstorm, we love to look up and out at other industries and how they're solving it. And actually, software as a service organizations have been doing this for a very, very long time. If you remember, you go to a software page, and in this example is HubSpot SEO marketing software. You have your H1, you have your body content, maybe some testimonials, some data points, all that valuable content.

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00:09:56.940 --> 00:10:15.169

Janna Fiester (she/her): Related resources. Then at the bottom, there's FAQs. So within context, these are the FAQs that relate to SEO marketing software, the things that we know people ask. So that has relevant... relevancy, it has context, and it's really easy for both AI and humans to understand.

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00:10:16.100 --> 00:10:20.930

Janna Fiester (she/her): Software as a Service isn't the only industry that's doing that... this. So, next slide, please.

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00:10:21.450 --> 00:10:27.740

Janna Fiester (she/her): It's also higher ed. I'm knee-deep in looking at colleges with my oldest child right now.

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00:10:27.740 --> 00:10:49.789

Janna Fiester (she/her): spending way too much on higher ed, but also, they're one of the verticals I love to work on. So this one from University of Wisconsin for the International Student Program follows the same pattern. They have their constants at the top, followed by the FAQs. So again, within context, they're giving the right information, answering the questions for the user, as well as AI, so then it can be served up in those summaries.

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00:10:50.490 --> 00:10:56.300

Janna Fiester (she/her): So, as you're moving forward and looking at these pages that we're going to be adding FAQs to.

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00:10:56.340 --> 00:11:16.140

Janna Fiester (she/her): alluding to our task. Make sure you also take a nice opportunity, a twofer, if you will, that we love to use at Sandstorm, a good twofer. Make sure your content is scannable. Look at your structure, look at the H1s, make sure that there's enough headings in there, bulleted lists, so that the content is easy to digest for AI and for humans.

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00:11:16.540 --> 00:11:20.119

Janna Fiester (she/her): So let's move on to our assignment. So what we want you to do

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00:11:20.120 --> 00:11:38.720

Janna Fiester (she/her): is, I guess assignment, let's say a tip. Look... use your analytics to find those highly visited pages, and then add 3 to 5 FAQs at the bottom of the page. Now, in our examples that we showed, they all had the accordions, and you may not have that pattern in your current web design,

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00:11:38.720 --> 00:11:51.230

Janna Fiester (she/her): options, so it can also just go in the body content, in your WYSIWYG. Just use, like, maybe an H3 or an H4 for your question, and then followed by the answer. So you don't need to have those fancy accordions, you can still use your body content.

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00:11:52.750 --> 00:11:54.709

Janna Fiester (she/her): Let's move on to the next task.

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Janna Fiester (she/her): Step number 3. Again, keep talking about FAQs. So, build your content authority by expanding your FAQs.

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00:12:04.030 --> 00:12:08.960

Janna Fiester (she/her): Why not take those FAQs and repurpose them into blog posts?

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00:12:09.100 --> 00:12:18.819

Janna Fiester (she/her): You already know the content is relevant. You also know that AI and humans want that content to understand everything about you and your organization.

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00:12:18.820 --> 00:12:30.509

Janna Fiester (she/her): And it's really easy to use it from an ideation perspective. Whenever you have those holes in your content calendar, look at those FAQs and potentially build a blog post. You could start with one.

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00:12:30.510 --> 00:12:48.820

Janna Fiester (she/her): FAQ and make that a short-form blog post. Or you can look at ones that are related and make a longer-form blog post. One other thing you can think about for those of you that have a chatbot on your site today, look at those questions that are being asked of chat. Maybe those can become FAQs and then become a blog post.

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00:12:49.230 --> 00:13:09.190

Janna Fiester (she/her): So, I mentioned taking a lot of blog... like, related FAQs and turning them into blogs. What do I mean by that? Well, let's take a look at this example. It's for a professional association. So, imagine this is our blog post. Our title is Everything You Need to Know About Joining. Enter your association name or your acronym.

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00:13:09.590 --> 00:13:10.720

Janna Fiester (she/her): Then.

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00:13:10.860 --> 00:13:35.210

Janna Fiester (she/her): Pulling related FAQs. So in this instance, what are the benefits of joining? What does membership... how does membership support my career? What events, resources, or training is available? What is the process of joining? And what makes association name unique? So these are really wonderful, related FAQs that have beautiful context, and also are really rich for that long-form

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00:13:35.210 --> 00:13:41.489

Janna Fiester (she/her): blog post, but it's not too much, and it's not too salesy. It's genuine with what the users are asking and what they're seeking.

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00:13:42.730 --> 00:14:07.670

Janna Fiester (she/her): So as you're looking at those blog posts, figuring out which ones you want to add to your content calendar, take a moment and look at refreshing outdated content. This is another two for opportunity. We want to make sure the content feels relevant and timely,

so take a look at some blogs that are highly trafficked, and see if any of those stats need to be updated. Go ahead and update them, and then add a sentence in there saying.

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00:14:07.670 --> 00:14:16.479

Janna Fiester (she/her): updated with the year. So then, your users and AI know that this content is still relevant, still valuable, and something that they should be using.

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00:14:18.090 --> 00:14:19.709

Janna Fiester (she/her): So, our tip number 3.

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00:14:20.040 --> 00:14:30.709

Janna Fiester (she/her): Take one FAQ and turn it into a short form, short blog post, or combine three to five related FAQs into a long-form blog post.

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00:14:32.070 --> 00:14:49.410

Cameron Panice (he/him): Excellent. Jumping in for step number 4, training AI about your organization through prompt testing. This is one of my favorites because it's so simple, but it's so illuminating. We've seen clients' faces light up as we go through this exercise, and it's very simple to do.

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00:14:49.410 --> 00:15:11.450

Cameron Panice (he/him): you just simply go to ChatGPT, Perplexity, or Gemini, and ask them, what is your organization, and what do you do? And then you compare those answers. Are they accurate? Are they complete? What's missing? What's wrong? These gaps tell you not necessarily where AI just doesn't understand your business, but rather where you need to update gaps in your content to be able to serve

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00:15:11.450 --> 00:15:15.059

Cameron Panice (he/him): AI models better and provide more context.

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00:15:15.060 --> 00:15:39.019

Cameron Panice (he/him): for their responses. So, if ChatGPT doesn't know about your latest program launch, or if Perplexity describes your services inaccurately, that means your website's content isn't clearly structured enough for AI to understand. So, simply asking these questions, seeing what the AI spits out, using those insights to update your content, and filling in those gaps can be widely successful. So, for example.

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00:15:39.020 --> 00:15:43.659

Cameron Panice (he/him): We did this prompt testing with our own site, Sandstorm Design,

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Cameron Panice (he/him): And the results were interesting. You can see here on the right-hand side, you can see all of our smiling faces there from one of our company summits. But there are a couple of these weird images, like this office, that is not our office, has never been our office. There's this Sandstorm Design...

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00:16:01.910 --> 00:16:26.909

Cameron Panice (he/him): that is not ours. So, the action item for us here is, okay, something about our images aren't being indexed correctly, we aren't passing enough context with the images hosted on our site to AI search engines, to be able to surface better results. It's got a good understanding of what we do, but maybe we can fill in the gaps, make some updates to some of that blog content to more clearly state, this is a photo of Sandstorm at the Sandstorm

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00:16:26.910 --> 00:16:31.320

Cameron Panice (he/him): This is a photo of Sandstorm's office. This is some of Sandstorm's

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00:16:31.320 --> 00:16:56.319

Cameron Panice (he/him): case study work. And this is an iterative process. This crawling process takes a long time. The way that these models are trained can sometimes take months and months and months of just continuous number crunching. So, if you update something on your website and then immediately prompt test immediately after making that update, the odds are you probably aren't going to see that update immediately. So we're recommending this as almost kind of quarterly or monthly maintenance.

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00:16:56.320 --> 00:17:04.050

Cameron Panice (he/him): Doing that sort of prompt testing on a regular basis to be able to see where you're improving in search and what gaps still remain.

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00:17:04.599 --> 00:17:23.440

Cameron Panice (he/him): So your takeaway, pretty straightforward, is to prompt test your organization in at least two AI tools, and then note the gaps. Update your content to fill those gaps, and then continue to iterate this process. It's almost like free market research, showing you exactly what AI systems understand about your brand.

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00:17:24.119 --> 00:17:41.869

Cameron Panice (he/him): And finally, step 5, we're getting into kind of the dark arts here of AEO. This is creating an LLMS.txt file for AI search engines. Think of it like your traditional sitemap.xml for traditional SEO, but an evolution of that for AI systems.

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00:17:42.130 --> 00:18:07.130

Cameron Panice (he/him): So, what is an LLMS.txt? It provides clear, structured format that helps AI crawlers quickly digest your information. It tells AI which content is available for training and for answers. And while it's not required, it does help AI systems know who you are, how to credit you, and what pages on your site matter most. Now, I mentioned this is kind of a dark art. I do want to be transparent. LLMS.txt is an emerging

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Cameron Panice (he/him): Standard and is still experimental.

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00:18:09.550 --> 00:18:23.980

Cameron Panice (he/him): But early adopters could gain significant visibility as AI search engines begin to adopt this, and it becomes a more formalized document out there on the web. As more AI systems adopt this standard, you'll already be ahead of the curve if you implement today.

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00:18:24.520 --> 00:18:49.460

Cameron Panice (he/him): So, what does this file look like? Your LLMS.txt template should include your organization name, information about your site, a link to your sitemap, your business goals, and when it was last updated, as well as your top 5 core pages. So, this is an example of Sandstorm's template. We've implemented this for our site, as well as other client sites, and we have noticed a little bit of an increase in referrals

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00:18:49.600 --> 00:19:01.220

Cameron Panice (he/him): through GA4 on referrals from ChatGPT, Perplexity, and what have you, after implementing this file. It's not night and day, perhaps, but it is... we are seeing an increase

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00:19:01.220 --> 00:19:25.639

Cameron Panice (he/him): when we implement this file. So, your takeaway should be to create an LLMS.txt file and upload it to the root directory of your website. This is the same location as your robots.txt file. The public URL will look like yourdomain.com forward slash LLMS.txt. There

are plenty of templates available online that make this easy for you to implement, and if you don't have

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00:19:25.640 --> 00:19:36.480

Cameron Panice (he/him): access to upload files at your root directory, which, unless you're a developer, you probably don't. We recommend working with your web development team to be able to get this file up on your site.

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00:19:37.970 --> 00:19:59.389

Janna Fiester (she/her): Great! Well, that was a fast five tips, so let's go ahead and review the ones we've presented today. So first, create summaries at the top of those major pages. Use analytics to define... find the pages that users are going to, and add summaries. We also add summaries to all of our blog posts as well, so maybe start adding that to your, your whole process from a blog perspective.

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00:19:59.930 --> 00:20:12.130

Janna Fiester (she/her): Add FAQ sections to highly visited pages. Again, remember, those are at the bottom of the page. If you have an accordion pattern that you can access, feel free to use that. If you can't, just put it in the body copy using your WYSIWYG.

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00:20:12.660 --> 00:20:28.899

Janna Fiester (she/her): Repurpose FAQs into blog posts. Take those FAQs, it can be one of those, and just make it into a short post, or start putting ones together that are related to make a longer post. Because it's already vetted, it's already relevant, so why not be able to use that and repurpose it for your blogs?

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00:20:29.430 --> 00:20:41.569

Janna Fiester (she/her): Next, prompt test your organization and AI tools. Mentioned at least two. Maybe try all three and see how they're different, and also check that, you know, from time to time to see if things have been updated or if there's any other issues that come up.

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00:20:42.260 --> 00:20:56.350

Janna Fiester (she/her): And then implement LLMS.txt to guide AI systems. Again, it's not an industry standard, but we see it becoming one, so why not be ahead of the game and start, actually owning your space from an AI perspective?

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00:20:58.050 --> 00:21:15.149

Janna Fiester (she/her): And our final words of wisdom is neither your SEO nor your AI efforts are one and done. You just can't do it once and then walk away. You need to keep massaging it, checking it, and making sure that you're being served up accurately in the way that you want to be presented. Because as we all know.

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00:21:15.150 --> 00:21:23.179

Janna Fiester (she/her): Also, with AI, everything is still in flux. It changes almost daily. And actually, there's a big change that we just found out about the other day that we're going to tell you about.

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00:21:23.570 --> 00:21:48.549

Cameron Panice (he/him): Yeah, I mean, as we were putting this content together, there was this new breaking development. So, speaking of things in flux, just to show you how fast this space is moving, there's breaking news about ChatGPT Atlas. Atlas is being positioned as the next evolution of AI. This is a dedicated web browser provided by OpenAI that has native... native, excuse me, ChatGPT integration.

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00:21:48.550 --> 00:22:13.389

Cameron Panice (he/him): This is exactly why AEO matters. As AI becomes more integrated into how people browse and discover information, having your content optimized for these systems becomes absolutely critical. Atlas isn't going to replace traditional browsers overnight, but it's a signal of where things are heading. So if you've done any sort of long-form analysis of your website analytics, you'll note that big decrease in traffic from organic search

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00:22:13.390 --> 00:22:22.949

Cameron Panice (he/him): due to the impact of AI. If these sort of native web browsers with AI assistance become sort of the norm and more adopted, it's...

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00:22:23.000 --> 00:22:42.679

Cameron Panice (he/him): hypothetical to see, over the next couple months, traffic coming in from Google Chrome going down and being replaced by traffic from Atlas. This is a space that's constantly evolving. ChatGPT and OpenAI are continuing to grow in market share, especially amongst younger users, so it's important to jump on top of this now. Again.

102

00:22:42.830 --> 00:22:52.169

Cameron Panice (he/him): A lot of very simple, straightforward tips that we provided as part of this document, and here at Sandstorm, we're going to continue to track these sorts of developments. So.

103

00:22:52.170 --> 00:23:10.689

Cameron Panice (he/him): just incredible that as we're talking about things being in flux, this launches this week. I highly encourage people to check it out, it's been a lot of fun, I've played around with it. I'm going to post a blog on the Sandstorm site, sort of highlighting my findings, where it does things well, where it doesn't do things well, and just...

104

00:23:10.690 --> 00:23:14.069

Cameron Panice (he/him): Trying to guess at the impact it'll have on the web as a whole.

105

00:23:14.920 --> 00:23:30.950

Cameron Panice (he/him): So, thank you all so much for joining us today. I hope you're leaving with practical steps that you can implement right away. We would love to continue this conversation. You can reach Jaina Feaster, our VP of UX and Creative, at the email on your screen, or connect with her on LinkedIn, as well as myself.

106

00:23:30.980 --> 00:23:46.569

Cameron Panice (he/him): So, now let's open it up for questions. We have about 5-6 minutes for Q&A, so feel free to drop your questions in chat. We're happy to discuss anything we covered today, or help you think through how to apply these strategies to your specific situation.

107

00:23:46.950 --> 00:23:52.589

Cameron Panice (he/him): And with that said, I am going to pop up the Q&A menu.

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00:23:53.250 --> 00:24:10.329

Alma Meshes: Yeah, we had a couple of questions that came in during our session, so those were answered, so thank you to all who submitted a question. Cam, I don't know if you want to read through those, or just let people look at the answers in the Q&A panel.

109

00:24:10.690 --> 00:24:26.620

Cameron Panice (he/him): Yeah, let's go ahead, for the purposes of recording, let's talk through some of these questions. So, I'll start at the top. We have a question here about the AI summary, the overview. Let me jump back through our deck to give context to what we're talking through.

110

00:24:27.440 --> 00:24:51.130

Cameron Panice (he/him): All the way back here, perfect. These summaries right here. So, for the summary, the question was, do we need to label it like you have shown here with the word summary, on the second example, or overview? Which word should we use? And while the word summary or overview isn't required, we do like to include it because it helps users scan your content quickly, and again, one of the

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00:24:51.130 --> 00:25:15.650

Cameron Panice (he/him): One of the things we've been mentioning over and over again as part of this presentation has been context, right? So if we can pass in with one word to AI search models, like, this is a summary of this content, here's what you are about to digest. If we can clearly mark that with a keyword, like summary or overview, that's going to help it to understand the content it's about to read better. So, definitely not required, but certainly a recommendation.

112

00:25:15.650 --> 00:25:19.090

Cameron Panice (he/him): And part of what we do, at Sandstorm.

113

00:25:19.810 --> 00:25:34.839

Cameron Panice (he/him): I also am seeing a question about whether AI reads content in accordions, and it does, as long as the content is present in HTML and not served dynamically via JavaScript. Basically, the way these AI crawlers work is they just

114

00:25:34.840 --> 00:25:49.160

Cameron Panice (he/him): right-click, save as source, your big HTML file of your website, so as long as the content is embedded in those accordions correctly, and accessible, the AI crawlers should be able to access that content.

115

00:25:49.580 --> 00:25:57.110

Cameron Panice (he/him): We have another question about the LLMS.txt file. Let me go ahead and jump on over...

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00:25:59.770 --> 00:26:24.370

Cameron Panice (he/him): Almost there. There we go, perfect. So there's a last updated date that's included in here, and we had a question of whether to use the last update of the site, or of the page, or of the LLMS.txt file, and the answer to that is to include a last updated date for the LLMS.txt file. This allows both LLMs and your own team to be able to track changes

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00:26:24.370 --> 00:26:25.510

Cameron Panice (he/him): on the file.

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00:26:26.110 --> 00:26:31.080

Cameron Panice (he/him): Those are the questions I'm seeing. Janna or Alma, are there any others that I'm missing?

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00:26:33.170 --> 00:26:45.129

Janna Fiester (she/her): Well, I think there was one that came in and we all feel this way, right? For teams that feel behind in AI, where's the best place to start?

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00:26:45.250 --> 00:26:57.930

Janna Fiester (she/her): So, I think, first of all, give yourself some grace. The fact that you're here, you're not behind. People that are ignoring AI are the ones that are behind. But what we'd recommend is start,

121

00:26:58.500 --> 00:27:22.499

Janna Fiester (she/her): something you already have, like, maybe add those short sentences, if you will, to one of your key pages, or to your blog post. Just start with that, because you can use AI to help you write those summaries. Of course, you want to review it, vet it, to make sure that it's accurate, but then you can actually start working on those, especially those really trafficked pages to make sure that the summaries are accurate.

122

00:27:22.500 --> 00:27:27.640

Janna Fiester (she/her): And that AI can start, reviewing it for context, and then hopefully serving it up in the summaries.

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00:27:30.680 --> 00:27:35.980

Janna Fiester (she/her): And then Cam... I think I'm, let me look through...

124

00:27:36.610 --> 00:27:39.680

Janna Fiester (she/her): I think you already answered all those...

125

00:27:43.930 --> 00:27:46.509

Alma Meshes: I do see one more question in here. Oops, sorry, go ahead, Jane.

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00:27:46.510 --> 00:27:49.510

Janna Fiester (she/her): No, I think... go for it. I think we saw the same one at the same time.

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00:27:49.510 --> 00:28:01.720

Alma Meshes: We've got an open question here from Josh, so thanks, Josh, for posting that question up. Have you noticed any difference in how AI crawlers crawl and digest content from how search bots consume it?

128

00:28:03.550 --> 00:28:08.419

Cameron Panice (he/him): Yeah, so it's... it's a pretty technical question. I think the way in which

129

00:28:08.420 --> 00:28:32.120

Cameron Panice (he/him): the content is being crawled is very similar to the way that traditional search engines crawl. What is different in your question here, digesting content, that is sort of the key difference between traditional search engines and AI search engines. So, a traditional AI search engine is looking for very relational data so that it can serve

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00:28:32.130 --> 00:28:56.519

Cameron Panice (he/him): based on keywords, a list of links. So, if we're talking about Google, it's gonna crawl your site, try to look for relational words, so that it can use that for those queries that users are using in a traditional search engine. Versus AI, after the content has been indexed, it gets sent off to some black box server in OpenAI HQ, where it then

131

00:28:57.510 --> 00:29:21.190

Cameron Panice (he/him): these AI models get trained on that content, and I think it's a lot less about relational, so, like, how do these keywords relate to one another, and more about that context and conversational approach. So, AI likes to talk in questions and answers, that's how most people interact with it, so it's looking for that sort of content when it's digesting and training AI models.

132

00:29:21.190 --> 00:29:29.740

Cameron Panice (he/him): on your content. So, that's part of the reason why we are recommending FAQs. You know, if we can talk to AI the way it likes to be talked to.

133

00:29:29.810 --> 00:29:33.400

Cameron Panice (he/him): We should be able to generate better answers,

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00:29:33.730 --> 00:29:51.939

Cameron Panice (he/him): Based on just providing context in the language it likes to talk in already. So, a bit of a technical question, and a bit black box, because OpenAI hasn't told us exactly how all of this data is processed, right? But based on what we're seeing, that's kind of the main takeaway. So, great question.

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00:29:53.860 --> 00:29:54.960

Janna Fiester (she/her): Okay, great.

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00:29:55.240 --> 00:30:07.729

Janna Fiester (she/her): Well, we are right at 12:30, so we want to be mindful of everybody's time. Again, we'll be sending out the deck later on this afternoon. Look for the recording and that human, corrected transcript next week.

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00:30:07.730 --> 00:30:28.579

Janna Fiester (she/her): Please follow us. We're going to have more of these webinars going forward. As we know, AI is changing constantly, but in the meantime, please reach out. We're happy to talk, and we can definitely go into the nerd realm pretty quick, so... which we love it. So, thank you again for joining us today, and we will hopefully see you at our next webinar.

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00:30:28.840 --> 00:30:29.670

Janna Fiester (she/her): Bye-bye!