

GUIDE

Content Optimization for LLMs

8 principles that determine whether your content gets cited by ChatGPT, Perplexity, Gemini & Claude

25%

of organic search
shifting to AI by 2026

800M+

weekly ChatGPT
users worldwide

10×

higher conversion
from AI traffic

ChatGPT

Perplexity

Gemini

Claude

Why Your Content Needs LLM Optimization

Search behavior is fundamentally changing. Users no longer scroll through 10 blue links — they ask AI for a direct answer.

If your content isn't structured for AI extraction, you're invisible to a fast-growing segment of your audience.

Traditional SEO

Optimizes for rankings.
Users still need to click and scan your page.

AEO / LLM Optimization

Optimizes for citations.
AI delivers your content as THE answer.

What changes when you optimize for LLMs:

- Your brand gets cited as the authoritative source in AI answers
- Higher-quality traffic from users with strong purchase intent
- Competitive moat — most competitors haven't adapted yet
- Future-proof visibility as AI search share grows exponentially

This guide gives you the 8 actionable principles to make it happen.

PRINCIPLE 1

Clear Entities

AI doesn't understand "this," "they," or "this tool."
It works with explicitly named entities.

❑ BAD

This tool has a great interface and many useful features for professionals.

❑ GOOD

Google Search Console provides real-time indexing reports and Core Web Vitals

- ❑ Name the entity explicitly in every paragraph
- ❑ One term = one concept throughout the entire text
- ❑ Add modifiers: size, function, location

PRINCIPLE 2

Entity → Attribute → Value

AI prioritizes content with clear "entity — attribute — value" relationships.

BAD

This casino has a great welcome bonus with lots of coins.

GOOD

Playtana awards 125,000 GC + 1.00 SC upon registration.

TEMPLATE

[Product] offers [feature] at \$X.XX/mo with [quantifiable benefit]

CHECKLIST

- Entity is explicitly named — no "it," "this," "they"
- Attributes are specific — no "more," "better"
- Context is self-contained — no "as mentioned above"
- Complete thoughts — no dependency on prior sentences

PRINCIPLE 3

Each Paragraph = A Standalone Answer

AI uses passage-level ranking.
It extracts fragments, not entire articles.

"Can this paragraph be extracted and used WITHOUT the surrounding text as a complete answer?"

2–4

sentences
per paragraph

1

subintents
per paragraph

150–400

words
per H2 section

- Superlatives only work with metrics:
"best" → "best with a 98.5% satisfaction score"

PRINCIPLE 4

Intent → Format

AI classifies queries by intent type and expects a matching response format.

Transactional	"best [product]"	Ranked list
Informational	"what is [X]"	Definition + mechanism
Comparative	"[A] vs [B]"	Comparison table
Trust / Safety	"is [X] safe"	Trust signals
Tactical	"how to [Y]"	Step-by-step process
Troubleshoot	"why isn't [X]"	Problem → Solution

- One H2 section = one intent cluster. Don't mix them.

PRINCIPLE 5

Structured Formats

Tables are extracted 3–4× more often for comparison queries.

Feature comparison	→	Comparison table
Specifications	→	Attribute table
Pricing / rates	→	Pricing table
Process / steps	→	Numbered list
Criteria	→	Bulleted list
Pros and cons	→	Two-column table

FAQ FORMAT

Entity-based question → direct answer (1 sent.) → data point (2 sent.) → exception (3 sent.)

PRINCIPLE 6

E-E-A-T Signals in Every Section

Not just in disclaimers — at least one authority signal per section.

Regulatory

Licenses, certifications,
regulatory references

Expert

Expert names, credentials,
quotes

Data

Statistics from
authoritative sources

Third-party

Independent reviews,
ratings, audits

Institutional

Industry associations
and standards

Temporal

Publication and
update dates

□ Introduce authority at the start → reinforce in the conclusion.

PRINCIPLE 7

Content Priority Matrix

How much space to allocate to each content type.

P1		40–50%	Direct answer to the intent
P2		30–35%	Answers to sub-intents
P3		10–15%	Unique information / original data
P4		5–10%	Supporting context
P5		0%	Remove or link out

Priority content → top of the document

Comparison tables → top of each section

Conclusion → summary with key takeaways

Year in the headline for seasonal content

NEXT STEPS

Ready to Make Your Content **AI-Visible?**

Here's what a typical engagement looks like:

1 AEO Audit

We analyze how your current content performs in AI answers across ChatGPT, Perplexity, Gemini, and Google AI Overviews.

2 Gap Analysis

We identify which high-value queries your competitors are winning in AI citations — and where your opportunity lies.

3 Content Optimization

We restructure your key pages using these 7 principles so AI systems can extract and cite your content confidently.

4 Monitoring & Iteration

We track your AI visibility over time and continuously refine the approach based on real citation data.

Let's start with a free AEO audit of your top 5 pages.

Reply to this message and I'll send you a personalized report within 48 hours — no strings attached.