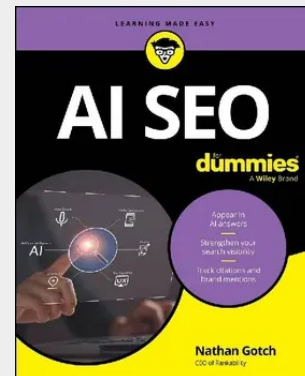


AI SEO For Dummies

Optimize your content for search engines that use AI to summarize results AI SEO For Dummies shows you how to build and adapt web content for better discoverability in the age of AI-powered "answer engines." If people just read AI summaries without clicking on links, how can you drive web traffic? This book has the answers, explaining how to create AI-optimized content, how to adapt existing content for AI search, and how to apply AI tools to get both of those things done. You'll also get the lowdown on how to track and measure your results in the new world of search. This Dummies guide makes it easy. - Learn how generative AI answer engines work and how they're changing SEO - Get expert tips on building AI-ready content—including technical hacks to boost discoverability - Use AI tools to efficiently update your existing content and improve workflows - Prep content for long-term success and measure the results For small business owners and SEO pros, including digital marketing managers, and content marketers, AI SEO For Dummies has the AI SEO know-how you need to get found.

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