Make Your Website Great In the Age of Al

Steps to a Thriving & Productive Website



What You Get Today

- Clarity on website marketing strategies in the age of Al.
- Foundation for website success today and into 2026.
- Website content and design plan for humans and machines.
- Live reviews of how your website measures up.

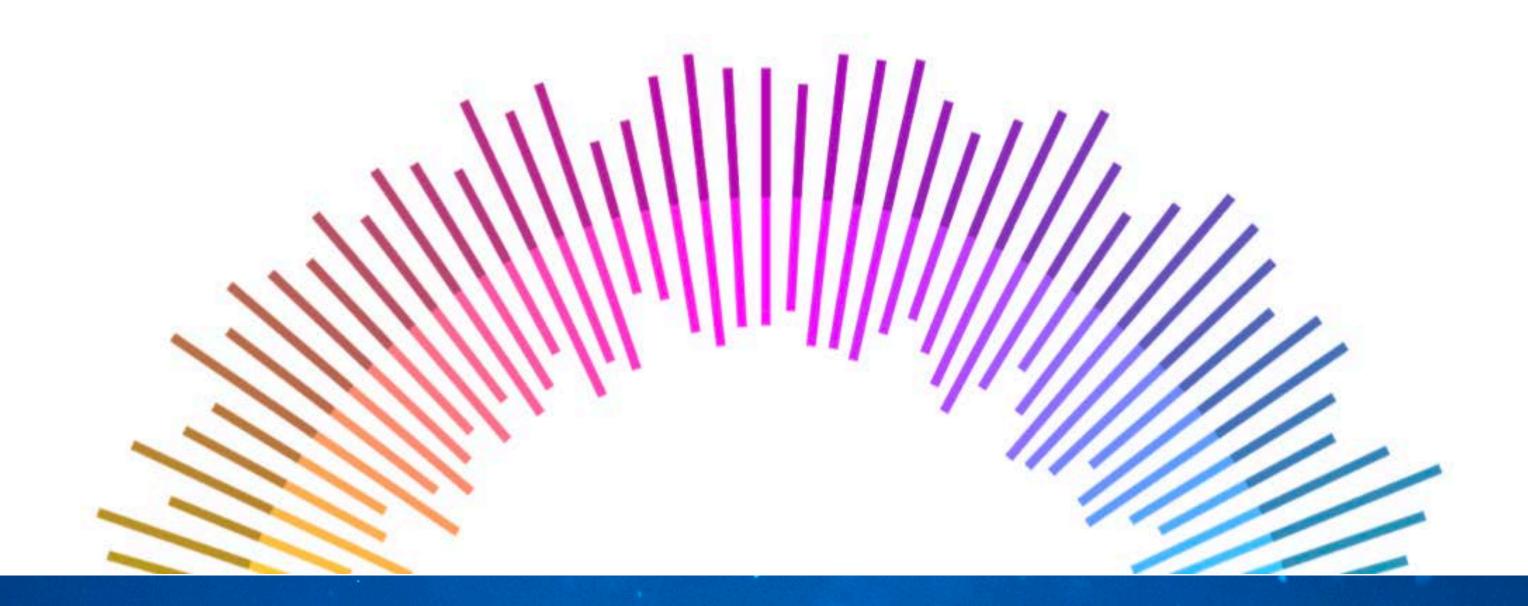
Google is Changing

Turn the changes at Google into growth opportunities.



Google Ads and SEO Upheaval

Google will transition to Al-based search and a new approach to ads.



Websites and Google

- Old strategy: Your website exists to be found in Google
- New strategy: Your brand exists to be found in Al Mode
- From search engine to answer engine!
- Get ready for Google Al Ads and More Google Shopping

The Alligator Effect



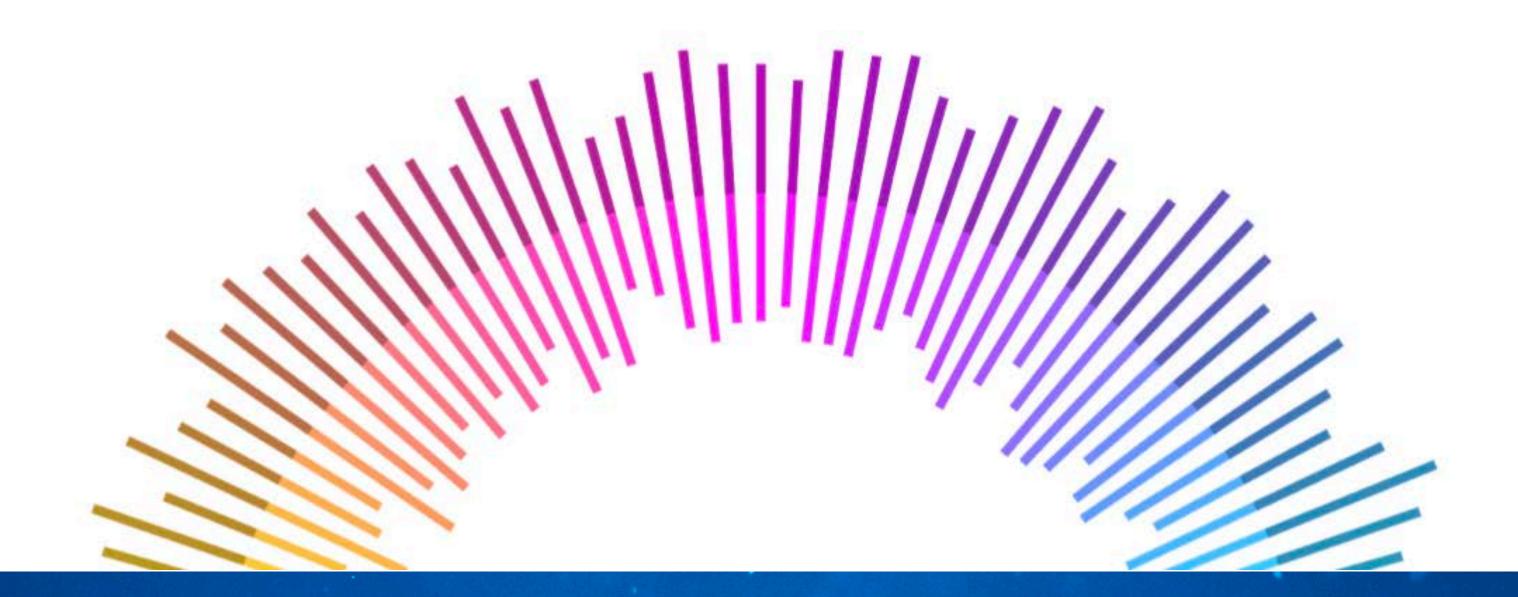
Al Visibility

Get your website found in Al search.



Change is Happening

Al search will eventually dominate how people research.



Get Found in Al

- Lead with strategy and your value.
- Design and write content for users not your company.
- Know your thought-leadership and benefits.
- Drive towards user-intent on every page.
- Get rid of brochure copy and blocks of text.

Website Content

- Brand clarity to stand apart from other companies.
- Get your "About Us" page in order.
- Depth of content on your products and services.
- FAQ and resources section for thought-leadership.
- Blogs attributed to authors with bio pages.
- Organize your content around headers, bullet points and themes.

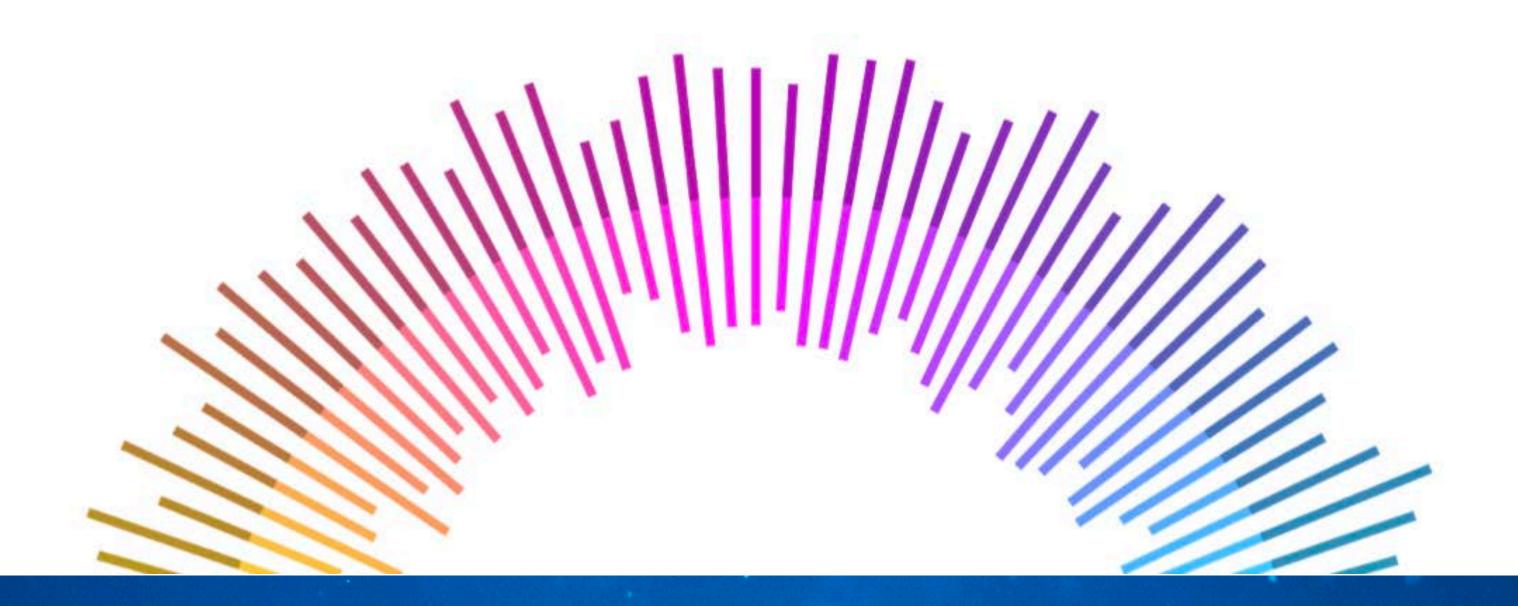
Content for Humans and Machines

The machines want to know about you.



Al as a Highly Intelligent Machine

Al is not just a tool, it is a new way of thinking about information.



Website Structure

- Technical clarity for Al.
- Navigation and organizational clarity.
- Resources and thought-leadership clarity.
- Depth of background on your processes, people and company.
- Ease of use and contact information.

Content in the Age of Al

- The principles of E.E.A.T.
- Vector Data and Cosign Dependencies.
- Comprehensive summaries based on user intent.
- The path to a happy user and Al summaries.

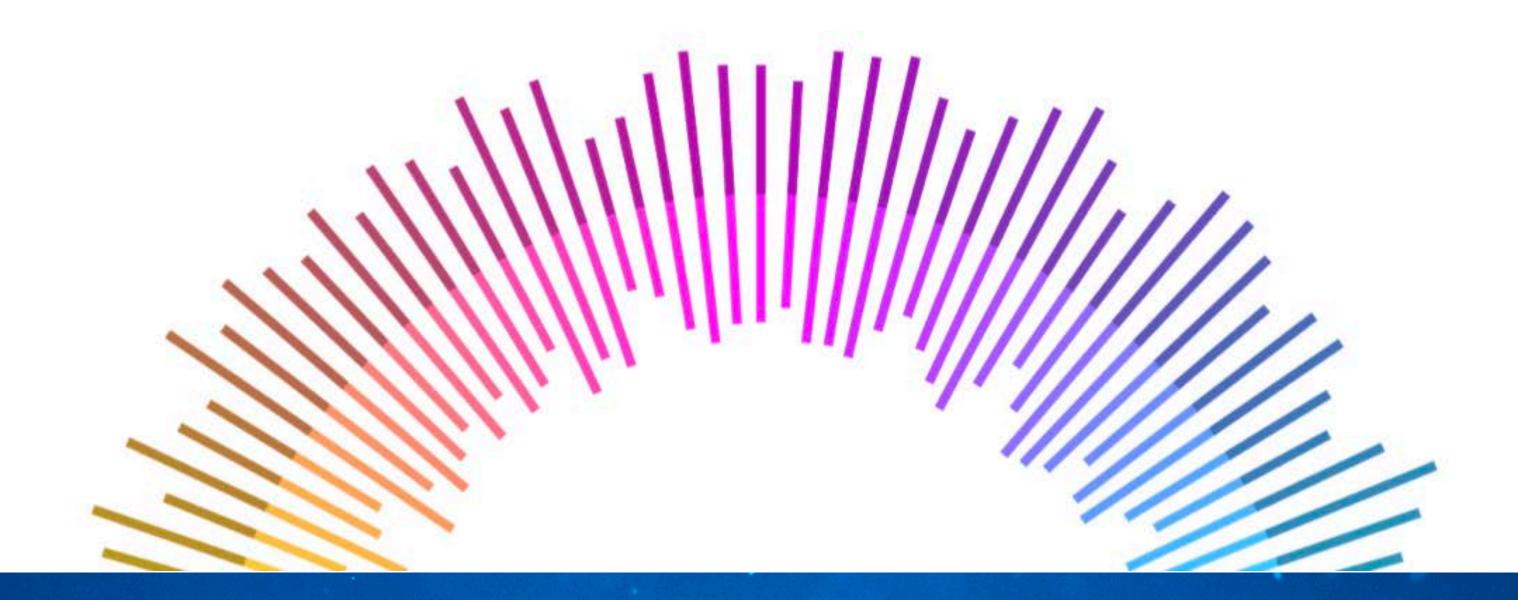
Al-Powered Websites

Al to supercharge website performance.



Websites as Interactive Agents

Transition from a brochure to an intelligent resource.



Al Powered Websites

- Your website talks back!
- Al-powered chatbots.
- Personalized by your Al-supported personas.
- Websites that create personalized content for users.
- Voice and visual interfaces for the non-reader.

Static to Interactive

- Get your content in order to power your Al.
- Record your company meetings.
- Interviews with your thought-leaders.
- Develop your own trained Al chatbot.
- Launch Al-powered chatbot on website.
- Build personal Al agents to to interact with users.

Rock Solid Tech Foundation

Your website's technology matters.



Al and Website Tech

- Title tags, meta descriptions, H1, H2, H3 tags.
- Traditional, technical SEO fundamentals.
- Structured data and schema mark-up.
- Optimization of images and video.
- Answer first content in blocks of text with headers.
- Valuable bullet points that are scannable.

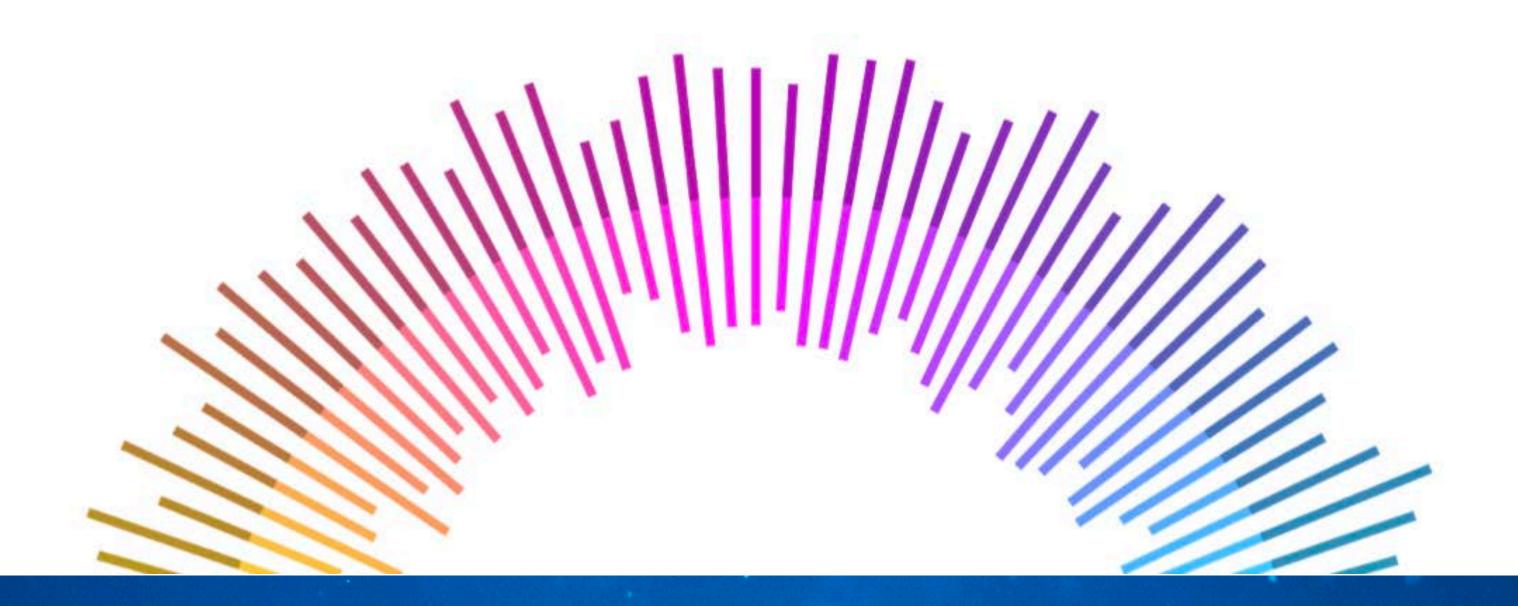
Conversions and UX

Website users look for value.



Conversions are the Goal

Conversions and conversations are the payoff.

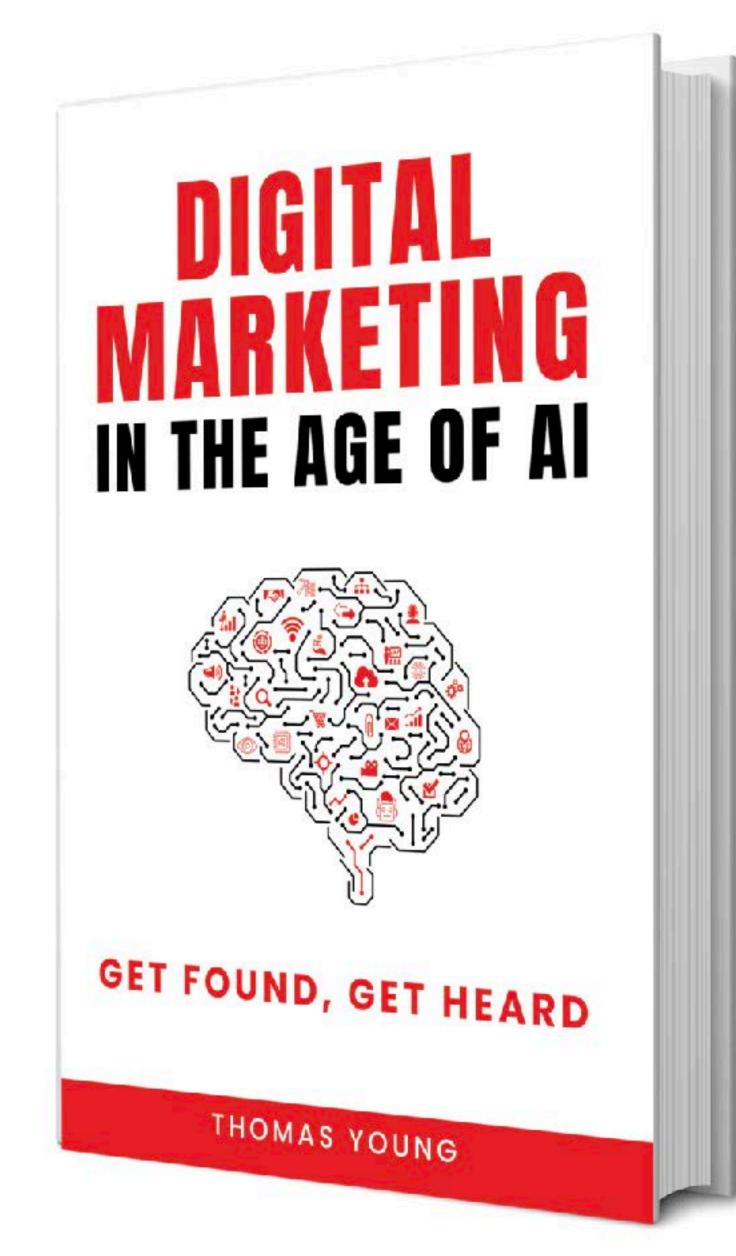


Conversions are the Goal

- Taglines and Content Headers
- Landing pages based on user intent.
- The smart AI chatbot and sales assistant.
- Call-to-Actions (CTAs) that make a difference.
- Test, measure and refine.

Get Your Website Ready for Al Where to start?

- Updated content with a focus on user intent and real benefits.
- Get interactive Al tools on your website.
- Get your content posted on industry websites.
- Cover the technical SEO foundations.





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