

The AI Search Revolution

Adaptive SEO in the Age of AI

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WSI ADAPTIVESEO® CHEAT SHEET

WSI AdaptiveSEO® isn't theory. It's a system that translates five survival principles into real-world action.

What follows isn't a checklist you can copy and paste—it's a cheat sheet of the kinds of moves businesses need to consider if they want to be remembered by AI systems. Don't mistake the list for the work. The real challenge isn't knowing the tactics—it's knowing which ones to deploy first, which to double down on, and which to ignore for your industry. That's the difference between dabbling in survival and having a strategy. And that's why Adaptive SEO exists.

Principle #1: Search Everywhere Optimization (Multi-platform presence)

If you're not present across the platforms that AI learns from, you don't exist.

- Publish **Perplexity Pages** and **Perplexity Collections**.
- Repurpose **multimodal content** (video, audio, transcripts, blogs).
- Turn videos and podcasts into **transcripts with citations**.
- Engage in **Q&A platforms** (Reddit, Quora).
- Contribute to **Wikipedia**.

- Leverage **user-generated content (UGC)** — encourage customers to post.
- Ensure **consistent brand identity** (logos, messaging, voice across all platforms).

Principle #2: Citations > Clicks (Mentions matter most)

Mentions in trusted sources are the new currency of visibility.

- Create **original research, proprietary frameworks, or data studies**.
- Get quoted in **articles, podcasts, and industry publications** (esp. those with AI licensing deals).
- Use **digital PR** to build “survival citations.”
- Link out to **credible sources** (creates citation loops).
- Encourage and manage **reviews** (TrustPilot, G2, Capterra, BBB).
- Claim and optimize **listings** in directories (Clutch, G2, industry-specific).

Principle #3: Trust & Authority (AI currency)

AI doesn't believe what you say about yourself. It believes what the internet says about you.

- Publish **detailed author bios with credentials**.
- Showcase **testimonials, case studies, earned media mentions**.
- Optimize **Google Business Profile** for local visibility.

- Contribute to **high-authority sites** (guest posts, digital PR, reputable media).
- Maintain consistent **entity data (NAP, schema, Wikidata, Crunchbase)**.

Principle #4: Every Page Is a Conversion Page (AI-qualified visitors land everywhere)

Any page could be the first and only impression — design it to close.

- Write for **direct search intent** (answer clearly and fast).
- Build **topical authority with clusters** (cover topics fully).
- Add **FAQ sections with schema** (Q&A formatting).
- Structure content with **headings, lists, concise paragraphs**.
- Keep **content fresh and updated**, prioritizing key “hero pages.”
- Redesign top pages (home, product, blog) as **compressed funnels**: clear offer, proof, CTA above the fold.

Principle #5: Technical Foundation (AI callability)

If AI can't crawl or call your site, you're invisible.

- Fix **technical SEO** (speed, mobile, crawlability, indexability).
- Use **structured data** (schema for products, FAQs, authors, etc.).
- Allow **AI crawlers** (GPTBot, ClaudeBot, PerplexityBot, OAI-SearchBot).

- Optimize **metadata and alt text** for accessibility and AI interpretation.
- Track **referrals from AI platforms** in analytics (GA4, filters for ChatGPT/Perplexity).