

SHANI WOLF

SHANI@SHANI.MARKETING

YOUR BRAND BUT AI FAMOUS

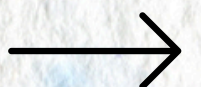
SHOWING UP IN AI SEARCH:
THE PLAYBOOK



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GROWTH ENGINE

READ NOW



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GET AI TO NOTICE YOU

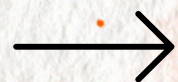
Google rankings are one thing. But if AI isn't pulling your content, you're missing out



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#1

HERE IS

THE SHORTCUT

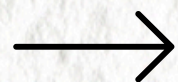
If you're not in their data set, you're invisible. So how do you get AI to recognize, trust, and cite you? I cracked the code, and I'm sharing it here



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#2

ANSWER

REAL

QUESTIONS



AI looks for content that solves problems. Write concise, informative posts that match real user queries, think "How-to" guides, deep dives, and FAQ



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#3

BE THOROUGH & VALUABLE

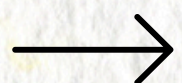
AI prefers depth over fluff.
Long-form content (2,000+ words)
gets cited **2.5X** more often [growthmarshal]!



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#4



ENSURE AI CAN FIND YOU

Check your robots.txt file. if AI can't crawl your site, it can't cite you.

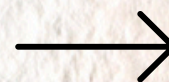
Optimize metadata and structure your content for easy indexing



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#5

LLMS
PLAY

FAVORITES



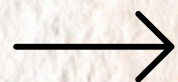
Google will index anything. AI? It's picky.
Publish where the serious players are.
Industry sites, research platforms, expert blogs



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#6

SEO WON'T SAVE YOU



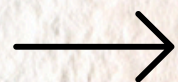
Top search rankings?
That's a great start.
SEO gets you traffic.
Credibility gets you AI recognition.
Build both.



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INNOVATION, AI > EFFICIENCY IN
MARKETING

#7

DO'S & DONT'S



**Original data &
insights**



**Clear, structured
writing**



**Sources already
cited elsewhere**



**Real expertise
(not fluff)**



**Clickbait &
recycled content**



**Messy, hard-to-
read formats**



**Anything locked
behind a paywall**



**SEO-first, reader-
last writing**



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**Write longer, better
content**

#8

THE CHEAT

SHEET



**Use headlines AI
can scan**



**Get cited in trusted
sources**



**Offer real insights,
not rehashes**

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#9

MAKE AI WORK FOR YOU



AI recognizes strategy, structure, and authority.
That's what I do. I build MarTech, automation,
and AI-driven marketing that works.

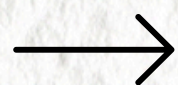
Want more efficient marketing? **Let's talk.**



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WANT MORE INSIGHTS?

Your friends deserve to be
AI famous, too!
Send this their way!



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