



AI OPTIMISATION GUIDE

Making your business clearer in AI search

What matters, why it matters and where your website may need attention.

A business owner's guide from IRUN



THE OPPORTUNITY

Your next customer may start with a question

Someone looking for a supplier may now ask an AI assistant to explain their options before they visit a website. The answer might introduce a business, summarise a service or link to a useful source. That creates another place where your business could be discovered.

For a business owner, the useful question is whether the information available about your company helps someone make an informed choice. A strong website can still leave important questions unanswered, particularly around suitability, experience and the areas you serve.

This guide introduces eight areas worth reviewing. It explains the purpose of each one and the gaps to look for, without turning into a technical instruction manual. Use it to start a conversation about where your website needs attention.

THE KEY POINT

AI visibility builds on good SEO. No checklist or agency can guarantee a recommendation or citation.

A clear picture of your business

Your website should make it easy to understand what you offer and who it is for. A memorable headline can attract attention, but it needs supporting information that describes the actual service. Readers should not have to work out whether you serve their location or handle their type of project.

Consider a company that calls itself a solutions provider. That description gives very little context. An explanation of the work it undertakes, its typical customers and the areas it covers gives a much more useful starting point. The same clarity matters when information is summarised elsewhere.

Look across your main service pages, About page and external profiles. Do they describe the same business? An old service description or missing location can create ambiguity. Reviewing that picture is a useful first step before adding more content.

A QUESTION TO CONSIDER

Would someone unfamiliar with your business understand what you offer after reading one key page?

Content that helps people decide

A service page often explains what a business wants to sell. A potential customer may be asking something different: is it suitable for me, what affects the cost, or what should I consider before choosing? Content becomes more useful when it addresses those decisions.

Sales conversations and enquiries can reveal where people need reassurance or explanation. A short answer near the relevant information may be more helpful than a long, generic FAQ. Some subjects need a dedicated guide, while others belong on the service page itself.

The aim is to give enough context for an answer to make sense. Explain the conditions behind a recommendation and avoid presenting every option as suitable for everyone. Choosing which questions deserve attention requires an understanding of your customers and commercial priorities.

A QUESTION TO CONSIDER

Which questions do you repeatedly answer by email that your website barely addresses?

Information that is easy to follow

Even useful information can be difficult to use when it sits inside a long, unbroken page. Clear headings and focused paragraphs help visitors find the part that answers their question. They also make it easier to understand the subject of a passage when it appears outside the original page.

Structure should follow the content. A comparison may work well as a table, while a process may suit a short sequence of steps. There is no need to turn every sentence into a bullet point or every heading into a question.

Start by looking at your busiest or most commercially important pages. Can a reader quickly find the service scope, relevant evidence and next step? A content review can uncover useful material that needs a better position or explanation rather than a complete rewrite.

A QUESTION TO CONSIDER

Could someone scan your headings and correctly describe what the page covers?

Evidence behind the promise

Statements such as reliable, experienced and professional are easy to make. Specific examples help a reader judge whether those descriptions are justified. A relevant case study, a named specialist or a clearly explained qualification gives the claim more substance.

Your business may already hold useful evidence that never reaches the website. Project outcomes, recurring customer challenges and lessons from real work can make content more distinctive. Where appropriate, explain who produced or reviewed advice and why they are qualified to do so.

Keep the evidence proportionate to the claim. Explain the context behind results, check permissions before sharing customer details and make accreditations easy to verify. Clear proof helps prospective customers assess your business even when they first encounter it through a summary or recommendation.

A QUESTION TO CONSIDER

Which claims on your website could you support with a specific example?

The picture beyond your website

Your website is one part of your public presence. A potential customer may also encounter directory entries, partner pages, review platforms or business profiles. Those sources can offer a different or outdated account of what you do.

Look for accuracy and relevance before volume. A current profile in a respected sector directory may be more useful to your audience than numerous thin listings. Reviews can also reveal how customers describe your work, including the services and qualities they value.

An external presence review should identify conflicting details and worthwhile opportunities to strengthen the picture. There is no universal list of websites that guarantees an AI mention. The right places depend on your market and where customers look for credible information.

A QUESTION TO CONSIDER

Do your most visible external profiles describe the business as it operates today?

Useful content needs to be accessible

A website can look right in a browser while technical settings prevent important pages from being discovered or indexed. Access restrictions, page errors and conflicting indexing signals are examples of issues that deserve investigation.

For Google's AI search features, established SEO requirements still apply. Eligible pages need to be indexed and available for a search snippet. There is no separate AI schema requirement or special file that guarantees inclusion. Relevant structured data should reflect the information people can actually see.

Different platforms use different access methods and controls. Allowing a training crawler is not the same decision as allowing search discovery. A technical review should establish which content you want accessible and test the relevant settings, rather than enabling every bot without a clear reason.

A QUESTION TO CONSIDER

When was your website last checked for access and indexing issues, beyond how it looks on screen?

A website that reflects the business now

Businesses change, but old pages can remain online long after a service, price or team member changes. Conflicting information makes it harder for visitors to know which version is correct and leaves outdated material available to be quoted.

Review content according to how quickly it can become inaccurate. Service availability and contact details may need more frequent attention than an evergreen explanation. A meaningful update corrects or improves the information; changing a date alone does not make a page more useful.

Assigning responsibility helps keep this manageable. Someone should know which pages need checking and where approved business details are kept. Maintaining a smaller collection of accurate, useful pages is often a better starting point than publishing more material without a review process.

A QUESTION TO CONSIDER

What information would cause a problem if a customer relied on an old version today?

Visibility needs context

A brand-name question can show whether an AI tool recognises your business. It does not tell you whether the business appears when someone asks for a service without knowing your name. A useful review should consider both situations.

Record the questions, platform and date alongside the answer. Note whether your business is mentioned, how it is described and which sources or competitors appear. Repeat checks over time because answers can vary. One favourable result is a snapshot, not a stable ranking.

Keep business outcomes in view as well. Referral visits and enquiries can add context, but a mention may not produce a click and traffic changes can have other causes. The purpose of measurement is to identify useful patterns and decide what to investigate next.

A QUESTION TO CONSIDER

Are you checking customer discovery questions, or only searching for your own brand?

YOUR NEXT STEP

A focused plan for improvement

These areas work together. A detailed service page may still lack evidence, while a credible business can have useful information that search systems cannot access. Improving one isolated element does not automatically resolve the wider picture.

Start with the services and audiences that matter most to your business. Identify what you can verify and what remains uncertain. The next step is to investigate those uncertainties and decide which improvements are worth the time and budget.

IRUN can help assess the gaps and plan suitable website, content and SEO work. That may mean clarifying existing pages, strengthening evidence or resolving technical issues. The scope should follow the findings, with a clear proposal before implementation begins.

THE KEY POINT

You do not need every answer before starting. A clear set of priorities is the useful outcome.

TALK TO IRUN

What does AI search understand about your business?

If this guide has raised questions about your website, speak to IRUN about an AI Visibility Report and the next steps for your business.

We can discuss the services you want customers to find, the questions worth investigating and the information your website provides. A review can help establish where further work may be useful.

When improvements are needed, ask us to scope the content, website or SEO work involved. You receive a clearer basis for deciding what to tackle first and what support you need.

START A CONVERSATION

Ask IRUN about your AI visibility
www.irunltd.co.uk