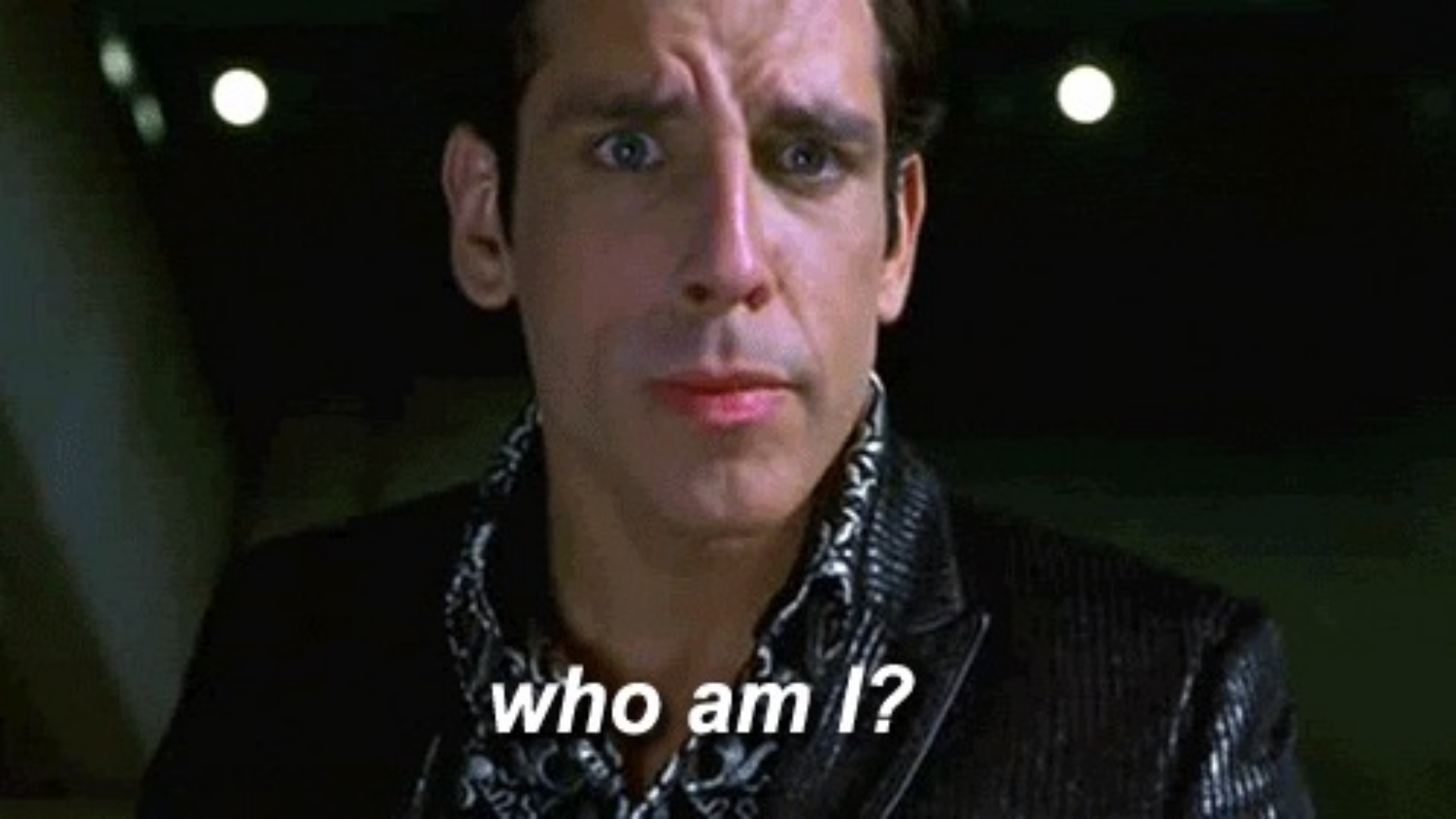


DIGITAL  
MARKETING  
FORUM

# **Control the Machine: How Marketers Turn AI into Real Advantage**

A close-up shot of a man with a distorted, elongated nose and wide, staring eyes. He has a confused or questioning expression. He is wearing a dark, textured jacket over a patterned shirt. The background is dark with two bright, circular lights.

***who am I?***

# Who

AM I

Judith Lewis



**Obligatory slide !**

- **CANADIAN**
- **Run DeCabbit Consultancy doing SEO, PPC, Social Media and integrated marketing campaigns**
- **Online since 1985, online marketing since 1996**
- **B2B, B2C, M2B, SaaS, Publishing & FinTech**
- **Have worked with GalaCoral, Google, NatWest/RBS, National Gallery, CIPD, Fidelity, NBC Universal, Bayer, Amadeus, AMD, AmEx, TotalJobs, Virgin.com, Zopa, NSPCC, GE & more**
- **Contact: [decabbit@gmail.com](mailto:decabbit@gmail.com)**



**@JudithLewis**



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**Chocolate  
for  
Questions**



**WHAT ARE WE DOING HERE?**

# What I will rush through 😊

---

- How LLMs work (to better optimize for them)
- Using an LLM for a tech audit
- Hallucinations
- Prompt engineering
- Prompts for marketers
- Guardrails
- How to optimise for AI advantage



**@JudithLewis**



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A photograph of a workshop table covered with various items: a smartphone, a water bottle, numerous colorful sticky notes (yellow, orange, green, pink), and several sheets of paper with hand-drawn sketches and diagrams. A large, semi-transparent blue circle is overlaid in the center of the image, containing white text. The text reads: 

**Workshop  
Tomorrow  
9am  
Room B**

The logo for 'BB TAKEOVER' is displayed on a central television screen. The background of the screen is a vibrant blue with a wavy, water-like pattern. At the top center, a white silhouette of a house is positioned above the letters 'BB' in a bold, white, sans-serif font. Below 'BB', the word 'TAKEOVER' is written in a larger, white, outlined, sans-serif font. The entire graphic is set against the blue background.

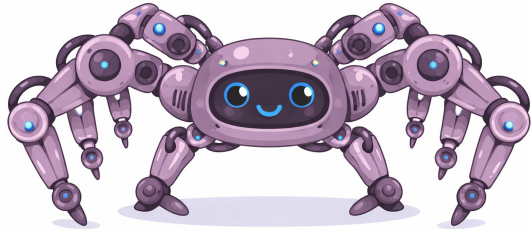
**BB  
TAKEOVER**

**But first...**

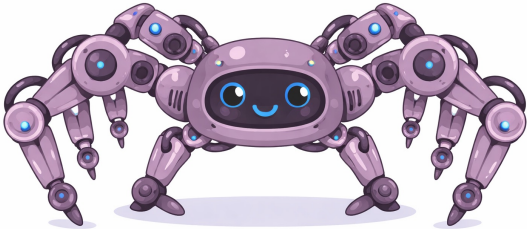
A woman with long, wavy, grey hair is looking down with a thoughtful expression. She is wearing a dark blue short-sleeved shirt under a light-colored, textured knit vest. The background is a kitchen with a wooden countertop and a blue cabinet. A blurry figure of another person is visible in the foreground on the right.

**HOW DOES THIS EVEN WORK? NETFLI**

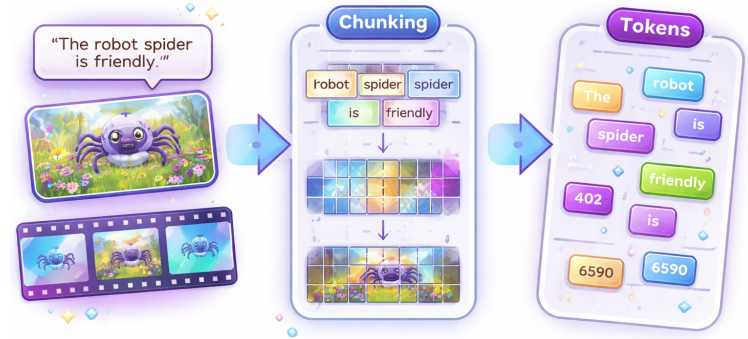
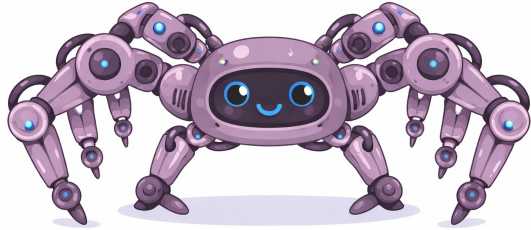
# The company running a version of an LLM (like Claude) releases a bot



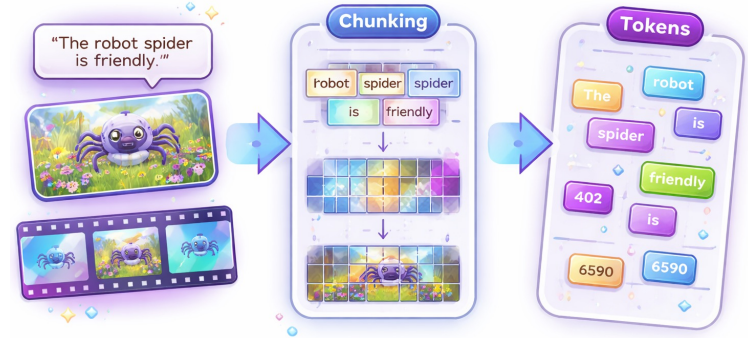
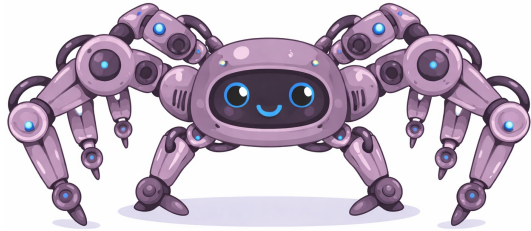
# The LLM ingests content including webpages



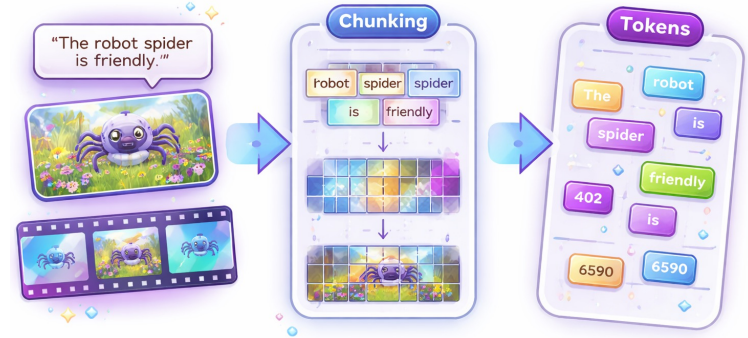
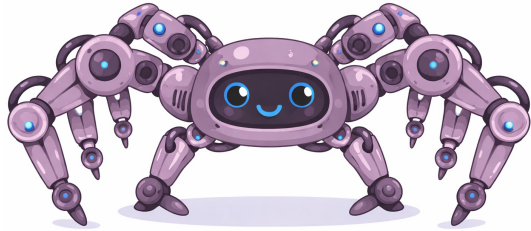
# The LLM chunks and tokenises the content



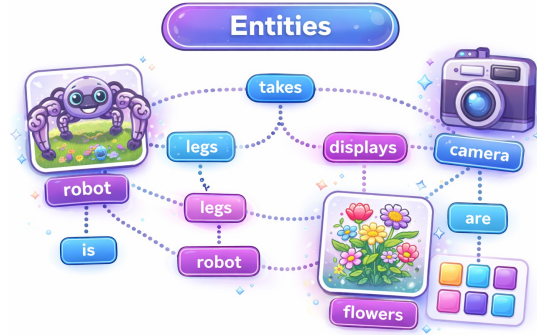
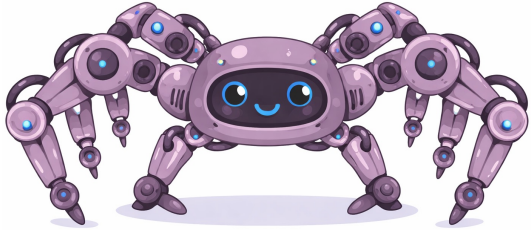
# Content is no longer recognisable



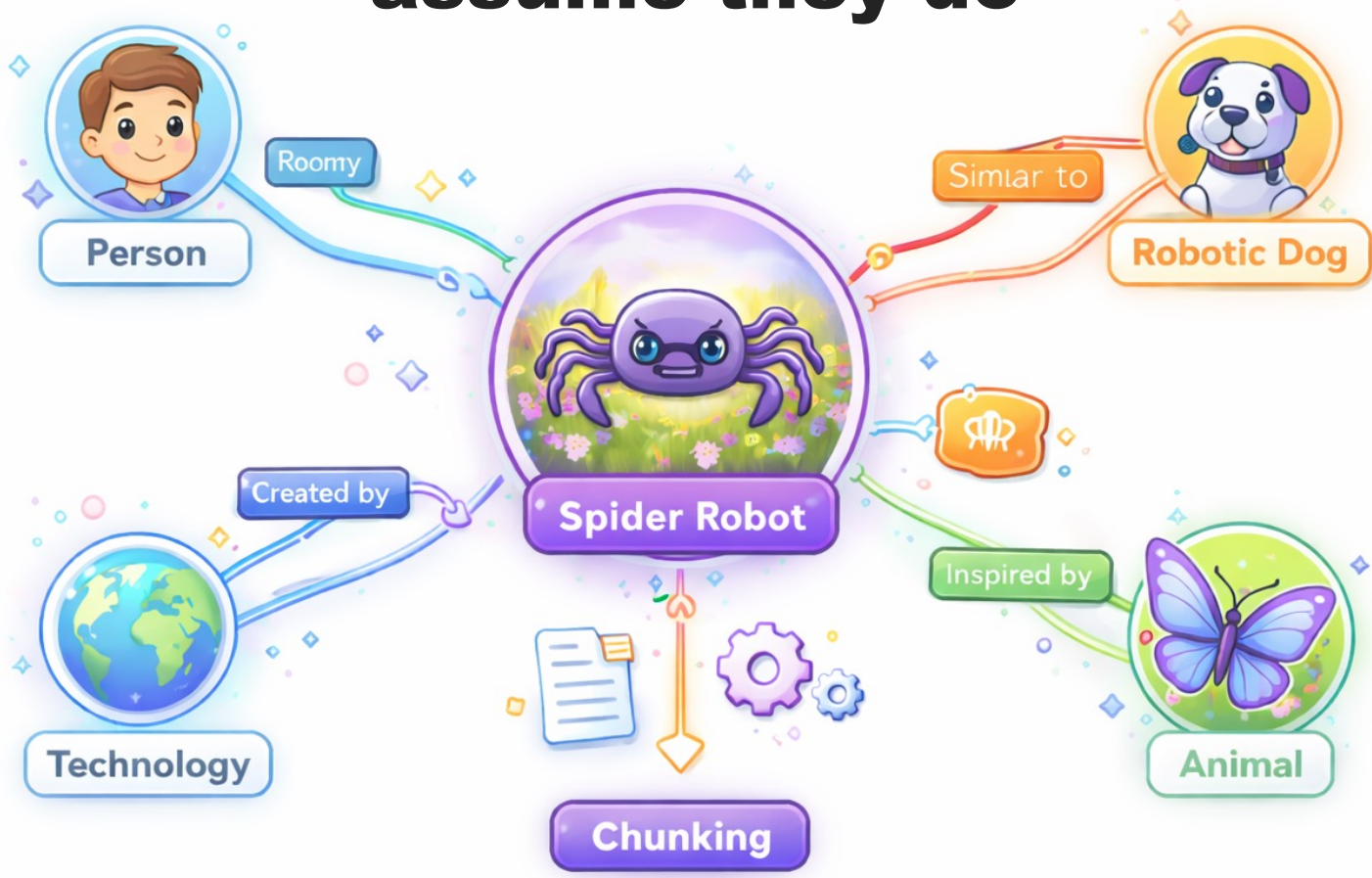
# Tokens placed within vectors



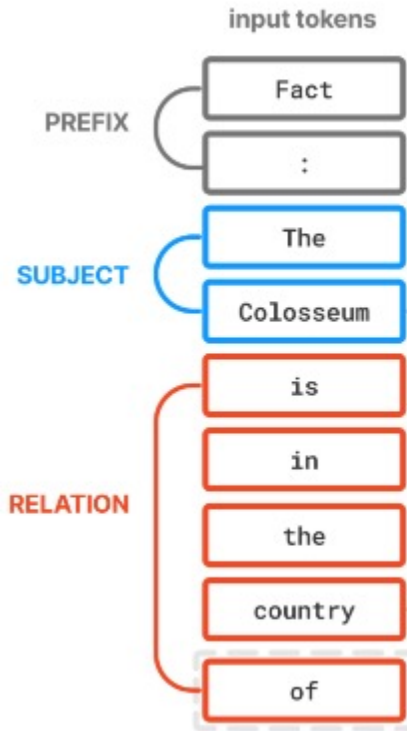
# Entities and their relationships built



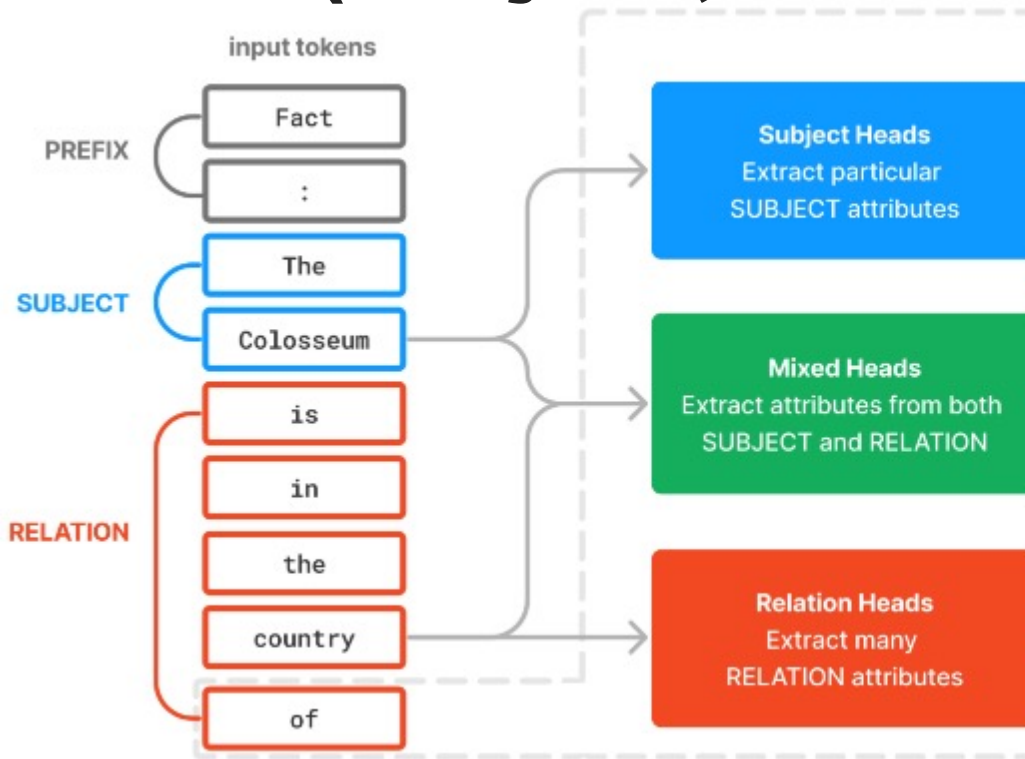
# LLMs do not store facts the way we assume they do



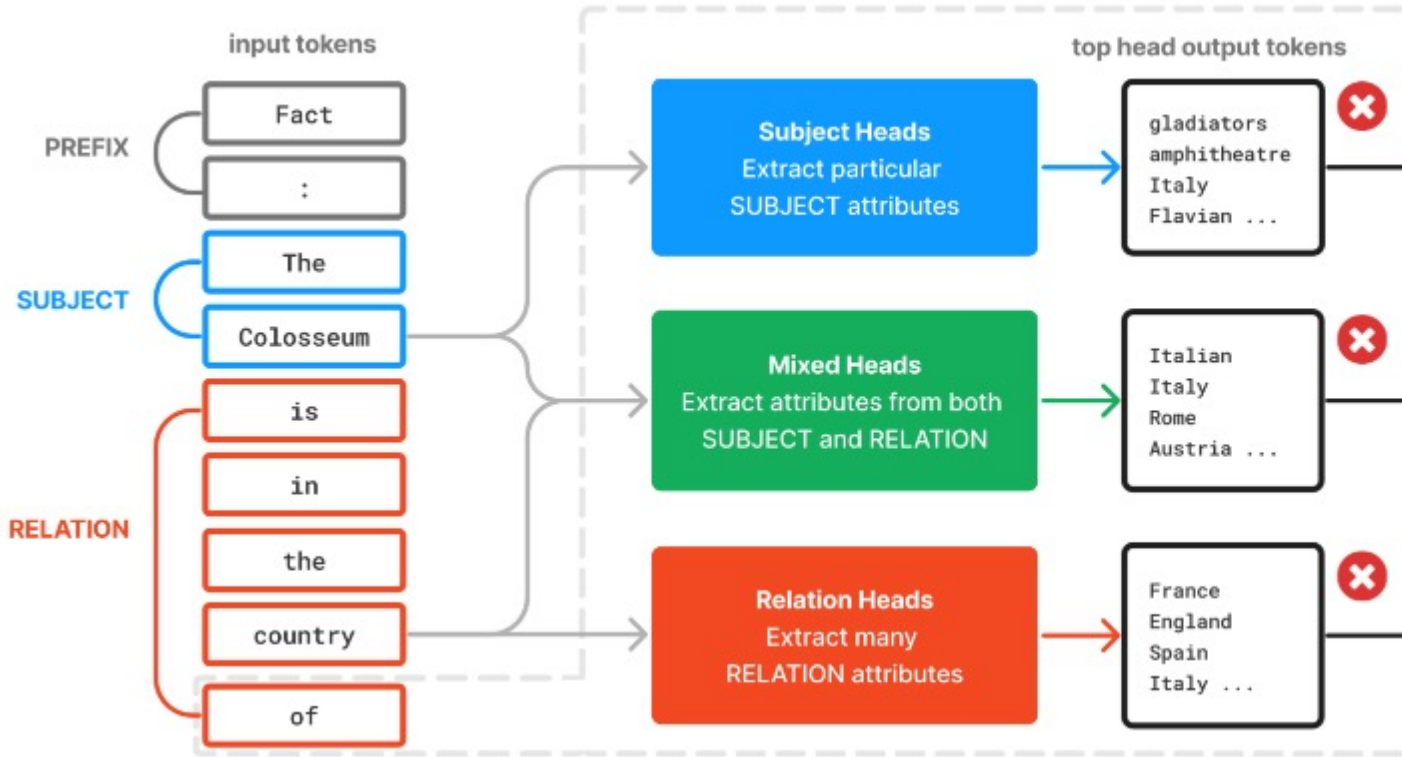
# Factual recall in LLMs is additive rather than driven by one single “fact neuron”



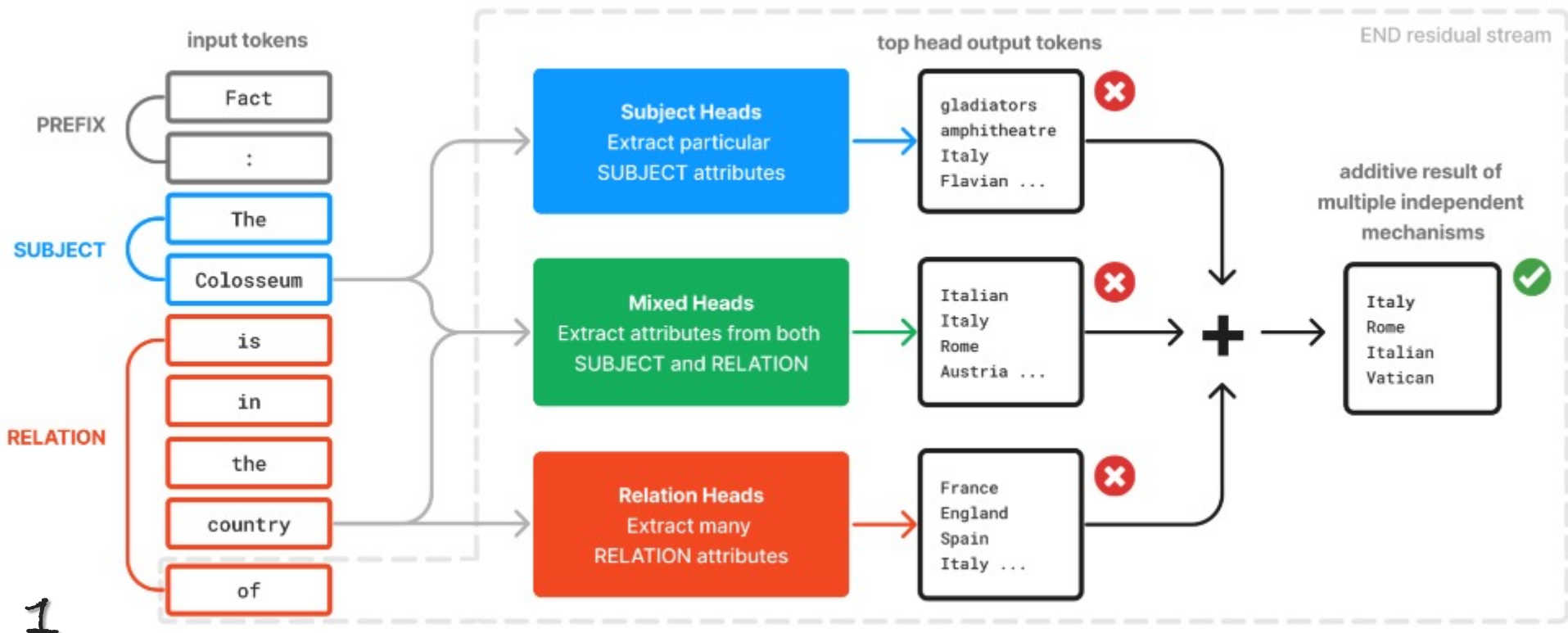
# It treats facts as triples like (subject, relation, attribute)



# The right answer appears because these mechanisms reinforce one another



# LLMs combine several partial clues until one answer stands out



#MrsMaisel



# Hallucination

How do I keep pizza toppings row sliding off?



Sticky

Sticky

Glue

Смазky

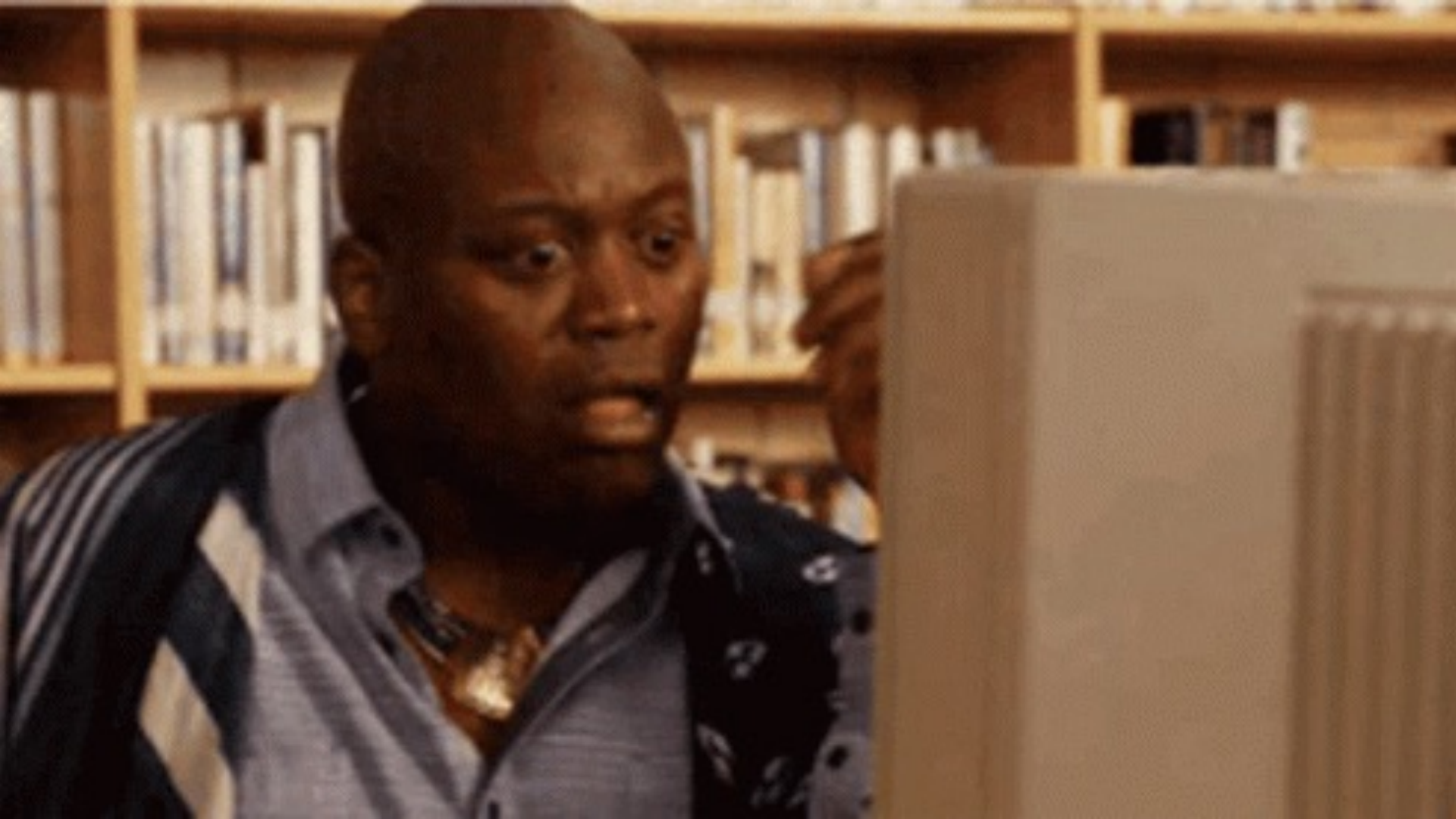


Try adding **glue** to your pizza! 



**INCORRECT!**





A meme featuring a woman with a wide-eyed, shocked expression, with the text "IT'S NOT ALL BAD NEWS." overlaid at the bottom.

**IT'S NOT ALL BAD NEWS.**

# Lots of people use GPTs for SEO...

Please perform a technical audit of my website.



Sure! Here is your perfect technical audit

## TITLE TAG

`<title>Doglg's Best Kept Secrets... </title>`  
`<title>Your Website Title-</title>`

## BROKEN LINKS

`<example.com/about`  
`<myexamplesite.com/blogpost>`

## META DESCRIPTION

`<meta name=/description/  
-content=Learn wh to co cook asp...`  
`<meta name=/description/  
-content=Informative summary...`



Please deliver a full technical audit of the hotelchocolat.com website specifically looking at technical SEO issues which need to be addressed in priority order

I'm checking the site's crawl directives, indexation signals, sitemaps, and a representative set of page templates first, then I'll rank issues by likely SEO impact and implementation priority.

I've confirmed the root URL redirects into the /uk path, and I'm now validating whether the site exposes clean canonical, hreflang, sitemap, robots, pagination, and structured-data signals across category and product templates.

Thought for 1m 25s >

Below is a **public-facing technical SEO audit** of **hotelchocolat.com**, prioritised by likely impact on organic visibility and crawl efficiency. This is based on live inspection of public URLs and Google-visible page renderings, not server logs, Search Console, or a full crawler export. Where I could verify a signal directly, I have. Where the evidence points to a likely issue rather than absolute proof, I've said so explicitly.

Hotel Chocolat +3

## Executive summary

The biggest SEO risk appears to be **unstable page rendering and weak control of indexable collection URLs**. Multiple category and collection pages expose either very thin HTML, repeated filter boilerplate, or even apparently unrelated content in Google-facing snippets. At the same time, the site has a large set of overlapping "collections" URLs by product type, chocolate type, price, and subcategory, which raises the likelihood of **index bloat, template duplication, and diluted internal authority**. Hotel Chocolat +5

A second concern is **international and canonical governance**. The root domain resolves into the /uk section, while a separate **us.hotelchocolat.com** property also exists. In the fetched HTML I could not detect visible canonical or hreflang annotations on key templates, which increases the risk of market overlap, duplicate indexing, and weaker geo-targeting if those tags are in fact absent or inconsistently rendered. Hotel Chocolat +3



## Priority 1 — Fix rendering / crawlability inconsistencies on category and collection

Ask anything

+  Thinking ▾



## Priority 1 — Fix rendering / crawlability inconsistencies on category and collection templates

This is the most urgent issue. Several important URLs expose signals that suggest the site is **too dependent on front-end rendering or otherwise serving inconsistent HTML to crawlers/search result fetchers**. The homepage and other key pages display browser/JavaScript warning copy such as “your browser does not support javascript / xmlhttprequest,” and some important category URLs resolve in Google-facing fetches to extremely incomplete content. For example, both the Easter Eggs page and All Products page surface mostly boilerplate, empty-bag text, and footer/navigation copy rather than robust main content. [Hotel Chocolat +3](#)

That matters because Google indexes the HTML it can reliably fetch and render. If the category body, product grid, intro copy, canonicals, or internal links are missing or unstable at fetch time, those pages will underperform even if they look fine in a browser. The strongest symptom here is the mismatch between intended page purpose and what is actually exposed in search-facing fetches. The “Online Exclusives” result, for instance, shows snippet text about “Love Match Live Events,” which is clearly off-topic for that collection page. [Hotel Chocolat](#)

### What to do

- Move critical category content, H1, intro copy, product-list links, breadcrumb, canonical, robots, and structured data into **server-rendered HTML**.
- Test representative templates with a non-JS fetch and Googlebot-style rendering.
- Compare raw HTML vs rendered DOM for homepage, category, filtered collection, PDP, and store pages.
- Check whether edge caching, A/B tooling, or personalisation is polluting crawlable output.

## Priority 2 — Reduce index bloat from overlapping collection and facet-style URL architecture

The site exposes a wide range of indexable collection paths, including broad hubs and many nested descendants such as:

- [/uk/shop/collections/](#)
- [/uk/shop/collections/products/](#)
- [/uk/shop/collections/chocolate/](#)
- [/uk/shop/collections/prices/](#)
- deeper children like [/collections/prices/gourmet-chocolate/](#), [/collections/prices/chocolates-for-less/](#), [/collections/products/chocolate-box/](#), [/collections/products/drinking-chocolate/hot-chocolate/](#), and more. [Hotel Chocolat +6](#)

Many of these pages appear to use the same template with similar “Refine Your Results By / Filters / Dietary”

blocks and only modest unique value added beyond the H1 and a short intro paragraph. That is a classic setup for **template duplication**: many crawlable URLs competing for very similar intent, splitting link equity, increasing crawl load, and making Google choose among near substitutes. [Hotel Chocolat +5](#)

### What to do

- Decide which collections deserve indexation based on search demand and uniqueness.
- Keep only strong commercial landing pages indexable.
- Canonicalise or noindex low-value facet combinations and thin derivative collections.
- Consolidate overlapping taxonomy branches where intent is the same.
- Strengthen internal linking toward a smaller set of priority category pages.

## Priority 3 — Audit canonical implementation across all key templates

In the fetched HTML for both the homepage and [/uk/shop/](#), I could not detect a canonical link element. That is not conclusive proof that the site has no canonicals, because some parsers do not always expose full head markup cleanly, but it is enough to warrant an immediate validation pass. On a site with this many overlapping collection URLs, **canonical control is non-negotiable**. [Hotel Chocolat +1](#)

This matters especially because the site already has multiple commercially similar URLs and nested taxonomy paths. If self-referencing canonicals are missing, inconsistent, injected too late, or overridden by JS, Google is more likely to pick its own canonical and suppress intended pages. [Hotel Chocolat +3](#)

### What to do

- Confirm self-referencing canonicals on homepage, category, filtered collection, PDP, blog, and store pages.
- Ensure canonical tags are rendered in the initial HTML, not only client-side.
- Review canonical rules for products accessible via multiple routes or collection contexts.

## Priority 4 — Implement or validate hreflang and international market governance

The root domain resolves to the UK section while a distinct US subdomain also exists. I could not detect visible hreflang in the fetched homepage HTML. If hreflang is missing or unreliable, UK and US pages may compete with each other, especially for brand, gift, and product queries. [Hotel Chocolat +2](#)

This is a high-priority architecture issue because Hotel Chocolat is clearly operating at least two market variants. Without robust alternates, Google may rank the wrong regional version, mix signals, or consolidate indexing in unintended ways. [Hotel Chocolat +1](#)

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#### What to do

- Implement full reciprocal hreflang across UK and US equivalents.
- Include self-referencing hreflang.
- Align canonical and hreflang so they do not conflict.
- Review whether the root should remain a straight redirect to `/uk/` or act as a market selector page with clear alternate signals.

### Priority 5 — Clean up snippet pollution and low-quality SERP extraction

Google-facing snippets show several signs of **snippet pollution**:

- the homepage snippet is largely populated by product feed fragments rather than a tightly controlled brand summary;
- one homepage-related result exposes a typo-like string, “**Limited Editionn**”;
- the “Online Exclusives” result shows unrelated event copy;
- several category results surface generic filter boilerplate instead of compelling category descriptions.

[Hotel Chocolat +4](#)

This usually happens when Google struggles to identify the primary content block, or when meta descriptions and stable above-the-fold copy are weak, duplicated, or crowded out by merchandising modules. It hurts click-through rate and is often a symptom of broader template/rendering problems.

[Hotel Chocolat +2](#)

#### What to do

- Add unique, stable meta descriptions on indexable category pages.
- Ensure the first crawlable body copy clearly states the page topic.
- Reduce DOM clutter and repeated merchandising/promotional text above the main content.
- Check title and snippet extraction on top 100 landing pages.

### Priority 6 — Strengthen category template differentiation

A large share of collection pages appears structurally similar, with only limited unique editorial content. The price pages, drinking chocolate pages, and product-type pages repeatedly expose the same filter-led layout. That increases the risk that Google sees them as low-differentiation list pages rather than distinct category assets. [Hotel Chocolat +4](#)



By contrast, product pages are marginally healthier in search, with richer snippets that include price, stock, reviews, and product detail sections. That suggests PDP SEO is in better shape than PLP/collection SEO.

[Hotel Chocolat +3](#)

#### What to do

- Expand unique descriptive copy on priority categories.
- Add stronger category FAQs, buyer guidance, and internal linking blocks.
- Use unique hero copy and supporting content by intent, not just by filter value.
- Avoid indexing low-demand categories whose only differentiation is a filter state.

### Priority 7 — Review store locator architecture for crawl efficiency and local discoverability

The store locator page is extremely long and contains thousands of lines of repeated address, hours, and facilities content for many locations. That is not inherently wrong, but it can become an inefficient crawl target and a weak local SEO asset if too much local detail is concentrated on one page rather than distributed cleanly across store-specific URLs. [Hotel Chocolat](#)

The good news is the locator clearly exposes structured local information such as address, phone, opening times, and directions links. The question is whether each store also has a robust, indexable detail page with its own metadata, canonical, local business schema, and internal links from the main locator. The “More Details” links suggest that such pages may exist, but I did not validate them directly here. [Hotel Chocolat](#)

#### What to do

- Ensure every store has its own crawlable URL.
- Add LocalBusiness schema, self-canonical, opening-hours markup, and embedded local intent copy on each store page.
- Keep the main locator crawlable, but do not rely on it as the primary ranking page for store queries.

### Priority 8 — Validate structured data outside PDPs

Product pages are earning rich-result-style SERP features including price, reviews, availability, and product details, which is a positive sign that PDP schema is at least partly working. [Hotel Chocolat +3](#)

However, I could not detect obvious schema references from the `/uk/shop/` fetch, and the category pages do not show strong signs of breadcrumb/list-level enhancement in the surfaced fetches. That does not prove schema is absent, but it does make it worth validating category, breadcrumb, organisation, and store schema across templates. [Hotel Chocolat +1](#)





When you've g  
flaunt it!



**That's impressive**



**YOU DON'T KNOW, WHAT YOU DON'T  
KNOW**

## Priority 1 — Fix rendering / crawlability inconsistencies on category and collection templates

This is the most urgent issue. Several important URLs expose signals that suggest the site is **too dependent on front-end rendering or otherwise serving inconsistent HTML to crawlers/search result fetchers**. The homepage and other key pages display browser/JavaScript warning copy such as “your browser does not support javascript / xmlhttprequest,” and some important category URLs resolve in Google-facing fetches to extremely incomplete content. For example, both the Easter Eggs page and All Products page surface mostly boilerplate, empty-bag text, and footer/navigation copy rather than robust main content. Hotel Chocolat +3

That matters because Google indexes the HTML it can reliably fetch and render. If the category body, product grid, intro copy, canonicals, or internal links are missing or unstable at fetch time, those pages will underperform even if they look fine in a browser. The strongest symptom here is the mismatch between intended page purpose and what is actually exposed in search-facing fetches. The “Online Exclusives” result, for instance, shows snippet text about “**Love Match Live Events,**” which is clearly off-topic for that collection page. Hotel Chocolat

**Uh, no. You just cannot see it because you cannot render a page... but that's important to know!**

homepage and other key pages display browser/JavaScript warning copy such as "your browser does not support javascript / xmlhttprequest," and some important category URLs resolve in Google-facing fetches to extremely incomplete content. For example, both the Easter Eggs page and All Products page surface mostly



**@JudithLewis**



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CONSULTANCY

underperform even if they look fine in a browser. The strongest symptom here is the mismatch between intended page purpose and what is actually exposed in search-facing fetches. The “Online Exclusives” result, for instance, shows snippet text about “Love Match Live Events,” which is clearly off-topic for that collection page.

Hotel Chocolat

# Off topic??!?



## LOVE MATCH LIVE EVENTS

During this guided chocolate tasting experiences, we'll take you on a tasting journey through five of our recipes to reveal the flavour profile that's right for you.

From unapologetically fruity to decadently dark – we've spent 20 years obsessively developing a deep understanding of flavour, individual tastes and preferences. And this unrivalled view on chocolate flavour profiles is the result.

Each guided experience lasts 30 minutes, and you can book with up to three fellow chocolate lovers to share the chocolate happiness.

Celebrate the following key moments at our Love Match Events:

2026 DATES COMING SOON

[BOOK NOW](#)

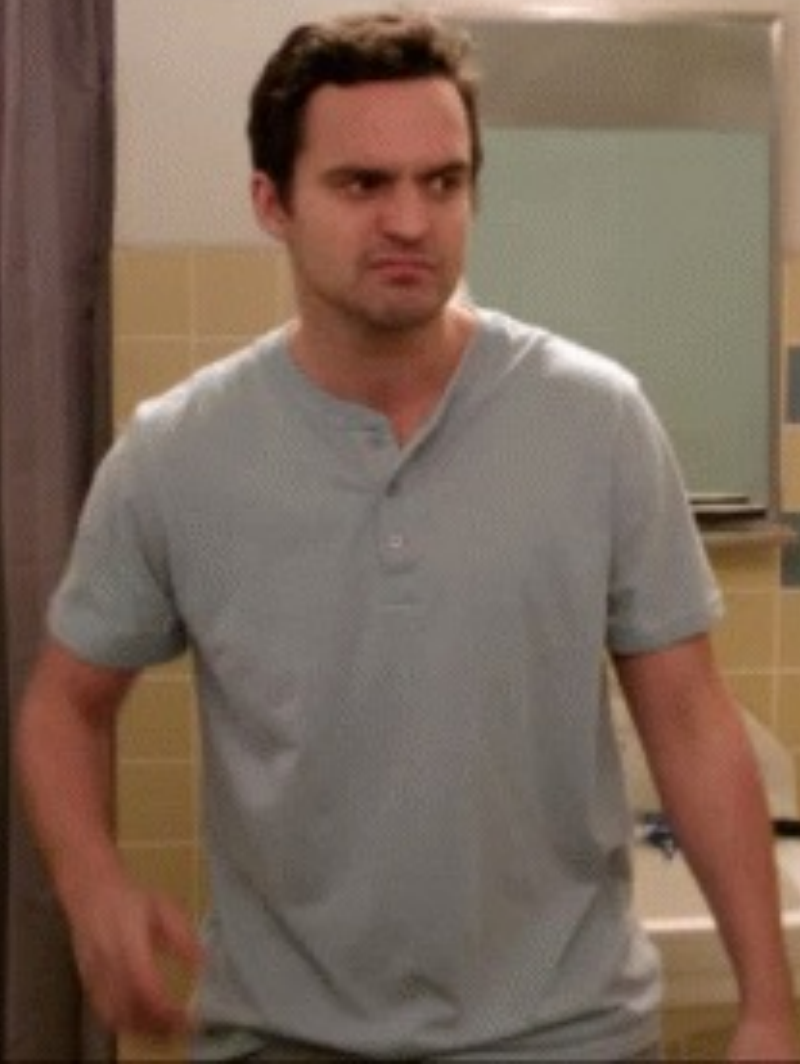


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JUDGE JUDY





# Building Brand Trust Through AI Readiness

## AI Search Readiness Summary Dashboard

Scores are calculated automatically from the Assessment Checklist tab. Non-applicable items are excluded from section and overall scores.

#	Characteristic	Applicable Items	Your Score	Max Score	% Complete	Priority Action
1	Accessible	6	0	60	0%	Prioritize now
2	Useful	7	0	70	0%	Prioritize now
3	Recognizable	6	0	60	0%	Prioritize now
4	Extractable	6	0	60	0%	Prioritize now
5	Consistent	6	0	60	0%	Prioritize now
6	Corroborated	6	0	60	0%	Prioritize now
7	Credible	6	0	60	0%	Prioritize now
8	Differentiated	5	0	50	0%	Prioritize now
9	Fresh	5	0	50	0%	Prioritize now
10	Transactable	0	0	0	0%	Not applicable
<a href="https://www.aleydasolis.com/en/ai-search/ai-search-winning-brands-characteristics/">https://www.aleydasolis.com/en/ai-search/ai-search-winning-brands-characteristics/</a>						
<b>OVERALL SCORE</b>			<b>0</b>	<b>530</b>	<b>0%</b>	




@JudithLewis




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# Rank well on Google, surface well in AI

## AI Overview

Based on 2025–2026 reports, ChatGPT (specifically Plus/paid versions) **uses Google Search as a primary source for real-time information and as a fallback when Bing fails to index a page**. While OpenAI has a partnership with Microsoft (Bing), testing confirms ChatGPT scrapes Google SERP snippets.  LinkedIn +2

### Key Details on ChatGPT's Use of Google:

- **Real-Time Data Source:** ChatGPT uses [SerpApi](#) to scrape Google for current events, news, and sports data.
- **Google as a Fallback:** Experiments show that if a URL is not indexed in Bing, ChatGPT often relies on [Google's index](#) to find that information.
- **"Hidden" Google Usage:** Tests by researchers, including former Google engineers, demonstrated that ChatGPT could access information that existed *only* in Google's index, not Bing's.
- **Paid vs. Free:** Studies suggest that paid versions (Plus) of ChatGPT rely more heavily on Google, while free versions may use different, faster, or more limited search methods.
- **Index Hijacking (2026):** Evidence indicates users can rank content in ChatGPT by manipulating its inclusion in Google Search results.  Search Engine Journal +5

While ChatGPT is often framed as a competitor, it leverages Google's search infrastructure to improve the accuracy and speed of its own real-time responses. 

ChatGPT uses Google Search, not Bing or DuckDuckGo, for ...

6 Aug 2025 — ChatGPT uses Google Search, not Bing or DuckDuckGo, for information. | Leigh McKenzie...



LinkedIn · Leigh McKenzie

ChatGPT Appears To Use Google Search As A Fallback

25 Jul 2025 — Experiments appear to confirm that ChatGPT may be using Google's search results as a...



Search Engine Journal

ChatGPT's answers came from Google Search after all: Report

26 Aug 2025 — Even ChatGPT leaned on Google's search results via a scraping service – underscor...



Search Engine Land

Show all

**First, I got ChatGPT to make an image for me of a list of trust signals...**



# Then...

### 1 CLEAR IDENTITY

I know who you are.

Consistent name, URL, branding, authorship and contact details make you easy to recognise.



yourbusiness.com

Bright Bean Cafe

123 High Street, London

hello@brightbean.co.uk

About Us | Team | Policies

### 2 CLEAR & SPECIFIC CONTENT

I know what you mean.

Straightforward language, clear claims, specific facts and no vague fluff.

❌ "We deliver quality solutions for customers."

✅ "We deliver fresh coffee 7 days a week, 6:30am – 6:00pm at 123 High Street."

### 3 WELL-STRUCTURED & EASY TO PARSE

I can understand it quickly.

Clear headings, logical layout, FAQs, tables, and schema markup help me read it correctly.

```
<script type="application/ld+json">
{
  "@context": "https://schema.org",
  "@type": "LocalBusiness",
  "name": "Bright Bean Cafe",
  "address": {
    "@type": "PostalAddress",
    "streetAddress": "123 High Street",
    "addressLocality": "London"
  },
  "openingHours": "Mo-Su 06:30-18:00"
}
</script>
```



H1 Our Coffee & Food

H2 Menu

H2 Find Us

H2 FAQs

### 4 CONSISTENT ACROSS SOURCES

I see the same story everywhere.

Matching details across your website, profiles, and mentions build confidence.

Website

Bright Bean Cafe  
123 High Street  
06:30 - 18:00

Google Business Profile

Bright Bean Cafe  
123 High Street  
4.8 ★★★★★

Social Media

@brightbeancafe  
Open daily  
Fresh coffee & food



## WHAT I (LLM) ACTUALLY TRUST

5 Things That Reduce Ambiguity and Help Me Give Better Answers

### 5 CORROBORATED BY OTHERS

Others confirm it too.

Mentions, reviews, news, and reputable sites backing you up make your claims more believable.

"Bright Bean Cafe voted Best Coffee Shop 2024"

- TimeOut.com

★ "Possibly the best flat white in London!"



- Google Review



### THE BOTTOM LINE:

Trust isn't a checklist. It's evidence that reduces ambiguity.

The easier I can identify, parse, verify, and cross-check a source, the more confidently I'll use it.



StarTalk

**THAT'S A LITTLE BIT SPOOKY**

A man wearing a white cowboy hat and a light blue button-down shirt stands in a grassy field with trees in the background. He has his hands clasped in front of him. The scene is brightly lit, suggesting a sunny day.

**LET'S MOVE ON TO THE  
NEXT ONE**

*The*  
**COWBOY WAY**



*Genius* PROMPT  
TO MAKE *Smarter AI*

# What is 'prompt engineering' anyway?

The practice of systematically improving prompts for LLM applications - through testing, evaluation, analysis, and optimization of prompts.

Skills involved:

Programming in natural language

Clear, unambiguous, precise writing

Conceptual engineering

Creating evals with a scientific mindset

Product thinking - what is the ideal model behavior for your product?

Testing

Understanding the LLMs

Aggregating and analyzing failure modes + thinking of ways to fix

Making LLMs scale to a wide range of inputs

**We will cover prompt  
engineering and designing  
better prompts for better  
outcomes tomorrow  
IN DEPTH**

# Some tips to improve the output

---

- Train ChatGPT with Context
  - Keep the same chat window open to build context. Feed it data about your product, your current market research, or customer reviews.

# Some tips to improve the output

---

- Train ChatGPT with Context
  - Keep the same chat window open to build context. Feed it data about your product, your current market research, or customer reviews.
- Iterate and Refine
  - Use follow-up questions to force more precise, non-generic answers for example: "Refine this persona to reflect a tighter budget. What does this change about their purchasing triggers?"



**@JudithLewis**



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**Sometimes just questioning things causes a realignment because it cannot render a page so assumptions are wrong**



@JudithLewis

You listed intrusive interstitials as a major issue - how were you able to determine that?

I'm checking the filled sheet entry so I can answer precisely whether that rating came from direct evidence or whether it should be downgraded under your confidence rule.

Thought for 9s >

You're right to question that.

I was **not** able to verify a true intrusive interstitial in the Google-defined sense from the evidence I had. What I actually observed was **crawable warning/fallback copy** in the HTML, such as browser/JavaScript support notices, and I mapped that too aggressively into the interstitial row.

So the correct answer is:

- I **did not have high-confidence evidence** of a popup or standalone interstitial blocking users from content.
- I **did have evidence** of rendering/fallback-copy pollution in crawlable HTML.
- That means the "Intrusive Interstitials" row **should not have been marked Major issue** on the basis used.

What I could support was:

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Under your standard, that row should be changed to either:

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The strongest evidence was specifically:

- publicly fetched pages exposing text like "your browser does not support javascript / xmlhttprequest"
- warning/fallback copy appearing in crawlable output on sampled live pages

That supports a finding like:

+ Ask anything

5.4 Thinking ▾



C A B B I T  
INSULTANCY

# Some tips to improve the output

---

- Train ChatGPT with Context
  - Keep the same chat window open to build context. Feed it data about your product, your current market research, or customer reviews.
- Iterate and Refine
  - Use follow-up questions to force more precise, non-generic answers for example: "Refine this persona to reflect a tighter budget. What does this change about their purchasing triggers?"
- Create a Custom GPT
  - Create a specialised GPT for your company, uploading persona documents, interview transcripts, and customer feedback into its "Knowledge" base for consistently accurate, persona-driven predictions.



@JudithLewis



DECABBIT  
CONSULTANCY

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**@JudithLewis**



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- Use "Persona Pattern"
  - Ask ChatGPT to "Act as [persona]" to get a feel for their tone and thought process



**@JudithLewis**



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CONSULTANCY



**Continuing  
this theme,  
I did some  
trials**

Done – I filled your template and kept the confidence rule strict.

Download it here:

	A	B	C
1	<b>Corina Burri.</b>		
2	<i>Scope: UK site only. Evidence base: public live checks + uploaded Screaming Frog list-mode sample (61 URLs). Confidence rule applied: rows are only populated where evidence is strong enough; otherwise marked Not enough evidence / Not applicable.</i>		
3	Tech SEO		
4	Are URLs discoverable by crawlers.		
5		Do you have robots.txt?	Pass
6		Does robots.txt block content we want in the index?	Pass
		Do you have a sitemap?	Pass
SEO Audit			

What's in it:

- your template populated for **Hotel Chocolat UK**
- only rows supported by **public checks** and the **uploaded Screaming Frog list-mode sample**
- unsupported rows marked **Not enough evidence** or **Not applicable**
- an **Additional findings** section for issues not covered cleanly by the base template

Important limitation captured in the sheet:

- the uploaded crawl sample contained **collection and blog URLs only**
- it did **not include product detail URLs**, so product-template findings were intentionally not inferred from missing first-party data

I sampled the main branded clusters from your list: brand, Velvetiser/hot chocolate, gifts/chocolate box  
cafés/restaurants/store locator, jobs, and St Lucia. The top results are dominated by Hotel Chocolat's  
pages for retail, gifts, Velvetiser, cafés, careers, and the Saint Lucia property, with some third-party  
marketplace or employer pages for jobs and shopping comparison. That gives enough evidence for 3  
personas with high confidence. [Hotel Chocolat +5](#)

## 1. Brand-led chocolate buyer

This is the clearest persona in the dataset.

### Who they are

A UK consumer who already knows the Hotel Chocolat brand and is trying to buy, browse, or compare  
branded chocolate products, often for self-treating or gifting.

### Why I'm confident

The dominant branded results point directly to Hotel Chocolat's UK ecommerce experience: the homep  
gift pages, chocolate gift sets, and category pages like Velvetiser and best-selling chocolate gifts. The c  
strongly commercial and gift-oriented, not educational. [Hotel Chocolat +4](#)

### Typical keywords from your list that fit this persona

- hotel chocolat
- hotel chocolate
- hotel chocolat uk
- hotel chocolates uk
- hotel chocolat gifts
- hotel chocolate gifts
- chocolate box
- hotel chocolat hamper
- hotel chocolat chocolates
- hotel chocolat sale
- hotel chocolat black friday
- hotel chocolat clearance boxes
- hotel chocolat outlet

### What they likely want

## 2. Velvetiser / at-home drinks seeker

This is the second strongest persona.

### Who they are

A UK shopper specifically interested in Hotel Chocolat's drinking-chocolate system: the Velvetiser machine,  
sachets, refills, and related hot-chocolate products.

### Why I'm confident

Queries around Velvetiser and hot chocolate return dedicated Hotel Chocolat product/category pages and,  
in some cases, marketplace alternatives like Amazon. The SERP evidence suggests people are not just  
looking for generic hot chocolate; they are looking for a branded at-home drinks system and its  
consumables. [Hotel Chocolat +3](#)

### Typical keywords from your list that fit this persona

- hotel chocolat velvetiser
- velvetiser
- hotel chocolat hot chocolate
- hotel chocolat velvetiser sachets
- hotel chocolat hot chocolate sachets
- hot chocolate velvetiser

### What they likely want

- to understand what the Velvetiser is
- to buy the machine
- to buy sachets or refills
- to compare versions, colours, bundles, or availability

### What distinguishes them from the general chocolate buyer

These users are product-system led. They are not just shopping "for chocolate"; they are entering through a  
hero appliance/platform with repeat-purchase potential. That is a distinct enough SERP pattern to justify its  
own persona. [Hotel Chocolat +3](#)

## 3. Place / experience seeker

This is broader than the first two, but still strongly supported.

back to the earlier audit where you made a mistake with the intrusive interstitial, can you redi that audit but keep in mind that change and these personas

I'm updating the standardised audit rather than patching around the old wording, and I'll use the persona insights only where they genuinely affect technical prioritisation or landing-page architecture.

I've identified the exact rows that need tightening. I'm downgrading the interstitial claims to "Not enough evidence" and adding one persona-informed coverage note so the priorities reflect the actual commercial journeys without overstating technical findings.

Thought for 1m 24s >

Yes — I redid it with the interstitial finding corrected and the persona lens used only for prioritisation, not to invent new technical findings.

Updated file:

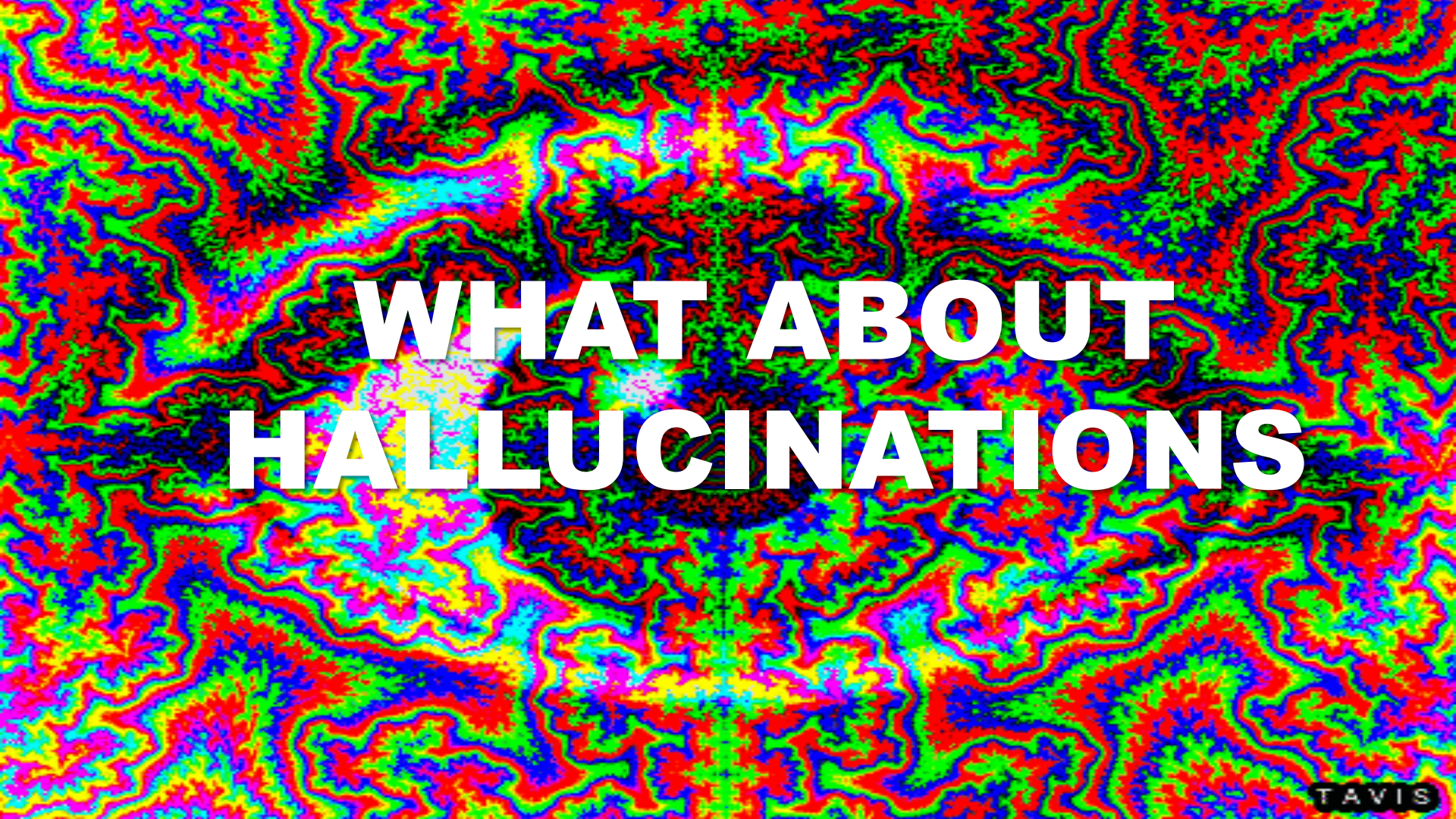
	A	B	C
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5		Do you have robots.txt?	Pass
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		Do you have a sitemap?	Pass

What changed:

- both **intrusive interstitial** rows were downgraded to **Not enough evidence**
- the earlier HTML fallback/browser-warning issue is now treated as a **rendering-quality** concern, not a confirmed interstitial
- I added a **persona-critical template coverage gap** finding so the next crawl prioritises:
  - gifting/product PDPs
  - Velvetiser machine and sachet pages
  - shop/café/store-location pages

I left the rest intact unless the correction affected confidence.





# WHAT ABOUT HALLUCINATIONS

You listed intrusive interstitials as a major issue - how were you able to determine that?

I'm checking the filled sheet entry so I can answer precisely whether that rating came from direct evidence or whether it should be downgraded under your confidence rule.

Thought for 9s >

You're right to question that.

I was **not** able to verify a true intrusive interstitial in the Google-defined sense from the evidence I had. What I actually observed was **crawable warning/fallback copy** in the HTML, such as browser/JavaScript support notices, and I mapped that too aggressively into the interstitial row.

So the correct answer is:

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# Hallucinations in AI

---

- Hallucinations happen when there is a missing element and the algorithm has to insert a nearest match.
  - This happens in search results all the time and we have learned to ignore bad matches or go back and click another result. In AI it is more difficult to discard the error as there isn't a body of other data (search results) to compare to for the human.
  - Could also be related to incorrect training data.




**@JudithLewis**



DECABBIT  
CONSULTANCY

# As searchers, we've handled ambiguity for years

Google


 **Wikipedia**  
<https://en.wikipedia.org/wiki/Sequoia>

**Sequoia**  
Sequoia, Sequoia or Sequoyah refers to a type of tree in the cypress family which includes the redwood trees. By extension the name may refer to: ...

[Sequoia \(genus\)](#) [Sequoiadendron giganteum](#) [Sequoia Capital](#) [Toyota Sequoia](#)

TREE


PARK

 **National Park Service (.gov)**  
<https://www.nps.gov/seki>

**Sequoia & Kings Canyon**  
Huge mountains, rugged foothills, deep canyons, vast caverns, and the world's largest trees exemplify the diversity of landscapes, life, and beauty here.

[Plan Your Visit](#) [Giant Sequoias](#) [Exploring Giant Sequoia Groves](#) [Lodging](#)


COMPANY

 **sequoia.com**  
<https://www.sequoia.com>

**Get the most out of your investment in people with Sequoia**  
Sequoia specializes in tying your compensation, benefits, and overall people programs to the business results you want.

[Login with Sequoia](#) [Contact Sequoia](#) [Sequoia One](#) [Sequoia Tech](#)


O/S

 **Apple**  
<https://www.apple.com/macos/macos-sequoia>

**macOS Sequoia**  
macOS Sequoia brings effortless window tiling, web browsing with fewer distractions, new iPhone Mirroring and support for Apple Intelligence.

CAR

**Videos**

 **Can the 2025 Toyota Sequoia TRD Pro compete with the ...**  
YouTube · Raiti's Rides  
3 days ago

## Technology

# AI hallucinations are getting worse – and they're here to stay

An AI leaderboard suggests the newest reasoning models used in chatbots are producing less accurate results because of higher hallucination rates. Experts say the problem is bigger than that

By [Jeremy Hsu](#)

📅 9 May 2025

An OpenAI [technical report](#) evaluating its latest LLMs showed that its o3 and o4-mini models, which were released in April, had significantly higher hallucination rates than the company's previous o1 model that came out in late 2024. For example, when summarising publicly available facts about people, o3 hallucinated 33 per cent of the time while o4-mini did so 48 per cent of the time. In comparison, o1 had a hallucination rate of 16 per cent.

The problem isn't limited to OpenAI. One popular [leaderboard](#) from the company Vectara that assesses hallucination rates indicates some "reasoning" models – including the [DeepSeek-R1 model](#) from developer DeepSeek – saw double-digit rises in [hallucination rates](#) compared with previous models from their developers. This type of model goes through multiple steps to demonstrate a line of reasoning before responding.

# Because it doesn't really understand, it does the best it can... and "hallucinates"

# This doesn't mean it's always wrong



what challenges do polish winemakers face



AI Mode All Images Short videos Videos Forums News More ▾ Tools ▾

## ◆ AI Overview

Polish winemakers face significant challenges, primarily driven by a cool-climate, unpredictable weather—including spring frosts and fungal disease pressures—that threaten harvests. Small-scale, family-run wineries struggle with high investment costs, complex administrative regulations, lack of institutional support, and labor shortages, forcing owners to manage everything from agriculture to marketing. <sup>R</sup> ResearchGate +4

### Key Challenges for Polish Winemakers:

- **Climatic Limitations:** The cool climate requires high effort to prevent diseases like mildew, prompting a reliance on hybrid grape varieties, though the market is shifting toward riskier *vinifera* varieties like Pinot Noir.
- **Weather Volatility:** Sudden temperature swings, specifically severe spring frosts, can devastate crops, as seen in 2024, often requiring investments in anti-frost technology.
- **Administrative Hurdles:** Complex, bureaucratic processes and limited, or complicated access to government support for training and vineyard expansion pose significant burdens.
- **Labor & Knowledge Gaps:** There is a shortage of qualified personnel, with little formal national enological education available, forcing many to gain experience abroad.
- **Operational Strain:** Producers often run small-scale, owner-operated vineyards where they must balance intense, year-round field work with commercial and marketing responsibilities.

(PDF) The problems of winemaking in Poland: the case study ...

. Among problems of an. institutional nature, the most emphasized were: a lack of interest and...



<sup>R</sup> ResearchGate ▾

Wine tourism in an emerging viticultural country – benefits and ...

17 Dec 2025 — However, current obstacles include high investment costs (especially related to the introduction of...

<sup>R</sup> R Discovery ▾

POLAND'S SMALL SCALE WINE SCENE IS THRIVING

17 Jan 2026 — Poland's viticultural challenges include spring frosts; particularly damaging in...



<sup>R</sup> Rose Murray Brown ▾

Show all

# GuardRails in LLMs

---

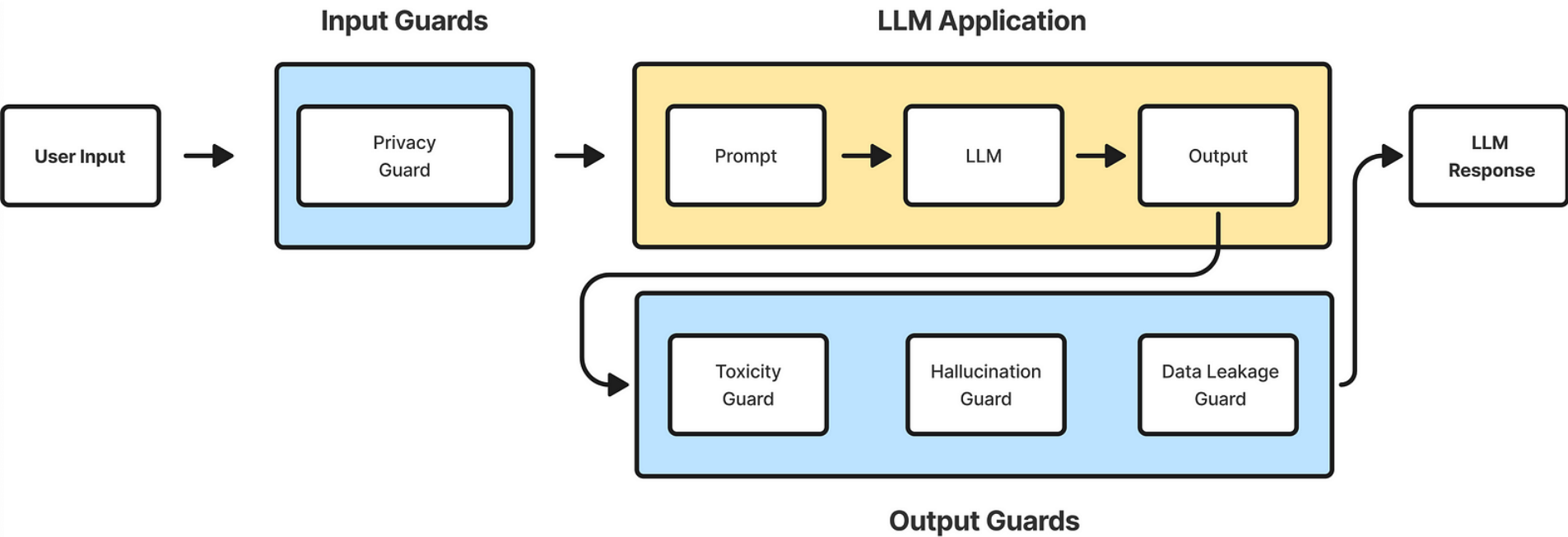
- Guardrails are close to their physical namesake in function. They are fixed policies and technical controls that act as ‘safety barriers’ (guard rails) to ensure LLMs operate within ethical, legal, and safe boundaries with respect to the country they are designed in usually.
- This helps at preventing harmful, biased, or misleading outputs however these guard rails are not a standard set of restrictions.



**@JudithLewis**



DECABBIT  
CONSULTANCY



# But you do have to know what you are doing \*first\* even with guardrails and other enhancements

which clone of pinot noir is right for planting in Poland?

Great question for anyone thinking about growing their own. The clone choice is critical in a marginal climate like Poland's.

**The key challenge** is Poland's continental climate — cold winters, short growing seasons, and spring frost risk. You need clones that ripen early, have good disease resistance, and can handle temperature extremes.

**Top clones recommended for Poland's conditions:**

**Dijon clones (the Burgundy series)** are the most widely planted by serious Polish producers. Within this group:

- **Dijon 115** — early ripening, medium bunch size, good colour and structure. The most popular choice among Polish winemakers for quality Pinot Noir. Winnica Wieliczka selected this for their Polish plantings based on experience in New Zealand, where marginal-climate Pinot thrives.
- **Dijon 114** — slightly later than 115 but produces elegant, aromatic wines with good acidity. Suits the cooler southern sites like the Subcarpathian foothills.
- **Dijon 667** — very early ripening, which is a real advantage in Poland's shorter season. Produces wines with red fruit character and fine tannins.
- **Dijon 777** — compact clusters, good rot resistance (important in Poland's wetter autumns), and reliable early ripening. Increasingly popular.

**Pommard clone (UCD 5)** — an older, more vigorous clone with larger berries. It ripens slightly later, which can be risky in northern sites, but produces robust, full-bodied wines. Better suited to the warmer Silesian south than to central or northern Poland.

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**Wädenswil (Swiss clone)** — developed specifically for cool, wet climates, which makes it well-adapted to Polish conditions. Good disease resistance and reliable yields. Less fashionable than the Dijon clones but very practical.

**The consensus among Polish growers:**

Most of the leading estates — including those in Lower Silesia — plant a **mix of Dijon 115, 667, and 777** to spread ripening risk across the season. Planting a single clone is considered risky in a climate where any given vintage can be challenging. A blend of two or three clones also gives more complexity in the final wine.

**Site matters as much as clone** — south or southwest-facing slopes at 150–250m elevation, well-drained soils, and shelter from northerly winds will do more for your Pinot Noir than any clone choice alone. The Sudeten foothills in Lower Silesia and the Małopolska uplands around Kraków offer the best natural conditions Poland has to offer for this grape.

If you're seriously considering planting, it's worth reaching out directly to Winnica Jakubów or Winnica Wieliczka — both have been very deliberate about their clone selections and are known for sharing knowledge with the growing Polish wine community.



# Because sometimes you get similar answers to what you expect

which clone of pinot noir is right for planting in Poland?

I'm checking cool-climate viticulture sources and nursery/ampelographic references so I can narrow this to clones that actually make sense for Polish winter risk and ripening conditions.

The pattern so far is fairly consistent: for Poland, the decision is less "best Pinot clone in general" and more "which clones combine earlier ripening with looser bunches and acceptable yield on a protected site."

Thought for 49s >

For Poland, I would not plant a single Pinot Noir clone across the whole vineyard. The safest answer is a **small blend of earlier-ripening, quality-focused clones on the warmest, most protected site you have**. In most Polish conditions, the best starting mix is:

## Best all-round mix for Poland

- **114** for early ripening and balance Yalumba Nursery
- **115** as the dependable backbone, with medium-early ripening and consistent quality Selections +1
- **667** for quality and good maturity, still workable in cool climates Yalumba Nursery +1
- **A smaller share of 777 or 828** only on the very best parcels, because both are lower yielding and more suited to top-quality fruit than risk reduction Yalumba Nursery +1

If you want one short recommendation: **114 + 115 + 667** is the most sensible core planting for Poland.

Why that mix makes sense:

Poland is still a **marginal, cool viticultural climate** with frost risk and limited heat in many places. Research on Poland notes that viticulture becomes viable where heat accumulation and growing-season temperatures cross fairly modest thresholds, but winter cold and frost remain major constraints. The warmest and most suitable areas are mainly in the **south and west**, including **Lower Silesia** and increasingly western regions such as **Zielona Góra**. MDPI +2

Against that background, I would bias toward clones that:

- ripen **early to medium-early**
- avoid excessively large, compact crops
- can still make proper red wine in a short season

That is why **114** stands out: Yalumba's clone notes describe it as **early ripening** with balanced, structured wines. Yalumba Nursery

**115** is widely valued for regular production and quality, and is described as **medium to early ripening**.

Selections +1

**667** is a strong quality clone with **good maturity** and medium production potential. Yalumba Nursery +1

How I would use the others:

- **777**: useful on your warmest block. It has a **short vegetative cycle** with **late budburst and early ripening**, which is attractive where spring frost is a concern, but it is still more of a quality/low-yield choice than a "safe" one. Yalumba Nursery
- **828**: excellent for concentration and early ripening, but usually lower yielding and best reserved for premium parcels. Yalumba Nursery +1
- **943**: earliest among the cited ENTAV-INRA selections, but very low yielding; I would only use it experimentally in a small percentage. Yalumba Nursery +1

What I would avoid as a main planting in Poland:

- A vineyard dominated by **later-ripening Pinot selections**
- Any clone chosen mainly for prestige rather than phenology
- Heavy reliance on **one clone**

One more important point: **Pinot Noir Précoce / Frühburgunder is not a clone of Pinot Noir; it is an earlier-ripening mutation/variety**. In a cool climate, it can be very useful if your real goal is reliable red-wine ripening rather than strict Pinot Noir clone purity. English growers use it specifically because it is **early ripening and useful in cool climates**. Vineyard Magaz...

# And sometimes AI delivers... different results

AI Mode All Images Shopping Forums More ▾

which clone of pinot noir is right for planting in Poland?

For Poland's cool climate, you should generally look toward **German clones** (often called *Spätburgunder*) or specific **early-ripening mutations**, as they are bred for shorter growing seasons and higher frost resistance than traditional Burgundian clones.

## Top Recommendations for Poland:

- **FR 1801 (Freiburg):** Highly recommended by Polish viticulturists. It is prized for its **loose bunches**, which make it much more resistant to Botrytis (rot) during damp Polish autumns. It produces wines with deep color and classic cherry aromas.
- **Pinot Noir Précoce (Frühburgunder):** Technically a mutation rather than a clone, this is a "must-have" for cooler Polish regions (like Podkarpacie or Lubelskie). It ripens **2–3 weeks earlier** than standard Pinot Noir, allowing you to harvest before the heavy autumn rains and early frosts.
- **Gm 20-13 (Geisenheim):** A robust German clone that is very reliable. It offers a good balance of yield and quality and is well-adapted to the lower temperatures of Central Europe.
- **Mariafeld (Clone M1):** Originally from Switzerland, this clone has very loose clusters and thick skins. It is incredibly **rot-resistant**, making it a "safety net" choice if your vineyard site is prone to humidity.

4 sites

Mutants and Clones of Pinot Noir - The Vine Press  
Pinot noir can be particularly prone to mutation (suggesting it has active...  
The Vine Press

Pinot noir - variety description and clones  
These clones are all very vigorous with long and loose bunches, big berries...  
Reben Sibbus

Exploring Poland's Wine Results: A Blend of Tradition and Innovation  
Lower Silesia Climate and Soil Silesia enjoys one of the warmest climates in Poland.  
London Wine Competition

Show all

## What about the French "Dijon" Clones (777, 115, 667)?

While these produce world-class wine, they are **risky** in Poland. They require more "heat units" to ripen fully and have tighter bunches that rot easily in wet weather. Only consider these if you have a premium, south-facing site in the warmer **Lubuskie** or **Lower Silesia** regions.

## Key Factors for Poland:

- **Rootstock:** Ensure your clones are grafted onto cold-hardy rootstocks like **SO4** or **5BB**, which handle Polish winter soils well.
- **Frost Risk:** Since Pinot Noir buds early, avoid planting in "frost pockets" (low-lying areas where cold air settles).

Are you looking to produce a **light, fruity red** or a more **complex, barrel-aged** style?

AI responses may include mistakes. [Learn more](#)

# And Google contradicts itself



Best pinot noir clones planted in poland



## AI Overview

Pinot Noir in Poland thrives using early-ripening French clones (such as 115, 777, or 114) that suit the cool climate, focusing on bright red fruit, high acidity, and silky tannins. Top producers like Kamil Barcentewicz and Winnica Moderna utilize these clones on limestone/clay soils, often producing light, elegant styles similar to Burgundy, or structured red wines. [winegrowers.info +4](#)

### Key Pinot Noir Clone & Style Notes in Poland:

- **French Clones (Klony Francuskie):** Widely preferred in modern Polish vineyards for high-quality, still red wines, often yielding red cherry and raspberry profiles with high acidity.
- **Optimal Clones:** While exact clones are often proprietary to vineyards, French clones designed for smaller berries and lower yields are preferred over high-yield Champagne clones. Burgundy clones like 115 and 777 are generally favored for quality in similar climates.
- **Top Producers & Styles:**
  - [Winnica Kamil Barcentewicz \(Lesser Poland\)](#): Known for Pinot Noir with high purity and elegance, sometimes blending in early-ripening Pinot types.
  - [Winnica Moderna \(Silesia\)](#): Produces bright, fresh Pinot Noir from French clones (14 months in used oak).
  - [Winnica Wieliczka \(Lesser Poland\)](#): Known for biodynamic, lighter-style Pinot Noir with beetroot and sour cherry notes. [winegrowers.info +4](#)

Pinot Noir is the most planted red grape in Poland, with significant concentrations in the Lubuskie and Lesser Poland regions, thriving on limestone soils. [www.velowino.pl +1](#)

### French clones of Pinot Noir

French clones of Pinot Noir. ... Choice of suitable clones is important, as is careful vineyard pruning technique and...

[winegrowers.info](#)

### Polish wine exploration: Winnica Moderna – wineanorak.com

17 Apr 2025 — Winnica Moderna Chardonnay Sur Lie & Barrique 2022 Silesia, Poland...

[Wine Anorak](#)



### The vine moves Polewards | Jancis Robinson

22 Mar 2025 — ... Pinot Blanc is the best variety for their bit of western Poland. ... Reds...

[Jancis Robinson](#)



Show all





**How we can gain  
an advantage**

# Ensure information accuracy

www.hotelchocolat.com/uk

Facts (44)

Show Flagged Facts

Export to CSV

Flag incorrect facts to prevent them being replaced when reports update

44 FACTS

2 CHECKED

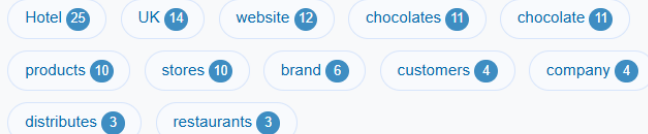
0 FLAGGED

0

2026-04-15

## Main Topics

Click to view



## Facts by LLM model

Click to view

Gemini (GR / TD)	10	8
Claude		9
Chatgpt		9
Sonar		8

## Reviewed Facts

2 / 44

gemini-grounded

CHECKED

FLAG



Hotel Chocolat is a British chocolatier and cocoa grower that produces and distributes chocolate and cocoa-related products.

gemini-grounded

CHECK

FLAG



In January 2024, Hotel Chocolat was acquired by Mars Inc.

gemini-grounded

CHECK

FLAG



Hotel Chocolat emphasizes ethically sourced cacao and is the only company in the UK to own its own cocoa farm.

gemini-grounded

CHECK

FLAG



Hotel Chocolat has a network that includes online sales, cafés, restaurants, outlets, and factory stores.

gemini-grounded

CHECK

FLAG



As of January 2023, Hotel Chocolat had 125 stores in the United Kingdom.

# WAIKAY shows where info came from

The screenshot displays the WAIKAY interface with a search history on the left and a main content area. A search for 'Hotel Chocolat' is highlighted. An overlay window titled 'www.hotelchocolat.com/uk' is open, showing the AI Model used (Claude) and the retrieval date (2026-04-15). The overlay is divided into 'LLM Answer' and 'Facts' sections. The 'Facts' section lists several pieces of information, each marked with a 'FLAG' icon, indicating that the AI's response is based on the website's content. A circular chart on the right shows an 'AI Knowledge Score - Claude' of 78%, with a note that this represents a 78% overlap between website topics and the LLM response. Below the chart, the 'Latest Score' and 'Average Score' are both shown as 78 / 100. A 'Score History' table shows a score of 78 on 2026-04-15. A 'Close' button is located at the bottom right of the overlay.

macarons).  
gemini-grounded  
The Velvetiser is  
gemini-grounded  
The website inc  
claude  
Hotel Chocolat  
claude  
Hotel Chocolat  
claude  
They have expa  
gemini  
www.hotelchocol  
gemini  
The website is  
gifts , and relate  
gemini  
Hotel Chocolat  
craftsmanship.  
gemini

CHECK FLAG

www.hotelchocolat.com/uk

AI Model: **Claude** - Retrieved on 2026-04-15

LLM Answer **Facts**

- FLAG** Hotel Chocolat is a premium British chocolatier known for producing high-quality chocolate products.
- FLAG** The company operates both online (through their website) and through physical retail stores across the UK.
- FLAG** Hotel Chocolat emphasizes ethical sourcing and sustainability.
- FLAG** They operate their own cacao estate in Saint Lucia called Rabot Estate.
- FLAG** Hotel Chocolat offers luxury chocolate boxes, seasonal products, drinking chocolate, chocolate gifts, hampers, and subscription services.
- FLAG** The company uses a bean-to-bar approach and owns cacao plantations.
- FLAG** They have expanded into chocolate-themed hotel experiences and cafés.
- FLAG** Hotel Chocolat is known for innovative flavor combinations and premium positioning.

**AI Knowledge Score - Claude**

**78%**

78% overlap between website topics and LLM response

**Latest Score** 78 / 100

**Average Score** 78 / 100

**Score History**

2026-04-15	78
------------	----

Close

CHECK FLAG

# Aleyda's Tips for AI are Familiar...

1.  
Research and Assess  
your AI Search  
Platform Audience  
Behavior

2.  
Optimize for content  
AI crawlability and  
indexability

3.  
Optimize for  
Chunk-Level  
Retrieval

4.  
Optimize for Answer  
Synthesis

5.  
Optimize for  
Citation-Worthiness

6.  
Optimize for Topical  
Breadth and Depth

7.  
Optimize for  
Multi-Modal Support

8.  
Optimize for Content  
Authoritativeness  
Signals

9.  
Optimize for  
Personalization  
Resilient Content

10.  
Monitor Your content  
AI Search  
Performance

## They are **SEO** with new wording

<https://www.aleydasolis.com/en/ai-search/ai-search-optimization-checklist/>



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# Research AI Platform Behaviour

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- Identify the **AI Search Platforms Your Audience Uses**, the ones already referring top traffic to your site, as well as those referring AI traffic to your competitors
- Identify the **most popular and relevant Queries/Prompts used** by your audience to search for your product / services and brand across the customer journey
- Identify Your **Current Content Performance** (mentions, links, sentiment) vs Competitors for relevant Queries/Prompts across the relevant AI Platforms
- Establish your **relevant queries/prompts and topics to target** and prioritize to optimise for with your content strategy based on your current site and brand performance vs competitors



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# Optimise content for crawlability

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- This is a bit more technical but worth keeping some of these points in mind while designing templates and creating content.
- Allow search engine crawlers from AI systems through your site such as: GPTBot, Googlebot and Google-Extended token, bingbot, Claude (ClaudeBot/Claude-User/Claude-SearchBot), CCBot, PerplexityBot/Perplexity-User.
- Make sure you check that you avoid blocking AI bots with firewalls or bot filters.
- Ask the website developers to avoid Client Side Rendered JavaScript.
- you can check that none of the pages are noindexing via meta robots any of your valuable content which should be surfaced in AI answers.
- Avoid using a “nosnippet” rule which will prevent the content from being used as a direct input for AI Overviews and AI Mode.
- **Optimise internal linking** to facilitate internal pages crawlability, while using descriptive anchor texts.



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# Topic Breadth and Depth

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- AI search platforms break complex queries into multiple related subqueries (facets, angles, intents) executed in parallel to retrieve the most relevant content for each aspect (Eg. Query fan-out technique of AI Mode), gathering and synthesising information from diverse sources.
  - This rewards sites with topical breadth and depth, that feature content that covers each facet in-depth.
- Query fan-out explores different user intents, so targeting a diversity of angles increases coverage. Stick to the same topic though so depth on topic, not breadth.
- Use a topic cluster model, creating a comprehensive pillar (hub) page which is pretty much what you have done, relevant, main broader topics, and cluster pages around specific facets.
  - Pillar pages should summarize each topic facet, covering key sections briefly, with links to deeper cluster pages.
  - Cluster pages should target specific facets, that should be covered in-depth, ensuring unique purpose and query intent for each page.
  - Cross-link between cluster pages where relevant and back to the hub, as a central resource, establishing semantic relationships across content, and helping AI understand the full context and span connections between topics.



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# Optimise for Chunk Storage & Retrieval

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- AI search engines don't index or retrieve (as the result of a query) whole pages; they break content into passages or “chunks” and retrieve the most relevant segments for synthesis. That's why you should optimise each section like a standalone snippet.
- Don't rely on needing the whole page for context, each chunk should be independently understandable but still work within the whole.
- Keep passages semantically tight and self-contained.
- One idea per section: keep each passage tightly focused on a single concept.
- Use structured, accessible, and well-formatted HTML with clear subheadings (H2/H3) for every subtopic.



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# Answer Synthesis from Fan-out & RAG

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- AI search engines synthesise multiple chunks from different sources into a coherent response. This means your content must be easy to extract and logically structured to fit into a multi-source answer.
  - Usually you do get a link too.
- Summarise complex ideas clearly, then expand (A clearly structured “Summary” or “Key takeaways”).
- Start answers with a direct, concise sentence.
- Favor plain, factual, non-promotional tone.
- Use Structured Data to help AI models better classify and extract structured answers.
- Use natural language Q&A format.



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# Citation Worthiness

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- AI search engines will cite content when it's perceived as factually accurate, up-to-date, well-structured, and authoritative. Not every included chunk gets cited – to earn attribution, your content must meet higher trust and clarity criteria.
- Use specific, up-to-date, verifiable claims, fact-based statements, not vague generalities.
- Include source citations (link to studies, stats, or experts).
- Show authorship and credentials for EEAT signals.
- Use author, organization structured data for brand and entity salience that reinforces citation metadata.
- Refresh key content regularly and signal updated content by adding timestamps.



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# Content Authoritativeness Signals

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- Authority increases the likelihood that your content will be included and cited in AI-generated answers, especially as these systems rely on entity recognition and reputation to determine which sources to trust.
- Without clear authority signals -such as expert bylines, structured data, external citations, and mentions on reputable sites- your content is less likely to be surfaced, even if it's accurate.
- Optimise your brand presence across web platforms, including social channels, in a consistent way, linking back to your main site, engaging with your community, answering reviews, etc.
- Publish original research, reports, or data studies, conduct surveys, compile unique datasets, or run industry studies. Promote them to journalists and bloggers who create content roundups.
- Secure coverage in industry and expert publications, contribute quotes or guest content to respected newsletters and blogs in your industry.
- Promote your content across relevant third-party channels: Engage with influencers, experts, Slack groups, subreddits, and communities. Ask for feedback and mentions.



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# E-E-A-T

## Experience

First-hand experience but not necessarily an expert with credentials.

## Expertise

Based on qualifications and recognised knowledge related to the topic area.

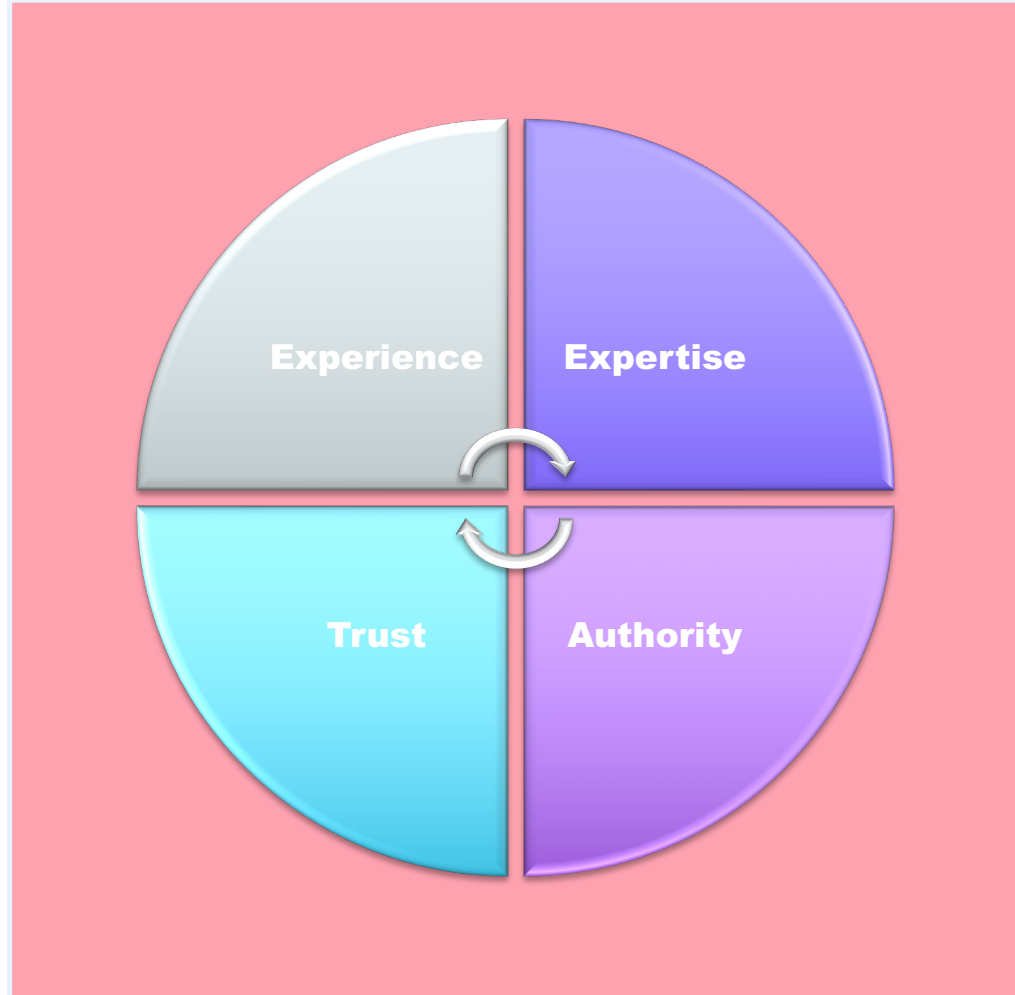
## Authoritativeness

Reputation and recognition of the author within the industry by peers (awards, etc) as trusted source

## Trustworthiness

Relates to transparency of author/site, accuracy of content, and objectivity.

- Each of these elements are inter-related and essential for ranking.
- Sites can rank without EEAT in verticals where there is little to no competition or little to no EEAT generally.



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# Ensure Multi-Modal Elements On-Page

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- AI search systems are increasingly retrieving and synthesizing multimodal content, including images, charts, tables, videos, to better answer user queries. This then creates opportunities to provide more useful, scannable and engaging answers for users.
- Ensure images and videos have well optimised names (and from a technical point of view not blocked from being crawled).
- Images should use descriptive alt text that includes topic context.
- Add captions to images and videos with explanation right below or beside the visual.



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# And hey... why not a Video-First Content Strategy for some things?

## Why Is VFM Not Video Marketing?

If you create videos and use them across all the marketing collaterals, it does not necessarily mean a VFM strategy. Video-first marketing differs from video marketing because of intention, medium and metrics.

### Intention

In VFM, you send a personalized demo video to a user unsure about a feature of your product. The intention here is to help them understand your product better. If the user loves that feature, there's a possibility for purchase.

Whereas, creating and distributing a series of tutorial videos for the same feature is video marketing. These are different intentions.

[This video](#) by Slack is perfect for people who are on the fence, AKA the decision stage. It's not about the features but showcases how people like its audience make the best use of it.

### Medium

In VFM, you create videos targeted at a particular segment of the audience with different forms of videos across your marketing channels and campaigns, while video marketing covers a plethora of audiences.

That's why video-first marketing encourages you to own your videos that communicate to your audience and complete a specific objective, rather than hosting them on a rented platform like social media.



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# Personalisation Resilient Content

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- AI search engines can personalise answers using a combination of contextual signals, retrieval techniques, and user-centric data: User location, user intent, search history or session context, entity familiarity or brand bias via user patterns, user feedback and engagement.
- **Add contextual signals that aligns content with profile-based personalisation**, segmenting content for specific personas or use cases.
- **Get links and mentions across reputable domains** and popular platforms where your audience engages via digital PR, contributor posts, Wikipedia citations, mentions in research, strong community and social media presence and engagement, since AI search may personalized towards brands or sites the user previously interacted with or that have high entity recognition for a given topic.
- Retain attention and engagement with **fast, useful content** that gives a satisfying user experience since AI search systems refine results based on user behavior, thumbs up/down, etc. This feedback loops into ranking and synthesis decisions for future answers.



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# Remember... even ChatGPT uses search results

Aleyda also documented what happened on a [LinkedIn post](#) where Kyle Atwater Morley shared his observation:

**“So ChatGPT is basically piggybacking off Google snippets to generate answers?”**

**What a wake-up call for anyone thinking traditional SEO is dead.”**

Stéphane Bureau shared his opinion on what’s going on:

**“If Bing’s results are insufficient, it appears to fall back to scraping Google SERP snippets.”**

He elaborated on his post with more details later on in the discussion:

**“Based on current evidence, here’s my refined theory:**

**When browsing is enabled, ChatGPT sends search requests via Bing first (as seen in DevTools logs).**

**However, if Bing’s results are insufficient or outdated, it appears to fall back to scraping Google SERP snippets—likely via an undocumented proxy or secondary API.**



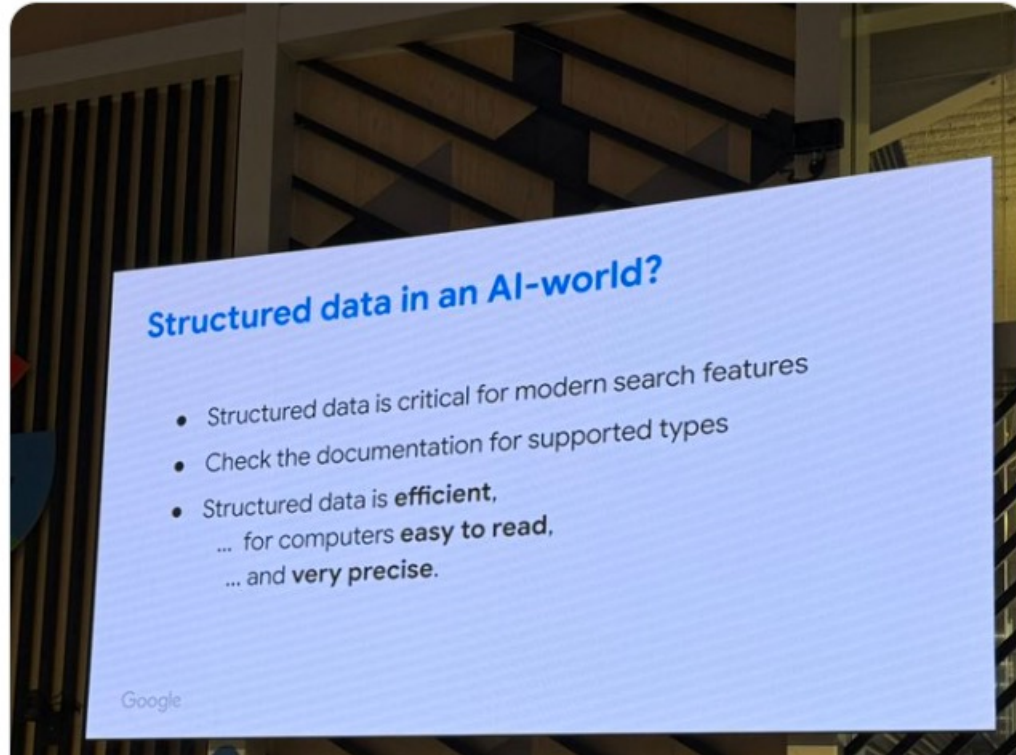


Aleyda Solis

@aleyda



Google still recommends to use structured data in an AI search world - focusing on those things that are actually visible in SERPs 👁️ @JohnMu #sclmadrid



@JohnMu



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**The world  
of content  
is changing**




# How people search will continue to evolve



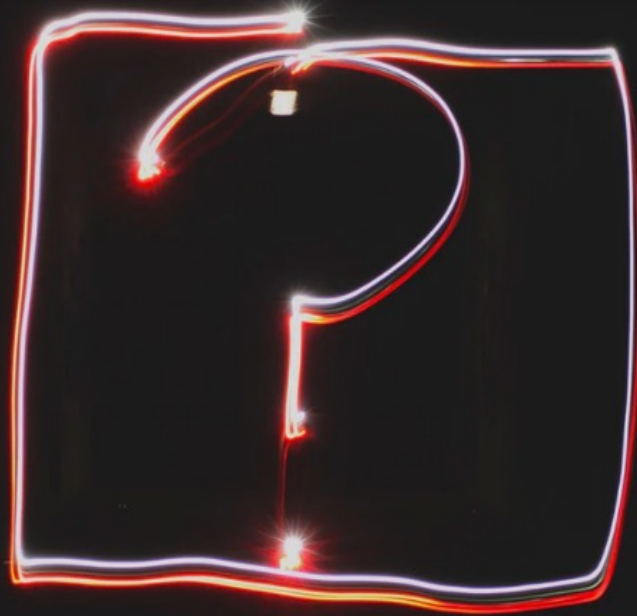
**Good SEO,  
FAQs and  
Schema  
is all you  
really  
need.**





**SO WE'LL SEE YOU TOMORROW.**

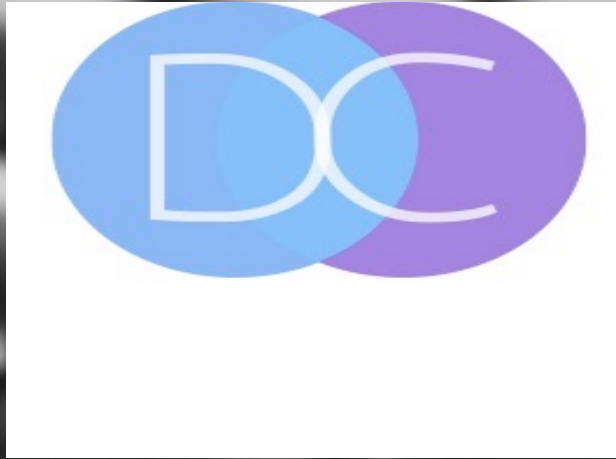
**Ask questions**



**THANK YOU**

## **You Can Find Me Online**

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**Food Blog:** <https://MostlyAboutChocolate.com>  
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**THANK YOU FOR YOUR TIME**